

Millward Brown Acquires Centrum Voor Marketing Analyses In Netherlands 10 July 2003

Millward Brown, the world leader in brands and communications research has acquired Dutch market research agency Centrum voor Marketing Analyses. The move underscores Millward Brown's commitment to creating a fully-integrated offering in all major markets for the benefit of both local and global clients. Centrum has previously been a Millward Brown licensee.

Founded in 1964, Amsterdam-based Centrum voor Marketing Analyses is best known for its expertise in the following sectors: packaged goods, financial services, telecoms, logistics and mail, and utilities. It has a strong reputation for qualitative research. Clients include a wide range of top level Dutch companies as well as most of the major multi-national businesses with interests in the Netherlands. Centrum employs over 100 people full-time at its Amsterdam office. Commenting on the acquisition, Sue Gardiner, Joint MD of Millward Brown UK said: "We have enjoyed a very close relationship with Centrum as our licensee in Holland for many years, and happily the time is right now for us to get closer still. We are delighted about this because Centrum is a very good match for Millward Brown: great researchers who have strong client partnerships, and importantly a common philosophy about brands and communication. The benefits to our clients will be continued access to all our learning plus easier access to our global network."

Added Jan Oostveen, MD of Centrum voor Marketing Analyses: "We are really enthusiastic about this new phase our company is entering. As a highly successful research agency in the Dutch market, becoming part of the Millward Brown Group will sustain our authority for years to come" With immediate effect, Centrum voor Marketing Analyses will change its name to Millward Brown / Centrum. The existing structure and local management personnel of Millward Brown / Centrum will continue unchanged.