

**Sadek Wynberg and Millward Brown Integration Creates One of the Biggest Qualitative Offerings in the UK**  
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Millward Brown has acquired Sadek Wynberg Research, one of the UK's most innovative and best respected qualitative research agencies. The acquisition will result in the merger of Millward Brown UK's Qualitative Unit with Sadek Wynberg to form a qualitative practice known as Sadek Wynberg Millward Brown.

This will create one of the UK's largest qualitative offerings. The new operation will be headed jointly by Rebecca Wynberg and Nadim Sadek, with Nadim being appointed to Millward Brown's global Qualitative Board, and Rebecca taking up a position on Millward Brown UK's Management Committee. Sadek Wynberg's current Queensway offices will be used as the new practice's London base, while Millward Brown's Warwick office will continue to be home to a large qualitative team.

Commenting on the merger, Sue Gardiner, Joint Managing Director of Millward Brown UK, and Main Board Director Millward Brown Group said: "This is the most exciting development at Millward Brown UK for a very long time. This is about bringing together the very best from both operations and heralds a fresh way of working with clients. What clients need today are real consumer insights and actionable data. Qualitative input to this is essential. It is Millward Brown's ambition to be the best qualitative network in the world. In the last few years we have acquired Ergo in Spain, MFR in France, Delfo in Italy, Firefly in Thailand and Greenfield Consulting Group in the USA.

Now, we are delighted to have such a prestigious addition as Sadek Wynberg to our network. "Added Rebecca Wynberg: "We are very excited at the prospect of working with Millward Brown, which has a fantastic reputation in brand and advertising research. We are looking forward to bringing together two really strong qualitative teams to continue to provide excellent work for Clients." Concluded Nadim Sadek: "Qualitative research is now so widely used by global brands that the opportunity to service clients in a truly integrated way was irresistible."