



NORSTAT

anything you need to know.™

- The leading
data collector in
Nordic region!

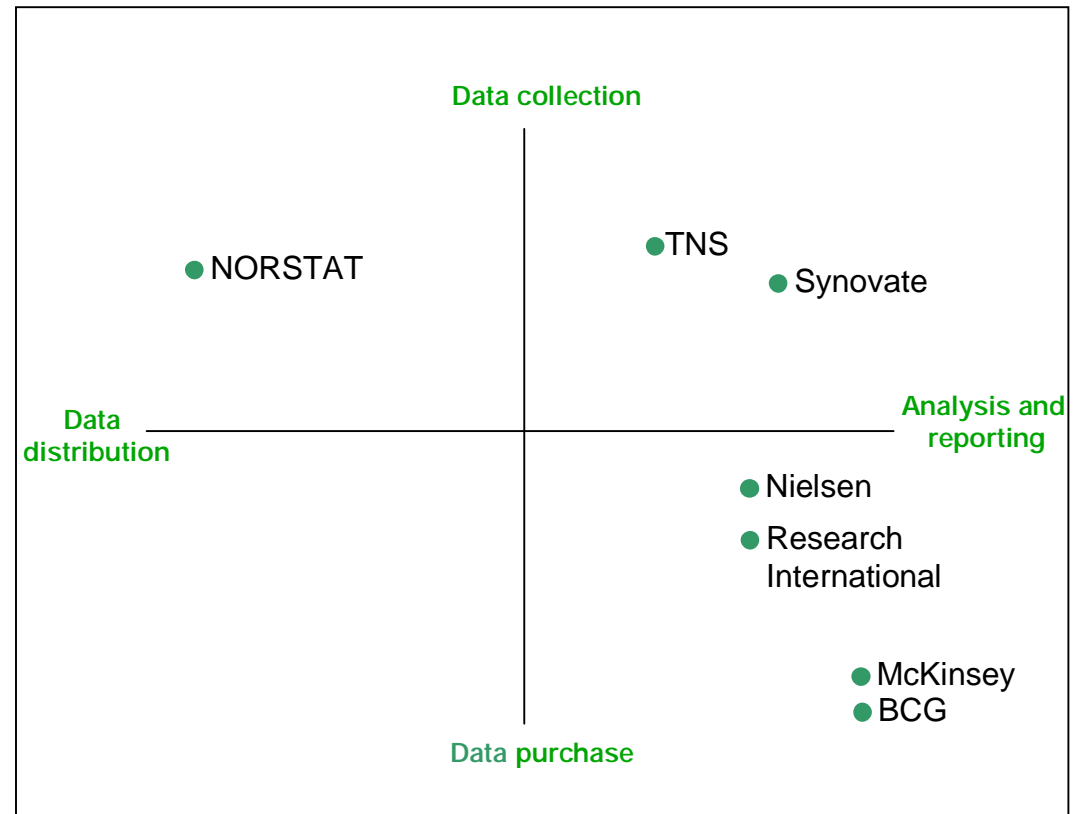
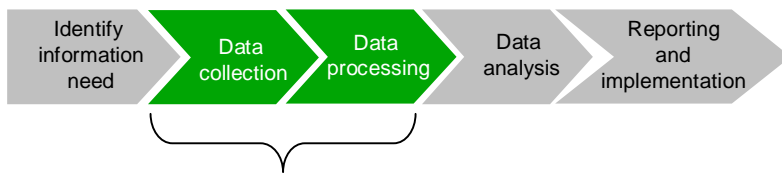


NORSTAT operates within the information and research industry

NORSTAT business idea:

NORSTAT collects and processes data on behalf of professional users of marketing and business information

Information and Market Research value chain



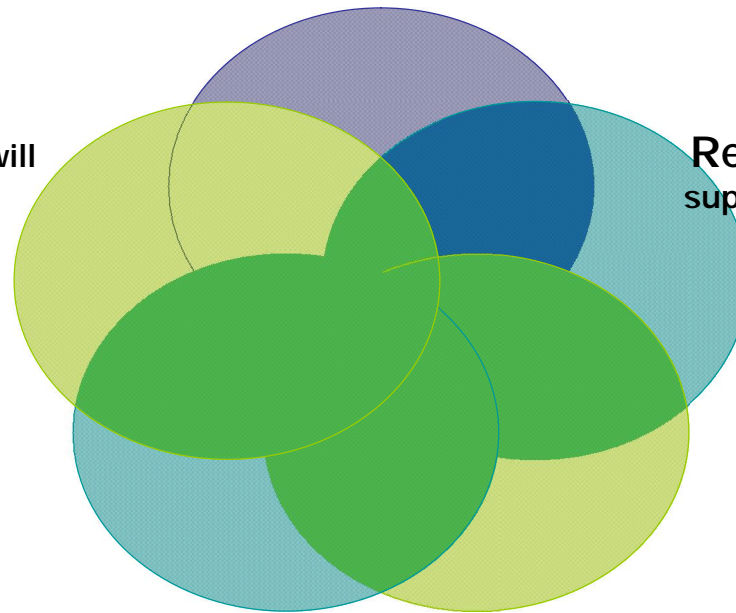


NORSTAT values - the frame we work within internally and externally

Professionalism – data collection is both science and business!

Ambition – we will always try!

Respect – for customers, colleges, suppliers and competitors!

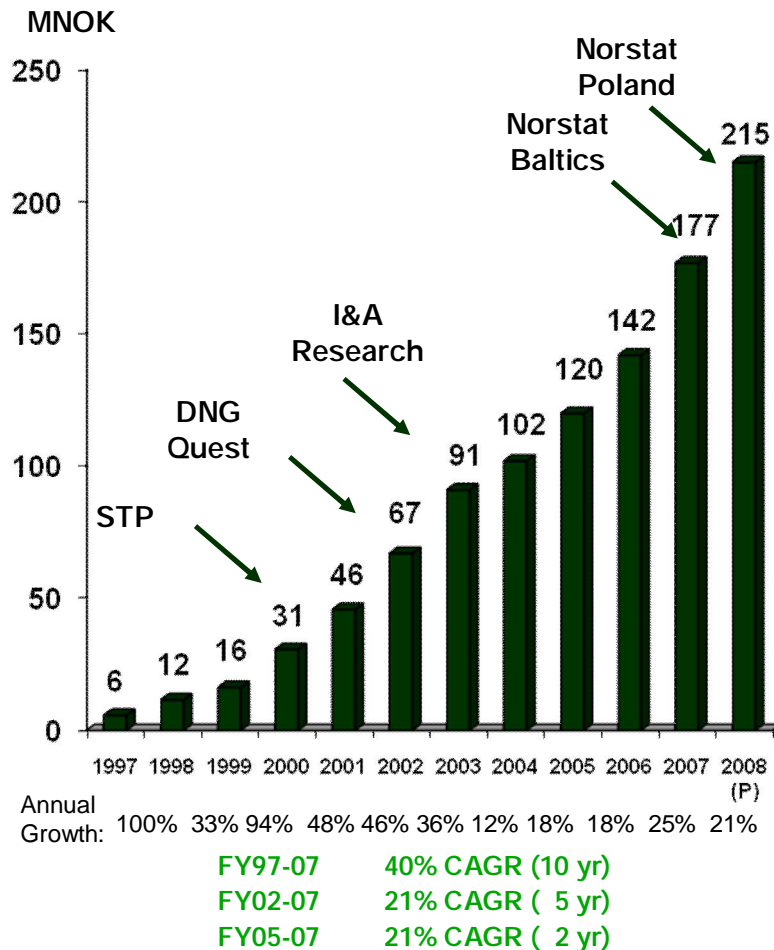


A culture of inclusion – we believe in diversity! **Flexibility** – the key to success!



NORSTAT history - a decade of growth

Revenue development



- **1997-2000: Norsk Statistikk launched as Norway's first Field & Tab company**
 - Rapid growth during 1997-2000 and market share building in the Field & Tab market
 - Nordic ambitions
- **2000-2006: Nordic expansion**
 - Start up of STP (Finland)
 - Acquisition of DNG Quest (Sweden)
 - Acquisition of I&A Research (Denmark)
- **2007-2008: Expansion outside the Nordic region**
 - Start up of Norstat Estonia, Latvia and Lithuania
 - Acquisition of Hermelin Finland/STP
 - Start up of Poland Q4/08
- **Other Milestones**
 - 2003: Start up of panel
 - 2005: Listing on Oslo Stock Exchange
 - 2006: Panel to reach 100.000 members
 - 2007: Acquired by Altaria PE
 - 2008: Panel to reach 200.000 members
 - 2008: De-listed from OSE
 - 2008: Panel to reach 250.000 members



NORSTAT 2008 - Leading provider of marketing information and research on the Nordic market.

§ # 1 position on the Nordic data collection market - 20% market share within data collection and processing in Scandinavia, strong presence in Finland and the Baltics. Start up in Poland from Jan 09.

§ Strong and well repudiated brand name within the business in the Nordic region

§ Conducting more than 2,5 million interviews yearly, both b2b and b2c

§ More than 2000 interviewers/600 working stations (CATI and CAPI)

§ Acknowledged leader in the rapidly-growing online research market (30% of revenue 1H/08)

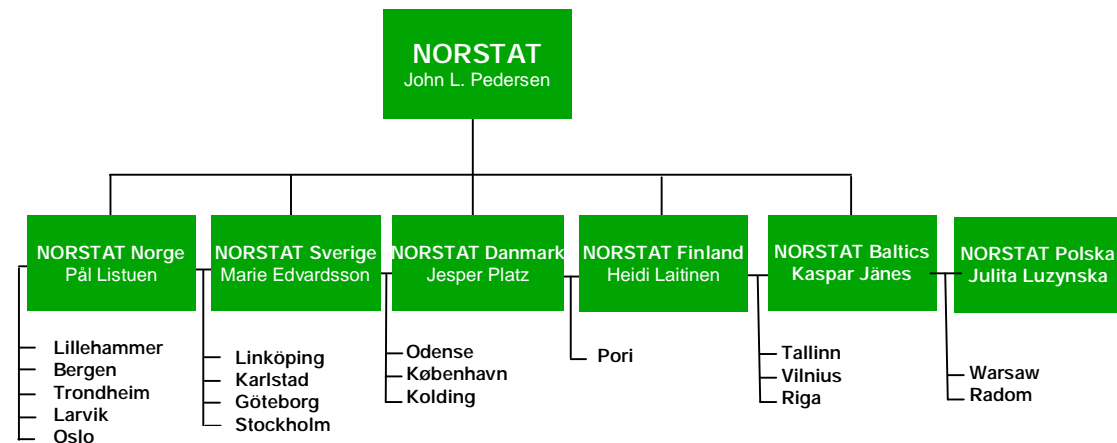
§ Respondent panel consisting of 275.000 people - the regions largest CATI-recruited double opt-in panel

§ Serving a broad range of leading customers - national, regional and international within MR, consulting/advertising/PR/media planning, research/science and larger end users

§ Acquired by PE Altaria Invest AS Dec 07, delisted from Oslo Stock Exchange Feb 08



NORSTAT Geographic presence and operational structure



Workstations	175	150	100	150	80	64
Panelists	85.000	90.000	55.000	32.500	21.000	1.000
Employees	500	500	250	200	50	1



NORSTAT products and services - we cover the full range



F2F

Test centres/hall facilities in all major cities in the region.



Recruitment for qualitative projects

Recruitment services in all markets. Focus group facilities for rent at several sites.



Telephone/CATI

Total capacity of approx 600 stations throughout the region. Weekly national representative omnibusses, B2B-busses etc.



Web

The regions largest panel – more than 275.000 panelists, using Conformat as software.



Other services

Postal surveys, scanning, mystery shopping, online graphical reporting and methodology consulting

NORSTAT

anything you need to know:



OSLO



LILLEHAMM



SKIEN



DYRØY



BERGEN



KØBENHAVN



LINKÖPING



KARLSTAD



STOCKHOLM



PORJ



ØVER-TORNEÅ

Thank You for Your Attention

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