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Synovate expands retail analytics offering with acquisition of PS&A

Aegis Group plc ("Aegis"), the marketing communications group, today announces the acquisition of Peter Seagroatt & Associates ("PS&A") in the UK. PS&A has gross assets of £3.3m.

PS&A is a well-established business, specialising in the analysis of point of sale data from the petrol forecourt and convenience sectors for retailers and suppliers. Founded in 1994, it is today the market leader in this channel with a high quality retailer and manufacturer client base.

Following the acquisition, PS&A will become part of Synovate Aztec, taking Synovate Aztec's retail analytics staff to 300 in 10 countries, including market-leading positions in the grocery channel in Australia and New Zealand. The combination of PS&A's data access and customer base with Synovate Aztec's world-class software tools will provide a compelling offer to retailers and brand owners alike.

This move follows the acquisition of SPSL in retail footfall measurement and analysis in December 2007, and underpins Synovate's commitment to creating a world-class retail offering based around proprietary tools and an in-depth understanding of the sector and its needs.

Commenting on the acquisition, Robert Lerwill, ceo of Aegis, said:
"Retail analytics is a vital strategic tool for retailers and for brands looking to understand consumer behaviour. It is now three years since Synovate first moved into retail analytics with the acquisition of Aztec. Since then we have taken that technology into Thailand, Malaysia, the Philippines, Hong Kong, South Africa, the UK, Belgium and France. At the same time, we have also extended Synovate's retail expertise into related fields: from customer satisfaction and loyalty to footfall. PS&A will fit very naturally with Synovate Aztec and into the growing retail portfolio."

For further information contact:

Charlotte Elston / Hannah Bailey

Aegis Group plc
+44 (0) 20 7070 7708 / 7725

Charles Palmer

Financial Dynamics
+44 (0) 20 7831 3113