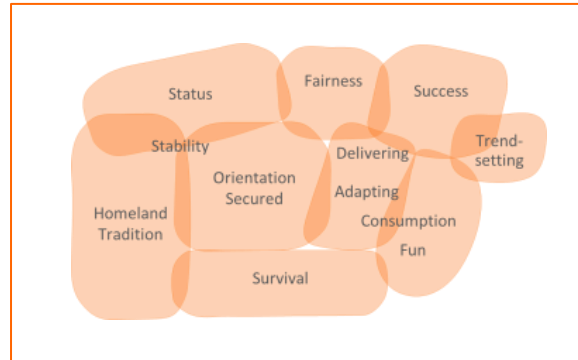
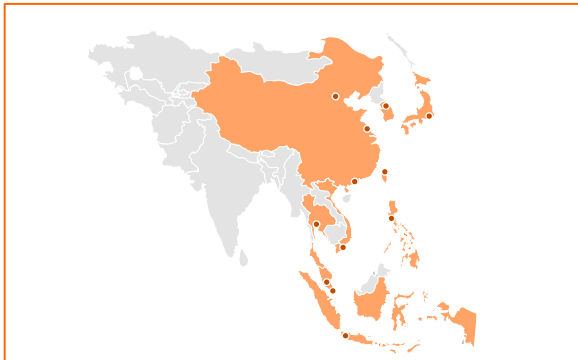


Detailed Sinus-Meta-Milieus[®] description for 11 Asian markets



The first-ever pan-Asian Milieu-study that brings to life Asian target-groups the way they live, think and buy! A cooperation of **ACORN** and **SINUS**:

Contents per Sinus-Meta-Milieu®

New 2016

Basic-Report Meta-Milieus

available for more than 40 markets



Content

- Market size of Sinus Meta-Milieus®
- Sinus Meta-Milieus® short profile
- Lifestyle collage
- Sociodemographics

Countries available

Australia	Germany	Luxemburg	Serbia	Turkey
Austria	Greece	Malaysia	Singapore	U.K.
Belgium	Hong Kong	Mexico	Slovakia	USA
Brazil	Hungary	Netherlands	Slovenia	Vietnam
Bulgaria	Indonesia	N. Ireland	South Korea	
China	Ireland	Philippines	Spain	
Czech	Italy	Poland	Sweden	
Denmark	Japan	Portugal	Switzerland	
Finland	Croatia	Romania	Taiwan	
France	Lithuania	Russia	Thailand	

Study details

differs by country

- Fieldwork:** between 2013 – 2016
- Sample size:** min. 1,000 interviews representative for online population
- Method:** CAWI
- ~ 40 pages

Detailed-Report Meta-Milieus

available for 11 Asian markets



China	Philippines
Hong Kong	Malaysia
Korea	Indonesia
Japan	Singapore
Vietnam	Taiwan
Thailand	

- Market size of Sinus Meta-Milieus®
- Sinus Meta-Milieus® short profile
- Lifestyle collage
- Sociodemographics
- Social Issues & Life Satisfaction
- Activity & Habits
- Socio-Cultural Trends
- Consumer categories and profiles
- Preferences for products of Country-of-Origin
- Luxury Fashion & Cosmetics profiles
- Digital Lifestyle profiles
- Banking profiles
- Health & Wellness profiles
- Travel & Tourism profiles
- Mobility & Automotive profiles
- Telecommunication profiles

- Fieldwork:** June/July 2016
- Sample size:** 860 interviews by market representative for Affluent Urban Online Population
- Method:** CAWI
- ~ 320 pages

Special Report Meta-Milieus China

for China Tourists Eastcoast Tier 1,2 cities



- Market size of Sinus Meta-Milieus®
- Sinus Meta-Milieus® short profile
- Lifestyle collage
- Sociodemographics
- Past holiday destinations
- Future holiday destinations “Destination funnel”
- Travel form (tour operator, individually)
- Travel activities (e.g. cruise, sightseeing)
- Drivers for travelling
- Average duration of journey
- Average expenditures for shopping
- Consumer categories ownership, purchase intend, shopped abroad
- Customer Journey

- Fieldwork:** December 2015/January 2016
- Sample size:** Based on 2.941 representative Interviews for China eastcoast Tier 1,2 cities
- Method:** CAWI
- ~ 180 pages

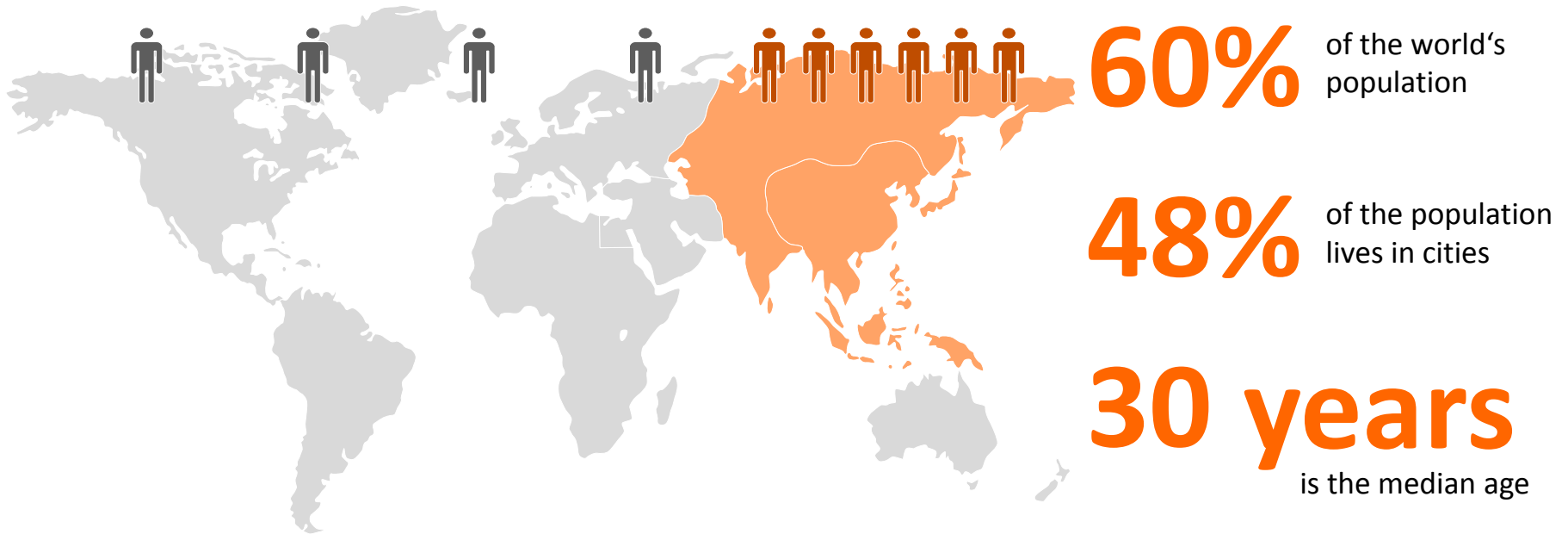
ACORN and SINUS combine their expertise as strategic partners in Asia

Consumer-Centric Understanding bundled with **Asian Market & Marketing Expertise**



- Founded in 1985 **30th Anniversary Project**
- Asia's leading, independent market research company
- Special expertise in marketing strategy & consulting across Asia. Works with major international clients in the Middle East, Eastern Europe and Western Europe
- 11 direct offices across Asia
- Sinus-Milieus® as leading target-group model for marketing management and social-/political research across Germanic markets
- Sinus-Meta-Milieus® as international target-group solution available in 40 markets around the world
- Directly active in Asia with SINUS:consult since 2014

Asia is a continent and region of undisputed size and potential...



But it is changing **faster** and **more dynamically** than any other region in the world...

By **2030** Asian countries will represent **66%** of the world's middle class

Asia's population is getting **even younger** with increased birth-rates

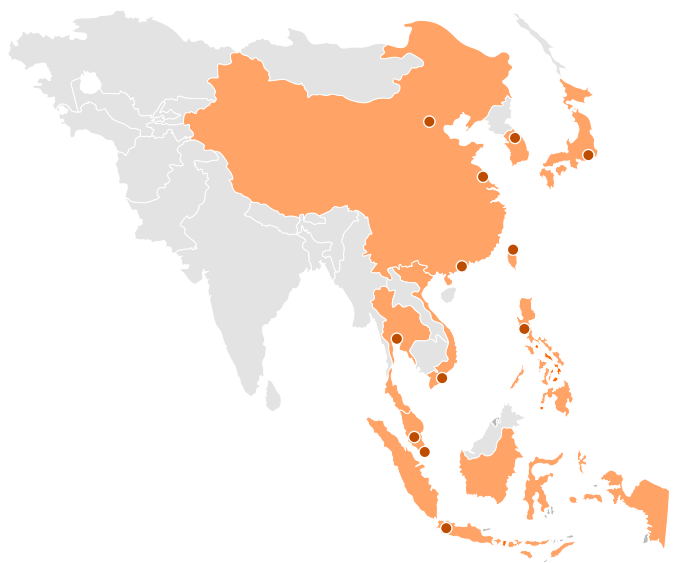
Asia leads the world's **mobile digitalization** with more than 800 Million smartphones in use by the end of 2015

Thus we conducted the first-ever pan-Asian Milieu-Study Research Design

In-depth Market Understanding






11 Asian Key-Markets in Scope

China, Hong Kong, Korea, Japan, Vietnam, Thailand, Phillipines, Malaysia, Indonesia, Singapore, Taiwan



Generational Value- and Consumption Shift

5 Generations in Scope

<p>Youth</p>  <p>15-19 years</p>	<p>Millennials</p>  <p>20-27 years</p>	<p>Gen Y</p>  <p>28-39 years</p>	<p>Gen X</p>  <p>40-55 years</p>	<p>Silver Haired</p>  <p>56-70 years</p>
Future Decision-Makers				

Research Methodology & Scope

Representative for Online Population



9,460 in total (n=860 by market)

Online surveys (CAWI) across all markets

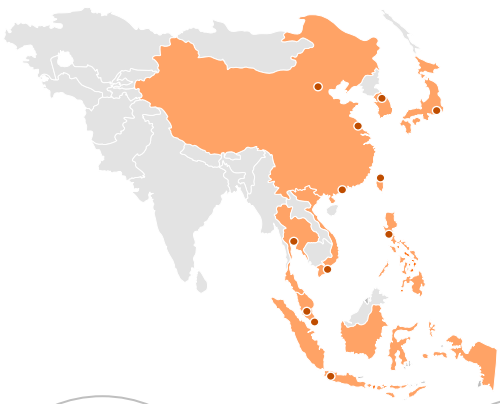


Rising middle-class

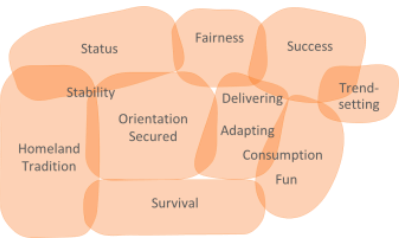
Across generations in scope

We in-depth studied Asian target-groups (Sinus Meta-Milieus®)

Consumer-Report Meta-Milieus: Reporting Content



Strategic-Target Groups
Sinus-Meta-Milieu®
Profiles & Lifestyle Collages



Understanding consumers
how they really exist



Socio-cultural Profiling

Life-satisfaction
Compelling Social Issues
Socio-cultural Trends



Digital Lifestyle Profiles

Digital / Mobile Behaviour
Social Media Personalities
Digital Trends



Consumer Profiling

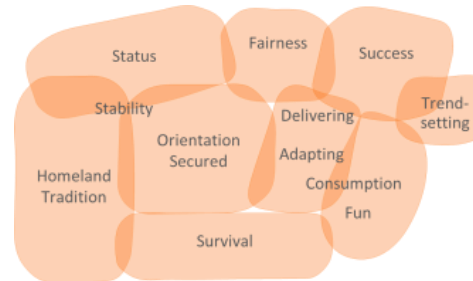
- Health
- Telecommunication
- Travel
- Banking & Finance
- Luxury Fashion
- Beauty Care
- Mobility & Automotive

We deliver the right answers to your questions about Asia

Consumer-Report Meta-Milieus: Survey Scope

- Who are Asia's real-life target groups?
- What are their values and lifestyles?
- What are regional similarities and local differences?

- What issues move people in Asia?
- Which socio-cultural trends are prevailing?
- What topics engage people in Asia?



- Key-drivers for Preference
- Key-drivers for Purchase
- Brand Profiles
- U&A
- Trends

My Category, My Target Groups, My Markets

- Digital Channel Preferences
- Digital Receptivity
- Digital Trends
- E-Commerce Preferences

Understand your market and target groups

Price List

Costs for the detailed Sinus-Meta-Milieu Reports in 11 Asian markets:

Number of Consumer Reports (1 report = 1 country)	Price per country (€)
1 report	3.500
2 reports	3.400
3 reports	3.300
4 reports	3.200
5 reports	3.100
6 reports	3.000
7 reports	2.900
8 reports	2.900
9 reports	2.778
10 reports	2.500
All 11 reports	2.273



China	Philippines
Hong Kong	Malaysia
Korea	Indonesia
Japan	Singapore
Vietnam	Taiwan
Thailand	

Additional Meta-Milieu Reports

Price per report

Meta-Milieu Basic Market Report (available for 44 countries)	1.200 €
Meta-Milieu Consumer Report (available for 11 Asian countries)	3.500 €
Meta-Milieu Travel Report China	2.500 €

All prices are exclusive VAT, currently standing at 19%.

This is only of concern for orders within Germany.

Please contact us for more detailed information and reporting requests



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