LISTENING TO ASIA

Understanding the **MIND** of consumers across Asian societies in order to activate them as real-life consumers!

Study across the 11 most important Asian markets run by **ACORN** in cooperation with **SINUS**.

Singapore, 2016
ACORN and SINUS combine their expertise as strategic partners

ACORN ASIA and SINUS GROUP

Consumer-Centric Understanding bundled with Asian Market & Marketing Expertise

- 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
- 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

www.sinus-institut.de
www.acornasia.com
Asia is a continent and region of undisputed size and potential...

60% of the world’s population

48% of the population lives in cities

30 years is the median age

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

Sources: McKinsey Global Institute; CIA World Factbook
This is how we will understand the Asian MIND...

Study Content (MIND)

Me
Value-based model
Sinus-Meta-Milieus®

Influence
Social Issues
Socio-cultural Trends

Now
Digital Lifestyle

Demand
- Health
- Telecommunication
- Travel
- Finance
- Luxury Fashion
- Beauty Care
- Mobility

Understanding consumers how they really exist
...across the region, by country and between generations

Research Design

In-depth Market Understanding

11 Asian Key-Markets in Scope

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

Generational Value- and Consumption Shift
5 Generations in Scope

<table>
<thead>
<tr>
<th>Youth</th>
<th>Millennials</th>
<th>Gen Y</th>
<th>Gen X</th>
<th>Silver Haired</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-19 years</td>
<td>20-27 years</td>
<td>28-39 years</td>
<td>40-55 years</td>
<td>56-70 years</td>
</tr>
</tbody>
</table>

Applicable Research Methodologies
Hybrid Research to Reach Total Scope

8,800 in total (n=800 by market)

Online surveys (CAWI) for majority of sample

Offline surveys (CAPI) where needed to reach all socio-demographic groups
We deliver the right answers to your questions about Asia

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
We bring complex societies to life with actionable reports

Reporting Scope

**Sinus-Meta-Milieu® Reports**
- Value- and Lifestyle Segmentation
- Total region (11 markets) summaries
- Single market zoom-in

**Special-Topic Reports**
- Generation Scope
- Digital Lifestyle & Trends
- Social Issues and Topics
- Socio-cultural Trends

**Category Reports**
- Total region (11 markets)
- Single market zoom-in
- Strategic Target Groups
- Trends

**Customized Reports**
Your business question, our analysis
- Strategic Target Groups
- Market Entry
- Workshop Formats
Get excited about MIND results by October 2016

Timeline

- May 2016: Fieldwork
- June 2016: Analysis & Reporting
- July 2016: Study Publication
- September 2016: Study Publication
- October 2016: Study Publication
- November 2016: Roadshow Asia

Book your Roadshow Event
- Study Summaries & Snapshots
- Keynote Speeches
- Special Topic Presentations
- Tailored Seminars
Choose your reports – in-depth by market or topline for the region

Price List

APAC Topline Report

<table>
<thead>
<tr>
<th>STARTER OFFER: TOPLINE REPORT OF THE REGION (11 countries)</th>
<th>Unit Price (Euro)</th>
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</thead>
<tbody>
<tr>
<td>APAC Market Segments &amp; Socio-cultural Trends*</td>
<td>3,500</td>
</tr>
</tbody>
</table>

* Free with purchase of report for 7 countries

Each In-depth Market Report

<table>
<thead>
<tr>
<th>Number of Market Reports (market examples)</th>
<th>Unit Price (Euro)</th>
<th>Total Price (Euro)</th>
<th>Discount vs. Single Report</th>
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</thead>
<tbody>
<tr>
<td>1 report, e.g. Singapore only</td>
<td>3,500</td>
<td>3,500</td>
<td>0</td>
</tr>
<tr>
<td>2 reports, e.g. Singapore + Malaysia</td>
<td>3,400</td>
<td>6,800</td>
<td>200</td>
</tr>
<tr>
<td>3 reports, e.g. HK, Japan + Indonesia</td>
<td>3,300</td>
<td>9,900</td>
<td>600</td>
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<tr>
<td>4 reports</td>
<td>3,200</td>
<td>12,800</td>
<td>1,200</td>
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<tr>
<td>5 reports</td>
<td>3,100</td>
<td>15,500</td>
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<td>6 reports</td>
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<td>7 reports</td>
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<td>20,300</td>
<td>4,200</td>
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<tr>
<td>8 reports</td>
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<td>9 reports</td>
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<td>6,500</td>
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<tr>
<td>10 reports</td>
<td>2,500</td>
<td>25,000</td>
<td>10,000</td>
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<tr>
<td>All 11 reports</td>
<td>2,273</td>
<td>25,000</td>
<td>13,500</td>
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</table>

APAC Topline Report contains...
- Overview on Lifestyle- and Value-Based Segmentation across APAC markets (Sinus-Meta-Milieus®)
- Socio-cultural Trends Analysis (Topline)
- Category-specific Market & Consumer Toplines

Each In-depth Market Report contains...
- Lifestyle- and Value-Based Segmentation (Sinus-Meta-Milieus®)
- In-depth Target Group Profiling
- Socio-cultural Trend-Analysis
- Compelling Social Issue Report
- Digital Consumer Lifestyle Report
- Category-specific Market & Consumer Reports (Health, Telco, Travel, Finance, Fashion, Beauty and Mobility)

Reports purchased through Sinus Consult Pte. Ltd. in Singapore will be charged at the nominal value in USD (FX-Rate Discount)
Please contact us for more detailed information and reporting requests

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