

RUSSIAN MARKET RESEARCH FIRM ARMI-MARKETING JOINS MILLWARD BROWN

Moscow, Russia – 18th December, 2013. Millward Brown, a global leader in brand, media and communications research, today announced a joint venture with its Russian partner, ARMI-Marketing. The company acquired a 70% stake in the Moscow-based research firm Millward Brown ARMI-Marketing. The deal, which finalised this week, gives Millward Brown better access to long-term growth opportunities in Russia, which according to the World Bank continues to experience economic growth.

Since its formation in 1992, ARMI-Marketing has become a leading provider of market research in Russia and Ukraine. Operating in Russia from its offices in Moscow the company first became a Millward Brown network member 11 years ago. It now employs approximately 200 people across Russia and Ukraine, providing brand and communications research for many both multinational and local brands, including two-thirds of the top 15 advertisers in Russia.

Dimitry Pisarsky retains the role of General Director of Millward Brown ARMI-Marketing and will become a member of Millward Brown's European leadership team, led by Tim Wragg, European CEO of Millward Brown. "Russia and Ukraine are important markets for Millward Brown's clients," said Wragg. "This joint venture gives international clients better and more consistent local service and also helps us develop new client relationships as they expand abroad in the future. Our talented teams in Moscow and Kiev are driving marketing best practice in Russia and Ukraine today, and Millward Brown's international clients now have better access to that talent and their insights into these complex, fast-changing markets."

Dimitry Pisarsky said, "We are very pleased to announce a new stage of our partnership with Millward Brown. It brings together our local expertise with Millward Brown's extensive experience and solutions in brand, communications and media research. We are particularly looking forward to utilizing the latest research innovations to help our clients navigate today's complex multi-channel world and measure the return on social media and mobile for example. It improves our ability to help our clients evolve their marketing strategies to combine traditional marketing with the most impactful new digital channels.

We are also excited by the access to training and international development programs that this partnership provides our staff, particularly as more of our country's businesses move into a global arena."

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NOTES TO EDITORS:

About Millward Brown

Millward Brown is a leading global research agency specializing in advertising effectiveness, strategic communication, media and brand equity research. Millward Brown helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Specialist global practices include Millward Brown Digital (a leader in digital effectiveness and intelligence), Firefly Millward Brown (our global qualitative network), a Neuroscience Practice (using neuroscience to optimize the value of traditional research techniques), and Millward Brown Optimor (a strategy consultancy helping companies maximize financial returns on brand and marketing investments). Millward Brown operates in more than 55 countries and is part of Kantar, WPP's data investment management division. Learn more at www.millwardbrown.com.

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