Leading Digital Data Collection Worldwide

Who is Research Now?

Research Now Group, Inc., is the global leader in digital data collection to power market research insights. We enable data-driven and confident decision making for our clients through access to millions of deeply-profiled business professionals and consumers. The company has been providing high-quality, proprietary, research-only online panel sample since 2001, with data collection available across the Americas, Europe, the Middle East, and Asia-Pacific, and is recognized as the quality, scale, and customer satisfaction leader in the market research industry.

Our Approach to Data Quality

From simple to complex surveying, Research Now has proven to be the leading online sample provider globally across all audience types. Quality data requires the strongest online panels, industry leading technologies and top research talent to execute flawless data collection.

Research Now works to protect data quality across three main areas: Panel Recruitment, Data Collection, Data Cleaning & Analysis. Our three-phase approach ensures that our panels are comprised of valid respondents who are real people providing real insights. Ongoing data audits are Research Now’s commitment to quality and customer satisfaction.

Source: 2016 Annual Survey of Market Research Professionals (MarketResearchCareers.com)

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<tr>
<th>Over</th>
<th>More than</th>
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<td>11 million unique respondents</td>
<td>1.6 billion questions answered daily</td>
<td>41 million surveys completed annually</td>
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<td>over 40 countries</td>
<td>more than 20 global offices</td>
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Panel Recruitment

At the heart of Research Now are our highly-diversified panels. We acquire panelists through three distinct programs: eRewards® opinion panel, Valued Opinions® panel, and Peanut Labs® program. Through the network effect of these in-house assets, Research Now can give you access to one of the largest representative and highest quality audiences in the industry.

We have the ability to deliver census-balanced general population consumer data, and with our deep panel profiling, we make it easier and more efficient to reach complex audiences. Our recruitment methods allow you to gain access to hard-to-reach business professionals and consumers, including low-incidence audiences, who are less likely to join panels.

Research Now works to optimally blend these assets based on your project needs with a specific strength in large, census-balanced sampling that generates consistent, quality research data.

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<th>How We Recruit</th>
<th>Who We Reach</th>
<th>How Many We Reach</th>
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<tr>
<td>We partner with over 60 leading global brands to enable a “By-Invitation-Only”® recruitment methodology</td>
<td>The highest-quality global resource to reach B2B and B2C audiences</td>
<td>4 million unique participants in the 10 key global research markets</td>
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<td>Members are recruited in partnership with over 70 global online publishers</td>
<td>A broad reach of diverse audiences on a global scale</td>
<td>4.1 million unique participants in 39 global research markets</td>
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<td>Participants are recruited via hundreds of websites and online communities</td>
<td>Unique access to hard-to-reach online (e.g. Youth) audiences</td>
<td>2.9 million annual participants across 29 countries</td>
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<th>Why People Take Our Surveys</th>
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<tr>
<td>Members earn points for completed surveys that are transferable to loyalty rewards applicable to the partner they’ve joined through</td>
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Healthcare Specialty Panel

Connect to hard-to-reach healthcare professionals via our e-Rewards® Medical Market Research® panel.

- Access to more than 180,000 physicians, nurses, and other healthcare professionals via our “By-Invitation-Only”® recruitment methodology
- One of the largest, highest-quality medical market research panels available to the professional healthcare community
- These healthcare professionals enjoy making a difference and sharing their expertise through their membership. They are given monetary incentives for completing surveys and are able to redeem a virtual e-Rewards Medical Visa® Prepaid Card (currently only US), physical Prepaid Card or check

It’s important to understand the heart of our panel members. Engaging our participants is crucial to ensure we deliver the highest quality for our clients. If our members are attentive and content, that means accurate, thoughtful answers and, ultimately, better data quality.
Data Collection

Data quality is at the forefront of Research Now’s role as the leading provider of digital data. Our processes help ensure our panels are comprised of real people who are giving considered, accurate responses.

We Know Who Our Panelists Are and We Keep Them Safe

Research Now tracks and stores all panel member activity and assigns a unique ID number which stays with the panelist throughout their entire panel membership. These tracking records consist of profile information provided during enrollment, profile updates, survey screeners, past survey participation, and client feedback. In addition to this, our member privacy policies ensure respondents’ identities are protected when supplying data to our clients.

Data Cleaning & Analysis

Research Now monitors the quality of our data through various quality checks to save you time and give you confidence in data accuracy. These quality checks include participation limits, screening questions, digital fingerprinting, random and illogical responding, capturing and removing flatliners and speeders, and more.

We also regularly measure panelist satisfaction on elements such as frequency of invitations, value and diversity of incentives and redemption choices, their willingness to complete various lengths of surveys, and our level of responsiveness to any questions or concerns they share with our Member Services team.
Selected Panel Attributes

Research Now maintains over 300 panel attributes collected across our B2B and B2C panels.

Business

Basic Attributes
- Business Type
- Industry Segment
- Annual Revenue
- Number of Employees at All Locations
- Number of Employees at Local Location

Business Professional
- Title
- Occupation
- Functional Role
- Purchase Decision Makers
- Primary Role
- Human Resources Role

Expanded Business Variables by Industry
- Business Services
- Computer Hardware
- Computer Software
- Consulting
- Consumer Products
- Consumer Services
- Entertainment / Sports
- Energy & Utilities / Oil & Gas
- Food / Beverages / Restaurant
- Media / Publishing
- Non-Profit
- Retail
- Telecommunications
- Equipment
- Travel / Hospitality / Leisure

Transport & Logistics
- Type of Business
- Professional Driver Work Type

Education
- Educator Role
- Educator – Education Level Type
- Educator – Educational Institute

Government / Military
- Law Enforcement / Emergency Service Types
- Military Branch of Part-Time Service
- Military Branch Served
- National Guard Service Branch
- Military Service Status
- Government Level of Employment

Business Owner
- Type of Business Owned / Operated
- Type of Personal Service

Healthcare
- Healthcare / Medical Professionals
- Nursing
- Physician Primary Specialty

ITDM / IT Roles
- Type of IT Professional
- Developer Roles
- Primary IT Functions/Responsibility
- Roles in Various IT Areas Including:
  - PCs, Tablets, or Client Devices
  - Mobile Technology/Applications
  - Servers
  - Data Center
  - Cloud Computing
  - Network/Data Technology
  - Voice Technology
  - Business Applications & Process
  - Software
  - Business Intelligence, Big Data, Analytics
  - Virtualization Software
  - Unified Communications

Legal Services
- Legal Occupation
- Legal Role

Real Estate
- Type of Business
- Primary Real Estate Role

Banking / Financial Services / Insurance
- Type of Business
- Primary Role
Consumer

Basic Demographics
- Gender
- Age
- Marital Status
- Language
- Number in Household
- Children
- Education
- Household Income
- Employment Status
- Own or Rent
- Region
- Sexual Orientation
- Religious Affiliation
- Ethnicity or Race
- Hispanic Origin
- Registered Voter
- Political Party Affiliation
- Voter History

Automotive
- Vehicles in Household
- Type of Automobile
- Primary Make, Model, Year
- Secondary Make, Model, Year
- DIY Maintenance
- Intent to Buy

Home Features / Improvements
- Home Improvement/ Upkeep / Repair
- Role in Decision Making
- Lawn Equipment Used

Utilities
- Service Provider
- Role in Decision

Travel for Leisure
- Travel Websites Used
- Car Rentals
- Airlines
- Hotels

Interests / Hobbies
- General
- Health / Fitness / Wellness
- Hobbies / Leisure
- Outdoor Activities
- Sports Activities
Electronics / Gadgets
• Electronic Devices Owned (32 types)
• Desktop & Notebook Computer (19 brands)
• Printer (14 brands)
• Tablet or e-Reader (49 brands)
• Online Activities
• Internet (30 Providers)
• Video Game Accessories
• Video Game System (13 brands)

Mobile Phone
• Mobile Phone Use
• Type of Mobile Phone
• Mobile Only Phone User
• Operating Systems
• Network Providers (16 providers)
• Average Monthly Billing
• Contract Type
• Plan Type
• Role in Decision
• Phone Brand (22 brands)

Tobacco Products
• Products Used
• Cigarettes by Brand (37 brands)
• Smoking Habits & History
• Smoking Cessation or Alternatives Used

Department Stores
• Shopping Frequency
• Items Purchased

Dining Out
• Frequency
• Amount Spent Per Person
• Type of Restaurant
• Considerations

Insurance
• Auto Insurance Provider (152 providers)
• Home Insurance Provider (152 providers)
• Health Insurance Provider (66 providers)
• Health Insurance Coverage

Consumer Banking
• Interest
• Financial Advice (11 services)
• Online Trading Accounts
• Financial Advisor
• Investment Account Types (13 types)
• Investment Account Firm
• Primary Brokerage Firm
• Type of Checking Account
• Primary Mutual Fund Firm (61 firms)
• Retirement Firm (26 firms)
• Total Investable Assets
• Type of Investment
• Financial Products
• Credit Cards
• Financial Institutions (134 banks)

Groceries
• Primary Shopper
• Stores Shopped (56 stores)
• Amount Spent Per Week

Beer, Wine, Liquor
• Beverage Consumption
• Beer Consumption
• Domestic / Import / Craft Beer Brands (76 brands)
• Wine Purchases
• Liquor Type & Brands

Entertainment
• Television
• Books
• Movies
• Music
• Magazine Readership (40 genres, 270 titles)
• Radio Stations (39 markets)

General Household
• Pets or Animals
• Recreational Vehicles

Ailments and Health Conditions
• Allergy / Asthma / Respiratory
• Arthritis / Joint Ailments
• Autoimmune / Blood
• Cancer
• Cardiovascular / Heart
• Diabetes / Thyroid / Obesity
• Gastric / Digestive / Urinary
• Male / Female Health
• Mental Health
• Neurologic / Nervous
• Pain
• Skin / Dermatologic
• Sleep Disorders
• Vision / Hearing Impairments

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Panel Demographics for Selected Countries