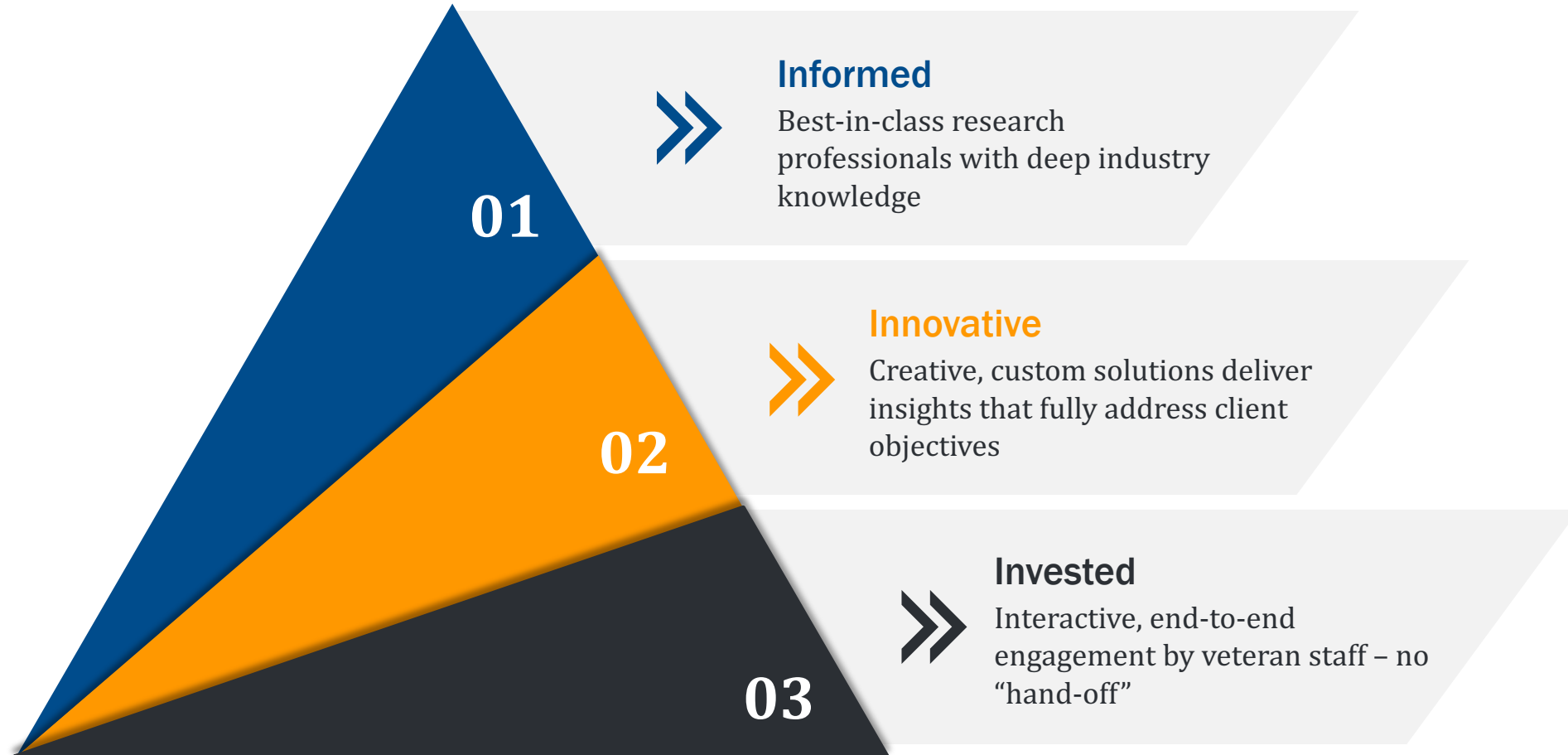


The Martec Group Introduction



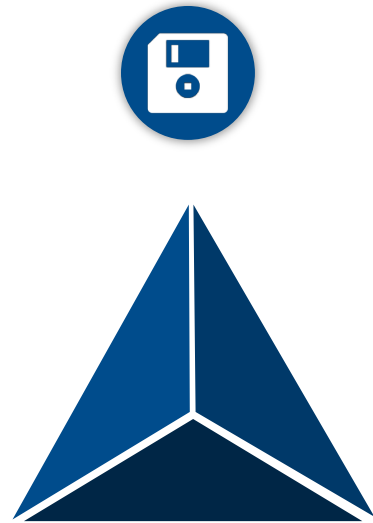
We are...

...a client-centric market research firm committed to partnerships and client success.



Strategic Intelligence

The science of transforming *Data* into *Intelligence*:



DATA

Raw, unprocessed facts
(data and text)

e.g. Competitor "X" prices dropped 5%

"Nice to know, but..."



INFORMATION

Prepared data, processed and
analyzed for context

e.g. Third decrease this year; others following

"How does it relate to us?"



INTELLIGENCE

Insights that influence the business
and drive change

e.g. Our mid-point price strategy needs to accelerate

"We need to act."

Intelligence Solutions

Martec generates insights from four core intelligence perspectives.



Market Intelligence

- Market Sizing and Growth
- Market Segmentation
- Opportunity Assessment
- Market Due Diligence (M&A)
- Adjacency Analyses
- Forecasting and Trends
- Value Chain/Channel Share
- Competitive Landscape



Customer Intelligence

- CSAT, NPS & Loyalty Analysis
- Customer Experience/Journey
- Holistic Segmentation
- Brand Imagery/Positioning
- Emotion Intelligence
- Brand Tracking
- Claims/Message Development & Testing



Product Intelligence

- Feature/Benefit Assessment
- Concept Testing
- Value Proposition Development
- Pricing and Price Elasticity
- Product Clinics
- Penetration/Share Forecasting
- Trade-off Analyses

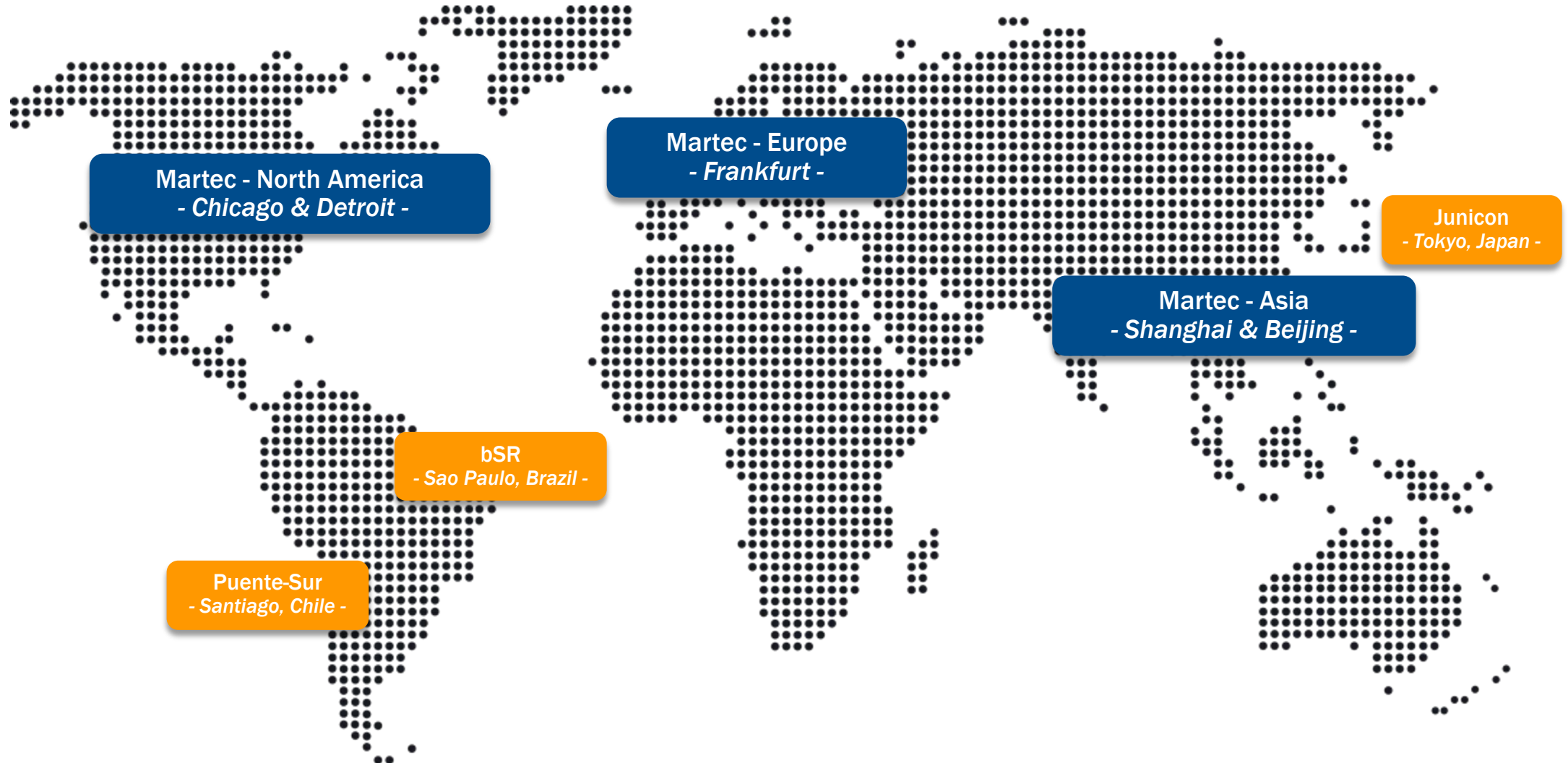


Competitive Intelligence

- Cost Analysis/Modeling
- Manufacturing Process/Production Analysis
- Make-Buy Analysis
- Pricing and Supply Chain Analysis
- Import/Export Structure
- Technology Benchmarking
- Product Acquisition

Global Reach

Our global footprint ensures seamless integration across targeted geographies.



Deep Knowledge

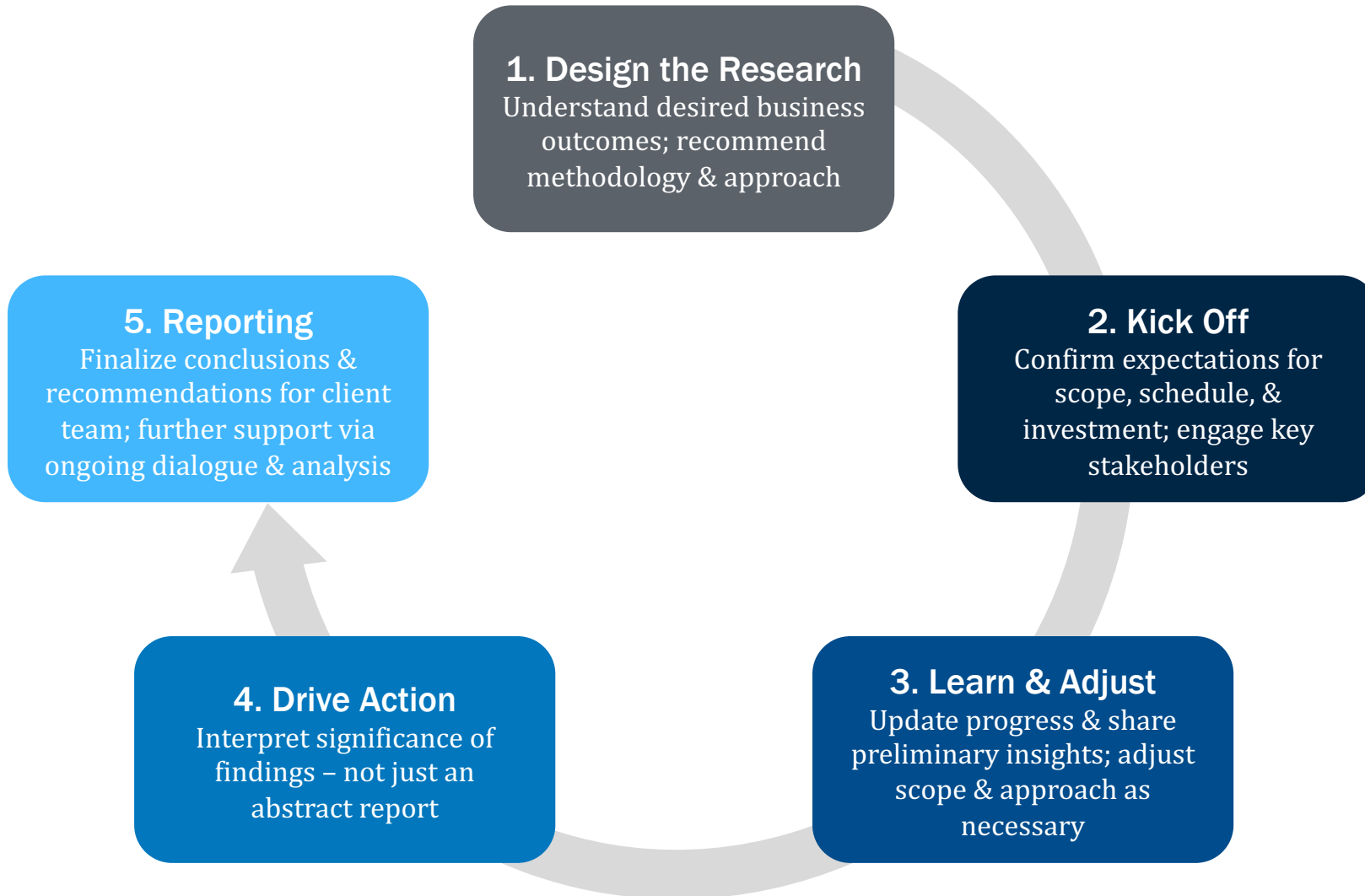
We support a vast array of industries, technologies and markets...

- ▶ Advanced Technologies
- ▶ Automotive/Transportation
- ▶ Building/Construction & Materials
- ▶ Chemicals & Specialty Chemicals
- ▶ Consumer Packaged Goods
- ▶ Food/Beverage & Nutrition
- ▶ Healthcare, Medical Devices & Life Sciences
- ▶ Private Equity
- ▶ Professional Services



The Martec Approach

Martec employs an iterative, consultative approach.



STRATEGIC CONSULTING



Our clients walk away with more than a data dump. We provide actionable insights and recommendations.

Extensive Toolbox

Dual competency across both skill sets – qualitative and quantitative research.

QUALITATIVE

- ✓ In-person (*in-depth interviews, dyads, triads, focus groups, site visits, etc.*)
- ✓ Telephone
- ✓ Online (*online bulletin boards, focus groups, IDIs*)
- ✓ WAT (*web-assisted telephone*) interviews
- ✓ Product and customer clinics
- ✓ Ethnography/observational techniques

QUANTITATIVE

- ✓ Online and telephone surveys (*episodic and longitudinal*)
- ✓ Large-scale WAT interviews
- ✓ SUS (*simulated user studies*)
- ✓ Trade-off analyses (*conjoint, ACBC, MaxDiff, etc.*)
- ✓ Pricing Sensitivity (*Van Westendorp Analysis*)
- ✓ Emotion Detecting/Discovery

Martec's Commitment

We will not be satisfied (nor should you be) with merely “successful research studies.” We will only be satisfied when we become a valued partner in the development of your business intelligence and growth...when the research insights are channeled upward and fully embraced by senior leadership.

Our report card criteria:


- Successfully meet the objectives stated in our research work
- Provide seamless and transparent execution of all phases of research and consultation
- Display unparalleled thinking and strategic direction
- Find insight within the details of complex data sets
- Show creativity that is forward-thinking, yet does not stray from common sense


We are confident in our ability to add value to your strategic business planning efforts through our custom market research and analysis.



Thank you —

We look forward to working with you to create solutions that will guide your success.

 **Chuck Bean, Partner/CMO**

 248.327.8005

 chuck.bean@martecgroup.com

 martecgroup.com