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**Photographs:** Available from Hudson Sandler, as above

## Research Now plc

### 20<sup>th</sup> Online Panel added – Hungary

Research Now (LSE: RNOW), a leading European online fieldwork and panel specialist, today announces further expansion of its international research coverage to 20 countries. The latest online research fieldwork panel will be launched in Hungary and will join Research Now's "Valued Opinions" family of online research panels in Europe and Australia.

Research Now is the only online panel provider to offer such a wide range of proprietary online panels which are research-only and built to a consistent model – with 20 panels in Europe and Australia and close to one million panellists, Research Now is the undisputed European expert.

Hungary has a population of just over 10 million people, with more than 3 million internet users. It is estimated that internet usage has grown three-fold in the country over the last 5 years. With consumer expenditure in Hungary nearly doubling since 2002 (source: Euromonitor), there is an increasing demand for consumer research in this country.

#### **Commenting on the launch Chris Havemann, Chief Executive, said:**

"The launch of our 20th national panel represents another step in Research Now's strategy of becoming the one-stop shop in Europe for clients who want to conduct multiple country fieldwork. Together with our recent expansion of our presence in the USA, it reflects the Group's commitment to investing significantly in the business for future growth. "

"The launch of the Hungarian panel will bring Research Now's total proprietary panel size to nearly 1 million and means that we can offer our clients access to a snapshot of the opinions of nearly 600 million consumers in the largest markets of Europe. "

#### **Andrew Cooper, Managing Director of Research Now added:**

"Having 20 panels in Europe and Australia positions Research Now as the undisputed European expert – we are the only online panel provider to provide such

a wide range of proprietary online panels which are research-only and built to one consistent model from day one. This allows us to offer clients very high quality panels which are responsive and reliable.”

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**Notes To Editors:**

**ABOUT Research Now**

- Research Now is a leading European online fieldwork and panel specialist
- Research Now owns the “Valued Opinions” family of panels across 20 countries (UK, Germany, France, Italy, Spain, Republic of Ireland, Austria, Sweden, Poland, Denmark, The Netherlands, Norway, Finland, Portugal, Russia, the Czech Republic, Hungary, Belgium, Greece and Australia, comprising close to a million panellists globally)
- Research Now’s online panels are used by leading research agencies and some of the world’s best known companies
- Research Now has offices in London, New York, Frankfurt, Hamburg, Paris, Athens, Sydney, Melbourne and San Francisco
- Research Now is an independent public company quoted on the AIM market of the London Stock Exchange