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Dear Sirs,

To confirm the results of the questions which probed into recognition and subsequent values attached to the SuperBrands logo, please refer to the two relevant tables below:

For the question “**How would you feel about the products/services if you see the Superbrand logo?**”, the result is:

	<i>Total 8 markets</i>	<i>Hong Kong</i>	<i>Philip-pines</i>	<i>Singa-pore</i>	<i>Thai-land</i>	<i>China</i>	<i>Indo-nesia</i>	<i>Malay-sia</i>	<i>Taiwan</i>
<i>Base</i>	629	62	45	135	59	107	81	128	13
<i>This must be a high quality product</i>	18%	22%	26%	18%	17%	8%	19%	22%	21%
<i>This is a trustworthy brand</i>	23%	21%	22%	20%	23%	26%	22%	23%	6%
<i>The logo makes you more confident in the product</i>	17%	16%	10%	15%	12%	23%	18%	20%	-
<i>This is a reputable brand</i>	14%	16%	9%	17%	7%	21%	13%	10%	32%
<i>This represents value for money</i>	11%	8%	12%	9%	23%	10%	6%	12%	36%
<i>The product is well recognised by consumers</i>	17%	17%	21%	21%	18%	11%	22%	13%	5%

The result for asking “**By seeing the Superbrand logo, is that going to make you more likely to consider buying the brand?**” is:

	<i>Total 8 markets</i>	<i>Hong Kong</i>	<i>Philip-pines</i>	<i>Singa-pore</i>	<i>Thai-land</i>	<i>China</i>	<i>Indo-nesia</i>	<i>Malay-sia</i>	<i>Taiwan</i>
<i>Base</i>	668	69	49	142	60	115	81	135	18
<i>Yes</i>	71%	56%	68%	64%	87%	77%	78%	76%	44%

Kind regards,

Steve Garton
 Global Media Research Director