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KANTAR WORLDPANEL

High Definition Inspiration

KANTAR WORLDPANEL

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We Inspire Your Success

Kantar Worldpanel is the Only Research Powerhouse

Represent
sophisticated modern consumers with diverse lifestyles at different life stages.

Continuously Track
evolution of changing trends in actual behavior of the same consumers.

Holistic Insights
of the same consumers by comprehensively understanding their actual behavior and attitudes.

1

60+

No.1 Global Consumer Panel Research

60+ Years of Experience

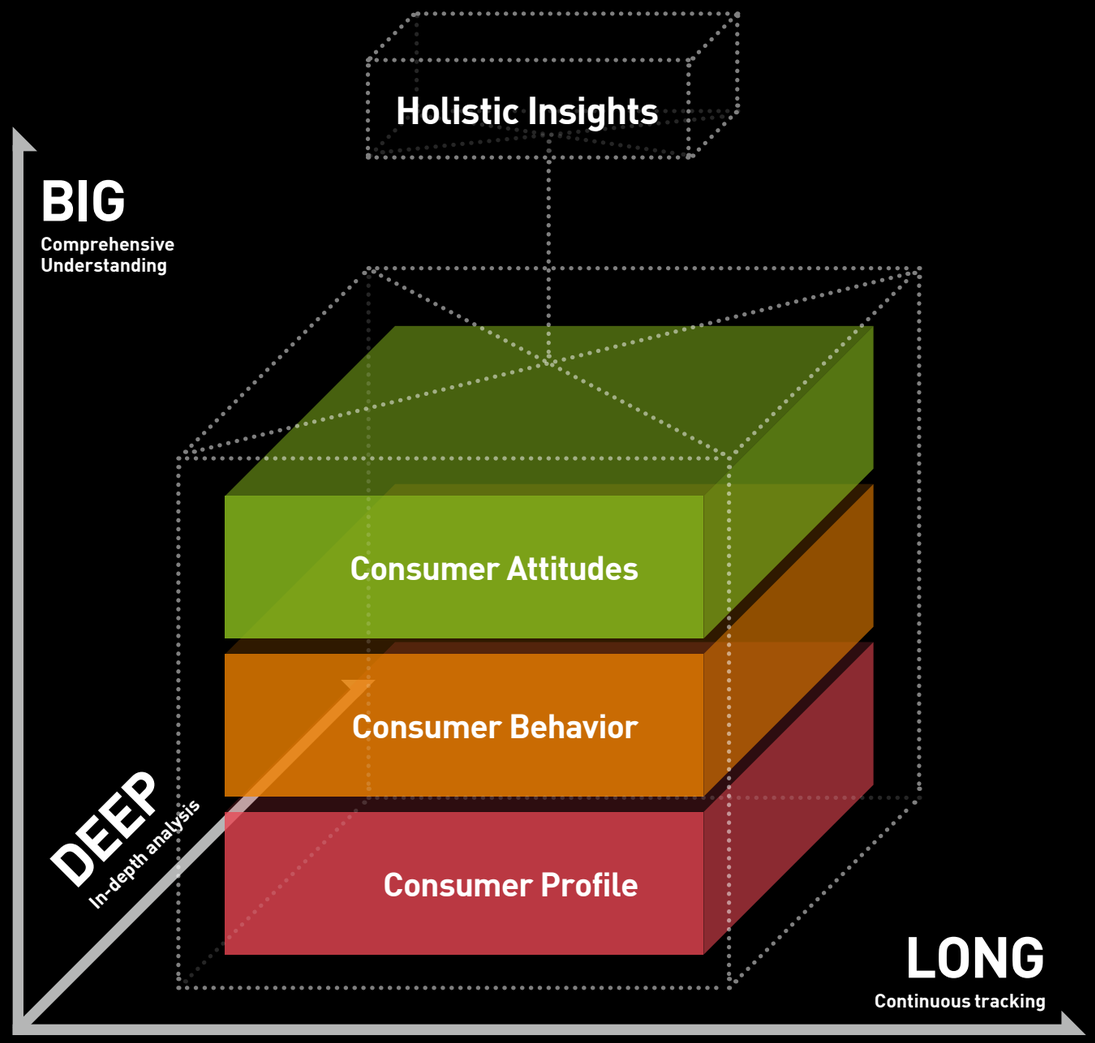
Largest Consumer Panel in Korea

60+ Countries Covered Globally

Our High Definition Inspiration

Our data history is long.
Our analysis is deep.
Our insight is big.

We are definitive.



Our Unique Methodology

Track – Purchase, Usage, Media
Consumer behavior

Survey – Mobile, Web, Paper & Pencil, CATI
Consumer Attitudes

LinkQ – Holistic Understanding of Your Target
Linking behavior and attitudes of the same consumers

Our panel represents your market.
We monitor your market.

Our panel identifies your target.
We know your target.

We are substantial.

Consumer Panel – Representing Your Market
Representative Samples Designed and Managed based on dataset from National Statistics Office of Korea

Worldpanel Household	Worldpanel Beauty	Worldpanel Baby
Track households' purchases and consumption patterns of FMCG	Track females' purchases and consumption patterns of beauty & personal care products	Track mothers' purchases and consumption patterns of baby care products
5,000 Households	9,700 Females	1,800 mothers
Household Life Stage / Child Age / Household Income Level / Single vs. Double Income / Region / etc.	Female age / Household Income Level / Region / etc.	Children age / Household Income Level / Region, etc.

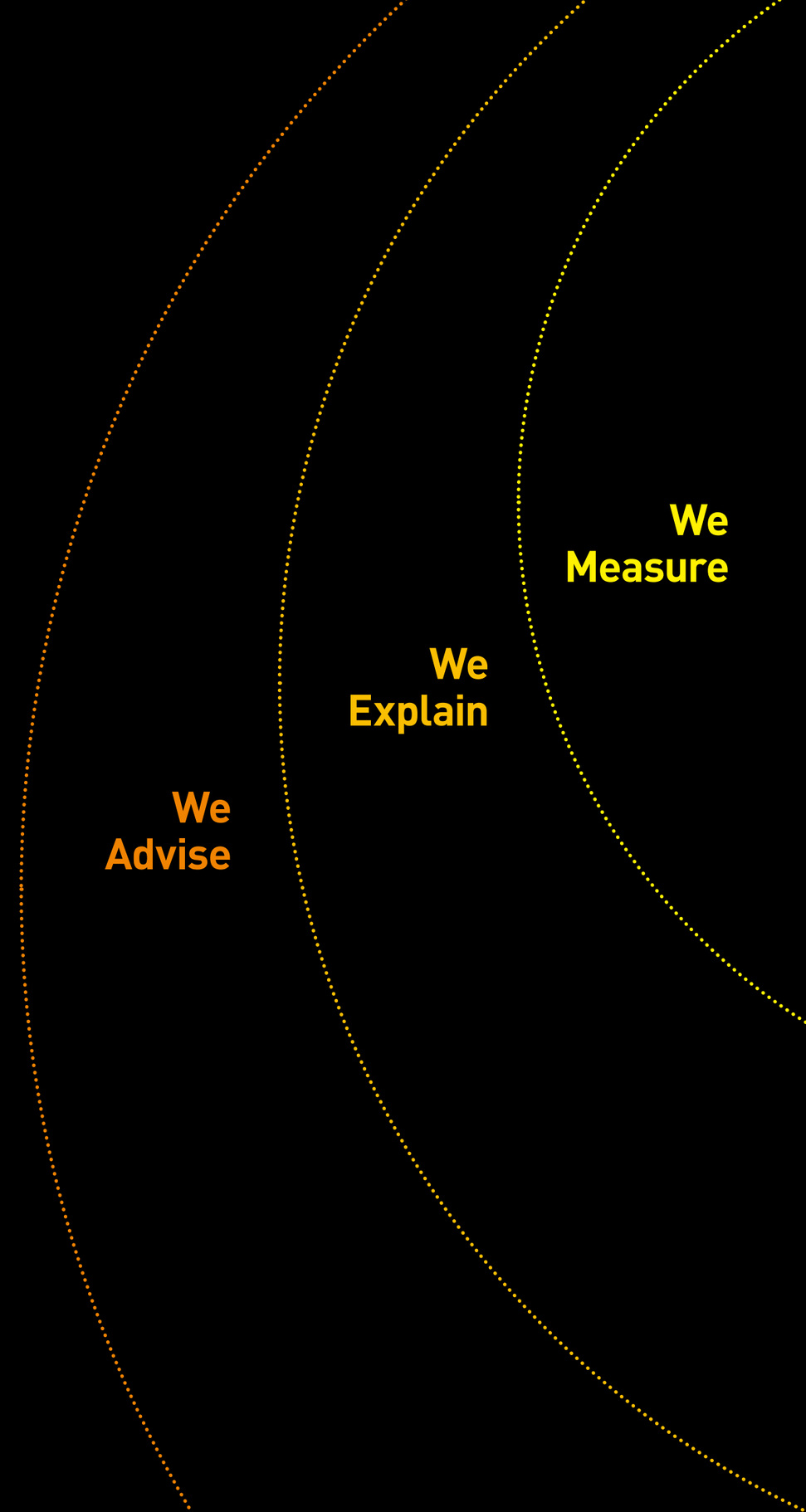
We Measure, Explain and Advise

We measure market dynamics
on a continuous basis.

We explain impacts of marketing activities
on the market.

We advise marketing directions
and action plans.

We are impactful.



Our Marketing Solutions

We advise marketing directions and action plans for your branding and retailing.

We are definitive.
We are substantial.
We are impactful.

Market Dynamics

· Consumer Journey
· Trial Drivers

Media

· Campaign Impact

Segmentation

· Segmentation

Pricing & Promotions

· Price Response

Innovation

· Consumer Decision Hierarchy

Attitudes

· LinkQ Target

Shopper & Retail

· Store, Shelf and Portfolio Planning
· Category Manager [CatMan]

Our Industry Coverage

- Food
- Beverage
- Health Supplement
- Household Care
- Personal Care
- Cosmetics
- Baby Care
- Retail
- And Many More

Since 1964

We started in the UK in 1964.

1999
Established
TNS Worldpanel Korea

2005
Launched
Worldpanel Beauty,the world's
1st continuous online panel

2008
Started
tracking fresh food

2009
Rebranded to
Kantar Worldpanel

2012
Enhanced and re-launched
Worldpanel Baby

2015
Enhanced and re-launched
overall service

Now

**Currently, partnering with
major manufacturers, retailers and organizations in Korea**

Our Global Network

Europe

Austria, Belgium, Bosnia Hertzegovina, Bulgaria, Croatia, Czech Republic, Denmark, France, Germany(ComTech and Usage), Greece, Hungary, Ireland, Italy(ComTech and Usage), Netherlands, Norway, Poland(Usage), Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Ukraine, United Kingdom

South & Central America

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Peru, United States of America, Venezuela

Asia

China, India, Indonesia, Japan, Kazakhstan, Korea, Malaysia, Philippines, Taiwan, Thailand, Vietnam

Other Continents

Australia(ComTech), Egypt, Ghana, Kenya, Nigeria, Russia(ComTech), Saudi Arabia, South Africa, Turkey, Ukraine, United Arab Emirates

Kantar Group, a part of WPP

KANTAR

Kantar, Consumer Insight Group

Added Value / Benenson Strategy Group / Center Partners / IMRB International / Kantar Health / Kantar Japan / Kantar Media / Kantar Retail / Lightspeed Research / Millward Brown / The Futures Company / TNS

KANTAR WORLDPANEL

Worldpanel Online

www.worldpanelonline.com

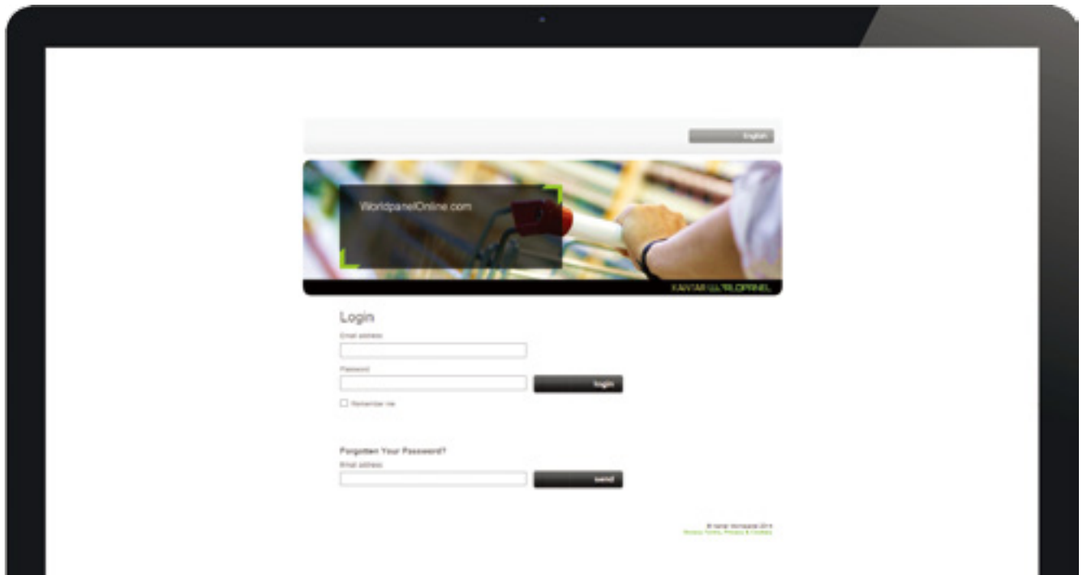
3 Benefits

Intuitive & Powerful

· Simple and easy to use
· Ready-to-use charts and tables

Fast Access

· Online viewer accessible anytime you need
· Fast trend updates and in-depth analysis

My Report & Sharing

· Build your own report with ready-to-use data
· Easy to share your report