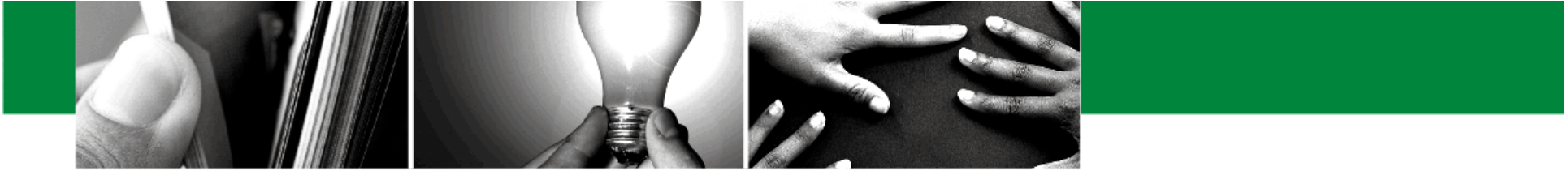




PMR Ltd.

Experience in action





PMR - Background

- A British and American owned company, operating since 1995.
- Headquartered in Krakow, Poland, close to the countries that are the focus of the commissioned projects and its publications.
- Over 75 highly competent and experienced staff.
- Experience in providing high quality business intelligence and services on over 20 countries in Central and Eastern Europe and CIS as well as now India and China.
- 3 core competencies: business publications and on-line news, corporate consultancy and market research.
- One of the largest companies of its type in the region.



PMR Ltd. has three divisions:





PMR - Publications

- Both FREE & Paid services.
- Regular sector Newsletters, On-line News Portals & Annual Reports (with forecasts).
- Sector web portal support – Construction, ICT, Pharma, Retail.
- PMR MarketInsight, proprietary research and analysis methodology.

^{PMR}
MarketInsight
Methodology

- Happy to send FREE samples of Newsletters, Brochures/Table of Contents from Reports.
- Is a member of SIPA.





PMR Publications - Construction

www.ceeconstruction.com / www.constructionpoland.com

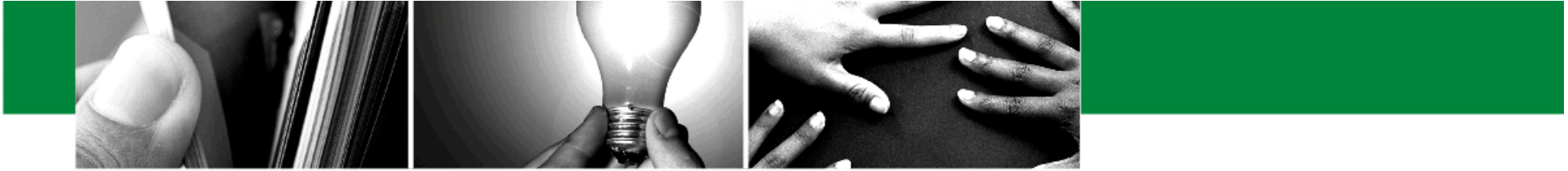
www.constructionrussia.com / www.constructionukraine.com

On-line News Services:

- Polish Construction On-line.
- Russian Construction On-line.

Regular PDF Newsletters:

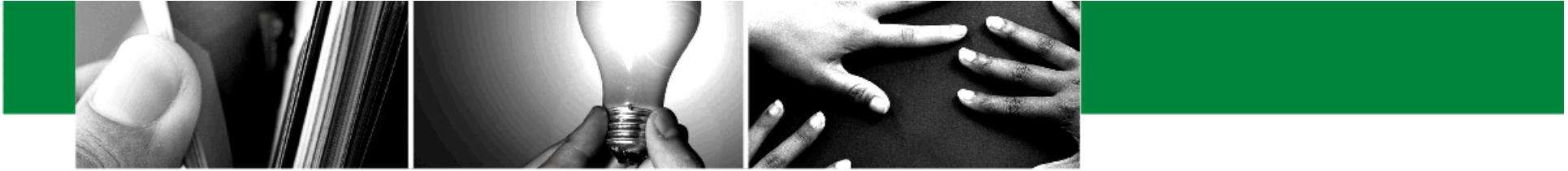
- Polish Construction Reveiw (weekly news / monthly analysis).
- Russia Construction Review (bi-weekly news review).



PMR Publications - Construction

Recently Published Reports:

- Construction China (Apr 09)
- Construction Romania (Apr 09)
- Construction Poland H1 (Apr 09)
- Construction Bulgaria (Mar 09)
- Cement CIS (Feb 09)
- Construction Balkans (Feb 09)
- Euro 2012 Poland/Ukraine (Jan 09)
- Steel Market Poland (Dec 08)
- Construction Ukraine (Dec 08)
- Wall Materials Russia (Dec 08)
- Roofing Materials Poland (Nov 08)
- Construction Poland H2 (Oct 08)
- Construction Russia (Sep 08, updated Feb 09)
- Roofing Materials Russia (Sep 08)
- Non-Residential Romania (Aug 08)
- Residential Poland (Aug 08)
- Construction India (July 08, updated Feb 09)
- Construction Kazakhstan (June 08)
- Mining & Mineral Machinery Russia (Jan 08)
- Construction Machinery Russia (Aug 07)



PMR Publications - Construction

Upcoming reports include:

- Construction Czech & Slovakia
- Construction Belarus
- Construction Chemicals Poland
- Construction Poland H2 2009



PMR – Custom Services in CEE

- Thanks to a highly skilled internal team of native speaking professionals and a tested network of co-operating organisations we offer services covering the entire region of Central and Eastern Europe:

- | | | |
|--------------------------|--------------|------------|
| ■ Bosnia and Herzegovina | ■ Kazakhstan | ■ Romania |
| ■ Bulgaria | ■ Latvia | ■ Russia |
| ■ Croatia | ■ Lithuania | ■ Serbia |
| ■ Czech Republic | ■ Macedonia | ■ Slovakia |
| ■ Estonia | ■ Montenegro | ■ Slovenia |
| ■ Hungary | ■ Poland | ■ Ukraine |

- Due to language and research capabilities we can also cover **Western Europe, North America, Asia and South America.**





PMR Research

- Full array of custom market research services including:
 - Customer satisfaction
 - Brand awareness/brand image
 - Name/packaging/product tests
 - Advertising campaign effectiveness
 - Internet research
 - Competition studies
 - Segmentation studies
 - Usage & attitude research
 - Product & brand positioning studies
 - Comprehensive industry analyses
- Experience in working as a single point-of-contact for clients ordering projects in several countries at the same time.
- Profound knowledge of and long track record in Retail, FMCG, Pharma , Telecoms, IT and Construction markets with approx. 300 customised projects every year.
- Is a proud member of Esomar.





PMR Consulting

PMR Consulting provides **tailored business solutions** to foreign companies interested in Central & Eastern Europe. Services include:

- strategic FDI advisory in mergers, acquisitions (M&A) and greenfields
- Competitive Intelligence (detailed research of the competitive environment)
- custom market research
- searches for suppliers, subcontractors (sourcing) and partners
- other assistance to firms starting up or expanding in CEE
- conducts over 300 customized projects annually from 'quick research projects' to 'sophisticated strategic projects'.
- PMR Consulting is a SCIP member





PMR Services – example projects

Competitive Intelligence study for a leading European Steel Manufacturer who was interested in **launching its steel products** in road and rail construction in **5 CEE countries**

Comprehensive **market research** about the **cement, concrete, aggregates, roof tiles and brick** markets in **Russia, the Ukraine and Kazakhstan** for a leading European producer looking to increase knowledge and search opportunities.

Multi-country market research for a leading Global market leader in **Industrialized Mortars** who was interesting in entering the **Central & Eastern Europe region** for the first time.

Supplier sourcing search for a leading manufacturer of **construction equipment**.

Detailed **periodical survey** carried out amongst leading **construction contractors** specialized in thermoinsulation works for a World leading Construction Material producer.

Market feasibility study and marketing strategy recommendation for portable gensets in **Russia, Ukraine, Poland and the Czech Republic**



Contact Info

(for free samples and no obligation consultations) :

Mr Tony Rumbold,
Construction Team Manager.

tel: +48 (0)12 618 90 39

fax: +48 (0)12 618 90 08

e-mail: tr@pmrcorporate.com

www.pmrcorporate.com / www.pmrpublications.com

www.research-pmr.com / www.pmrconsulting.com