



Maritz Research UK closes 2009 with revenues of GBP 7.86 million Research agency forecasts a significant 50% revenue growth in 2010.

Marlow, 25th January 2010. Maritz Research in UK is closing the current year with revenues of £7.62m GBP (9.05m GBP in 2008). Orders received at the end of the year allow a very positive forecast for 2010, during which the agency expects revenues to rise by over 50%.

"The year ending was extremely varied", says Stephan Thun, Managing Director (Europe). "At the beginning of the year we did not escape the global crisis. The downturn in day to day business initially forced us to shed jobs and reduce working hours. However, our continual investment in and focus on industry-leading customer experience management, technology and customer service has been paying dividends. We have seen a considerable rise in orders at the end of 2009 with the win of multiple, very large, global, regional and local customer experience tracking programmes. So in 2010 we expect a good 50% increase in revenues for Maritz Research UK and a 80% increase across Europe as a whole".

"To meet this demand, we are currently hiring new talent within all areas of the organisation", Thun continues. The new orders come mainly from the field of customer experience research. "The launch of our next generation customer experience management has been very well received; customers appreciate its benefits in comparison with traditional customer satisfaction studies, as we are in the unique position to provide clients with clearly higher value at the same or often even lower cost. The wins are primarily within our Automotive, Financial Services, Hospitality and the Telecommunication industries. With the multiple significant wins in Automotive Customer Experience Management programmes, we are now the largest CEM provider for the Auto industry in Europe and the other sectors are set to get into a market lead position soon as well".

The world-wide revenues of Maritz Research, the 12th largest research agency in the world, will be published following the end of fiscal year in April 2010.

About Maritz Research

Since 1973 Maritz Research has given clients the insight to help them deliver the promised brand experience. To do this they identify, research and consult on brands, customer experience, loyalty and employees across a range of sectors including automotive, financial services, hospitality, IT & telecom, pharmaceuticals and retail. Part of the US based group Maritz Inc, in Europe, Maritz Research has over 150 employees based in Great Britain, France and Germany. Further information at: www.maritzresearch.co.uk

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