

Appendix VI – ACNielsen Quality Assurance

Quality Assurance ACNielsen is committed to the principles of Total Quality Management, and in 1995 achieved certification under the International Standards Organisation ISO 9001 code.

The company maintains rigorous standards of quality control in all areas of operation. We believe no other commercial research organisation in New Zealand can provide clients with the level of confidence in survey data that we are able to. Furthermore, ACNielsen is routinely and regularly subjected to **independent external auditing** of all aspects of its survey operations.

ISO 9001 In terms of this project, all processes involved are covered by our ISO 9001 procedures. As part of these procedures, all stages of this research project (including all inputs / outputs) are to be approved by the Project Leader.

Code of Ethics All research conducted by ACNielsen conforms with the Code of Professional Behaviour of the Market Research Society of New Zealand

Appendix VII – ACNielsen Standard Terms and Conditions Extract

2. COPYRIGHT, OWNERSHIP

- 2.1 Copyright in the results of any survey or project conducted for **Error! Style not defined.** on an exclusive basis shall be deemed to be vested in **Error! Style not defined.**; and **Error! Style not defined.** grants to ACNielsen a license to retain all survey or project results in those databases used by ACNielsen for benchmarking and validation of ACNielsen analyses, provided that such materials are available solely on a non-identifiable basis in the ACNielsen databases.
 - 2.2 **Error! Style not defined.** may use the survey report in the conduct of its business with partners, suppliers, customers and others with whom it has business relationships. Prior written agreement must be secured from ACNielsen regarding any general publication from the report in advertising or promotion of **Error! Style not defined.**'s products or services or in trade or consumer publications. The report may not be used in legal proceedings. If **Error! Style not defined.** publicizes or otherwise discloses the report outside of **Error! Style not defined.**'s organization, such publication or disclosure must be accurately labelled, not be presented in a misleading manner and acknowledge ACNielsen as the source of the information.
 - 2.3 All research methodologies, templates, approach to questionnaire design, general market research know-how, pre-existing ACNielsen intellectual property and ACNielsen syndicated or syndicable data used or developed in conducting the survey or project remains the sole and exclusive property of ACNielsen.
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Appendix VIII – Company Information

Company Profile

ACNielsen Corporation is the world’s leading provider of market research, information and analysis to the consumer products and service industries. More than 9,000 clients in over 90 countries rely on ACNielsen’s dedicated professionals to measure competitive marketplace dynamics, to understand consumer attitudes and behaviour, and to develop advanced analytical insights that generate increased sales and profits.

The company provides four principal market research services:

Retail measurement

Includes continuous tracking of consumer purchases at the point of sale through scanning technology and in-store audits. ACNielsen delivers detailed information on actual purchases, market shares, distribution, pricing and merchandising and promotional activities.

Consumer panel research

Includes detailed information on purchases made by household members, as well as their retail shopping patterns and demographic profiles.

Customised research

Includes quantitative and qualitative studies that generate information and insights into consumers’ attitudes and purchasing behaviour, customer satisfaction, brand awareness and advertising effectiveness.

Media measurement

Includes information on international television and radio audience ratings, advertising expenditure measurement and print readership measurement that serves as the essential currency for negotiating advertising placement and rates.

In addition, ACNielsen markets a broad range of advanced software and modelling and analytical services. These products help clients integrate large volumes of information, evaluate it, make judgements about their growth opportunities and plan future marketing and sales campaigns.

As the industry leader, we constantly work to set the highest standards in the quality and value of our services, and the passion and integrity of our people bring to helping clients succeed.

Our professionals worldwide are committed to giving each of our clients the exact blend of information and service they need to create competitive advantage: The right information, covering the right markets, with the most valuable information management tools, all supported by the expertise and professionalism of the best market research teams in the industry.