ISRA Center
<table>
<thead>
<tr>
<th>FEW WORDS ABOUT US</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPERTISE</td>
<td>8</td>
</tr>
<tr>
<td>CREDENTIALS</td>
<td>11</td>
</tr>
<tr>
<td>PHARMA RESEARCH</td>
<td>15</td>
</tr>
<tr>
<td>VISIBILITY</td>
<td>19</td>
</tr>
<tr>
<td>FACILITIES</td>
<td>21</td>
</tr>
</tbody>
</table>

smarter research. true insights.
FULL SERVICE MR COMPANY

- is among **leading marketing research** companies in Romania by expertise, top companies as clients portfolio and excellence in pharmaceutical industry

- has more than **11 years of successful research** experience in Romania thus, enabling a thorough understanding of the market

- capitalizes on **international empowerment** being exclusive representative of **iris** in Romania, the largest network of independent research companies worldwide

- provides a **full scale research solutions** based on advanced methodologies that best fit clients business needs

- proved to be a **reliable, flexible, fast and fair priced** market research provider

- is **ESOMAR, AMA, QRCA and SORMA** member
IRIS GOES GLOBAL AND THINKS LOCAL

IRIS records:
- the largest association of independent market research agencies in the world
- turnover of 160 Mio. € (2011)
- since 1986
- members in 32 countries
- it grows
- one member per country

IRIS in spirit:
- a true alternative
- global experience and local insights
- only leading independent research agencies in countries members
- stringent, according to network standards process to get membership

IRIS awards: “Best Methodological Paper” ESOMAR Award (German IRIS Partner Vocatus), “Best Quantitative Research” - Philip Morris International Award (Egypt IRIS Partner Marketeers Research), Canadian Research Excellence Award (Canadian IRIS Partner Environics Research Group).
INSPIRED BY RESEARCH

HIGH QUALITY

- the best methodological practice standards
- highly professional, creative and dedicated teams
- flexibility as much as possible
- standardization as much as needed
- modern computer-aided technologies

CO-CREATION

UNDERSTANDING
THE CLIENT
THE BRAND
THE CONSUMER
THE RELATIONS
BETWEEN

ADDED VALUE SERVICES

- decision-oriented results
- wise and actionable recommendations
- real insights
- consultancy in each and every research stage
- learning by experience

ADDED VALUE SERVICES
ISRA Center researchers:

- have **diverse backgrounds** in relevant fields (sociology, psychology, marketing, statistics, cybernetics, communications) allowing a multi-disciplinary approach of research projects
- are highly **experienced**
- are connected to the research world & **latest trends**
- are open to initiate, develop & experiment **new research methods**
- are **committed** to validated, resourceful & successful research

**60 MR professionals & support staff**

- Quantitative researchers
- Qualitative researchers
- Client Consultants & Business Development
- support staff personnel (HR, financial, translation, administrative, IT, design)
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEW WORDS ABOUT US</td>
<td>2</td>
</tr>
<tr>
<td>EXPERTISE</td>
<td>8</td>
</tr>
<tr>
<td>CREDENTIALS</td>
<td>11</td>
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<td>15</td>
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<tr>
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</tr>
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<td>21</td>
</tr>
</tbody>
</table>

'smarter research. true insights.'
ISRA Center has a **good mix of stable client base** of different sizes, mainly multinational.

*Note: 2011 data*
FROM A TO Z SPECTRUM OF SOLUTIONS

Intelligent support for BETTER decisions

NEW PRODUCT DEVELOPMENT

- Concept Test
- Product Test
- Virtual Shelf Test
- Pricing Conjoint
- Advertising Strategy
- Landscaping
- Advertising Concept
- Development
- Ads Efficiency Test
- Defining Product Features

MARKETING OPPORTUNITIES

- Usage & Attitudes
- Lifestyle & Values
- Market Segmentation
- Brand Launch Monitoring
- Brand Positioning
- Brand Loyalty/ Equity
- Brand & Ad Performance
- Brand Tracking
- Customer Satisfaction
- Shopper Research
- Mystery Shopper
- Web Usability

UNCONVENTIONAL RESEARCH & WORKSHOPS

- Wisdom of Crowds
- Predictor
- METAspace
- Insights Activator
- Worldcafé
- Wargames

PERFORMANCE ON THE MARKET

- NEW PRODUCT DEVELOPMENT
- MARKETING OPPORTUNITIES
- UNCONVENTIONAL RESEARCH & WORKSHOPS
- PERFORMANCE ON THE MARKET
<table>
<thead>
<tr>
<th>FEW WORDS ABOUT US</th>
<th>2</th>
</tr>
</thead>
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<td>8</td>
</tr>
<tr>
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<td>11</td>
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<td>15</td>
</tr>
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<td>19</td>
</tr>
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<td>21</td>
</tr>
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REPRESENTATIVE CREDENTIALS

FMCG/ TELECOM/ AUTO/ SERVICES

PHARMACEUTICALS
FITTING DIFFERENT RESEARCH STYLES

PARTNER Agencies

ISRA Center involvement & responsibilities

- pro-active communication along research stages
- assistance related to research design, tools and data interpretation
- establishing connection to the Romanian realities
- keeping up with a wide variety of demands
- transparency related to the way of working
- awaken to the research challenges
ISRA Center leads the Romanian HEALTHCARE market research sector, empowered by:

- > 100 pathologies covered
- targeting a wide variety of medical specialties
- focusing on hundreds of OTCs and RXs brands
- dedicated research teams
- highly specialized moderators
- long term partnerships with leading pharmaceutical companies
- broad spectrum of healthcare-specific MR solutions and methods
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
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<td>8</td>
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<td>19</td>
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<td>21</td>
</tr>
</tbody>
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HEALTHCARE RESEARCH SOLUTIONS

- Medical Journey (ATU Survey)
- Estimation of Physicians Potential
- Physicians Segmentation (disease focus vs patient focus)
- Message Recall
- Sales Force Evaluation/ Voice of the Customer
- Prescription Patterns
- CME Platform Testing

Medical Mind

- Compliance and Adherence
- Patient Path
- Patient Price Sensitivity

Patient Understanding

- Pharmacists Role in OTCs Market
- Mystery Shopping
- Drugstore Concept Testing

Pharmacy Focus

- PharmaTISING
- Brand Diagnosis (Equity & Image)/ Brand Personality

PharmaBranding
HEALTHCARE RESEARCH
STAKEHOLDERS

PHYSICIANS OF ALL MEDICAL SPECIALTIES & KOLs: GPs, internists, cardiologists, oncologists, general surgeons, heart surgeons, vascular surgeons, plastic surgeons, orthopedic surgeons, oncolllist surgeons, neurologists, nephrologists, orthopedists, endocrinologists, psychiatrists, diabetologists, neurologists, child neurologists & psychiatrists, pediatricians, gastroenterologists, dermatologists, rheumatologists, ambulance doctors, ER doctors, hematologists, gynecologists, family planning doctors, dental doctors, physiotherapists, anesthesia & intensive care physicians, pneumologists, ENT, infectionists, allergologists, ophthalmologists, otolaryngology doctors, neonatologists

PATIENTS: Type II Diabetes, Type C Hepatitis, Type B Hepatitis, osteoporosis, psoriasis, Asthma, COPD, ACS, Parkinson, high cholesterol, HBP, erectile dysfunction, HIV infected, prostate adenoma, GERD, epilepsy, cough, smoking addicts, cold & flu, nasal congestion, allergy, cramps & abdominal pains

NURSES

PHARMACISTS: clerks and pharmacy managers of RETAIL pharmacy (networks & independent) and HOSPITAL pharmacy

CONSUMERS: derma-cosmetics, vitamins, liver supplements, intimate care products, contraceptives, vaccines, antistress, sleeping pills, diet products users, milk formulas buyers

SUPPLIERS OF MEDICAL SERVICES: Medical Stores, Healthcare Insurance Companies, Banks (loans especially designed for physicians), Pharmacies (Retail & Hospital)

CAREGIVERS

NON-GOVERNMENTAL AGENCIES with health prevention programs

PATIENT ASSOCIATIONS REPRESENTATIVES

EMPLOYEES (Health Insurances Programs for Employees, Private Health Insurance)

DECISION MAKERS: hospital managers, hospital administrators
PATHOLOGIES ENGAGED BY ISRA HEALTHCARE DIVISION

- **CARDIOVASCULAR**: High Blood Pressure, Atrial Fibrillation, Coronary Acute Syndrome, Chest Angina Deep Veins Thrombosis
- **ENDOCRIN AND METABOLIC DISORDERS**: Dyslipidemia, Metabolic Syndrome, Type II Diabetes, Type I Diabetes, IGF-1 Deficit (growth problems), Hyperparathyroidism
- **OSTEOMUSCULAR DISORDERS**: Rheumatoid arthritis, Psoriatic Arthritis, Arthritis, Arthritis, Osteoporosis, Paget Bone Disease
- **DERMATOLOGICAL**: Psoriasis (autoimmune disease), Dermatitis, Acnee, Rosaceous Acnee, Seborrrha Dermatitis, Warts
- **NEUROLOGY & PSYCHIATRY**: ADHD, Epilepsy, Schizophrenia, Major Depressive Disorder, Bipolar Disorder, Alzheimer Disease, Parkinson, Vascular Dementia, Smoking Addiction
- **ONCOLOGY, HEMATOLOGY & IMMUNOLOGY**: Solid Tumors, Lung Cancer (NSCLC & SCLC), GEP-NE, Breast & Renal cell carcinoma, Prostate & Cervical tumors in metastatic stages, Leukemia/ Chronic Myeloid Leukemia, Bone Metastases, Multiple Myeloma, Malignant Pleural Mesothelioma (MPM), Post-Chemotherapy Anemia
- **UROLOGY, NEPHROLOGY & GYNECOLOGY**: Renal Transplant, Prostate Adenoma, Hyper-reactive urinary bladder, Infections of the urinary tract, Chronic Renal Insufficiency, Erectile Dysfunction, Testosterone Deficiency, Oral Contraception, HPV (Human Papilloma Virus)
- **OPHTHALMOLOGY**: Glaucoma, Ocular hypertension
- **RESPIRATORY**: Asthma, COPD, Community-Acquired Pneumonia
- **GASTRO-INTESTINAL**: HP Infection, GERD, Crohn Disease
- **INFECTIOUS DISEASES**: Nosocomial, Fungical, Intra-abdominal, Type C Hepatitis, Type B Hepatitis, Diabetes Foot, Respiratory Infections, HIV, Vaccines (Respiratory Syncytial Virus)
- **PEDIATRICS**: Pediatric Vaccines, Perinatal Problems, Respiratory Pathologies, Infections, Digestive Disorders
- **GENETICS**: Gaucher Disease
- **INTENSIVE CARE**: Reversal of Neuromuscular Blockade, Life Threatening Infections
- **CONSUMER & OTCs**: Weight Loss, Nasal Congestion, Antispasmodics, Throat Pain, Anti-inflammatory, Flu & Cold, Hepatic-protectors, Vitamins & Minerals, Allergy, Sleeping Pills, Antistress, Dermocosmetics, Beauty Products, Infant Milk Formulas & Baby Food
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<td>8</td>
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<td>11</td>
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<td>15</td>
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<tr>
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<td>21</td>
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PR: KEEPING CONNECTED

**ISRA Center** is plugged in with major business & economical magazines/online portals in Romania:

- SMARK (Romanian Community of Marketing Professionals)
- Piata (Premiile Piata), Modern Buyer
- Magazinul Progresiv
- Pharmakon, Medic.ro
- Biz, Ziarul Financiare etc.
- TV channels and newspapers
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</thead>
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<td>11</td>
</tr>
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<td>15</td>
</tr>
<tr>
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<td>19</td>
</tr>
<tr>
<td>FACILITIES</td>
<td>21</td>
</tr>
</tbody>
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OUTSTANDING
FOCUS GROUPS PREMISES

2 FOCUS ROOM PREMISES & 2 VIEWING STUDIOS
- one conference style focus room and a cozier focus room
- 2 sides one-way mirrors
- centralized CCTV (last generation LCDs)
- the viewing rooms accommodate up to 15 viewers (each viewing studio)
- raised platforms
- audio volume controls
- excellent soundproofing
- wireless connection
MODERN CATI & CLTs FACILITIES

CATI NETWORK
- dedicated stations telephone lines and possibility to increase the number depending on project needs
- a dedicated space
- license for the usage of Voxco™ platform

CENTRAL LOCATION TESTS FACILITIES
- placed in well populated & circulated areas
- selected as to meet hygiene, light, cleanliness, quietness, space, enough number of tables or other specific requirements
ISRA Way of Research

To see the video and other fresh research info please visit our new website:

www.isracenter.com/ISRA Way Of Research
THANK YOU!

Stay tuned with the latest research news on our new website:
www.isracenter.com