

PressRelease

For Immediate Release

4 May 2011

Two of the world's leading retail and shopper insights businesses agree on a commercial partnership

Planet Retail, the world's foremost retail intelligence group, has joined forces with the leading shopper research company, Simstore International, to provide thought-leading global insight into both retailer and shopper behaviour.

Planet Retail's unparalleled knowledge of global retail gives retailers, suppliers and investors critical insights that help them create competitive advantage. Simstore International's expertise and advanced shopper insight methodologies enable consumer goods manufacturers and retailers to gain a unique understanding of shopper behaviour.

Volker Koch, Planet Retail's Operations Director, said: "This sales partnership is great news for both companies' employees and clients. By combining the global retail expertise of Planet Retail with the in-depth shopper insight and cutting-edge approach of Simstore we are creating an indispensable platform for understanding the economically critical retail sector."

Andreas Lee, Simstore International's Co-Founder, comments: "We are really excited about the opportunity of teaming up with Planet Retail. Their unique knowledge of global retail as well as expertise in sales and marketing combined with Simstore's reputation and advanced products in shopper research, feels like an unbeatable combination!"

Both companies have delivered strong growth over recent years. It is evident that in these uncertain times decision-makers in some of the world's largest companies place great value on the comprehensive, accurate and up-to-date insight that both businesses provide. The sales partnership will offer a complete lifecycle view from macroeconomic forces, detailed retailer strategy through to an individual shopper's response to their shopping behaviour.

-Continues-

**Two of the world's leading retail and shopper insights
businesses agree on a commercial partnership**

Planet Retail was established in 2001 and has been part of Emap, a leading UK headquartered international media organisation since 2007. Its growing team of industry experts provide insight, analysis, news and data covering more than 10,000 retail operations globally.

Simstore International is the leading shopper research company based in Stockholm. The company was founded in 2002 by serial entrepreneurs Andreas Lee and Anders Orbom.

-Ends-

For more information, please contact:

Renaye Edwards, Head of Marketing

Tel: +44 (0) 20 7728 4985; E-mail: renaye.edwards@planetretail.net

About Planet Retail:

Planet Retail is the leading provider of intelligence on the global retail and foodservice industries, monitoring more than 10,000 "banner" operations as well as market developments in 211 markets. With over 15 years of industry insight, Planet Retail is a brand trusted by more than 3,000 organisations worldwide, delivering up-to-the-minute news, analysis, market research and digital media via www.planetretail.net. Planet Retail has offices in London, Chicago, Frankfurt and Tokyo.

About Simstore International:

Simstore (www.simstore-int.com) is the expert at finding the most impactful way to answer any shopper research question. We combine shopper insight expertise with a passion for research innovation to help clients win at the point of purchase. Simstore has offices in Stockholm, Frankfurt, Paris, Amsterdam and Brussels.