

HEAR VOICES OF THE CHINA CONSUMERS
GAIN INSIGHTS INTO THE CHINA MARKET



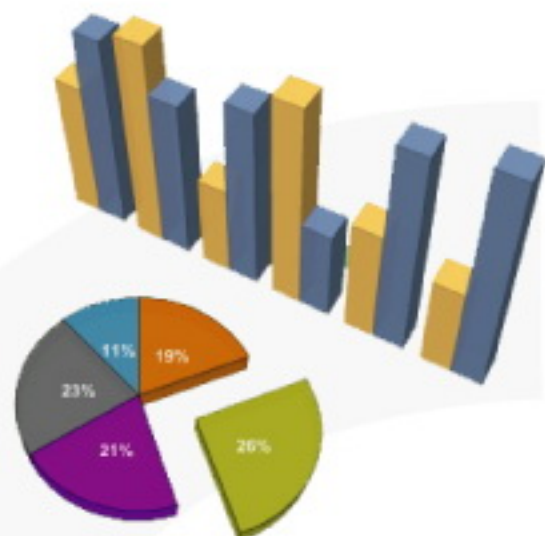
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About us

Who we are

DATA100 was founded in 2004 and has since established itself a leading market research firm in china. We have conducted hundreds of research projects with industrial spectrum from finance and FMCG to IT and Healthcare.

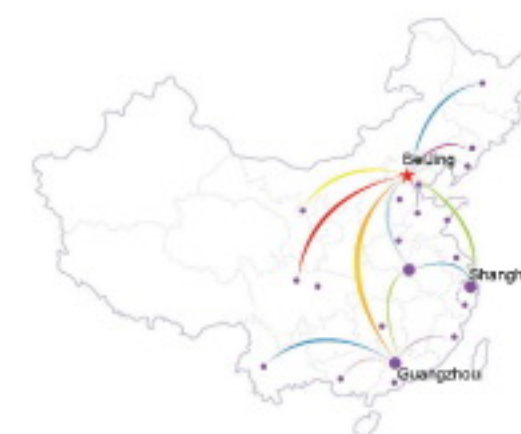
Our years of experience and expertises have made us the trusted research provider to 100+ clients worldwide, including Fortune 500 corporations, China's top 100 enterprises, and celebrated media organizations.



What we do

Our cutting-edge **online survey platform – SURVEYCOOL™** is one of the leading platforms in China. The customized **online panel – Assuredsample™** with **1 million+** samples enables us to deliver relevant and rapid market research services.

By recruiting and engaging with the dedicated respondents, we assist clients to track consumer attitudes, measure market performance, and pinpoint growth opportunities in China.



Network

We have branches and partners all over China, and have conducted market research in more than 150 cities and rural areas. We have top-quality and sector-specified research teams as well as skilled in-house interviewers that offer standardized quality service by collecting primary data and information efficiently and accurately.



"After about six months of investigation, we finally selected your company. With the online panel, it is faster to collect data and the efficiency of our investigation is dramatically improved.

*--James Zeng,
Information Dept. P&G*



"This has been the third time we have cooperated with your company. We can see your improvement every time. Your survey system is more advanced than those systems in the US in such areas as skip-ping. We wish a long term cooperation relationship with your company."

*-- Faculty of Further Education,
Harvard University*

We Offer

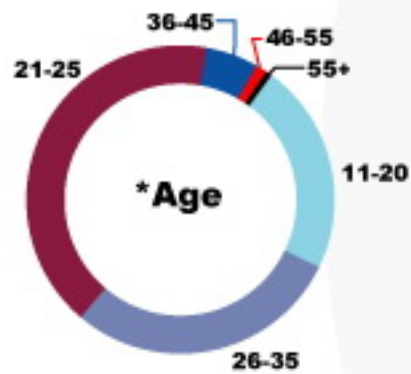
ASSURED SAMPLE™ is uniquely effective at reaching, validating, and drawing insights from your target markets **online**. You can survey, interact with, and observe your customers or almost any target audience through our online panel.

Features

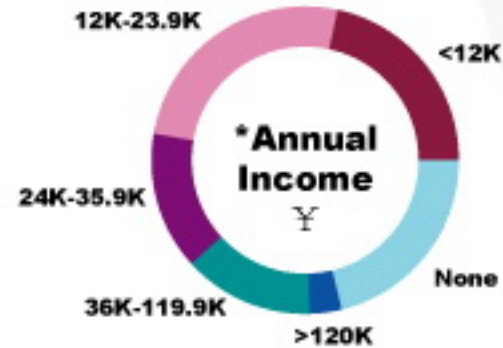
- 1 million + samples
- 120 attributes
- Covering all regions in China
- Various recruiting sources
- Customized Panels
 - Industrial sub-panels
 - Occupational sub-panels
 - Other sub-panels



Location Distribution
Deeper color represents higher proportion



* Age



* Annual Income
¥

Quality Control

- Identity
 - Identity Registration Control
 - Continuous Update
 - A list of professional survey takers
- Answer
 - Response pattern
 - Survey-taking time
 - More...

Benefits

- Act faster
- Deeper insights
- Increase customer engagement
- Make surveys accurate and reliable
- More research for less money



"Your professional report and service are so impressive, which draw a clear picture for us on the wealthy people in mainland China."

-- Billy Chung,
Personal Banking Dept., **Bank of China (Hong Kong)**

SURVEY COOL™ is the most powerful tool for researchers to build professional studies, ranging from simple to complex.



Features & Benefits

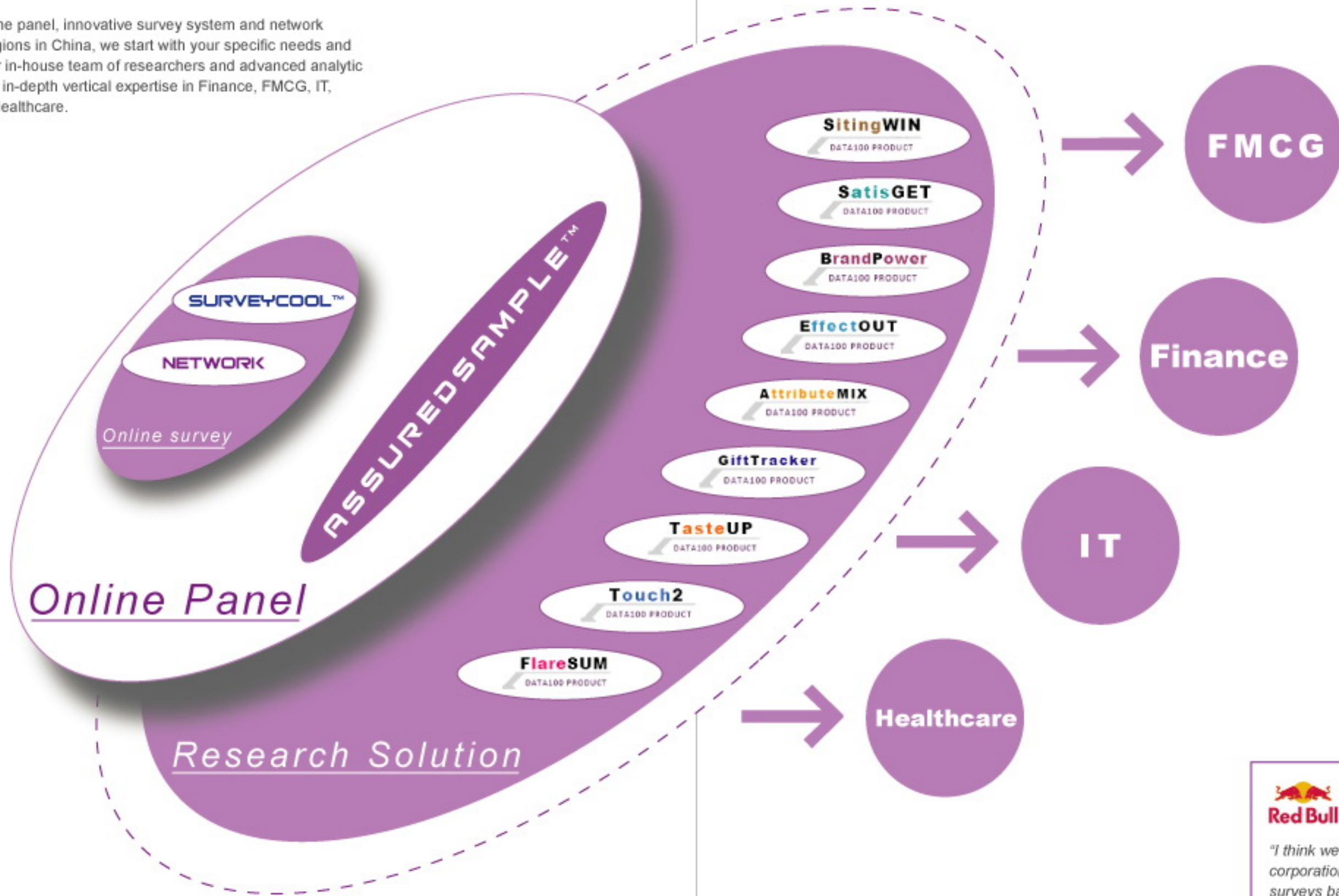
- Rapid research
- Maximize respondents engagement
- Branded environment
- Self-help with powerful templates
- Skip logic, piping, loops and randomization
- Visual questions with pictures and videos
- Automatic charts
- View reports online or export raw data in excel, spss format
- Compare with historical data in your account



"Your delivery is more than a consultation proposal, which clearly guides our key account business."
-- Yang, Personal Banking Dept., Head Office of **Industrial and Commercial Bank of China**

Total Solution

With huge online panel, innovative survey system and network covering all regions in China, we start with your specific needs and objectives. Our in-house team of researchers and advanced analytic specialists has in-depth vertical expertise in Finance, FMCG, IT, Telecom and Healthcare.



"Like a consulting report, your research recommendation successfully guided our marketing effort to key accounts."
--James Wang, **Abbott**



"I think we have had very good corporations during the past two surveys based on your online-panel. The results are still being used. This kind of survey is time saving and can also control costs. We will use this kind of survey more frequently."

--Zhenhua Xia,
Integrated Management Dept.,
Red Bull

In Aug. 2008, the China melamine scandal shocked the whole dairy industry and led a market nightmare for all the dairy product manufacturers. Gauging the market dynamics in real time and therefore implementing suitable strategies became the critical demand for senior management team in each dairy company.

A leading China dairy company turned to us for an urgent research on China dairy products consumers' attitude. They requested the report the next day and left us only **one night to solve the case.**

Benefits of ASSURED SAMPLE™

- Getting immediate feedback from dairy products consumers
- Covering all target cities
- Providing enough respondents

A leading China dairy company used our report for

- Understanding consumers' reactions to melamine scandal
- Evaluating consumers' confidence in China dairy industry
- Adjusting the PR strategy to the crisis

The leading China dairy company said

"We are greatly inspired by your enthusiasm, professional performance, and talented work."
 -- Yin, product manager, Dairy department

We did

A China leading dairy company case

Urgent research on China dairy products consumer's attitude

The sales and market share of 999 SHENFU injecta surged since it was launched 2 years ago. To objectively evaluate the effect of promotion, segment target market, and improve resource allocation, 999 implemented a countrywide research project on surgeons and Emergency Physicians in target hospitals.

The project engaged 1,048 doctors of the 120 target hospitals in 24 cities. Sufficient and valid data help our client understand the market of this category of injecta, and make proper decision.

Benefits of our Network

- Covering all over China
- Fast reaction
- Professional fieldwork channel and high-quality result

999 used our report for

- Improving marketing strategy and resource allocation
- Perfecting performance evaluating system

Yaan Sanjiu said

"Thanks to your professional research, it makes us as professional as you."
 -- Li, Marketing Manager,
 Yaan Sanjiu Pharmaceutical Co., Ltd.

Yaan Sanjiu Pharmaceutical Co., Ltd.
Case
SHENFU injecta
Market Performance Study



Our Clients



Welcome to China, welcome to Beijing, and welcome to DATA100!

DATA100 Market Research Co., Ltd. invites any research company and enterprise who are interested in China market to have a look to our online panel and online survey system. Our most powerful resource is the trusted online panel accumulated over the years. We stimulate and maintain our panel members in the way that is consistent to the local custom. Combining with rich experiences of quality control in research industry, we ensure an impeccable and huge online panel.

Our offices are located in China; our technology originates from the United States; our vision is worldwide!

Let DATA100 accelerate your business in China!

May Tang

汤佳梅

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