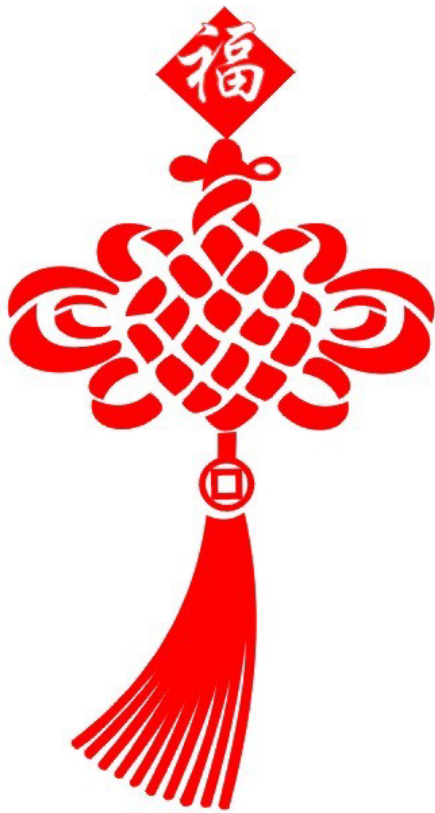


DATA100'S ANSWERS TO ESOMAR 26 QUESTIONS



COMPANY PROFILE

1

What experience does your company have with providing online samples for market research?

Data100 has worked on establishing a trusted and large-scale online panel since it was established in 2004.

Firstly, collaborating with Oracle technology team, we set up the survey platform, Surveycool™, a professional, powerful and self-service online survey system. Moreover, we innovatively initiated the China's #1 online survey portal, taidu8.com, to recruit members. To date, we have accumulated 1 million+ panelists. As a result of our efforts to maintain and motivate membership, our online panel, Assuredsample™, has become a reliable, engaged, and large-scale panel in China.

Now, we develop an exclusive concept - panel association. With cutting-edge technologies and top-notch experts, we partner with a series of SNS websites to expand our panel and improve the sample quality. Hence, we are confident that data100 equips the local know-how to execute online market survey in China.

We help you hear voices of the China customers and gain insights into the China market.

SAMPLE SOURCE

2

Please describe and explain the types of source(s) for the online sample that you provide (are these databases, actively managed panels, direct marketing lists, web intercept sampling, river sampling or other)?

Data100 manages multiple sources to augment the panel size to meet our clients' needs.

- **Taidu8.com**

Gain stable increase in panel in Data100's branded online survey portal, taidu8.com.

- **Panel Association**

By setting partnership with many SNS websites, we embed our panel registered system into them. Their members participate in our surveys and gain benefits provided by us.

- **Collaboration with famous medias**

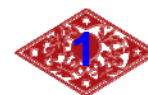
DATA100 cooperate with several famous Medias, such as Beijing radio traffic (FM103.9), CCTV and so on, to launch plentiful surveys specific to social problems, national economy, and people's livelihood. The participants will be invited to register and become our members.

- **Authorized panels**

We also acquire members from other panel providers. Meanwhile, we strictly check the background information to ensure good quality.

- **Participators of traditional surveys**

DATA100 is an all-round market research company. Some interviewees from traditional research can be converted.



3

What do you consider to be the primary advantage of your sample over other sample sources in the marketplace?

We are a China consumer panel provider, we in-depth understand them. We know how to maintain and improve our Assuredsample™, and make it a reliable, actively, and large-scale one, so that we can create value for our clients. This is our primary advantage.

On the other hand, the application of our new and high technologies, as well as our extensive experience in sample management and quality control, make us be able to provide real, engaged, and unique respondents.

The other outstanding features of our samples are:

- Large-scale, appropriate panelist structure
- Great amount attributes with each sample
- Actively panelists, fast reaction
- Various sub-panels that can solve specific and difficult research needs

4

If the sample source is a panel or database, is the panel or database used solely for market research? If not, please explain.

Yes, Assuredsample™ is used exclusively for research, mainly on market research for business.

Moreover, DATA100 actively undertakes social responsibilities. Sometimes, Assuredsample™ is used in social surveys on social problems, national economy, and people's livelihood.

5

How do you source groups that may be hard-to-reach on the internet?

As previously mentioned in question 2, DATA100 has a mix of online and offline recruitment system to recruit panelists from various sources.

All the sources extend the span in demographic. The panel union strategy and social survey collaborating with famous Medias, as well as interviewees of traditional surveys, well compensate the specific groups' deficiencies, especially those are hard-to-research on the internet.

It must be pointed out that our social surveys that collaborate with famous Medias and samples accumulated by traditional surveys are absolutely good solutions to this problem. For example, the rural migrant workers group, they scarcely get on the internet. But, our social survey collaborate with CCTC let us in-depth contact with them and well help us expand this group.

6

What are people told when they are recruited?

The Privacy Policy, Terms and conditions of the membership are informed at the first registration step and members must acknowledge they have read and understood these.

They will realize:

- Their information is only used for market research purposes.
- They must provide real and up-to-date information.
- DATA100 will not open their personal information without authorization except for some special conditions.
- They will receive surveys mainly via email registered.
- How the incentive will be paid for answering surveys

PANEL RECRUITMENT

7

If the sample comes from a panel, what is your annual panel turnover/attrition/retention rate and how is it calculated?

The average panel churn rate is monitored on a regular basis as one of the key performance indicators. During 2008, the attrition rate is approximately three percent. This rate counts those panelists that have resigned. The number of members that cease to be active is recorded in the inactive figures. Inactive panelists are not included in panel size or sample selection. A number of retention activities are carried out to keep members from becoming inactive and out of touch.

8

Please describe the opt-in process.

To ensure an active and fast-reaction panel, we only accept voluntary registration. To maintain a high-quality panel, we adopt a 2 steps opt-in process.

Step 1: General membership registration

During this step, they will be informed our Privacy Policy, Terms and Conditions. After reading these, they will leave some contact information and a few personal details. Then, our system automatically send a confirm email to the email box registered. They have to click the link in the confirm email to active the membership.

Step 2: VIP membership registration

Once they finished the general membership registration, they have been accepted to some surveys. For more surveys, they have to update their detail information, including personal demographics, household demographics, employment characteristics, income information, consuming behavior and preference, and so on.

Those 2 steps have made the attributes abundant, but it is not enough. Later, in some specific surveys, their feedback will also be renewed into their attributes. It will be a continuous and non-stop process.



9

Do you have a confirmation of identity procedure? Do you have procedures to detect fraudulent respondents at the time of registration with the panel? If so, please describe.

Yes, we have the confirmation of identity procedure. And our system has a multi-dimensional assessment system to check if the information is real so as to avoid false and invalid sample.

Mainly including:

- ID to birthday check
- IP to location check
- Compare to similar sample
- Advanced logic check
- Phone contact
- Cookie control

10

What profile data is kept on panel members? For how many members is this data collected and how often is this data updated?

As mentioned above at the step 2 in opt-in process, the information profiling samples is mainly as follows:

- Personal demographics
- Household demographics
- Employment characteristics
- Income information
- Consuming behavior and preference

Members are requested to update their data continuously if their information is not completed or their data has changed. And a complete sample has 120 attributes.

11

What is the size and/or the capacity of the panel, based on active panel members on a given date? Can you provide an overview of active panelists by type of source?

To date, Assuredsample™ has accumulated 1 million+ registered members. And 26% of them are active. We manage a specific system to evaluate panelists' active scores based on their response rate, response speed, and survey history. If the score reach 60, we take it as active members.

Data100 assesses sample feasibility with clients before each project, ensuring a realistic understanding of the effective panel size needed. While maintaining a huge panel size, Data100 places emphasis on the quality of panel and how the sample can deliver the research need.



PANEL AND SAMPLE MANAGEMENT

12

Please describe your sampling process including your exclusion procedures if applicable. Can samples be deployed as batches/replicates, by time zones, geography, etc? If so, how is this controlled?

The sample is pulled based on the screening criteria, quotas, filters, and the predicted response rate in the target audience. After that the sample is randomized and invitations are distributed to the panelists.

Data100's platform allows defining the exact time and region to sending out invitations. The sample can also be deployed as batches; this process is controlled automatically. Quotas are usually controlled automatically but the whole process is monitored by our service team.

Our professional team has good experience on the response pattern and can verify our invitation deployment to balance quality and panelist experience. As a result, fewer panelists are turned away from the survey due to full quotas.

We perform exclusion procedures to maintain good panelist experience. The member who frequently does not finish the survey completely will be excluded from invitation.

13

Explain how people are invited to take part in a survey. What does a typical invitation look like?

We utilize project-specified hyperlink to prevent multiple participators. When a typical project starts, the platform generates a unique hyperlink and sends it to selected panelists by email or SMS. Only the invited members can attend the survey. Absolutely no quotas and screening information are in the invitation.

The email invite contains a clear, short introduction to the survey, setting out:

- The survey topic (without disclosing the purpose of the study)
- Expected time to complete the survey
- The closing date
- Incentive to be paid
- A unique link to log into the survey

14

Please describe the nature of your incentive system(s). How does this vary by length of interview, respondent characteristics, or other factors you may consider?

After completing the survey, panelists receive 'points', which they can redeem for cash or some gifts later.

The number of points awarded is based on the length and complexity of the survey. Exact rewards vary by market but are appealing and appropriate for all demographics. In addition to redeemable rewards, members are entered into a quarterly prize draw which aims to reward participants who fall to qualify for certain surveys.

15

How often are individual members contacted for online surveys within a given time period? Do you keep data on panelist participation history and are limits placed on the frequency that members are contacted and asked to participate in a survey?

As a guide, panelists can only participant no more than 12 surveys per year and 2 surveys per month. They can not attend survey in the same category during three months.

Data100 keeps full history for every panelist including communication history, completed studies, screening-outs, survey topics, and incentive history.

Panelists are only recruited and contacted for market research purposes. Members are never used for any additional marketing or sales activities. Nor are third party research companies given access to the panel.

POLICIES AND COMPLIANCE

16

Is there a privacy policy in place? If so, what does it state? Is the panel compliant with all regional, national and local laws with respect to privacy, data protection and children e.g. EU Safe Harbour, and COPPA in the US? What other research industry standards do you comply with e.g. ICC/ESOMAR International Code on Market and Social Research, CASRO guidelines etc.?

Our privacy policy is stated during the registration so as to supervise our activities to prevent personal information. We will never disclose any private information to any third party.

Data100 panel are in full compliance with ESOMAR and China's legal requirement. We have ICP license obtained from Chinese government to manage our panel website.

17

What data protection/security measures do you have in place?

Technical measures

Data collection is run on our own security server with double protection including hardware and software firewall. And we also use this security measure on application layer. Our system has a vertical structure that makes presentation layer, business layer and data layer separated from each other. And between each layer, protection measure is set up. Data was stored by 128 bit encryption algorithm to ensure the security. Without our system, data cannot be exported by any measures. The URL sent to panelists is also adopted security measures.

Management measures

Anyone needs double-person complex code and verification at the interface to the data layer. Each layer is administrated by a specific



person. And the background of the system will automatically log in real time.

18

Do you apply a quality management system? Please describe it.

To ensure the high quality of our panel, we developed panel management system and quality control system. All the actions of our panelists will be stored in our database, and after analysis, we can filter members who are not interested and not trustful.

Panelist management system includes system deployment module, account management module, resource management module, application management module, reward management module, count module etc. Quality control system includes control, test, logging, and processing functions.

19

Do you conduct online surveys with children and young people? If so, please describe the process for obtaining permission.

Anyone under the national legal age is required the parental/guardian consent to participate. A verification phone call or a face-to-face talk is conducted before the survey. And a follow-up confirmation via email will be sent and the event will be recorded.

PARTNERSHIPS AND MULTIPLE PANEL MEMBERSHIP -----

20

Do you supplement your samples with samples from other providers? How do you select these partners? Is it your policy to notify a client in advance when using a third party provider? Do you de-duplicate the sample when using multiple sample providers?

We mindfully select samples from other providers. We prefer expand our panel on our own and always have good ideas to do so. We set deeper cooperation with SNS websites, such as those major on Finance, Mother and Infant, Motor, House property, IT etc. We have a strict evaluation method, for example, brand, quantity and quality of members, structure, and the active rate. The brief description of how to operate is mentioned above at question 2. We adopt some technical early control measures like IP control, Cookie control, Flash Cookie control etc. to avoid duplicate samples. And by using quality control module, we remove duplicate samples at later.

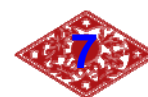
To use these samples, as a policy, we will notify our clients.

21

Do you have a policy regarding multi-panel membership? What efforts do you undertake to ensure that survey results are

Assuredsample™ is a systematical panel with several sub-panels. Of course, some samples belong to different sub-panels, as they have some characteristics fit for different sub-panels. And in one project, one sample will be surveyed only once, if it is selected.

We seldom use the 3rd part panel. If doing so, before the 3rd part



unbiased given that some individuals belong to multiple panels?

panel pass the check comparing with Assuredsample™, it cannot be used in any project. This check process is operated by our panel management system and quality control system. So, we ensure the uniqueness of Assuredsample™.

DATA QUALITY AND VALIDATION -----

22

What are likely survey start rates, drop-out and participation rates in connection with a provided sample? How are these computed?

Based on the projects implemented last year, we compute some key indicators to monitor the panel quality. The likely response rate is usually about 20% for normal panel and 70% for premium panel. Response rate means number of invitations divided by number of completes interviews. Our average drop-out rate is about 5%.

23

Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your panelists? Are you able to supply your client with a per job analysis of such individual level data?

This information is kept in the system for each member on the entire history of their membership with the panel. We can provide clients with a per-job analysis of individual-level data upon request.

24

Do you use data quality analysis and validation techniques to identify inattentive and fraudulent respondents? If yes, what techniques are used and at what point in the process are they applied?

Data100 recognizes that quality is the cornerstone of whole market research industry. Our online survey system, Surveycool™ has a powerful response quality control module. It automatically identifies and excludes inattentive and fraudulent responses. Background information comparison, answering interval check, logic check, and IP check are operated during the survey process automatically.

Random 30% telephone confirmation is performed at the end of field work to ensure great data quality.

25

Do you measure respondent satisfaction?

We measure the answering interval of each response, opinions with questionnaires, comments about incentives, and other open ended suggestions after each project. We also take serious consideration on response rate and churn rate as the indicator of customer loyalty. Most importantly, we implement respondent satisfaction survey quarterly so as to gauge customer satisfaction continuously. And we improve our survey process base on the feedback.



26

What information do you provide to debrief your client after the project has finished?

In our report, we provide in-depth information on survey performance and results, typically including gross sample, start rate, drop-out rate, response rate, the invitation text etc. Our customized information can be provided upon client's request.

