



Yano Research and AIP to Form Business Alliance to Expand Global Research Business

TOKYO, JAPAN – 5 July, 2013: Yano Research Institute (“Yano Research”), a leading market intelligence provider and full scale industrial research firm based in Japan, and AIP Corporation (“AIP”), a leading online sampling and data collection provider in Asia, today announced the formation of a business alliance, aiming at the development and expansion of global research business of both companies

Yano Research is a comprehensive marketing firm offering industry research solutions with reliable market information on a variety of business segments. AIP offers proprietary consumer research panels across 12 Asian markets, and provides client companies consumer research services that deepen understanding of local lifestyles and consumer behavior.

Through this business alliance, AIP has expanded its service lineup in fields such as market data sales and industry research, and Yano Research has enhanced its global consumer survey research offerings. The two companies will promote the enhanced services to client companies to support their global marketing activities.

Business Alliance Agreement Outline

- 1) Yano Research will sell AIP’s consumer survey research to client companies.
- 2) AIP will sell Yano Research’s custom research to Japanese client companies.
- 3) AIP will sell Yano Research’s market reports to overseas client companies.

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About AIP Corporation

AIP is the leading online fieldwork agency in Asia. AIP's proprietary panels in 15 markets are actively managed to the highest standards, combined with our dedicated multi-national/lingual consultants who are specialized in global projects – AIP ensures your survey is asking the right questions, to the right people, in the right language. We have offices in Tokyo (HQ), Shanghai, Seoul, Hong Kong, New York, London, Singapore and New Delhi. For more information about AIP Corporation, please visit www.aip-global.com.

About Yano Research Institute Ltd.

Yano Research Institute, a largest, most prominent and full-fledged market research company in the nation, has been headquartered in Tokyo, Japan since its foundation of 1958. Yano Research covers virtually all industries from technologies to consumer services, and our research network taps into every essential corner of the globe, focusing on the rapidly growing Asian economies in particular. With our highly qualified full time researchers along with the global network of research and consulting, Yano Research provides its client with highest qualities of business intelligence in all dimensions. For more information about Yano Research Institute, please visit www.yanoresearch.com.

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