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DISCOVER HOW TO BETTER TARGET 200,000 WESTERN EUROPEAN DENTISTS

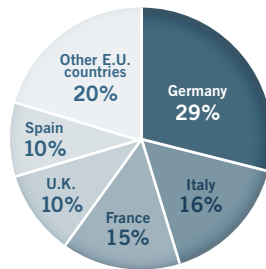
The EUROMNIDEN™ online omnibus survey is a cost-effective, confidential and flexible way for you to survey a sample of 200,000 European dental professionals and obtain the answers you need, when you need them. The setup costs of each EUROMNIDEN™ survey are shared among participating clients, meaning you can undertake highly effective market research at a fraction of the cost of custom surveys.

Developed by AFG Research's dental market research specialists, EUROMNIDEN™ uses online research techniques that engage participants and enable the inclusion of images and multimedia. EUROMNIDEN™ surveys 600 European dentists and specialists yearly – one of the largest samples available in dental omnibuses. All survey results are completely confidential and exclusive to each client.

EUROMNIDEN™ targets the E.U.'s five major dental markets: Germany, Italy, U.K., France and Spain, which account for more than 80% of the total E.U. oral healthcare GDP expenditure – a \$104bn industry.

E.U. GDP Expenditures on Oral Healthcare – Country Shares

(Source: World Health Organization – Oral Health & IMF)



Germany, Italy, France, the UK and Spain represent a US\$83.4 billion oral health product / services market (80% of total EU expenditures).

Sources: WHO & IMF (2004 – 2007)

A BETTER RESPONSE: AFG RESEARCH HAS FOUND THAT DENTAL PROFESSIONALS IN THE MAJOR EUROPEAN DENTAL MARKETS HAVE HIGH RATES OF INTERNET ACCESS (OVER 95%) AND ARE EAGER TO PARTICIPATE IN WEB-BASED SURVEYS.

KEY FEATURES:

- Flexible, cost-effective online research
- Large sample of 600 E.U. dental professionals annually (300 twice yearly)
- Targets the five major European markets; Germany, Italy, France, the U.K. and Spain.
- Comprehensive question formats in five languages, including images, audio and video
- Confidential, reliable results and analysis
- Engaging, easy-to-use online surveys for high quality and accurate responses.

GAIN A DEEPER INSIGHT INTO EUROPE'S MAJOR DENTAL MARKETS

EUROMNIDEN™ supports single/multiple-choice, numeric, and open-ended question formats.

Unlike phone surveys, you can also incorporate images and multimedia into your concept and ad copy test questions. EUROMNIDEN™ includes eight classification questions at no additional cost to provide a deeper insight into your market, including age, gender, years of dental practice, and dental practice size. The more engaging experience provided by EUROMNIDEN online omnibus surveys let you undertake more complex quality research at a fraction of the cost of custom surveys.

EUROPEAN DENTISTS AND SPECIALISTS PREFER ONLINE SURVEYS

An online omnibus survey lets respondents participate at their convenience, greatly reducing non-response error while increasing response rates and sample representativeness. AFG Research data show that dental professionals in the major European dental markets have high rates of Internet access – above 95%. These dental professionals have a strong preference for online research methods, and they are eager to participate in web-based surveys.

EUROMNIDEN™'s interface is accessible and user-friendly. It engages survey participants and guides them through the more complex questions to ensure full, accurate responses.

HOW EUROMNIDEN™ WORKS

Twice yearly, the EUROMNIDEN™ online omnibus survey collects valuable, confidential quantitative market research data from 300 European dental professionals on behalf of different clients. Clients reduce their research costs by purchasing fully-customized questions in the omnibus survey instead of developing an entire custom survey.

EUROMNIDEN™ TIMETABLE

Deadline for submitting questions	February 1	August 1
Questionnaire design start date	February 3	August 3
Questionnaire programming & translation start date	February 10	August 10
Fielding start date	February 25	August 25
Analysis start date	March 15	September 15
Results delivery (basic deliverables)	March 20	September 20

Note: If any date indicated above falls on a Saturday, Sunday or U.S. holiday, the scheduled activity will take place on the next business day.

WHO CAN BENEFIT?

This is just a selection of the many groups within the dental industry that can benefit from the EUROMNIDEN™ online omnibus survey:

- **Dental manufacturers**
Determine the level of awareness of different brands; test different product feature sets; assess the needs of a particular market; perform concept tests; and more.
- **Media outlets and dental associations**
Generate news stories from exclusive surveys and research ideas for articles and features. Gain a deeper insight into the dental industry.
- **Advertisers and marketing managers**
Test everything from ad copy, logo recognition and new product ideas to different product names, positioning statements and entire ad campaigns.

With EUROMNIDEN™, you can undertake everything from a regular pulsecheck of the dental industry to ad campaign tracking or product feature evaluation. There is no limit to the number of questions you can ask, and all questions cost the same to include, regardless of their complexity. In addition, a guaranteed 50-day turnaround increases your ability to respond quickly to market changes and opportunities. From submitting your questions to receiving your results by email, the whole process is guaranteed to take only 50 days.



CONTACT

For additional information about this new online omnibus survey or other AFG Research service offerings, please contact your local sales representative:

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RESEARCH

ABOUT AFG RESEARCH

AFG Research is an independent full service market research, data mining, statistical analysis, and consulting organization to both consumer and business-to-business companies. We develop and apply advanced research and data analysis methodologies to a wide array of marketing and business problems.