




INFOWAVE

Marketing Research

**INFORMATION
ABOUT THE COMPANY**

**SAINT-PETERSBURG
2008**

OUR MISSION

 *The history of civilization may be summed up in six words: the more you know the more you can do.*

E. Abu

**BY GROWING AND BUILDING UP OUR EXPERTISE,
WE EXPAND YOUR BUSINESS OPPORTUNITIES!**

ABOUT THE COMPANY

Infowave® is a specialized marketing research and consulting company established in St. Petersburg in 2000.

According to the firm's management, the objective of Infowave® is to support its clients with information and methodology, in order to facilitate decision-making and successful marketing.


Infowave® aspires to be a full-service consultancy company, spanning the entire cycle from information retrieval to turn-key marketing solutions. The firm also conducts market research to evaluate investment project feasibility and delivers optimized marketing solutions.

The fundamental policy of our company is to devote personalized attention to every client and deliver solutions ideally suited to the client's needs. Employing an optimal number of staff possessing all the core competence, Infowave® performs all its engagements independently, ensuring promptness, quality and credibility of the information it provides.

Combining college degrees in marketing with years of relevant experience, Infowave® specialists perform all their assignments to very high professional standards, while offering very attractive terms to the company's partners and clients.

The confirmation of our work quality is that Infowave® won the Consultant '2002 competition in the Best Market Research category. The competition, hosted by Korporativnye Finansy, was held among Russian companies.

CODE OF ETHICS

 *Isn't it about time we stopped expatiating about what human beings should be like, and tried to be those human beings.*

Marcus Aurelius

Being committed to building long-term relationships with our clients, we know this will never happen unless they find our work satisfactory. We know it is our duty to adhere to a set of ethical principles, and we do. Here is our Code of Ethics:

❖ **Personalized Service**

No two problems are completely identical and, therefore, there can be no standard solution. Relying on our solid expertise, we deliver optimized solutions to meet each client's individual needs and resources.

❖ **Total Transparency**

We keep our clients fully updated on our progress and the methods we employ; we provide every material bit of information that may affect the project. In our final report, we describe clearly and coherently the key findings of our study and our conclusions. We never try to 'impress' our client with excessive 'brainy' terminology.

❖ **Meticulous Fulfilment of Commitments**

We will set a sensible financial framework and timeline for the project and stick to it. Working on our client's project, we employ all accessible resources, means and practices if permitted by law and generally accepted ethical standards. We never accept an engagement unless we can assure quality performance.

❖ **Full Confidentiality**


We will treat any information received from, or on behalf of the client as strictly private and confidential, unless expressly instructed by the client. We never refer to the client, his project or our engagement without the client's express consent.

❖ **Client Rights**

The solution we deliver is always the best solution for our client, even if it is not the best solution for ourselves. We always put our client's benefit before our own.

WE GIVE YOU MORE THAN YOU EXPECT

OUR STRENGTHS

 *Be not afraid of perfection; you will never reach it*

Salvador Dalí

❖ **Not just information but turn-key marketing solutions**

We provide more than information; we deliver solutions and ideas customized to suit your individual business needs.

❖ **Accurate Information**

We assure the quality and credibility of information as we perform the entire service independently, avoiding subcontracting.

❖ **Creative Solutions**

We are creative and always prepared to go beyond convention. We encourage our consultants to come up with new, better solutions to benefit the client.

❖ **Competitive Remuneration and Good Work Environment**

We make sure that our employees enjoy working for Infowave® and receive competitive remuneration. The way they feel about their work is evident in the quality of the information they find for us.

❖ **Smart Financial Planning**

We strive to deliver quality solutions at a minimal cost to the client.

❖ **Taking Responsibility**

We assure top quality service through careful preparation and responsible treatment of every engagement.


❖ **Strong Qualifications**

We are proud of our consultants. They all hold college degrees in marketing and boast substantial experience in the field. We hope, there is no problem we cannot solve.

❖ **Love for our Work**

We love our work and enjoy doing it.

OUR SERVICES

 *There is a solution to every problem.
The challenge is to find it.*
Avvy Noef

Marketing Research

We conduct the following types of marketing research:

❖ Research of consumers/consumption patterns

This is the more widespread type of marketing research, yielding a profile of your typical consumer, his wants and needs and his opinion about your products or services. This information will help you decide what products to make, where to advertise, where to sell them and at what price so as to ensure steady demand and high profits.

❖ Competition/competitor research profiling

This type of research will inform you about the strengths and weaknesses of your competitors, anticipate their imminent market moves, and prompt you on preemptive action to stay ahead of competition.

❖ Assessment of market environment, trends and outlook

This type of research study will provide facts and figures to develop your medium- and long-term business plan. It will tell you how demand for your products is likely to change in the next few years, in what way competition may change, what pitfalls may await your company in the future, and what options and opportunities it may want to leverage.

Marketing Research for Investment Feasibility

Includes a full-scale study of the current market situation and growth prospects for the project's target sector, as well as project strengths and weaknesses.

Based on our market study, we will produce a report on project feasibility together with a set of recommendations on how to proceed with the project.

Marketing Consultancy

❖ Auditing and Optimization of Corporate Marketing Information System


A Marketing Information System (MIS) is an algorithm that helps gather, generalize and update market, consumer, sales and other data from various sources, and deliver it to decision-makers. We undertake to assess (audit) your corporate marketing information system and tell you how to optimize it.

❖ New Opportunities for Your Business

The service includes:

- Internal research of your business, its strengths and weaknesses;
- Research of the external environment, opportunities and threats;
- Recommendations on setting marketing goals and targets, defining ways to achieve them.

SOME OF SUCCESSFUL PROJECTS TO DATE

 *We judge ourselves by what we know we can accomplish; others judge us by what we have accomplished already.*
Henry Wordsworth Longfellow

Retail

- ❖ Research of the market for sports gear in St. Petersburg, and issuance of recommendations on a medium-term business development plan for a major sporting goods store;
- ❖ Research of the retail market of groceries, and assessment of the investment potential of St. Petersburg's large self-serve grocery stores.

Property and Construction

- ❖ Research of the primary market for housing in St. Petersburg, and a market forecast for apartments in a new residential complex under construction;
- ❖ Analysis of rebuilding options for early standard housing blocks (Khrushchev-era);
- ❖ Market research for multilevel garages in St. Petersburg, and issuance of recommendations for a new multilevel parking garage;
- ❖ Market research for low-rise suburban housing in the Leningrad Region, and issuance of recommendations for a new low-rise housing development.

Sports, Health and Active Leisure

- ❖ Supply/demand research for health foods in St. Petersburg, and issuance of market entry recommendations;
- ❖ Research of St. Petersburg's fitness and entertainment facilities, and concept development for a fitness center;
- ❖ Research of the Russian market for billiards supplies.

Exhibits & Trade Fairs

- ❖ Visitor and participant poll at a print advertising forum: V.D.R.H.; Polygraphics, Marketing and Business Communications;
- ❖ Visitor poll at the St. Petersburg Furniture Show, IFEP;
- ❖ Visitor poll at World of Furnishings and Interiors, FIDexpo.

Consultancy

- ❖ Research of St. Petersburg market for management consulting services, and marketing strategy development for a consulting firm.

OUR CLIENTS

Let those who gave be silent; let those who received speak up.
Miguel de Cervantes

"Knauf", the world's leading manufacturer of building materials



"In the course of carrying out our projects the Infowave company specialists have demonstrated high professionalism and experience in marketing research, abilities to fulfill customer's high requirements, effectively plan and conduct complicated tasks"

Irina Eremkina
Head of Marketing and Advertising Department

"Home Credit and Finance Bank", one of the leader of Russian consumer credits market



"HCFB Marketing Department highly estimates the Infowave's approach to customer policy and the quality of provided materials which fully meet the standards established by western companies. Thank you for your work, we will be pleased to continue cooperation in future."

Julia Makarenko
Marketing Research Manager
Home Credit and Finance Bank Marketing Department

"Webasto" – international leader of car separates market



"We are satisfied with the results of our effective cooperation with the Infowave marketing research company. The company has demonstrated high level of professionalism in collecting and thoroughly processing the data of our potential clients. The information received is very important and we hope to benefit from it the future."

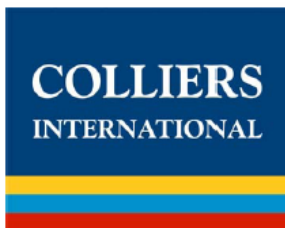
Alexander Pertov
Webasto Rus Regional Representative in North-West Region in Russia

Sprint active gear store



"We contacted Infowave when we realized we did not know where to take our business next. As we had never used market researchers or consultants before, it was hard at first to forge out a common language. Infowave consultants explained very patiently and in great detail what they were doing, how, and why they were doing it, and how we could help them in their study. They won our full trust."

Alexander Matin
Chief Executive Officer



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Colliers International Property Consultants

“Colliers International thanks the Infowave specialists for the efficiency and quality of provided studies in the real estate market, and the company executives for flexibility and readiness to meet customer’s interests and special requests”

Nikolay Kazanskiy
Senior consultant



“Doka International” Saint-Petersburg Branch – leader of Russian building market

“Our company is fully satisfied with the results of our cooperation. We are glad to recommend the Infowave as reliable provider of marketing services.”

Gennady Syromyatnikov
Head of Doka Rus Saint-Petersburg Branch



“GVA Sawyer” consulting company, one of the real estate market leaders in Russia

“Specialists of the Infowave marketing research company have conducted the tasks on the highest professional level. The results were clear, informative and presented in full accordance with the incoming tasks, strictly on time”

Natalya Sapova
Saint-Petersburg Branch Director



Decra Construction & Investment

“Performing their assignment for us, Infowave employees displayed a well-grounded, systemic approach to planning and implementation, as well as conversance with efficient research methodologies. They know how to handle unconventional marketing challenges and professionally present the results of their work.

Infowave’s performance fully met our expectations. It is our intention to continue doing business with Infowave.”

Sergey Semionov,
Chief Executive Officer



Restec Trade Fair Company

“Working on this project, we were really impressed by the responsible, professional way Infowave employees handled their engagement. They did their work very thoroughly for each successive phase of the research. As a result, the visitor polls yielded valuable information for both trade fair hosts and participants.”

Oleg Prudnikov
Head of Marketing, Advertising and PR
Directorate for Furniture, Interior and Timber Industry Shows



LETTER OF REFERENCE

With this letter the St. Petersburg branch of the Finnish-Russian Chamber of Commerce confirms that the Infowave has become our major sub-contractor since September 2004 in conducting marketing research and processing information for marketing projects ordered by Finnish companies.

In the course of this cooperation the Infowave specialists have carried out over 25 different projects concerning the following matters:

- 1. Complex marketing analyses of industrial and consumer markets in order to estimate marketing potential for the Finnish firms and entrepreneurs who consider entry into the Russian national market.*
- 2. Projects aimed at searching for partners (dealers, customers, sub-contractors) for Finnish businessmen. Such projects involve updating databases, running preliminary negotiation for the potential partners who meet Finnish companies requirements.*
- 3. Networking projects.*

Suomalais-Venäläinen
kauppakamari

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We are pleased to confirm that the Infowave marketing research company has proved itself a reliable partner, completing tasks with great efficiency and quality and on time, with our gratitude to the company specialists who demonstrate genuine attention to their customers interests and needs.

The Finnish-Russian Chamber of Commerce partnership with the Infowave helps our experts to complete the tasks of Finnish companies with maximum quality and efficiency.

It is our pleasure to recommend the Infowave as a reliable, responsible and customer-focused marketing research sub-contractor, whose results meet the highest standards of European market.


Olga Makeeva

Finnish-Russian Chamber of Commerce International Project Manager

19.01.2006

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CONTACTS

 *A seafarer who knows not his destination harbor will never get tail wind.*

Seneca

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