

News Release

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Synovate Aztec South Africa re-accredited with the Investors in People Standard

CAPE TOWN – Synovate Aztec South Africa, the value added scan data processing business within Synovate South Africa has been re-accredited with the international management and performance development standard, Investors in People Standard (IIP).

Developed in the UK in 1990 by a partnership of leading businesses and introduced by the Services SETA to South Africa in 2005, the standard is designed to help organisations improve performance and realise objectives through the management and development of their people.

Synovate Aztec South Africa was first awarded the standard in 2005.

Post recognition reviews are conducted every 3 years to measure the extent to which the standard is being upheld in the organisation against ongoing changes to the standard. It was found that despite the significant change that Synovate in Aztec has undergone, the organisation has maintained its unique organisational and people management culture and has managed to continuously improve on its own high standards and achievements.

Since first being awarded the standard, Synovate Aztec in South Africa has gone through tremendous change. Previously known as Infocy, the organisation was acquired by Synovate in 2006. It has gone from a local business of 20 staff members to a part of a multinational organisation. Synovate Aztec in South Africa now employs over 50 people.

What does the reaccreditation of the Investors in People standard mean to Aztec clients?

The Investors in People standard ensures quality in our people and people management processes. As we work by and 'live' the standard, we believe in the power of our people to make the difference in our Clients work. In doing so, this supports the quality of our work, creates a competitive edge through our improved performance and also helps to continue to attract top quality job applicants. The net effect is that the service to our clients' is of the highest standard and prospective clients will experience a high degree of satisfaction with our offering.

In order to keep the accreditation, Synovate Aztec will need to be re evaluated in 2011.

To find out more about the Investors in People standard, please visit the global website at <http://www.investorsinpeople.co.uk/Pages/Home.aspx>

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About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,500 staff in 50 countries.

More about Synovate Aztec

Synovate Aztec offers data agency and value-added data processing, software, training and support services across the grocery, pharmacy, liquor, mass merchant and petrol / convenience channels.

Synovate Aztec in South Africa was formerly know as Infocy.

For more information about how Synovate Aztec can help you work with and make sense of your scan data, please contact Tim Willard, Managing Director of Synovate Aztec South Africa on 021 700 7427 or via email tim.willard@synovate.com

More information on Synovate can be found at www.synovate.com/aztec