



EFG/MV2's MEDICAL CAPABILITIES & REFERENCES Worldwide

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EFG, YOUR US-BASED ONE-STOP SHOP FOR FIELDWORK WORLDWIDE!



1 - About MV2 Group

MV2 was founded in 1975 by Eric Mary and Fernand Wiesenfeld who remain the only two managing partners of the Group. MV2 headquarters are located in Paris.

Today, MV2 is the largest independent Market Research Company in France with 150 full-time employees and an annual income of \$62 million (USD) in 2007.

MV2 is also in the top 10 International Market Research in Europe. Our international coordination team (10 full time employees) deal with approximately \$16 million (USD) in foreign projects in worldwide.

MV2 Group has its own capacities:

- 2,000 fully equipped CATI stations (all predictive dialing equipped)
- In-house data treatment
- In-house Face-to-Face fieldwork management team (10 persons) monitoring about 1,500 F2F interviewers all over France, supervised by 10 part time regional managers
- 1,000 laptops for CAPI

Miscellaneous:

- ESOMAR, AMA, CASRO affiliated
- **ISO 9001 certified. MV2 was the first French Market Research company to be certified ISO 9001 in 1995**



2 - Experience

EFG works exclusively for North American Market Research Companies and does not work directly for end-clients. Some of the end-clients for whom we have indirectly worked include:

A- DIABETES

- ROCHE
- ABBOTT

B- ANTIBIOTICS

- ROCHE
- AVENTIS
- BRISTOL MYERS
- BEECHAM

C- OSTEOPOROSIS

- AVENTIS
- TAKEDA

D- ALLERGY / RESPIRATORY

- AVENTIS
- PFIZER
- PHARMACIA UPJOHN

E- CARDIOVASCULAR

- AVENTIS
- BIOSEDRA
- MERCK
- UBP

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3 - Types of research projects

EFG/MV2 covers a wide array of research projects in the healthcare research market, as well for doctors, patients or caregivers:

A- DOCTORS

- Satisfaction tracking
- Image and Awareness tracking
- Prescriptors' qualification
- Recall test
- Press ad pre-test
- Sales argumentation test
- Communication concept research
- Positioning research
- Motivation of prescription
- Competition intelligence (specially communication)
- Semiotics
- Mix Marketing (⇒ Trade-off)
- Prospective researches
- Relation Doctor / Patient
- Packaging research
- etc.

B- PATIENTS

- Products perception
- Expectations
- Satisfaction tracking
- Awareness / image tracking
- Packaging
- Communication test (pre and post) for OTC products
- etc.

C- CAREGIVERS (nurses, nutritionists, etc.)

- Products perception
- Expectations
- Satisfaction tracking
- Awareness / image tracking
- Packaging
- Communication test (pre and post) for OTC products
- etc.

4 - Methodologies

We use all the available investigation tools, but mainly:

- Focus Groups
- In-depth interviews (telephone or in-person)
- Telephone surveys
- CAWI

Sometimes we also use face-to-face questionnaires (e.g. for communication research).

5 - MV2 Healthcare

MV2 Healthcare did a project volume of \$18.5 million (USD) last year. We are very well positioned healthcare specialist in France, with a full team of professionals headed by Mr. Bernard Freiman, an MV2 employee for over 25 years.

Our quantitative interviewers are also healthcare specialized.

6 - MV2 Worldwide

MV2 Group has worked in international research in Europe since 1978, and expanding into the Asian, South American and Middle Eastern markets shortly thereafter. Over



time, The Group has built a network of partner companies all over the world, including Global Market Research Ltd. founded in London by MV2 Group in 1986. As a result,

MV2 Group has become highly experienced in conducting international research, each time selecting our best partners in all the relevant countries depending on the topic of the research and/or the investigational approach.

MV2 set up its US/North America coordination office in New York City: EFG Inc. (European Fieldwork Group). EFG is managed by Michael Wiesenfeld, and our main activity is to handle international projects from launch to delivery on the behalf of our US Market Research clients.

7 - EFG (European Fieldwork Group). An MV2 Group company

EFG is a FieldWorld™ company dedicated to the management of Quantitative, Qualitative fieldwork and Mystery Shopping for North American Market Research companies: **EFG is a one-stop shop for fieldwork Worldwide!**

Our responsibility consists of doing the “go-between” between American Market Research companies and MV2 Group in Europe, in order to:

- provide you with quotes within 24 to 48 hours maximum,
- coordinate your fieldwork worldwide and keep you informed of the project status,
- answer any questions you might have 24/7,

EFG/MV2 Group’s worldwide network counts 10,000 interviewers (70% CAPI equipped) & 2000 CATI Stations. Our network is quality certified by the ISO 9001 label.

EFG covers all types of Industry. However we have special units dedicated to specific Industries such as Healthcare/Pharmaceuticals, B2B, Banking/Finance, Automotive/Transportation, and Sports & Entertainment.

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