



Corporate Curriculum

MUND GROUP

OPINION MUND, S.C.

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Corporate Vision, MUND GROUP as a point of reference

With the aim to provide our clients with a service in the areas of public policy, international sales, mass media, new media, telecommunications and all that is related to information technology in America, we are working to consolidate our position as a critical point of reference in the framework of the development of society and of the market and its opportunities. We intend to be the source of the most reliable information in the area of investigators and consultants. MUND GROUP offers a procedure which is based on the investigation and data that is necessary to meet every requirement of our clients regarding consultation and support. MUND GROUP is the name used in the public studies compiled by OPINION MUND, S.C.

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Fundamental Competency, Integral Investigation

Our basic field of action concerns the ability to integrate strategic media marketing information from all the relevant perspectives:

- the perspective of citizen/consumer
- the social, political and cultural perspectives
- the industrial and media technology perspectives

The integration of all these perspectives carried out by MUND GROUP ensures that our research procedures are relevant to every local market in which our clients are interested.



The perspective of the citizen/consumer

MUND GROUP, through the necessary qualitative and quantitative approaches, obtains usable perceptions of the values, habits, preferences and prejudices of the emerging civic culture, and of consumer patterns.

We take into account the variations that exist along national and regional frontiers in a way that enables us to identify the specific consumer patterns of each locality.

The social, political and cultural perspectives

MUND GROUP has extensive research experience in a wide range of countries in Latin America, which gives us unparalleled advantages in the task of understanding government policies, the opinion of the elite and local culture. We know how to integrate and interpret data from different countries in a way that provides our clients with the information that they can use in order to optimize their marketing strategies.

The industrial and media technology perspectives

In MUND GROUP we have developed a profound knowledge of the global media, of the industries it comprises and the technology that sustains it. We analyze global tendencies and their impact on the development of the media in Latin America. We do cross-studies between the growth processes of local media services and the information on television, radio, press, cinema and music audiences. As a result, we obtain a broadly comprehensive knowledge of the links between products and the media services.

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Methods of Investigation

In order to understand the new social dynamics and the latest media it is essential to have an agile assemblage of the different methods of investigation. Simplistic measurements and hurried projections are of no help to the understanding of new realities.

At MUND we maintain a close contact with technological advances in order to continue to be at the forefront of our market. The strategies at MUND are highly effective in closing the three points of our methodological triangle: **documentary investigation** (electronic and printed), **quantitative investigation** and the **qualitative studies**. The ability to integrate the results of these three elements forms the basis for the additional value that is obtained for our clients.



Documentary Investigation

Our offices are equipped with the best systems for accessing online information as well as printed matter. We are interested in understanding the environments in which the information technologies are developed, in corporate culture at all levels, including the micro level, and in society, politics and economics.

Quantitative Investigation

The team at MUND follows all the publications and unpublished studies in the area of quantitative investigation in the field. Our own studies combine extensive national and regional samples with studies focused on specific sectors. Our work in the field, whether it be by telephone or face-to-face, is carried out by our own company which, to avoid subcontracting, has strictly supervised professional personnel. The culmination of these processes lies in the application of quality controls which are based on the international standards.

In addition to the investigation undertaken at the company, the team at MUND produces a wide variety of specialized studies. It is of great importance to us to achieve excellence in the process of field investigation as well as to generate clear information, but we know that the numbers do not speak for themselves, and so we work with our clients in order to understand all the aspects of the work and of its results. The presentation of interactive reports is a crucial point of our delivery.

Qualitative Studies

The only way to fully utilize the internet and its applications is by using carefully designed methods of qualitative investigation, which give depth to the quantitative investigations carried out by MUND. We are patient artisans in the difficult craft of listening to what people have to say in the language in which they like to speak. For this purpose our working tools are the focal groups, the open interviews, the on site observation of behavior patterns, habits, practices and customs.

We look for the textures and the details whenever numbers alone are unable to tell us much about the universes of our studies. The presentation of a product requires a deep understanding of the form, the color and the image. Publicity and marketing are a kind of art-science that functions well when the matrices of taste, value and fashion are coordinated. We take into consideration the requirements of each production level, sales and services in the latest media, telecommunications and information technologies.



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Products and services

Ad hoc Political Culture

Confidential and proprietary studies for clients.

Qualitative and Quantitative Ad hoc Marketing Studies

Confidential studies for owners and customers, related to new markets, new products and services. Brands rating.

Research on global problems, corporative social responsibility and environment

Annual research coordinated with GlobeScan (Canada) focused on Mexican population about globalization themes and public policy.

Studies on the Spanish-speaking Media and Consumers.

National and local studies with Spanish-speakers in the US on media usage and consumer habits.

Studies on the English-speaking Media and Consumers.

National and local studies with English-speakers in Mexico on media usage and consumer habits.

Omnibus Services Mexico City

MUNDOS-DF, bimonthly survey of 2,000 people in the 16 delegations and surrounding municipalities.

Omnibus Services National

MUNDOS, national bimonthly survey of political, social and economic problems, applied to 2,000 people.

Studies on Internet Users

National study in Mexico on 40,000 households and 2,000 active users of the internet.



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Recent Studies on Public Policy

Japanese Exhibit “Winter Garden,” in the Museum El Chopo, Federal District, Mexico City. A study using panel interviews and interviews to the general public upon exiting the event. Federal District, Mexico City. January and February, 2011.

Consumerism and Well-being, Flacso. Study carried out in the States of Hidalgo, Puebla, Tlaxcala, State of Mexico, Chiapas, Sonora, Jalisco and Nuevo León. 2010-2011.

Poverty and Gender. Flacso/UPAEP (Popular State University of Puebla). Study carried out in the State of Puebla and the State of Mexico. 2010.

Mercury Study. Globescan. Study carried out with Opinion Leaders in four instances: Government, NGOs, the media and general population. Mexico. 2010.

Radio and Television Study DW, Germany. National Phone Study in Argentina and Mexico. 2010.

Research about prison conditions in Mexico City and Estado de México

With Ciesas (UNAM) and CIDE (Centro de Investigación y Docencia Económica) as part of a sequence of studies every three years on the issues, published as “Delincuencia, Marginalidad y Desempeño Institucional CIDE, 2009”.

Qualitative and Quantitative Research on "Gender Violence" in Basic Education, National

With UNICEF and SEP 27,000 interviews to students, teachers and principals of 400 public schools, 2008-9, with publication of the “Informe Nacional sobre la violencia de género en la educación básica, México (UNICEF, SEP, 2009)”. (National Report about Gender Violence in basic school)

Qualitative Research "Vaccines against influenza and pneumococcal vaccines in infants and the elderly Estudio,

Focus groups about evaluation of TV advertising, to promote the vaccination against influenza and pneumococcus, 2006

Qualitative and Quantitative research about “Desertion” on Secondary Schools in Mexico City.

Study of secondary schools students about leaving school. By a request of UNICEF, CDHDF, and SEP, DF, 2006.



Quantitative Research about “Problems of Addiction in Youth”

Study of Young people on issues of addiction in Guanajuato for World Bank and the Ministry of Public Security in Guanajuato, 2005.

Qualitative Interviews “All children to school”

Study of Parents with school age children, but without attendance, in Chiapas, for UNICEF, 2004.

National and International Service Quality Certificates

México

- Council for Public Opinion Investigators -- (founding member)
- Council for the Public Opinion Mexican Magazine (CIOP and Political and Social Science Faculty, UNAM) -- (founding member)

International

- World Association of Public Opinion Research (WAPOR) -- (member)
- European Society for Opinion and Marketing Research (ESOMAR) -- (member)
- IPSOS Global Network -- (member)
- International Research Institutes (IriS) -- (member)

Certificate

MUND Group has opted for receiving and maintaining international certificates through our membership and participation in two international networks. The standard of each of these networks is founded by the ISO 9001 requisites as part of every contracted project and everyday work for MUNAMLAT, MUND Group.

We have been the representatives of IriS, International Research Institutes, in Mexico, since 2003.

We are participants for Mexico, Central America and the Caribbean for Ipsos Global Studies, since the integration of MORI in London on behalf of Ipsos International.

We are members of WAPOR, World Association of Public Opinion Research, also integrated into the ESOMAR Ethic's Code.

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Clients*

* (We do not discuss or indicate clients, except those with whom we have published reports and studies in the media)



D3 Systems



A. H. BELO Corporation



NOKIA



CROP



DATA España



Dove



UNICEF



General Electric



Bombardier



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

AgCanada



Michelin



Mobil



St. Ives






TransCanada


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Strategic Partners

		Inside México
		FLACSO México (Facultad Latinoamericana de Ciencias Sociales, Sede México)
		CIESAS (Centro de Investigaciones y Estudios Superiores en Antropología Social)
		CIDE (Centro de Investigación y Docencia Económica)

		Grupo Environics (Toronto, San Francisco)
		



		Globe Scan (Toronto, London)
		El Grupo Advantage (Toronto)
		D3 Systems, Inc.