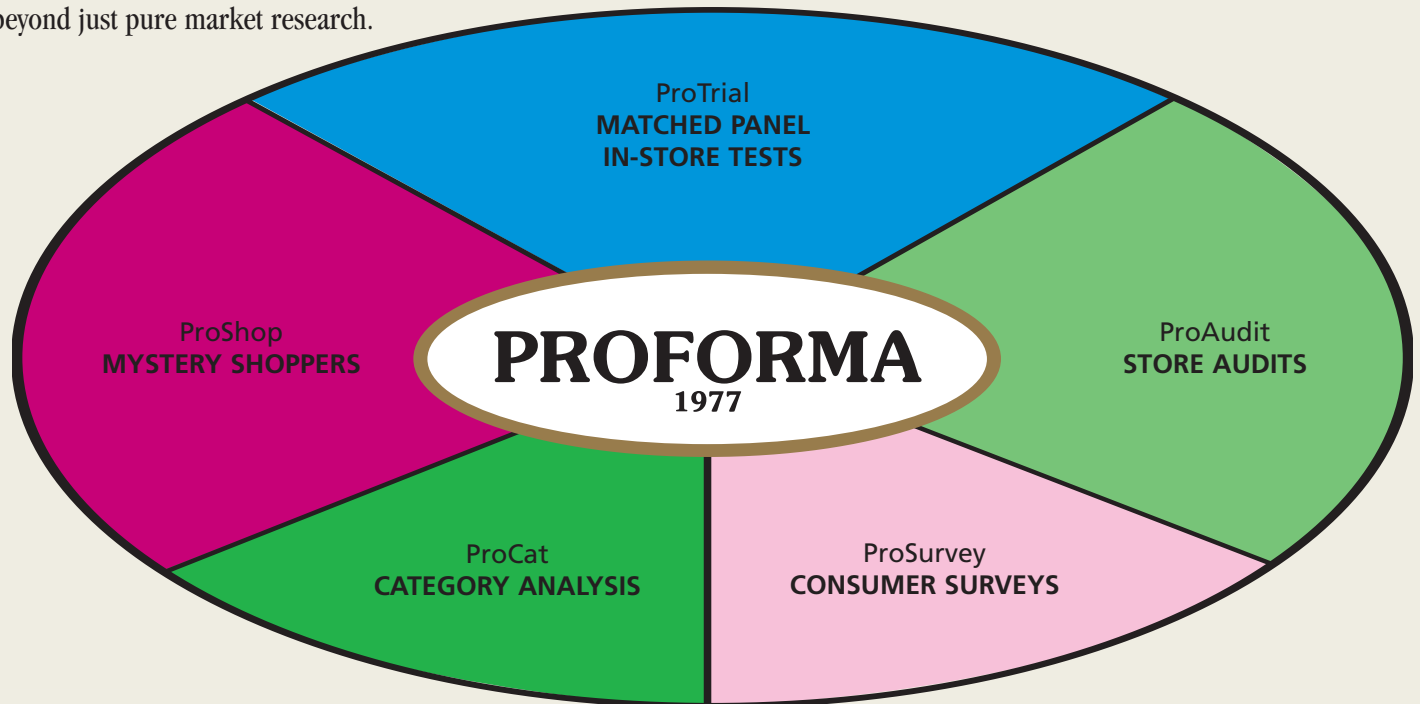


## About Proforma

Proforma is a market research company that offers a full range of market research services. We have grown over the years due to dedication to our clients and the continued development of our services. Our client list contains the who's who of the marketing community. They have been eager to make use of our well-trained and experienced Canada wide network of field executives, supervisors and analysts. Having completed thousands of research studies, we are pleased to provide our clients the benefit of our collective experience taking our involvement beyond just pure market research.



## Increase Your Knowledge Exponentially

Clients can increase their knowledge exponentially by combining the various Proforma services. By combining a ProTrial Matched Panel In-Store Test with a ProSurvey, our clients can obtain actual consumer awareness and attitude information along with volumetric product movement data. This enables them to determine analytically the real impact of a program and the reasons that it is successful.

## Analysis and Reports

Proforma data experts analyze complex data to provide insightful suggestions, recommendations and conclusions. Our reports have become popular because they are accurate and user friendly. Reports go well beyond a simple data dump by providing complex analysis presented in easy to understand executive summaries. Our reports provide easy reference between executive summaries and data tables.



*If you would like more information or to be added to our mailing list, please feel free to contact us.*

## **PROFORMA CONSULTING LIMITED**

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