

## MR COMPANIES: 2007 FINANCIAL SUMMARY

Companies	Revenue (\$ Mils)			Net Income (\$ Mils)			EPS		P/E(1)	
	'07	'06	%Chg	'07	'06	%Chg	'07	'06	'07	'06
ARBITRON INC. (1)	\$338.4	319.3	+6.0	\$40.2	50.7	-20.7%	\$1.35	1.69	31	26
BRAINJUICER GROUP PLC (2)	£6.6	4.6	+43.5	£0.7	-0.1	--	p5.0	-0.9	29	--
COMSCORE INC. (3)	87.2	66.3	+31.5	19.3	5.7	+33.9	.88	.00	37	--
CONFIRMIT ASA	34.2	21.8	+56.8	3.4	2.1	+64.1	.16	.10	23	31
GfK AG	€1,162.1	1,112.2	+4.5	€91.4	71.2	+28.3	€2.33	1.86	12	18
GREENFIELD ONLINE INC.	129.0	100.3	+28.6	12.7	8.5	+53.1	.48	.33	30	43
HARRIS INTERACTIVE INC.	226.8	216.9	+4.6	7.8	10.4	-25.0	.14	.17	30	30
IMS HEALTH INC.	2,192.6	1,958.6	+12.0	234.0	315.5	-25.8	1.18	1.53	20	18
INTAGE CORP. (4)	¥31,801	29,555	7.6	¥1,554	1,337	+16.2	¥150.29	131.77	13	20
IPSOS GROUP S.A.	€927.2	857.3	+8.2	€46.7	38.9	+20.1	€1.43	1.19	14	23
MACROMILL INC.	¥6,868*	5,813*	+18.1	¥1,116*	1,023*	+15.1	¥8,677	8,116	17	27
NATIONAL RESEARCH CORP.	48.9	43.8	+11.6	6.8	5.9	+15.3	.98	.85	28	31
NIELSEN CO.	4,707.0	4,174.0	+12.8	-282.0	-368.0	+22.3	--	--	--	--
OPTIMISA PLC.	£11.4	5.9	+193.2	£0.6	1.0	-40.0	p12.8	16.6	16	NA
RESEARCH NOW PLC. (5)	£25.8	9.6	+168.8	£1.6	1.2	+42.4	p10.8	8.4	26	44
TAYLOR NELSON SOFRES PLC.	£1067.7	1,004.2	+6.3	£58.5	39.9	+46.6	p13.1	8.2	16	25
TOLUNA PLC.	£12.5	8.4	+48.8	£2.4	1.4	+71.4	p6.1	4.0	32	55
YUGOV PLC. (6)	£27.1	11.9	+127.7	£5.3	3.6	+47.2	p4.3	5.1	30	37

SubsidiariesOperating Income (£ Mils)

KANTAR GROUP (7)	£905.4	892.9	+1.4	£104.3	98.7	+5.7	-	-	-	-
SYNOVATE (8)	£433.0	401.2	+7.9	£34.9	30.8	+13.3	-	-	-	-
CELLO GROUP PLC. (9)	£50.9	37.1	+37.2	£6.2	4.6	+34.8	-	-	-	-

\* Millions; \*\* Estimate; €=euro; £=pound sterling; p=pence; != Dec. 31 price/EPS except as noted

Note: - EPS and P/E based on diluted shares outstanding, if reported.

(1) Excludes sale of Continental Research in Jan. '08; (2) IPO Dec. 5, '06; (3) IPO July 2 '07; (4) Year ending Sept.; (5) Results for year ending Oct.; (6) Results for year ending Jan.; Stock split 5:1 Apr. '07; (7) Subsidiary of WWP Group Plc.; (8) Subsidiary of Aegis Group Plc.; (9) Research & Consulting unit.