



20th Floor, Menara MBPJ
Jalan Tengah
46200 Petaling Jaya
Selangor Darul Ehsan

www.nielsen.com

News Release

CONTACT:

Chen Su Yin

Tel: +603 76263907

Email: suyin.chen@nielsen.com

FOR IMMEDIATE RELEASE

78% OF CONSUMERS PREFER TO BUY FROM SOCIALLY-RESPONSIBLE COMPANIES BUT ONLY 56% ARE WILLING TO PAY EXTRA

Key findings:

More than three-quarters of consumers prefer to do business with, and invest in companies that have implemented programs that give back to society

50% of Malaysians agree that corporate sector has done enough to support society

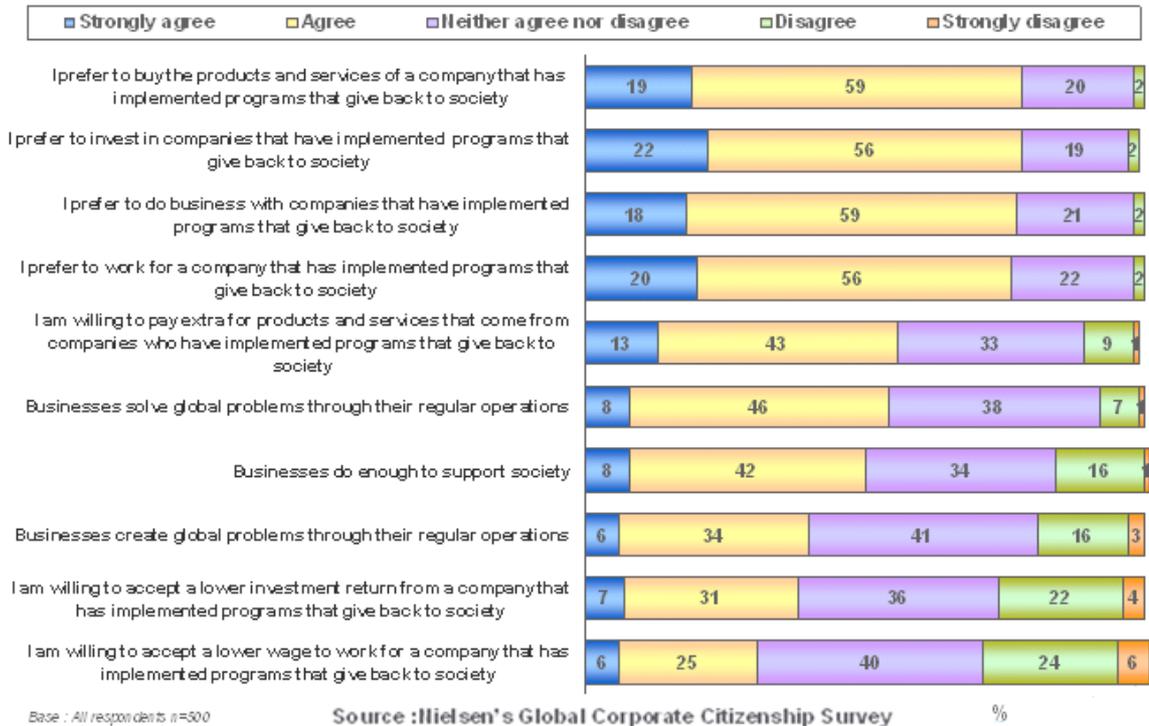
Ensuring environmental sustainability, supporting small business and entrepreneurship, and eradicating extreme poverty and hunger top the list of causes of support

Kuala Lumpur – March 28, 2012 – More than three-quarters (78%) of Malaysian online consumers prefer to buy from socially-responsible companies but only 56 percent are willing to pay more for products and services from companies that have implemented programs to give back to society according to a new study from Nielsen, a leading global provider of information and insights into what consumers watch and buy.

Nielsen's Global Corporate Citizenship Survey of more than 28,000 Internet respondents in 56 countries shows that 46 percent of global consumers are willing to pay extra for products and services from companies that have implemented programs to give back to society. Nielsen defines these consumers as socially-conscious consumers. In the Asia-Pacific region, 55 percent of consumers fall into this classification.

The surveys also reveals that Malaysian consumers show a preference to invest in, do business with or work for socially-responsible companies (78%, 77% and 76% respectively). However, the willingness to receive lower returns of investment (38%) and salary (31%) are below the former (see Chart 1).

Chart 1 **How much do you agree with the following statements ?**



The gap between socially-conscious and price-sensitivity

“Malaysians are the most price-sensitive shoppers in Southeast Asia and abetted by a rising cost of living cost, it isn’t a surprise to see the preference and the purchase keenness displaying a gap of more than 20 percentage points,” said Luca Griseri, Head of Customised Research of Nielsen Malaysia. “However, the number of consumers willing to pay more also indicates that corporate social responsibility efforts still resonate with a certain group of consumers. Brand marketers need to identify and know the right causes and influential channels to engage with these socially-conscious consumers to best capitalize on the social and business returns of their cause-focused marketing efforts.”

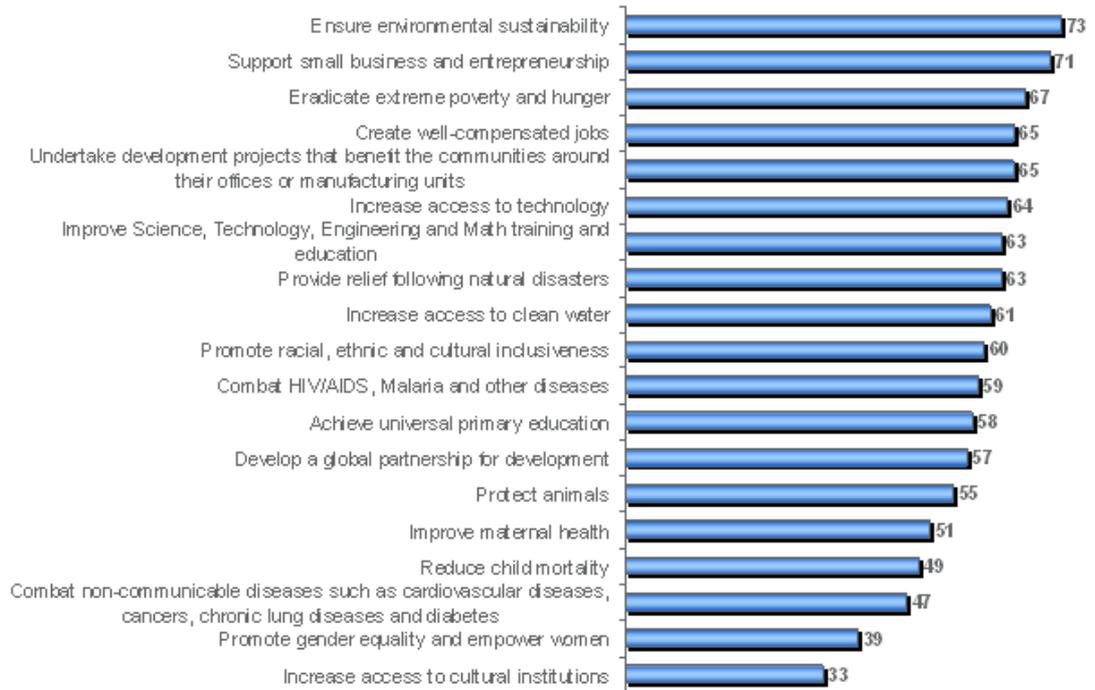
Environmental sustainability gets the top priority for social investment

According to Nielsen’s survey (based on socially-conscious consumers), environmental sustainability (73%) tops the list in terms of causes to be supported by companies in Malaysia, followed by supporting small business and entrepreneurship (71%), and eradicating extreme poverty and hunger (67%) (see Chart 2).

“Their responses indicate that environmental sustainability has to be in place and translated into a better living and business environments where both citizens and businesses can thrive. Helping people in need comes next,” said Griseri. “Only half of all respondents agree that corporate sector has done enough to support society, suggesting room for improvement. Knowing which issues are

important to socially-conscious consumers and supporting those causes can help marketers to strategise on the right social investment plan and boost not only reputation, but also sales.”

Chart 2 **Which of these causes do you think companies should support?**



Base : social-conscious consumers

Source : Nielsen's Global Corporate Citizenship Survey

About the Nielsen Global Survey

The Nielsen Global Survey of Corporate Citizenship was conducted between August 31 and September 16, 2011 and polled more than 28,000 online consumers in 56 countries throughout Asia Pacific, Europe, Latin America, the Middle East, Africa and North America. The sample has quotas based on age and sex for each country based on their Internet users, and is weighted to be representative of Internet consumers and has a maximum margin of error of $\pm 0.6\%$. This Nielsen survey is based on the behavior of respondents with online access only. Internet penetration rates vary by country. Nielsen uses a minimum reporting standard of 60 percent Internet penetration or 10M online population for survey inclusion. The Nielsen Global Survey was established in 2005.

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.