

EVENT COVERAGE

25 February – 3 March 2013

Spire appointed as Official Research Partner for BMW Malaysian Open 2013 for the second consecutive year



For the second year running, Spire was the Official Research Partner for the BMW Malaysian Open 2013 – South East Asia's top tennis event which enjoyed global attention and saw some of the world's best players in action. This year, the event was held from 25 February to 3 March at the Royal Selangor Golf Club in Kuala Lumpur, Malaysia. There were over 10,000 spectators in attendance from across the region.

Partnering with the WTA Tour and the Lawn Tennis Association of Malaysia (LTAM), Spire was proud to have made a contribution by applying its

expertise to gather insights from the spectators at the tennis matches and ancillary tournament events. The findings from Spire's research will aid the organizers in improving the event in the coming years.

Jeffrey Bahar, Deputy Chief Executive Officer of Spire Research and Consulting, shared that "Spire is privileged to be involved in this prestigious event for the second consecutive year as its Official Research Partner. Seeing the Spire logo amongst other esteemed sponsors is indeed a great honor for the Spire Group."

Adding on, John Yam, Country Manager of Spire Malaysia, said that "The Spire Malaysia team was involved in the event right from the start. As the Official Research Partner, the team got to speak to various event participants and obtained their first-hand opinions on the event. It was yet another exciting experience for all in Spire Malaysia and we are proud to be part of this successful tournament."

About Spire Research and Consulting

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit www.spireresearch.com.

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