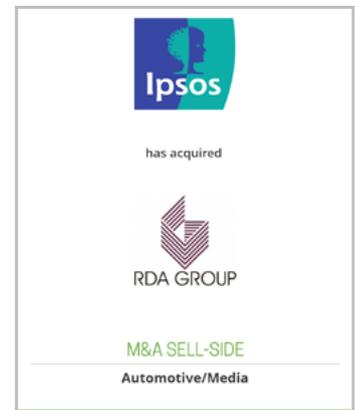


## GLOBAL AUTOMOTIVE QUALITY TRACKING AND CUSTOMER SATISFACTION

### Deal snapshot

- Oaklins' media specialist team in New York acted as the exclusive financial advisor to the shareholders of RDA Group in the sale of the company to Ipsos.
- Headquartered in Bloomfield Hills, Michigan, RDA Group was established in 1969. The company is now a global, full-service market research and consulting firm. With revenues of US\$25 million, it employs 180 professionals and conducts ongoing projects in more than 60 countries. The company serves many of the world's largest automotive manufacturers.
- Ipsos ranks third in the global research industry. Founded in France in 1975, the company is controlled and managed by research professionals. Ipsos has been listed on the Paris Stock Exchange since 1999.
- Combining RDA Group's strengths with Ipsos' recognized expertise in the automotive area, Ipsos' clients will benefit from powerful, actionable and cost effective quality tracking and customer satisfaction measures across all of their markets.



### What our client said

**Donald Pietrowski**, President, RDA Group, USA

"The decision to sell a business that has been in the family for over 40 years is obviously a very big step, and having someone like Oaklins' media specialist team to guide you through the process is very important. I really appreciated their professionalism as we worked our way through the sales process."

### Our role in the transaction

- Oaklins' media team in New York originated the deal.
- The team worked with the management to define the marketplace positioning for RDA Group and prepare the offering memorandum and other materials.
- Nearly 40 prospective buyers were contacted.
- The team led discussions with all parties and negotiated the deal with Ipsos.



## Market trends and deal drivers

- Mapping the customer experience has never been more important in the automobile industry, where century-old OEMs now compete with relative newcomers in every market around the world.
- Providing world-class quality tracking studies is a rare skill. Only a handful of vendors have the talent and the manufacturers' confidence even to bid on global contracts.
- RDA Group was founded in 1969 and has focused on quality tracking/customer satisfaction for more than 40 years. No competitor can match its depth of knowledge and experience nor its blue chip client list.
- The acquisition by Ipsos vaults the Paris-based research firm into pole position in this field.

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## M&A valuation aspects

- Research firms that offer critical, specialized services earn higher valuations than the typical "plain vanilla" research businesses.
- The value achieved by RDA Group was a function of its specialized skill set, strong market share, proprietary IP, blue chip client list and enduring growth record.

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## Oaklins industry experts



✉ **Ken Sonenclar**, Managing Director, Oaklins, USA

Ken is a key member in the Digital Media & Technology Group. His focus areas are consumer media, cross-border M&A, events, business intelligence services, research services, search marketing, lead generation and e-commerce. Ken is also a respected technology analyst and an award-winning writer.



✉ **Reed Phillips**, Managing Partner, Oaklins, USA

Reed has advised hundreds of media clients on M&A transactions for consumer and b2b magazines, newspapers, events, market research, advertising services, information services, digital media, book publishing, and healthcare media and communications.

# OAKLINS HAS CLOSED 68 DEALS IN MEDIA IN THE LAST 5 YEARS

Oaklins is the world's most experienced mid-market M&A advisor, with 700 professionals globally and dedicated industry teams in 40 countries worldwide. We have closed over 1,500 transactions in the past five years.