

## PRESS RELEASE

### ARGUS DER PRESSE AG BECOMES ARGUS DATA INSIGHTS SCHWEIZ AG

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**From April 2017, ARGUS Group companies in Switzerland and Germany will operate under the new umbrella name ARGUS DATA INSIGHTS. This is also the case for the leading Swiss media intelligence company ARGUS der Presse AG, headquartered in Zurich, which will now operate as ARGUS DATA INSIGHTS Schweiz AG.**

As number one in media monitoring, media reviews and media analysis in Germany, Austria and Switzerland, ARGUS DATA INSIGHTS Group will continue to develop its core business. It will also focus on entering the market in the areas of social media monitoring/analytics, combined paid/owned/shared/earned media solutions and integrated media intelligence platforms. Our ambition is to be the preferred provider of integrated business intelligence solutions for businesses, allowing them to make well-informed marketing, communication and strategy decisions.

ARGUS DATA INSIGHTS Schweiz AG (formerly ARGUS der Presse AG) and ARGUS DATA INSIGHTS Deutschland GmbH (formerly AUSSCHNITT GmbH) are the leading media intelligence companies in their respective markets. For years, they have cooperated closely, and now, with a shared brand and combining strengths, they will advance even more quickly towards providing business intelligence solutions. "Our circa 10,000 customers in Germany, Austria and Switzerland benefit from a combination of more than 100 years of experience, global media coverage, innovative technology, customised products and personal consultations. Our new brand values draw upon these factors for success. We have invested a lot of time and knowledge into analysing the markets and understanding future customer needs," says Ralph Brechlin, CEO of ARGUS DATA INSIGHTS Schweiz AG.

"As ARGUS DATA INSIGHTS group, we are going to market with the promise to provide our customers with integrated media intelligence solutions with an excellent price-performance ratio. Our products, whether standardised or customised, meet all customer needs and create the essential foundation for well-founded marketing, communication and strategy decisions," says Dr Bernd Pfister, managing director, ARGUS DATA INSIGHTS Holding AG.

This year, further exciting projects in the areas of social media, integrated platforms and media analytics will be implemented. At the same time, ARGUS DATA INSIGHTS Schweiz AG is investing in business activities in western Switzerland and will be strengthening its office in Lausanne in the coming months.

#### ABOUT THE ARGUS DATA INSIGHTS® GROUP

The ARGUS DATA INSIGHTS® group is the leading provider of media intelligence solutions in Germany, Austria and Switzerland, with head offices in Berlin and Zurich.

Our success is the result of a unique combination of comprehensive global media coverage, innovative technology, personal consultations and more than 100 years of experience.

Around 660 media and communication experts find, analyse and consolidate relevant media content into high-quality analyses and media reviews which can be used to make well-informed marketing, communication and strategy decisions.

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