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Finmark Trust chooses a new research supplier for its renowned annual Finscope project

Finmark Trust today announced the appointment of Ask Afrika, one of South Africa's leading research houses, as their preferred and new research partner to conduct the annual Finscope study, which is a key FinMark Trust initiative, in 2010. Since its inception in 2003, the renowned Finscope South Africa project has been providing annual insights into how consumers source their income and manage their financial lives.

Finscope is a nationally representative study of consumers' perceptions on financial services and issues which has also expanded its geographical footprint across the African continent. As such, it has become a powerful research tool that can provide a periodic snapshot of the financial climate on the continent.

The Finscope project is sponsored by 10 syndicate members from the financial services industry, including role-players from Treasury, banking, short-term and long-term insurance.

In making the announcement after concluding their rigorous tender process for the Finscope 2010 study, Jabu Khumalo, Finscope's Advisor, said: "Both the syndicate members and FinMark Trust felt that Ask Afrika gave a professional and comprehensive proposal, as well as a technically sound and well considered presentation which captured the essence of their promise of fresh and strategic thinking, excellent value-add initiatives and their ability to deliver in line with the syndicate's requirements."

Andrea Rademeyer, CEO and founder of Ask Afrika, notes that this appointment represents a highlight for the company: "Ask Afrika is very proud to be associated with Finmark Trust, since the Trust reflects Ask Afrika's purpose of informing credible conversations in Africa by democratising information."

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Issued by:
Andrea Rademeyer
CEO and Founder: Ask Afrika
andrea.rademeyer@askafrika.co.za

more...

Directors:
Andrea Rademeyer – CEO & Founder (MA Research Psychology)
Grant Robertson – Director (MA Research Psychology)
Sarina De Beer – Director (MA Research Psychology)

**Research Operations:**

224 Waterkloof Road, Waterkloof, Pretoria 0181, South Africa
P.O. Box 1509, Brooklyn Square 0075, South Africa
Tel: +27 12 428 7400 • Fax: +27 12 346 5366

Call Centre:

19 Herold Street, Stellenbosch 7600, South Africa
Tel: +27 21 888 7305 • Fax: +27 21 888 7301

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About FinMark Trust

FinMark Trust is a not-for-profit independent trust registered in South Africa whose mission is to make financial markets work for the poor in Africa. It does this by conducting research to identify the systemic constraints that prevent financial markets from reaching out to poor consumers and by advocating for change on the basis of research findings. Thus, FinMark Trust has a catalytic role, driven by its mission to start processes of change that ultimately lead to the development of accessible financial systems that can benefit poor consumers. (www.finmark.org.za). Accordingly, FinMark Trust's main focus is on providing information that supports the development of financial policy and regulation and that encourages banks, insurance companies and other service providers to understand the potential and characteristics of new market segments.

About Ask Afrika

Ask Afrika is a proudly South African and innovative research consulting business. We position ourselves as evidence-based business consultants, and we pride ourselves on our strategic partnerships and innovative approaches in meeting the needs of our clients in a fast, professional and cost-effective fashion. Our vision is to empower businesses and governments in Africa with knowledge about our continent's people, and thus contributing to Africa's credible conversations by democratising information, and enabling Patterns of Change throughout Africa by knowing what matters. Ask Afrika is not only committed to being an equal employer, but we are also an entrepreneurial company that visibly seeks ways to contribute to the upliftment of our communities.

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