



## Firm's References

Relevant services carried out over the last five years that illustrate the firm's capability

(to be prepared by each firm in a consortium)

Assignment title: Customer Proposition Concept Test

Country of assignment: Russia

Name of client: CitiBank (Russian Branch) Address of

Client: Moscow, Krasnay Presnya, 32-34

Client Reference contact: Ludmila Borodina , tel. +7-495- 775-75-75

Start Date: December 2007

Contracted completion date: February 2008

Actual or estimated completion date (if on-going): finished

Value of services: 38 000 Euro

Total number of expert months : 2 months

Name of associate consultant(s): Strategic Vision, Darrel Edwards, USA Number of staff months of experts

Number of staff months of experts provided by associated consultant(s): 1]

Description of actual services provided by your firm:

Experts provided by your firm: Recruit, moderating, collecting information, analysis in Russian and English. 14 IDIs and 32 VCM (Value Centred Method) interviews.

Number of experts: 6

Number of expert months: 2

Name of Project Director/Team Leader/Lead Expert: Khokhlov Alexey

The above information was prepared on 16/02/2013

Firm's name : MRP-EURASIA (Office in Russia)

Authorised representative of firm: *Angelica Raskova* 17.02.2013  
signature date

Ms. Angelica Raskova  
name in full