



QUEST
INTERNATIONAL
UNIVERSITY

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Testimonial - ACQUIRE

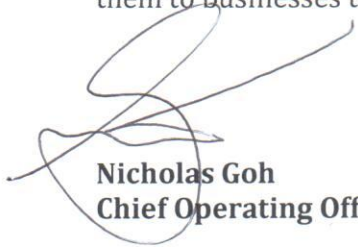
When we decided to set up a University, we knew that going into one of Malaysia's most competitive businesses environments set the expectation higher on achieving ROI. A strategic decision was taken to engage ACQUIRE as our marketing partner for their experience and expertise in the education industry.

ACQUIRE's dedicated level of involvement saw them functioning as QIUP's marketing department to increase our business rather than just an agency who promotes our business. They went as far as hiring a permanent team for us, training them and leading them for over 2 years. To ensure consistent support year round, ACQUIRE even stationed one of their team members with us full time for those 2 years. This proved beneficial in understanding operational issues thoroughly.

Their newspaper tracking service has kept us up-to-date with our competitors' movements. The analysis and report from the tracking was crucial in our marketing plans and decisions. Our exhibitions and roadshows were also benchmarked with competitors, carefully managed and successful as a result. ACQUIRE's understanding of our target market saw a well-planned budget, allowing us to cover the important marketing events and media to gain optimal reach and student conversion. Their direction for brand positioning created the feel of an international university, adding credibility to our strong academic line up.

ACQUIRE's marketing efforts, research and benchmarking have been a game changer in the way we conducted our business. The resulted growth for the first two years since our launch is a major testament that their methods work and our student numbers have been on the rise.

We look forward to further engagements in the future and highly recommend them to businesses that want to get a good ROI.



Nicholas Goh
Chief Operating Officer