

Catalyx Statement of Applicability

Catalyx SA is a consumer centric innovation consultancy, using mixed method market research and the skills of our consultants to look beyond the obvious, to help clients make innovation success more predictable.

Catalyx' ISO 20252:2019 Market, opinion and social research system delivers the provision of research services predominantly to FMCG companies) throughout (but not limited to: Europe, America, the Middle East and Asia).

Clause	Reason for Exclusion
4.5.2.2 Product Handling.	The company does not handle products.

Catalyx includes the following scope of services certified to ISO 20252:2019 in accordance the Annex Table as follows:

ANNEX	ATTESTED	EXCLUDED	REASONS FOR EXCLUSION
Annex A Sampling methodologies including panel management <i>(Catalyx provides data outputs to our clients using Surveys scripted and written by Catalyx but uses trusted partners to collect sample. Catalyx does not own or manage its own panel and acquires sample from vetted suppliers)</i>	Attested	A3, A4.3.2 A5	The organisation does not use probability sampling. The organisation does not collect or use device ID. The organisation does not operate Access Panels.
Annex B Fieldwork methodologies <i>(Catalyx predominantly uses online research via third party panels to participate in our studies, All fieldwork is carried out by specialised agencies but uses different methods to analyse the data and produce high quality recommendations from data collected)</i>	Attested	B3 B5	The organisation does not conduct face-to-face physical fieldwork. The organisation does not perform telephone interviewing or CATI.
Annex C Physical observation methodologies		Excluded	
Annex D Digital methodologies		Excluded	
Annex E Self completion methodologies		Excluded	
Annex F Data management and processing <i>(Catalyx conducts online research and all research is collected via online platforms and is analysed true to its original content)</i>	Attested	F2 F5	The organisation does not use hard copy data. Data is not edited after entry.

SOA Approval

Name:	Kiran Raven	Date:	March 2025
Role:	Operations Director	Version:	v1