

PRS IN VIVO USA REBRANDS AS BEHAVIORALLY

Applying a Digital-First, Behavioral Approach to Drive Shopper Growth

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(Teaneck, NJ) PRS IN VIVO USA announces today that they are rebranding as Behaviorally in order to provide a digital-first, behavioral insights consultancy to help brands more effectively drive shopper growth. The newly branded company defines and diagnoses the digital and physical retail touchpoints that influence consumer behavior.

Backed by funds managed by Alcentra Ltd. as new majority shareholder, the Company, formerly known as PRS IN VIVO USA, has a long history as a market leader in behavioral research, particularly in the area of packaging and shopper marketing. Building on the strong category expertise and decades long experience that PRS has working with the world's largest consumer brands, Behaviorally is uniquely positioned to help clients navigate a transforming retail environment.

Under the new brand, Behaviorally has built upon the PRS legacy, applying a digital-first approach and refreshed behavioral model to support clients in identifying the new retail triggers that drive consumer choice.

Alex Hunt, formerly global CEO of PRS IN VIVO, continues to lead the company after the rebrand along with all members of the PRS IN VIVO USA executive leadership team.

Announcing the strategy behind the rebrand, Hunt remarked: “Retail is ever more digital, and now unequivocally omnichannel. Increasingly, our clients rely on us as experts to pinpoint the shopper behaviors that will grow their brands in a transforming retail landscape. With the substantial and stable backing of funds managed by Alcentra as new majority shareholder, we are excited to launch our new brand, Behaviorally, under a digital-first strategy that responds to our client’s growth challenges. At the same time, all of our clients can continue to expect the same high level of service, deep-domain and behavioral insights expertise for which PRS is known.”

About Behaviorally:

We are Behaviorally, formerly PRS. With decades of experience and category expertise in shopper research, we apply our unique behavioral framework and a digital-first approach to help global clients navigate the uncertainty of a changing retail environment. We help brands make better shopper marketing decisions by defining and diagnosing the digital and physical behaviors that drive shopper growth.

More information about Behaviorally can be found at:

www.behaviorally.com

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