

Experian Global Intelligence

Location and Consumer Intelligence to help businesses find the best locations and customers across the globe



Introduction

Businesses wishing to drive sales and increase their market share, alongside a need to mitigate risk, are increasingly setting their sights on international expansion, and looking for growth across a multi-channel environment. Domestic pressures are also forcing some companies to look abroad for growth, and a successful market breakthrough can be extremely lucrative.

Yet this endeavour can be fraught with challenges – not least the lack of market knowledge or access to good intelligence to prioritise the best opportunities presented by the market.

Experian understands the need for reliable and consistent intelligence on people and places, and importantly, that businesses require actionable insights not data.

Experian supports clients around the world in understanding local markets and consumers in order to reduce capital investment risks, identify market potential, acquire and retain customers, and gain competitive advantage.

Experian solutions to support your business

A. Location and market analysis	<ul style="list-style-type: none">• City and location catchments• Demographics/economics• Business landscape	<ul style="list-style-type: none">• Competitors and co-tenants• Location potential and rankings• Sales and share predictions
B. Customer insight	<ul style="list-style-type: none">• Who are my customers?• Consumer behaviour• Profile (ethnicity, age etc.)	<ul style="list-style-type: none">• Means of engagement• Existing penetration of target types
C. Specialist advice	<ul style="list-style-type: none">• Setting up location analysis tools• Setting up location teams• Location planning training	<ul style="list-style-type: none">• Design of market entry and location strategies• Developing local intelligence
D. Multi-channel marketing analytics	<ul style="list-style-type: none">• Database management• Marketing fulfilment• CRM creation	<ul style="list-style-type: none">• Website intelligence• Social Media insight



Which types of business can benefit?



A: Location and market analysis



Experian is able to provide multi-scaled global support to businesses, recognising that decisions about entering or expanding in new markets typically require a macro level 'scan' of a country or region before drilling down to the finer level of city or location.

For clients considering the pros and cons of different countries, Experian draws on extensive demographic and economic data intelligence to help establish the best 'fit' to their strategy based on macro-economics, outlook, the business environment, and consumer profile. Experian also helps clients identify those regions within countries offering greatest potential across both demand and supply factors.

For clients looking for help identifying the best global retail centres and locations, Experian help reveal the business landscape relevant to the appropriate sector, identify consumer demographics, monitor competitors, calculate existing market share, predict sales, and ascertain available headroom.

Further applications include

- **Mergers & acquisitions:** Understand competitor location types and potential
- **Improve store performance:** Benchmark new locations against the existing network to focus on the most profitable location types
- **Omni-channel strategy development:** Identify new market segments and optimal distribution strategy, including new formats. Drive international presence and growth via a 'right-fit' market approach
- **Online customer insight:** Geocode and map your global customer base to derive insight into which areas/regions have highest online customer penetration

Multi-level global support for consumer and location based decisions



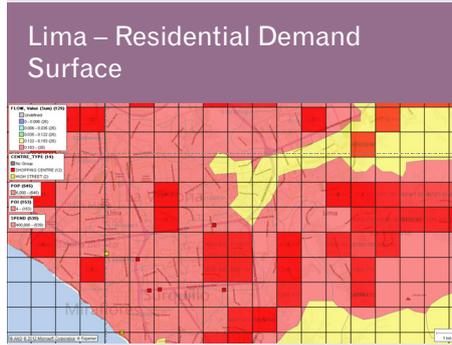
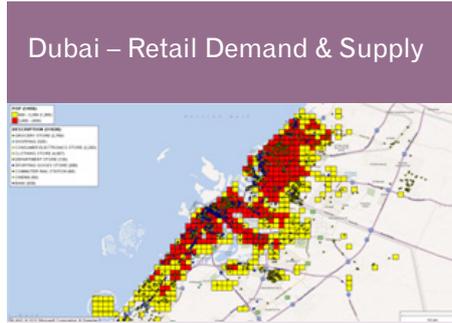
A: Location and market analysis

Experian work with clients using a range of location intelligence techniques to deliver the right level of business support. The use of fine level population grid squares (e.g. 1km, 5km etc.) for example enables the creation of accurate catchment and consumer demand estimates at the most appropriate level, even in countries where good data are traditionally scarce.

Combined with comprehensive consumer datasets, Experian location data paint a detailed picture of the demand and supply factors characterising any location. Experian holds population data for the entire world at local level, and has further segmented more than 2.3 billion consumers in over 30 countries, including major emerging markets such as Brazil and India using more detailed information.

The development of simple but effective segmentations of local areas for any global market using a combination of demand and supply factors such as population, age profile, presence of transportation hubs, proximity to retail centres, road network, provides clients with valuable insight into the types of places under consideration.

Experian's tools and solutions are designed to deliver powerful insight, yet are always easy to use. These are tailored to the specific requirements of our clients, and include prioritisation lists of highest potential areas/locations, location insight reports, sales prediction models, and maps.



Bespoke reporting

Experian European City Report

Menu: Cover | City Ranking | Benchmarking | City Report | Mosaic Germany Profile | Mosaic France Profile | Glossary | Help

Montpellier

Age profile	Primary	%	Secondary	%	Tertiary	%	Total	%	France	%	Index
< 15	85,761	17%	36,732	19%	19,287	17%	121,760	17%	11,574,168	18%	95
15 - 29	103,195	27%	31,446	16%	17,142	15%	151,783	22%	11,862,533	19%	115
30 - 44	76,667	20%	41,955	21%	21,645	19%	140,267	20%	12,775,542	20%	99
45 - 59	69,208	18%	41,569	21%	23,028	20%	133,805	19%	12,755,236	20%	95
60 +	74,450	19%	45,577	23%	31,787	28%	151,814	22%	14,137,157	22%	97

Gender	Primary	%	Secondary	%	Tertiary	%	Total	%	France	%	Index
Males	184,801	47%	95,895	49%	53,944	48%	334,640	48%	30,576,838	48%	99
Females	204,485	53%	101,396	51%	58,925	52%	364,808	52%	32,580,718	52%	101

Purchasing power	Primary	Secondary	Tertiary	Total	France	Index
Overall purchasing power	€ 7,675,275,737	€ 3,902,661,061	€ 2,007,458,403	€ 13,585,395,201	€ 1,273,675,554,078	96
Purchasing power per capita	€ 19,716	€ 19,781	€ 17,765	€ 19,423	€ 20,173	96

Client store distribution	Primary	%	Secondary	%	Tertiary	%	Total	%	Index
Wholesale	14	100%	6	100%	3	100%	23	100%	105
Owned & Operated: Outlet	0	0%	0	0%	0	0%	0	0%	100
Owned & Operated: Retail	0	0%	0	0%	0	0%	3	0%	0
Partner Model: Concession	0	0%	0	0%	0	0%	1	0%	0
Partner Model: Retail	0	0%	0	0%	0	0%	14	1%	0
Partner Model: Trade Wholesale	0	0%	0	0%	0	0%	36	3%	0

Age Profile: 22% < 15, 17% 15-29, 22% 30-44, 13% 45-59, 20% 60+

Gender Profile: 48% Males, 52% Females

Purchasing power per capita: Primary, Secondary, Tertiary, Total

Experian City benchmark report

Menu: Cover | City Ranking | Benchmarking | City Report | Mosaic Germany Profile | Mosaic France Profile | Glossary | Help

Country: France | Comparison Country: France

City: Montpellier | Comparison City: Bayonne

Variable	Montpellier	Bayonne	Similarity Index
Population	699,448	75,850	922
Households	319,544	32,624	979
Clothing and Footwear Market Size	€ 595,837,319	€ 65,203,467	914
Target Population	345,044	21,995	1,569
Target Penetration	49%	29%	170
Wholesale stores	23	8	268
Owned & Operated: Outlet	0	0	100
Owned & Operated: Retail	0	0	100
Partner Model: Concession	0	0	100
Partner Model: Retail	0	1	0
Partner Model: Trade Wholesale	0	1	0
Overall purchasing power	€ 13,585,395,201	€ 1,406,102,520	914
Purchasing power per capita	€ 19,423	€ 19,593	99



Experian has exclusive access to the latest global population database, giving the most accurate base population and demand data for analysis in any international market.



Population estimates at 1km grid resolution for India, Mexico and Brazil (available for any country)

Wherever across the world a business is focussing investment, Experian has the data intelligence to support location based decision making.

Base demographic data at fine geographic level for every global market

Segmentation data on over 2.3 billion consumers, spanning 30 of the worlds most economically active countries

Online behaviour data for 25 million internet users across 5 million websites

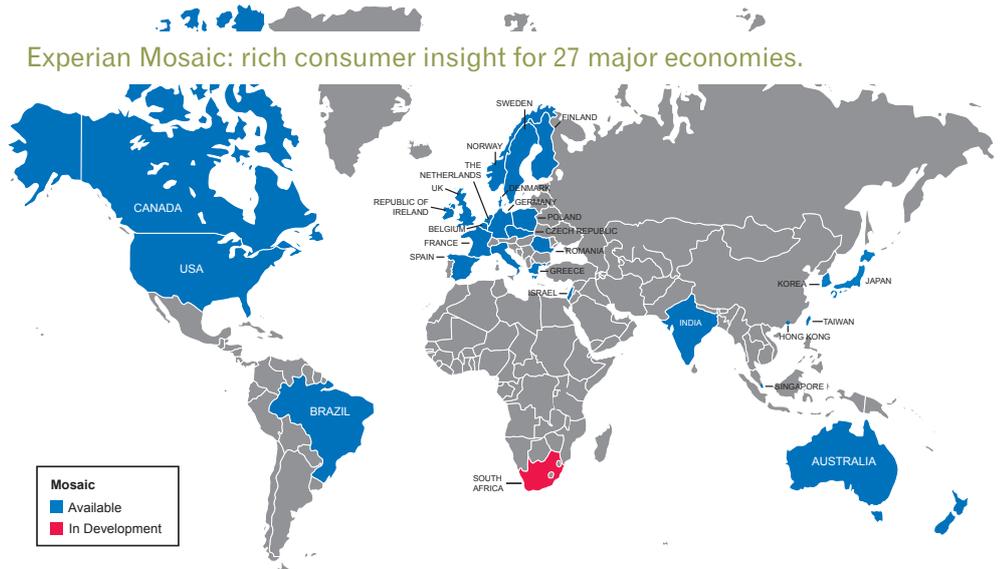
Consumer demand estimates at a fine geographic level

Over 23,000 city trade areas built to date across the globe, covering mega cities to second tier cities

B: Customer insight

Before entering a new market it is imperative that organisations develop an excellent understanding of potential customers. A clear vision of the current customer base may exist today, so the aim could be to find similar people in new markets. This is easier said than done given the cultural and economic differences between countries, so it is important to understand who they are, how they behave, and their likes and dislikes in detail, to avoid costly mistakes.

Experian Mosaic: rich consumer insight for 27 major economies.



Managing customer data can be problematic across both single and multiple markets. Experian's expertise lies in turning data into intelligence, and our clients generate greater value from their customers through the use of the tools, data and insight Experian provide.

By utilising unique data linkage solutions, with data hygiene and management, Experian help its clients develop and maintain a single view of customers across one or more markets. By combining customer data with Experian's wealth of consumer data and multi-channel customer engagement capabilities, Experian can deliver a single platform from which to improve customer engagement and increase revenues.

Experian consumer intelligence helps unlock revenue potential across the customer base

Boost sales using the best market segmentation solution in Brazil

B - Well-Off Urban Dwellers



B3 - Well-Off and Traditional
 Successful, mature professionals, with an excellent background, financially successful, who value quality and comfort

These are very well educated people with a good income, and have developed successful careers in the public or private sector. They live in more traditional regions, far from the social activity of the wealthiest neighborhoods of urban centers, thereby gaining quality of life.

They adopt a less ostentatious lifestyle, more focused on comfort, despite their excellent financial status. They prefer activities that make them connected to the world more completely, opting for products, services and facilities of uncompromising quality.



Experian utilises an unrivalled breadth and depth of data to help clients develop a detailed and accurate understanding of existing and potential customers. The Mosaic Global consumer segmentation is a powerful customer insight solution providing organisations with an ability to understand detailed characteristics of customers in each local market, as well as providing an umbrella view of customers across markets to aid benchmarking and market comparison. Spanning 30 of the world's most economically active countries to date, Experian's customer intelligence capabilities help clients drive value from customer data;

- Identify the characteristics of your best customers and identify where there are more of them across focus markets to support customer acquisition and location planning
- Visualise the geographic distribution of customers to support location based decisions, such as new outlets, acquisition, home delivery, or catchment cannibalisation
- Increase customer value by developing more appropriate treatment strategies for groups of customers based on a deeper understanding of their needs and preferences
- Enhance the value of your customer database to reduce the cost of customer acquisition and drive retention

- Support targeted marketing across channels (store, web, mobile, call centre, direct) to improve results whilst minimising costs
- Develop cross market strategies based on a common understanding of customers

Optimise the value of customers and locations in India, now and in the future

Group C: Hard Working and Ambitious (4.9%)

Overview

Key Features

- Rented housing
- Highly motivated
- Middle income
- Cities & towns
- Children's education
- Migrant workers
- Highly skilled
- Dreams of a bright future

Rankings

Adult age	6/10
Children (Aged 0-6 years)	10/10
Own a car/van/jeep	3/10
Graduate or above	2/10
Homeowner	10/10
Never married	3/10
House - permanent	3/10
Literate (little or no education)	9/10

Group F: Rural Elites (11.1%)

Overview

Key Features

- Comfortable living
- Affluent
- Well educated
- Ambitious
- Non-smoking
- Luxury items
- Homeworking
- Economically progressive

Rankings

Adult age	5/10
Children (Aged 0-6 years)	5/10
Own a car/van/jeep	6/10
Graduate or above	6/10
Homeowner	5/10
Never married	5/10
House - permanent	7/10
Literate (little or no education)	8/10

C: Specialist advice



The development of an international strategy can be challenging.

Not only does it require the creation of a sound understanding of markets, consumers, locations, and areas of greatest potential, but also expertise in translating and deploying this insight.

Data can be scarcer than expected, especially in emerging economies such as China and Russia. This necessitates the design of solutions based on a minimum level of insight to steer your business to the best opportunities. Furthermore, collecting data from multiple sources can be a time consuming and difficult task, especially where there is no in-house expertise.

Given these challenges, Experian works in partnership with clients directly and/or their consultancies/agencies to help develop an international market strategy. Experian's experienced consultants can advise on setting up the infrastructure, best practices, and processes to manage the sometimes considerable demands of extracting strategic insight from global market data. Furthermore, Experian's global data assets enable our clients to approach multiple markets in a consistent manner.

Working closely with many of the world's top businesses, Experian help run location strategies, advise on customer acquisition, train analytical staff, and even in some cases help support the set up and recruitment of specialist in-house teams.



D: Multi-channel marketing analytics



The ever increasing number of options available to consumers

to fulfil their purchasing needs makes appropriate multi-channel engagement ever more important.

From websites to social media, mobile devices to market places, and of course shopping centres and retail districts – the consumer now has a multitude of channels to engage through.

Fortunately Experian can help clients navigate this ever changing landscape, across different markets. We have worked with many companies to enhance their understanding of the impacts and synergies of each and every channel, and the interaction of the end consumer across those channels.

Experian is uniquely positioned to provide a consistent view of consumers across channels, spanning 'bricks, clicks and flicks' and to help clients identify and adopt the most appropriate channels for each shopper, maximising the value of each customer contact.

Experian Hitwise provides access to rich online traffic data generated by the online movements (upstream and downstream) of millions of internet users. Globally, Experian tracks the online behaviour of 25 million internet users across 5 million websites.

Experian can uniquely report on this traffic both in terms of its demographics, socio-economic grouping (Mosaic) and regional location. This customer insight helps our clients begin to understand the linkage across consumer activity, which in turn can be fed into country specific marketing and location strategies.

Experian can support client's social media strategy by leveraging the insight developed by Experian Techlightenment, social media specialists. This insight empowers clients to tailor the way they connect with customers through social media based on the brands they 'like' and talk about.

Ultimately, Experian can help client's link traditionally disparate channels such as online, social, and location, empowering you to design fully informed and connected communication and investment strategies, in different markets across the world.

About Experian

Experian is the leading global information services company, providing data and analytical tools to clients in more than 80 countries. With over 25 years experience of delivering location and consumer intelligence, the company helps businesses make best use of and protect scarce resources by targeting locations and consumers, managing credit risk, preventing fraud, and automating decision making. Experian also helps individuals to check their credit report and credit score, and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2012 was US\$4.5 billion. Experian employs approximately 15,000 people in 41 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; California, US; and São Paulo, Brazil.

For more information, visit www.experianplc.com

80 Victoria Street
Cardinal Place
London
SW1E 5JL
www.experian.co.uk/international

Embankment House
Electric Avenue
Nottingham
NG80 1EH

160 Dundee Street
Fountainbridge
Edinburgh
EH11 1DQ



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