

Fact Sheet



Matrix Investor Database

Matrix Alternative Investors

40,000 Names – Base Price £160 Per 1,000

This list consists of 40,000 investors who have a proven track record in investing in alternative investments. This segment includes a wide range of film, theatre and television production companies, as well as those investors that have responded to marketing from art galleries, antiques and wine investment opportunities. This is a growing section of our database, as investors start to look for alternative investment outside the financial markets.

Source:

40,000 Investors gained from a variety of share registers types:

- Direct Investments
- Tax Incentivised Investments
- FTSE All-Share
- Alternative Investment Market
- PLUS Markets

Costs:

Base Data Rental	£160 per 1,000
File set-up	£50
Matrix Selections	No charge (up to 3 selections)
Experian Selections	£30/'000

(Discounted 25% for Registered Charities)

Selection Options:

Matrix	Experian
• Geography	• Age
• Sex	• Household Income
• Profiling	• Property Value
• Size of Investments	• Council Tax Band
• Number of Investments	• Financial Strategy Segments
• Period of Investment	• Length of Tenure
• Type of Investment	

Matrix-Data Solutions offers a wide range of products and services:

Matrix-Data	The UK's best financial intermediary, investor and high net worth databases
Matrix-Clarity	Single Customer View and web-based analytics solutions
Matrix-Insight	Customer and channel analysis, data integration and consultancy
Matrix-Action	Comprehensive on and offline marketing and statutory communication solutions

OUR TRACK RECORD

This database has been utilised successfully in the following market sectors:

- Investment Banks
- Luxury Goods
- Online Banks
- Stockbrokers
- Charities
- Holiday and Travel
- Magazine Subscriptions
- Gambling Companies

GEOGRAPHICAL SPLIT

South East	10,120
Greater London	6,475
Central London	5,277
North West	4,586
Yorkshire	4,049
South West	3,576
West Midlands	2,774
East Midlands	2,411
Scotland	1,979
Wales	1,642
East Anglia	1,521
Northern Regions	1,184
Nothern Ireland	1,168

GENDER SPLIT

Male	74%
Female	26%