

Matrix Investor Database: 2 million of the UK's wealthiest investors

A unique database of wealthy private investors, The Matrix Investor database provides financial intelligence on over 2.5 million affluent individuals and offers varied, flexible and responsive database for prospect mailing or data enhancement.

Compiled through bespoke research over more than 20 years period, many of the individuals are unlikely to feature in any other data sources, which makes this one of the best sources of serious investors available in the UK.

- Access detailed factual information on individual investment portfolios to target by individual investment, investment type, portfolio size, or risk adversity
- Habitual and seasoned investors, researched from specifically selected shares across AIM, VCT, Investment Trusts & FTSE TechMARK, FTSE SmallCaps, FTSE 250 and FTSE Fledgling markets
- Affluent individuals with a greater propensity to donate to charity and buy luxury goods and services
- The database has already contributed to raising well in excess of £10 billion of new investment funds
- Selections can be based on combination of factual information and lifestyle characteristics, such as: Age, Income, Property Value, as well as profiling tools such as Experian's Financial Strategy Segments.

Source:

Over 2 million Investors gained from the share registers of:

- Alternative Investment Markets
- PLUS markets
- FTSE Fledgling companies
- FTSE 500
- Investment Trusts
- Tax break Schemes (VCT/EIS)

Costs:

- Base Data Rental – from £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)

OUR TRACK RECORD

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

- Investment Banks
- Online Banks
- Stockbrokers
- Charities
- Holiday and Travel
- Retail
- Magazine subscriptions
- Gambling Companies

GEOGRAPHICAL SPLIT

| | |
|------------------|------------------|
| South East | 299,283 |
| London | 273,601 |
| North West | 156,925 |
| East of England | 156,746 |
| Yorkshire | 153,191 |
| South West | 140,363 |
| Scotland | 127,579 |
| West Midlands | 110,213 |
| East Midlands | 88,785 |
| Northern Ireland | 64,522 |
| Wales | 60,395 |
| North East | 42,536 |
| Total | 1,674,139 |

GENDER SPLIT

- 75% Male
- 25% Female

