

Fact Sheet



Matrix Investor Database

Matrix High Risk/Speculative Investors

260,000 Names – Base Price £160 Per 1,000

260,000 habitual and seasoned investors, taken from AIM, PLUS and FTSE stocks, who have a track record of investing in new and potentially risky ventures with no guaranteed promise of return but with a view to targeting rapid growth companies. Many of these investors are speculators who have bought shares on the basis of expected stock market activity, such as takeovers or new products developments. A remarkably high number of these have already invested in other issues, such as Investment Trusts and tax incentivised investments, indicating that most are aiming to build a balanced portfolio.

Source:

260,000 Investors gained from the share registers of:

- Alternative Investment Market
- PLUS
- FTSE Fledgling
- FTSE SmallCap

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

- Geography
- Sex
- Profiling
- Size of Investments
- Number of Investments
- Period of Investment
- Type of Investment

Experian

- Age
- Household Income
- Property Value
- Council Tax Band
- Financial Strategy Segments
- Length of Tenure

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

GEOGRAPHICAL SPLIT

| | |
|------------------|--------|
| South East | 57,656 |
| Greater London | 36,013 |
| Central London | 30,330 |
| North West | 28,576 |
| Yorkshire | 22,371 |
| South West | 22,090 |
| West Midlands | 16,682 |
| Scotland | 13,540 |
| East Midlands | 13,156 |
| East Anglia | 9,493 |
| Wales | 9,342 |
| Northern Regions | 7,932 |
| Northern Ireland | 6,686 |

GENDER SPLIT

| | |
|--------|-----|
| Male | 75% |
| Female | 25% |