

# Fact Sheet



## Matrix Investor Database

### Matrix Venture Capital Investors

330,000 Names – Base Price £160 Per 1,000

This database consists of 330,000 serious investors in the AIM and PLUS markets and tax incentivised schemes e.g. Venture Capital Trusts (VCTs), Enterprise Investment Schemes (EIS) and the old Business Expansion Schemes (BES). These individuals are very affluent UK residents who are not “risk averse”, many are high net-worth individuals. The majority of them invest large lump sums on a regular basis, and have proven to be responsive to a wide range of investment propositions.

#### Source:

330,000 Investors gained from the share registers of:

- High Risk Smaller Companies
- Venture Capital Trusts
- Enterprise Investment Schemes
- Alternative Investment Markets
- PLUS

#### 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:

<b>Matrix-Data</b>	The UK's best financial intermediary, investor and high net worth databases
<b>Matrix-Clarity</b>	Single Customer View and web-based analytics solutions
<b>Matrix-Insight</b>	Customer and channel analysis, data integration and consultancy
<b>Matrix-Action</b>	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	75,328
Greater London	44,106
Central London	41,081
North West	34,338
South West	28,476
Yorkshire	27,012
West Midlands	21,036
Scotland	18,432
West Midlands	16,624
West Anglia	12,248
Wales	11,344
Northern Regions	9,955
Northern Ireland	8,212

#### GENDER SPLIT

Male	75%
Female	25%