

Press Release

28 November 2006

Mosaic Romania for Targeting Profitable Customers

Bucharest, London

Mosaic Romania is a completely new geo-demographic segmentation that classifies each one of Romania's 22 million inhabitants into one of 45 distinct consumer types. The system has been developed by Geo Strategies in partnership with Experian - a leading global provider of consumer classifications.

Mosaic Romania classifies consumers into 45 neighbourhood types aggregated into 10 groups. It has taken two years to build by a development team of over 40 researchers, geographers, surveyors, demographers, analysts, statisticians and consultants.

The result is a classification that provides a comprehensive and detailed understanding of socio-demographics, lifestyles, culture and behaviour of the population and their neighbourhoods in Romania.

Daniela Florea, CEO of Geo Strategies: ***"Developing Mosaic Romania has been a challenge. The relatively recent possibility for people to choose the neighbourhoods in which they live, the fast moving economy and, especially, the booming investment in retail and real estate are few of the local influencers for this exciting new development"***.

Mosaic Romania is a powerful information infrastructure which is equally valuable across sectors. For the Government, Mosaic Romania provides an informed basis and a tool for allocating the right resources and developing appropriate communication strategies. For the commercial sector, Mosaic Romania is a tool for targeting, acquiring, managing and developing profitable customers.

Paul Watts, Director of Global Operations: ***"Experian has been developing consumer segmentations for over 20 years. We are very pleased that Mosaic Romania takes its place amongst a global network of Mosaic consumer classifications that cover over 25 countries, and over a billion consumers worldwide. It could have not have arrived at a better time, just few weeks before the country's Accession to the European Union"***.

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About Geo Strategies

Geo Strategies was founded in 1993 and has become the leading supplier of geographic and geo-marketing intelligence for Central and Eastern Europe.

Their core expertise is built around geo-spatial data products, analytical and modelling tools, consumer segmentation, bespoke data services, consultancy, training, and project management.

This expertise has been developed according to internationally recognised best practices and methodologies, to which significant innovation / value is being added to make it relevant and actionable in the local context. Mosaic Romania, the national consumer segmentation framework, is the latest development. Geo Strategies is Experian's exclusive franchise and partner for Romania.

About Experian

Experian's Business Strategies Division provides an unrivalled understanding of consumers, markets and economies in the UK and around the world, past, present and future. It leads the market in consumer profiling and market segmentation, economic forecasting and public policy research, supporting businesses, policy makers and investors in making tactical and strategic decisions. As part of the Experian group, it has access to a wealth of research data and innovative software solutions. The division's economic research team is one of the largest in the country, devoted to analysing national, regional and local economies for a range of public and private sector clients. Its statisticians, econometricians, sociologists, geographers, market researchers and economists carry out extensive research into the underlying drivers of social, economic and market change.

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