

# Press Release

26 June 2007

## **IKEA GUIDED BY MOSAIC TO NEW CUSTOMERS IN ROMANIA**

### **Bucharest, London, Costa Mesa**

IKEA, the leading international home furnishings business, is using Experian's Mosaic Romania consumer classification to identify and expand into new retail markets in Romania. Geo Strategies (Experian's partner in Romania) has now concluded the first stage of a major consultancy project for IKEA in Romania and has used Mosaic Romania as a key tool in IKEA's retail site location programme and future market planning.

Romania is now a high growth consumer economy which offers major opportunities for global retailers and other businesses looking to expand their international reach. Before Geo Strategies and Experian developed Mosaic Romania, accurate information on consumers in Romania was unavailable at the level of geographical detail required to make systematic investment decisions, identify future opportunities or measure potential return on investment.

Mosaic Romania provides retailers with a detailed understanding of the socio-demographics, lifestyles, culture and behaviours of Romanian consumers and provides a vital framework for new investment decisions across all areas of the country.

Cornel Oprisan, Managing Director of IKEA Romania, commented: ***"Our mission at IKEA is to create a better life for the many people in Romania. Our next challenge is to expand our network of stores across the country in a manner that ensures that the many people can have access to the IKEA product range". "We commissioned Geo Strategies to provide us with an understanding on the retail potential for IKEA in two target regions.. Their comprehensive and forward- looking study has provided us, in a timely manner, with unique information and insight which has helped us not only identify but also prioritise our next locations"***.

Daniela Florea, CEO of Geo Strategies, said: ***"Global businesses need even more confidence in a local, emerging retail market such as Romania. We are particularly pleased to be of assistance to IKEA. Our in-depth knowledge of the local market, our partnership with Experian and our investment in developing Mosaic and Micro-Marketer Romania have enabled us to meet our customers' expectations in a range of market sectors"***.

***"We trust the results of the analysis which Geo Strategies performed and, in the context of Romania, this is a very important consideration for IKEA"*** added Cornel Oprisan.

### **About Mosaic**

Mosaic Romania is a completely new geo-demographic segmentation tool that classifies all of Romania's 21.6 million inhabitants into one of 45 distinct consumer types. The system has been developed by Geo Strategies in partnership with Experian, and classifies consumers into 45 neighbourhood types, aggregated into 10 groups.

Mosaic Romania is a powerful information tool, which is equally valuable across different market 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.

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**About Experian's Business Strategies division**

Experian's Business Strategies division provides a comprehensive understanding of consumers, markets and economies in the UK and around the world, past, present and future. It is a market leader 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 UK, 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.

**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.

Its core expertise is built around geo-spatial information solutions, 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 and Micro Marketer G3 Romania, is the latest development. Geo Strategies is Experian's exclusive franchise and partner for Romania.

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## **About Experian**

Experian is a global leader in providing analytical and information services to organisations and consumers to help manage the risk and reward of commercial and financial decisions. Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage. For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

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