

Press Release

20 September 2007

GEO STRATEGIES ASSISTS KING STURGE TO UNDERSTAND THE NEEDS OF THE RETAIL ENVIRONMENT IN ROMANIA

Bucharest, London, Costa Mesa

Geo Strategies (Experian's partner in Romania) has concluded a consultancy project on behalf of King Sturge in Romania.

Romania has witnessed a huge growth in the Property sector; the recent changes in Romania's market economy since joining the EU have attracted considerable interest from both foreign and local investors, resulting in an overall widening of the local market. This has resulted in a high level of consumerism and sustainable confidence in the local economy. These rapid developments have brought changes to the socio-demographic structure of society, to their shopping behaviour and to the lifestyle of Romanian consumers. In this highly dynamic environment, and with such a recent baseline, investors appreciate the value of market insight and an informed context to underpin their decisions and to maximise their investments.

King Sturge approached Geo Strategies to extend their understanding of the Romanian retail environment. They needed to research, under-pin and document a due diligence report for a customer who wished to invest substantial funds in a scheme to develop a new Shopping Centre in a regional city in Romania.

Mark Mannering, Managing Director, King Sturge Romania, said: ***"Romania is a challenging for investors due to the sparse data which is all-too-frequently far from consistent. We have been most impressed by the meaningful information and support we have received from Geo Strategies; their contribution was timely, well informed and to the highest standards."***

Investing in Modern Retail schemes requires a good understanding of the catchment area: its size, composition, the profile of potential customers, lifestyle propensities, their likely path of economic change, together with an informed estimate of their expenditure in both the short-term and the long-term. While there is no substitute for flair (best guess) in the earlier stages of retail development, maintaining an objective perspective based on a wider and better informed context is increasingly necessary in a competitive environment.

Mark Mannering said: ***"We are developing our property services to meet the needs of our clients both in, and for Romania. We commissioned Geo Strategies to provide us with an understanding of the local socio-demographic structure and economy in a particular part of Romania and also the pattern of change we should factor into our due diligence for our customer. Geo Strategies have made an important contribution to our understanding of the consumer for modern retail in Romania"***.

Daniela Florea, CEO of Geo Strategies, said: ***"We are very happy to have been of support to King Sturge with their analytical requirements for Romania; they appreciated both our local knowledge and interpretation, and also our quick response times. Ultimately, our success is our customers' success - and long this may continue!"***

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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 10 groups and 45 neighbourhood Types.

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 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 Micromarketer G3 Romania, is the latest development. Geo Strategies is Experian's exclusive franchise and partner for Romania.

www.geo-strategies.com

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.

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Its statisticians, econometricians, sociologists, geographers, market researchers and economists carry out extensive research into the underlying drivers of social, economic and market change.

www.business-strategies.co.uk

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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