

# A fresh start and a new identity

---



# Why is Catalist re-branding?

---

- Catalist wants its name to become more closely associated with its parent group to capitalise on its ownership by Experian:
  - ▶ **Investment** – Experian is committed to further investment in our infrastructure, products and people.
  - ▶ **Service offering** – Experian’s consumer insight, economic forecasts, retail location and network planning expertise complements Catalist’s products and gives our customers access to new resources.
  - ▶ **Growth** – Experian’s investment provides Catalist with the opportunity for further growth.
  - ▶ **Global** - Experian’s global coverage complements Catalist’s and its commitment to further expansion allows us to move into the new markets together.
  - ▶ **Financial security** – Catalist has the backing of a FTSE 100 company with annual sales of £1.9 billion, and enviable record of innovation and growth e.g. Voted UK Business of the Year in 2003 and 2005.

# What are the benefits of the re-brand for Experian?

- **Strategy** - the re-brand is part of Experian's wider strategy to simplify its brand architecture, and lock acquired organisations into its new identity.
- **Profile** - Locking the Catalist name to the Experian brand ensures that Catalist is much more closely associated with the parent group. Catalist's expertise greatly enhances the Experian name and enables it to diversify into new markets.
- **Capability** – Catalist expands Experian's capabilities and provides it with an opportunity to grow its customer base.
- **Synergy** - There is synergy between Catalist and Experian in terms of data, local market analysis and retail planning services, and global coverage.



# What are the complementary Experian services?

## Consumer Insight

Our detailed understanding of consumer behaviour now and in the future helps organisations target, manage and acquire customers, and plan their strategic direction.

### Segmentation Foresight



### Local Market Planning Retail Planning



## Market Planning

Our local market knowledge helps organisations maximise the potential of their networks through better site location, optimising product mix, prioritising resource, maximising sales and recruiting new customers

## Economic Forecasting

We analyse current and predict future prospects of local, national and global economies and provide advice on how to improve economic performance and social inclusion



### Global Forecasts Local Forecasts Strategy & Research



### Real Estate Decisioning Shopper Metrics

## Location Insight

We help developers, owners, asset managers and occupiers position their retail property assets to extract maximum market value and minimise risk. Our shopper metrics help retailers optimise the performance of stores and branch networks to facilitate tactical and strategic planning

# What is the new identity?

---

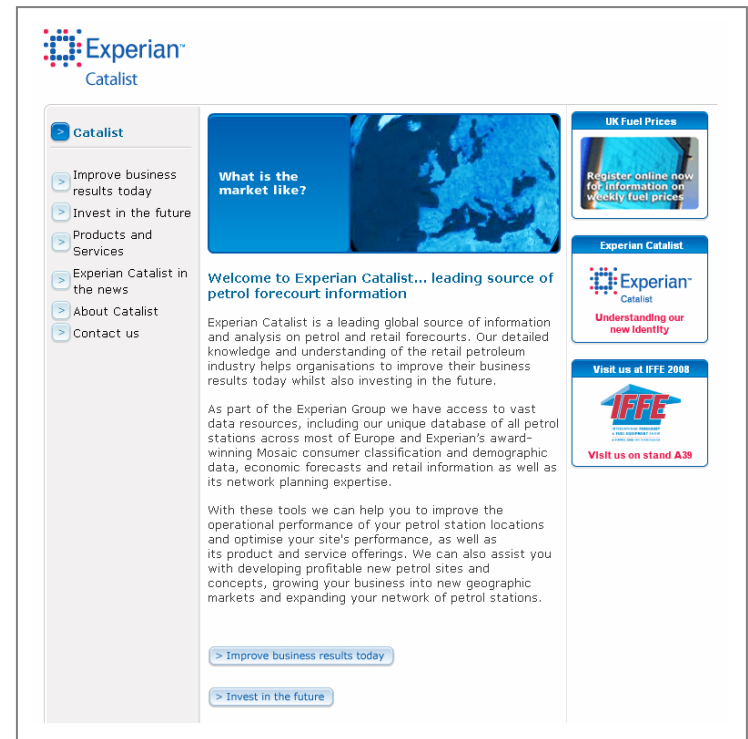
- Catalist is now known as '*Experian Catalist*'
- Our new branding will appear on:
  - ◆ Brochures
  - ◆ Web site
  - ◆ Product fact sheets
  - ◆ Software
  - ◆ Reports
  - ◆ PR



# When is the new branding launched?

- Catalyst becomes Experian Catalyst from **10<sup>th</sup> March 2008**
- The new identity will be rolled-out simultaneously across the whole of Catalyst's global footprint
- The identity will appear on our stationery and marketing materials in be phased in software and reporting systems
- Changes to our positioning, product and service offering are illustrated on our new web site

[www.catalist.com](http://www.catalist.com)



The screenshot displays the Experian Catalyst website interface. At the top left is the logo, which consists of a grid of colored dots (red, blue, green) forming a stylized 'E' followed by the text 'Experian™ Catalyst'. Below the logo is a navigation menu with the following items: 'Catalist', 'Improve business results today', 'Invest in the future', 'Products and Services', 'Experian Catalyst in the news', 'About Catalyst', and 'Contact us'. The main content area features a large blue header with the text 'What is the market like?' and a globe image. Below this is a welcome message: 'Welcome to Experian Catalyst... leading source of petrol forecourt information'. The text continues: 'Experian Catalyst is a leading global source of information and analysis on petrol and retail forecourts. Our detailed knowledge and understanding of the retail petroleum industry helps organisations to improve their business results today whilst also investing in the future.' It then states: 'As part of the Experian Group we have access to vast data resources, including our unique database of all petrol stations across most of Europe and Experian's award-winning Mosaic consumer classification and demographic data, economic forecasts and retail information as well as its network planning expertise.' Finally, it says: 'With these tools we can help you to improve the operational performance of your petrol station locations and optimise your site's performance, as well as its product and service offerings. We can also assist you with developing profitable new petrol sites and concepts, growing your business into new geographic markets and expanding your network of petrol stations.' At the bottom of the main content area are two buttons: '> Improve business results today' and '> Invest in the future'. On the right side of the page, there are three promotional boxes: 'UK Fuel Prices' with a 'Register online now for information on weekly fuel prices' link, 'Experian Catalyst' with the tagline 'Understanding our new identity', and 'Visit us at IFFE 2008' with the IFFE logo and 'Visit us on stand A39'.

# Is anything else changing?

---

- No – Catalist is simply changing it's identity to complement Experian's new brand
- Nothing changes the way you interact with us as a customer. It's 'business as usual'
- Over the coming months you will get the opportunity to find out more about Experian's complementary services via our marketing communication, web site, events and PR.
- For further information visit:  
[www.catalist.com](http://www.catalist.com)

