

Experian Property Intelligence

Understanding the interaction between people and place.



Introduction

Whether you're an investor, developer, owner, manager, or tenant, at Experian we know that your top priority is to optimise the performance of your property assets. In the current challenging economic climate the need for new, reconfigured, or existing schemes to meet their full potential has never been so important.

Key to this challenge is ensuring your scheme fully meets the needs of its target consumers. Whatever your strategic focus, dependable market, location, and consumer insight will reduce capital investment risks, and help you achieve competitive advantage in the fast moving retail and leisure sector.

Experian's full service offer

A. Location and market analysis	<ul style="list-style-type: none">• Retail centre catchment areas• Retail landscape• Competitor threats	<ul style="list-style-type: none">• Centre rankings and potential• Demographics/economics, forecasts• Footfall intelligence
B. Development appraisal	<ul style="list-style-type: none">• 'What if?' scenario analysis• Catchment and spend implications• Tenant configuration (size and adjacencies)	
C. Commercial and tenant analysis	<ul style="list-style-type: none">• Tenant and demographic mix• Tenant risk and potential• Retail and leisure mix	<ul style="list-style-type: none">• Challenges and opportunities• Future requirements• Industry benchmarking/due dilligence
D. Customer insight	<ul style="list-style-type: none">• Who are my customers?• Consumer behaviour• Profile (ethnicity, age etc.)	<ul style="list-style-type: none">• Means of engagement• Changes over time• Single Customer View
E. Market research	<ul style="list-style-type: none">• Shopper surveys• Online surveys• Mystery shopping	<ul style="list-style-type: none">• Social Media polls• KPI performance measures (spend, dwell time, frequency etc.)
F. Multi-channel marketing analytics	<ul style="list-style-type: none">• Database management• Marketing fulfilment• CRM creation	<ul style="list-style-type: none">• Website intelligence• Social Media insight



A: Location and market analysis

The powerful insight derived from accurate retail catchment areas underpins almost all market and customer strategies conducted by centre owners, investors, and developers.

Experian retail catchment models will help you reveal the retail landscape relevant to your business, identify consumer demographics, monitor competitor threats, rank centres according to potential, benchmark existing assets, assess the impact of economic forecasts, and predict turnover.

Experian can provide you with robust catchments for every significant retail centre in the UK and Eire, and much of the world. With retail catchment models for over 60 countries, and more constantly in development, Experian are perfectly placed to support your business.

Combined with comprehensive consumer datasets, Experian location data paints a detailed picture of the demand and supply factors characterising any location. Globally, Experian holds demographic data on more than 500 million individuals in

260 million households and online behaviour data on 25 million internet users across five million websites. We have further segmented more than 2.3 billion consumers in over 30 countries, including major emerging markets such as Brazil and India.

Experian Economics have been active in the real estate sector for over 25 years, operating models that produce our macroeconomic, regional, city, household, real estate, and credit market forecasts. As a market leader in delivering economic forecasts and analysis for the property market, our research is used to understand investment opportunities, as well as financing and portfolio risks associated with the UK, European and Global markets.

Experian's economic insight is used by clients to compare the performance of real estate assets, evaluate new opportunities, analyse future drivers behind investment performance, optimise the allocation of investment funds, identify local market vulnerability, quantify the impact of future economic scenarios, and assess future risks.

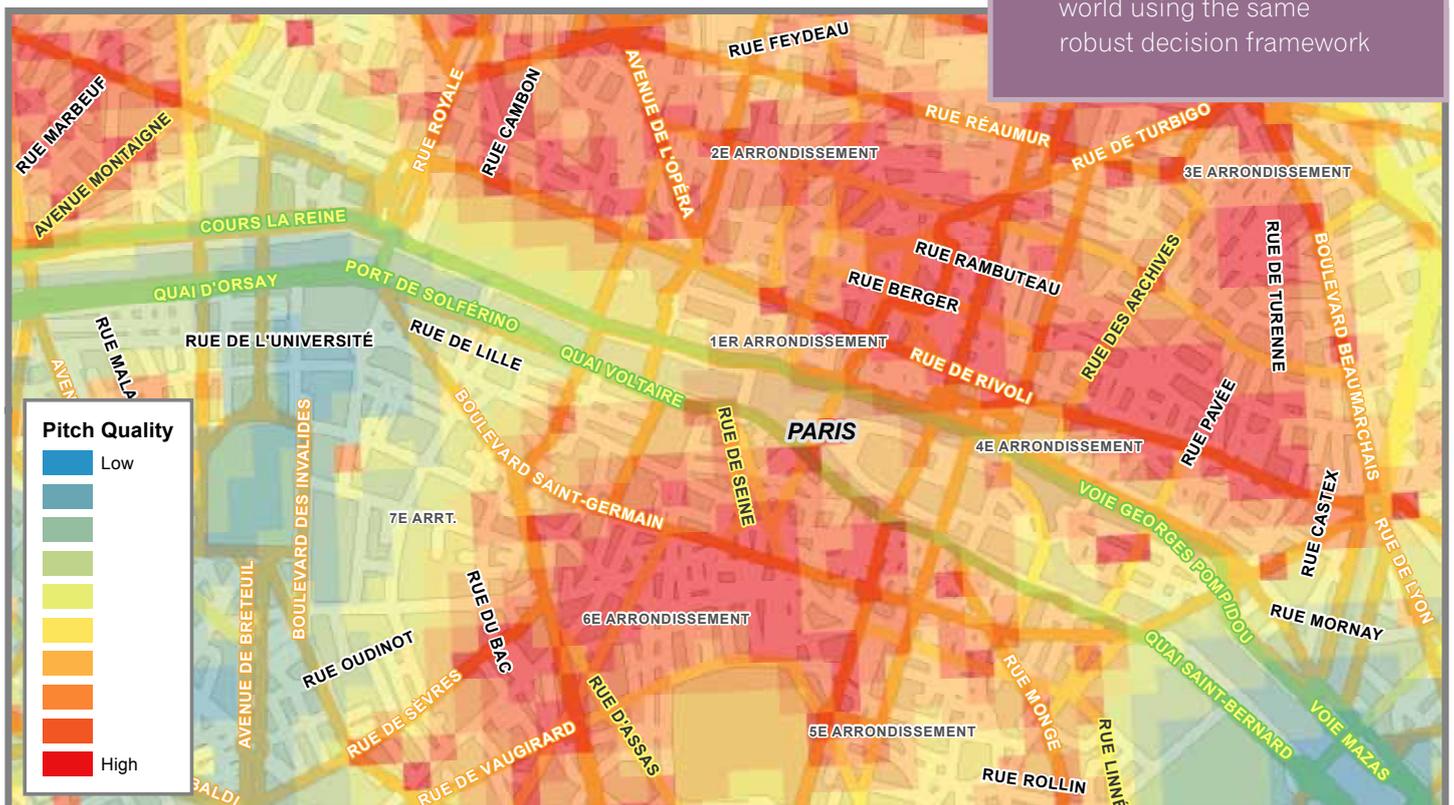
Retail catchment models spanning over 60 countries



Customer example:

Experian have built and deployed location planning data, tools, and processes, for a leading clothing brand focused on optimising its global property network. Experian insight has given this iconic brand:

- The means to carry out detailed analysis of location opportunities in multiple countries
- Ability to screen locations and focus on those offering highest potential
- Significant improvement in the efficiency and effectiveness of location decision making process
- Local teams across the world using the same robust decision framework



B: Development appraisal



Developers need to prove a new development or reconfiguration of an existing scheme will meet the aspirations of both investors and prospective tenants.

Our retail catchment tools can be deployed to model any number of development scenarios, helping you predict the potential impact of changes to catchment areas and consumer expenditure. This critical insight will allow you to test the feasibility of your plans before you commit your scarce capital.

Over 23,000 city trade areas across the globe, covering mega cities to second tier cities



Customer example:

Experian have conducted several catchment and feasibility studies on behalf of a major development company.

Our bespoke gravity model has been used to predict future retail performance at a large-scale UK development and the outputs were important in building a compelling case for a major department store to consider locating to this site.

Using Experian's insight both developers and retailers can confidently assess the retail potential of a new scheme.

C: Commercial and tenant analysis



The success of a retail/leisure scheme depends on designing an offer that is sufficiently attractive to the target consumer base. Above all, this means getting your tenant mix right. Our consumer and expenditure insight can help you achieve this, ensuring that you identify the optimal mix of retail and leisure tenants to satisfy the needs and aspirations of the scheme's consumer profile.

Experian can support the ongoing management of your asset through Tenant Gap Analysis, where we focus on identifying key opportunities (brands, fascias, and retail categories) to enhance your scheme. As a trusted supplier of consumer and location services to many retail organisations, we can help you develop compelling marketing to attract operators to your scheme.

Challenging economic conditions mean the need to minimise the exposure of your scheme to commercial risk has never been so important. To this end, we can help you identify struggling and even failing tenants, allowing you to better manage your assets and consider the implications for your investments.

Much of our insight is underpinned by the Experian GOAD retail database, a comprehensive record of over 450,000 retail occupiers in the UK and Eire. These retail centre plans enable investors and developers to view the retail and leisure floor space for any particular location (UK). This instant insight will help you benchmark schemes, assess mix, and analyse gaps.

Comprehensive record of over 450,000 retail occupiers in the UK and Eire, spanning 2000 retail centres



Customer example:
Experian provide a leading property investment company with a comprehensive view of their portfolio and the commercial risk associated with their estate. Our insight is used to identify:

- Centres that are exposed to the highest element of risk
- Tenants who are at greatest risk of failing
- Future investment opportunities in centres with minimal risk

Using Experian's information, investors and institutions can confidently assess the risk associated with key properties and developments.

D: Customer insight and acquisition

The consumer is king in retail, and an understanding of who they are, where they live, how they behave, and their likes and dislikes, underpins location analysis. We utilise our wealth of data to help many businesses develop a detailed and accurate understanding of existing customers and potential consumers.

With a depth and breadth of data assets unavailable anywhere else, Experian data on individuals and households across over 340 variables such as income, family status, and channel preference, can help you understand just who your customer is. We can profile customer databases, analyse potential scheme catchment areas, or undertake bespoke research. This will not only help you better align your services and offer to your customer base, but also target them with greater precision, delivering better results at a lower cost.

Our data can be used to generate a Single Customer View, bringing together disparate consumer databases from various business functions. For instance loyalty card databases can be brought together with promotional databases and, when combined with Experian's consumer data, provide a single platform delivering improved communication and increased footfall.

Segmentation data
on over 2.3 billion
consumers, spanning 30
of the worlds'
most economically
active countries



Customer example:

Experian works with leading shopping centre owners to fully understand the profile of visitors to their schemes and how best to attract new customers.

Our Mosaic suite of consumer segments is extensively used by shopping centres to determine key marketing strategies and is fed into the leasing process so that a centre's retail mix is more closely aligned to consumer expectations.

Many major retailers also use our Mosaic insight to inform their location planning strategies to ensure their brand fits with the needs and aspirations of the local population.



E: Market research

Keeping pace with the ever evolving marketplace not only requires you to identify who your key consumers are, but necessitates a detailed appreciation of their needs and desires.

We can recommend and manage various forms of research designed to help you achieve this. Based on our recommendations, centre owners and investors are able to make contact with their customers effectively, both through traditional surveys, or more innovative social media polls or online interfaces.

Demographic data on over 260 million households worldwide



Clearly understanding what customers want, such as new brands, improved facilities, and special offers, will help you ensure the ongoing successful performance of a scheme. Insights from our customer research projects have been instrumental in driving client marketing and leasing strategies, and helping them monitor and improve on a variety of key performance measures over time (at centre and portfolio level).

The quality of customer experience is increasingly differentiating successful centres and schemes from the competition, so not surprisingly many owners are developing strategies to better engage and retain consumers. Using mystery shopping techniques, Experian can help support your centre strategy by monitoring the performance of both tenants and centre management functions.

Customer example:

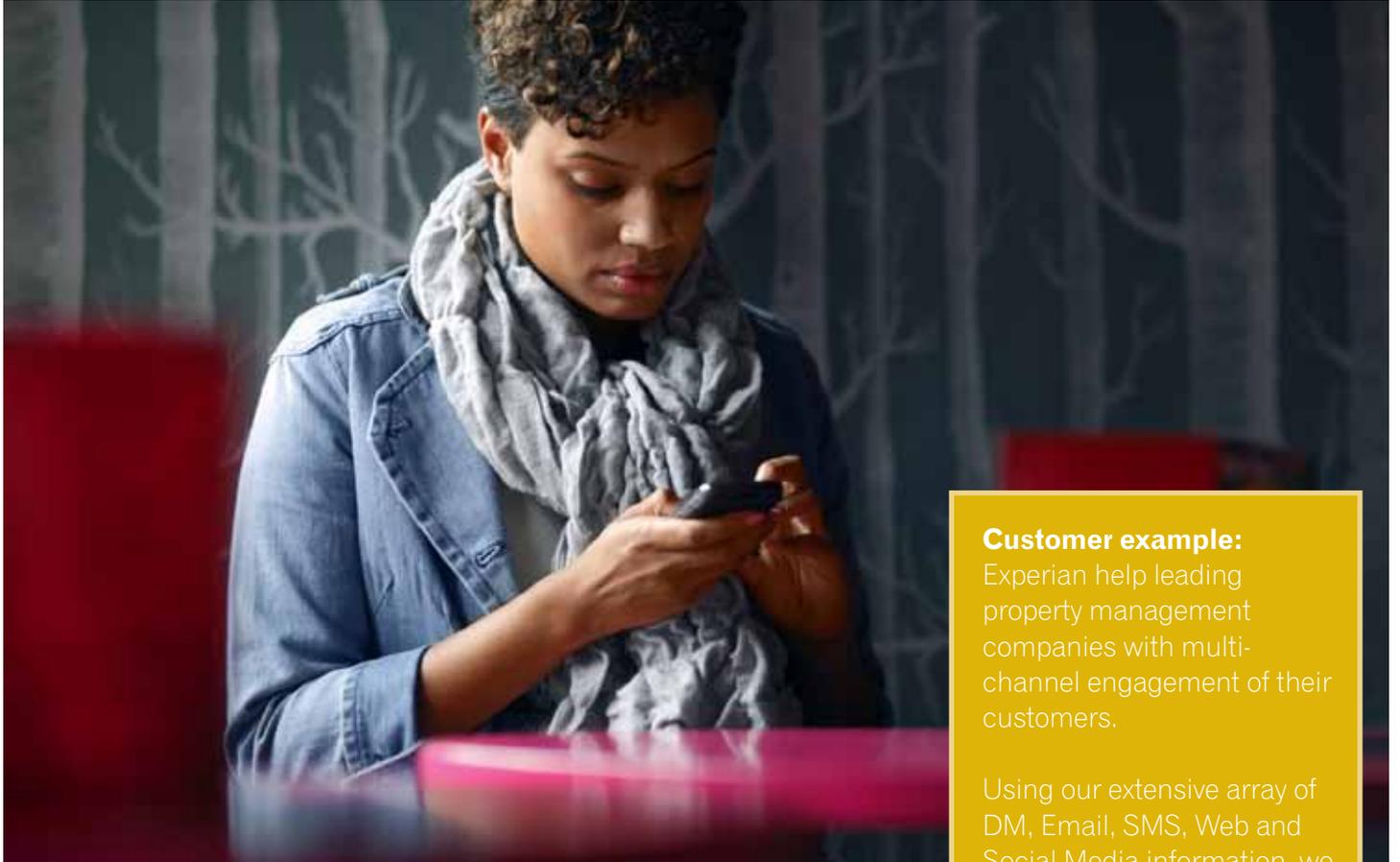
Experian provide market research insight to several of the largest shopping centres schemes in the UK.

Based on our innovative quantitative and qualitative techniques, we are able to accurately assess the behaviour of consumers and monitor the performance of schemes over time.

Experian's analysis has allowed asset managers and centre management teams to confidently make decisions regarding their future marketing and leasing activities.



F: Cross-channel marketing analysis



Online behaviour data for 25 million internet users across 5 million websites



The ever increasing number of options available to consumers to fulfil their shopping needs makes appropriate multi-channel engagement ever more important. From websites to social media, mobile devices to market places, and of course shopping centres and high streets – the consumer now has a multitude of channels to engage through. Fortunately, we can help you navigate this ever changing landscape having worked with many companies to enhance their understanding of the impacts and synergies of each and every channel, and how the end consumer interacts with all of them.

Experian is uniquely positioned to provide a consistent view of consumers across media channels, spanning bricks, clicks and flicks, and to help you identify and adopt the most appropriate channels for each shopper in order to maximise the value of each customer contact.

Experian Hitwise allows us to access rich online traffic data generated by the online movements (upstream and downstream) of millions of internet users. We can uniquely report on this traffic both in terms of its demographics, socio-economic grouping (Mosaic) and regional location. This customer insight can help you begin to understand the linkage between online and offline consumers, which in turn can be fed into marketing and leasing strategies.

We can support your social media strategy by leveraging the insight developed by Experian Techlightenment, social media specialists.

Customer example:

Experian help leading property management companies with multi-channel engagement of their customers.

Using our extensive array of DM, Email, SMS, Web and Social Media information, we allow centre and marketing managers to effectively segment and communicate with their high value customer groups.

Experian also help our property clients with marketing fulfilment, making recommendations on channel deployment and providing post campaign analysis.

This insight will empower you to tailor the way you connect with customers through social media based upon the brands they 'like' and talk about.

Ultimately, Experian can help you to link disparate consumption channels, such as online, social, and the high street (centre), empowering you to design fully informed and connected communication, development, and investment, strategies.

About Experian

Experian's property services are founded on comprehensive data assets, analytical expertise and tools and the knowledge of our expert consultants.

As the leading global information services company, with over 25 years pedigree providing international marketing and retail location analytics, Experian has helped numerous businesses direct their scarce resources to the right markets, right locations, and the right consumers.

Our understanding of consumer behaviour and retail catchment models help property agents, investors, developers, and owners both manage existing assets and invest confidently in new opportunities.

Our Property Team draws upon the breadth of Experian's expertise to offer the sector a full range of services from Location & Market Analysis, Development Appraisal, and Commercial & Tenant Analysis, to Cross-channel Marketing Analysis, Market Research, and Customer Insight.

Whether your focus is on the UK or on global markets, as a single supplier of insight spanning consumers, demographics, markets, and locations, and with a dedicated team of Consultants, Analysts, and Account Managers, Experian can support your every requirement.



www.experian.co.uk/property

Meet our team



Andrew Saville – Head of Retail & Property



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Graeme Cormack – Senior Account Manager



James Miller – Lead Consultant (Retail & Property)



David Chapman – Account Manager



Mark Orlow – Senior Account Manager (Economics)

Experian is the leading global information services company, providing data and analytical tools to clients in more than 80 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to check their credit report and credit score, and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2011 was US\$4.2 billion. Experian employs approximately 15,000 people in 41 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; California, US; and São Paulo, Brazil.

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