

Multibusiness Owner LinkSM

Identify small business owners who operate multiple unrelated businesses

Experian's Multibusiness Owner LinkSM is an innovative solution capable of significantly increasing the overall effectiveness of your contact strategies. Clients interested in target marketing, risk management, underwriting and small business market analysis now can link a single owner to multiple business locations with enhanced efficiency and decreased redundancy. You save time and money by eliminating repetitious marketing efforts aimed at the same owner across multiple business locations.

Link proprietors with every business they own

Designed for financial services, insurance industry and retail clients, Multibusiness Owner Link helps you identify small business owners associated with multiple businesses. Using both our National Business Database and Truvue[®] consumer database, Experian[®] helps you confidently pinpoint small-business professionals who:

- Own multiple unrelated businesses in different locations
- Conduct multiple businesses out of a single location

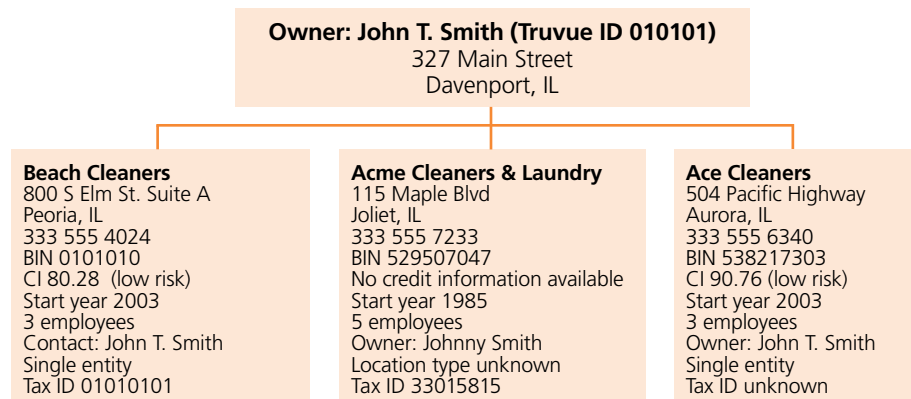
Apply additional intelligence to traditional linkage

While traditional linkage products associate businesses with a common headquarter location, Multibusiness Owner Link provides clients with further information on the small business market, linking small businesses with their owners and the owners' home address. Identify owners with multiple companies in your portfolio for up-sell and cross-sell opportunities without creating duplicate messages to the same business owner.

For example, Multibusiness Owner Link can inform you that three seemingly autonomous dry cleaning companies with distinct names — all of which are located at different addresses within a single state — are owned by the same person, even if those businesses are set up legally as different entities or sole proprietorships. These businesses appear to be unrelated in traditional databases; Experian provides the added intelligence to identify and link unrelated businesses to a common owner.

Experian's small business owner linkage

Experian can identify and link with confidence this business owner to his three different businesses.



Facilitate the efficient analysis and profiling of owner behavior by:

- Managing acquisition or suppression campaigns
- Assessing exposure across all your product lines and customer bases
- Developing owner triggers based on the performance of multiple businesses
- Creating suppression lists and refining prospecting and targeting strategies

Reduce marketing risks

Marketing to a brand new business comes with added risk, since the company is not yet well-established. However, Multibusiness Owner Link minimizes the marketing risks associated with acquiring a new business owner by allowing you to:

- Identify a proven business owner who is opening a business at a different location versus an unknown small business owner opening a brand new business
- Attain a complete picture of the business owner's scope of operations
- Acquire more robust information than a traditional, single-business owner view
- Distinguish a short-term business owner from a long-term owner

Experian's Multibusiness Owner Link boosts your marketing efforts with improved targeting, risk management and market analysis in the small business environment. Improve campaign efficiency, save time and protect your resources by connecting a single owner to all of his or her businesses and operating locations.

To find out more about Multibusiness Owner Link, contact your Experian sales representative, call 800 520 1221 or visit our Web site at www.experian.com.

475 Anton Blvd. • Costa Mesa, CA 92626 • 800 520 1221 • www.experian.com

10/07 • © Experian Information Solutions, Inc. 2007. All rights reserved.

Experian and the marks used herein are service marks or registered trademarks of Experian Information Solutions, Inc.

Other product and company names mentioned herein may be the trademarks of their respective owners.

4581-1007CS