

DATA SHEET

CAMEO Classification System

PROFILE YOUR CORE CUSTOMERS AND LOCATE MORE JUST LIKE THEM—ACROSS YOUR COUNTRY, OR THE WORLD.



Benefits

- Profile and map your customers
- Rank geographic areas by market potential
- Identify target prospects
- Define trade areas
- Refine sales territories
- Optimize store networks
- Pinpoint new locations
- Develop merchandising strategies
- Leverage global marketing efficiencies
- Implement targeted direct mail campaigns

OVERVIEW

Using Pitney Bowes MapInfo location intelligence technology with EuroDirect's CAMEO™ classification system, retailers can analyze their customer and store sales data to create profiles of their core customers that can be used to make better site location, market expansion, merchandising and marketing decisions.

When customer data is unavailable, CAMEO can be used for market or trade area profiling. Compare potential markets or trade areas to those of your existing markets and locations to better evaluate potential.

The CAMEO classification system segments billions of consumers in over thirty markets worldwide. Each classification has been built at the lowest geographical level available using national census, geographic registers and other complimentary data to provide systems for profiling, analysis and targeting.

The CAMEO classifications are easy to use and interpret. By enhancing your database with CAMEO codes you can quickly and easily segment your customers into different groups of like-minded consumers.

CAMEO data is delivered in a format that is compatible with your preferred Pitney Bowes MapInfo analytical platform, including: AnySite®, TargetPro®, or MapInfo Professional®. Using CAMEO and Pitney Bowes MapInfo location intelligence solutions, you can create profiles of your core customers then literally map out the locations, across your country or the world, where you will find others just like them.

CAMEO by Individual Country

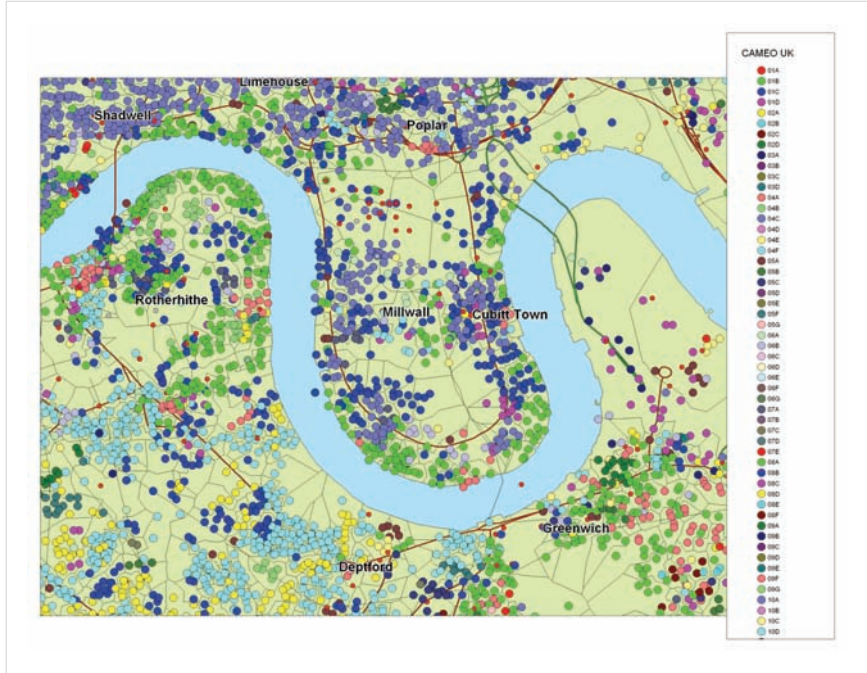
For each of the 30 plus countries that the CAMEO classification system is available for (see CAMEO: Data Availability by Country table), communities are segmented into coded groups (the number of groups varies by country) and neighborhood types (also varies by country) that reflect the country's key demographic and socio-economic characteristics.

CAMEO UK GROUP CODE & DESCRIPTION	PERCENT OF HOUSEHOLDS
1 Affluent Couples & Singles in Exclusive Urban Neighborhoods	3.46%
2 Wealthy Neighborhoods Nearing & Enjoying Retirement	3.74%
3 Affluent Home Owning Couples & Families in Large Houses	10.57%
4 Suburban Homeowners in Smaller Private Family Homes	13.89%
5 Comfortable Mixed Tenure Neighborhoods	8.70%
6 Less Affluent Family Neighborhoods	14.15%
7 Less Affluent Singles & Students in Urban Areas	5.91%
8 Poorer White & Blue Collar Workers	16.89%
9 Poorer Family & Single Parent Households	10.85%
10 Poorer Council Tenants Including Many Single Parents	11.46%

Example — CAMEO UK has 57 neighborhood types organized into 10 marketing groups.

CAMEO Classification System

WITH PITNEY BOWES
 MAPINFO LOCATION
 INTELLIGENCE SOLUTIONS
 AND CAMEO™ FROM
 EURODIRECT, YOU CAN
 ANALYZE CUSTOMER
 BEHAVIOR, CREATE
 PROFILES OF YOUR
 CORE CUSTOMERS,
 THEN GO OUT AND
 FIND MORE JUST LIKE
 THEM—IN YOUR HOME
 MARKET, OR ACROSS
 THE WORLD!



Thematically mapped points from CAMEO UK, which is built at postcode level.

CAMEO CODE	CAMEO INTL	CAMEO UK TYPE	% OF UK HHOLDS	CHILD AGE	ADULT AGE
1		AFFLUENT SINGLES & COUPLES IN EXCLUSIVE URBAN NEIGHBOURHOODS	0.46	Few Children	20-59 yrs
1A	10	OPULENT COUPLES & SINGLES IN EXECUTIVE CITY & SUBURBAN AREAS	0.34	5-15 yrs	25-64 yrs
1B	11	WEALTHY SINGLES IN SMALL CITY FLATS & SUBURBAN TERRACES	1.70	Few Children	20-44 yrs
1C	21	URBAN LIVING PROFESSIONAL SINGLES & COUPLES	1.11	Few Children	18-44 yrs
1D	21	WEALTHY & EDUCATED SINGLES IN STUDENT AREAS	0.31	Few Children	18-44 yrs / 75+ yrs
2		WEALTHY OLDER & RETIRED HOUSEHOLDS IN SPACIOUS RURAL PROPERTIES	0.67	5-13 yrs	40-73 yrs
2A	15	OPULENT OLDER & RETIRED HOUSEHOLDS IN SPACIOUS RURAL PROPERTIES	0.67	5-10 yrs	40-85+ yrs
2B	14	AFFLUENT MATURE FAMILIES & COUPLES IN LARGE EXCLUSIVE DETACHED HOMES	1.48	5-15 yrs	40-85+ yrs
2C	14	AFFLUENT MATURE COUPLES & SINGLES SOME WITH SCHOOL AGE CHILDREN	1.20	5-15 yrs	45-65+ yrs
2D	14	WEALTHY SUBURBAN PROFESSIONALS IN MIXED TENURE	0.38	0-15 yrs	20-44 yrs / 65-85+ yrs
3		WEALTHY OLDER & RETIRED HOUSEHOLDS IN SPACIOUS RURAL PROPERTIES	13.07	5-13 yrs	50-73 yrs
3A	14	WEALTHY OLDER FAMILIES IN SPACIOUS SUBURBAN & RURAL DETACHED & SEMIS	2.85	5-10 yrs	30-74 yrs
3B	13	YOUNG & MATURE COUPLES & FAMILIES IN LARGE RURAL DWELLINGS	0.84	0-18 yrs	25-59 yrs
3C	14	WELL OFF OLDER COUPLES & FAMILIES IN LARGE DETACHED & SEMIS	3.78	5-10 yrs	30-64 yrs
3D	24	WEALTHY MIXED HOUSEHOLDS LIVING IN RURAL COMMUNITIES	3.10	5-15 yrs	30-74 yrs
4		SUBURBAN HOMEOWNERS IN SMALL PRIVATE FAMILY HOMES	13.89	0-15 yrs	30-74 yrs
4A	23	EXECUTIVE HOUSEHOLDS IN SUBURBAN TERRACES & SEMIS	2.39	0-15 yrs	Mixed Ages
4B	24	PROFESSIONAL HOME OWNERS IN DETACHED & SEMI SUBURBAN	2.41	5-10 yrs	30-74 yrs
4C	24	WHITE COLLAR HOME OWNERS IN OUTER SUBURBS & COASTAL AREAS	1.04	5-10 yrs	30-74 yrs
4D	24	MATURE OWNER OCCUPIERS IN RURAL & COASTAL NEIGHBOURHOODS	3.02	Few Children	45-65+ yrs
4E	23	COUPLES & FAMILIES IN MODERN RURAL & SUBURBAN DEVELOPMENTS	2.39	0-15 yrs	25-59 yrs
4F	24	MATURE COUPLES & FAMILIES IN MORTGAGED DETACHED & SEMIS	2.84	0-15 yrs	30-59 yrs
5		COUPLES & FAMILIES IN MIXED HOUSING	8.70	5-13 yrs	30-73 yrs
5A	22	SINGLES, COUPLES & SCHOOL AGE FAMILIES IN MIXED HOUSING	0.44	0-18 yrs	20-59 yrs
5B	31	YOUNG & OLDER SINGLE MORTGAGEES & RENTERS IN TERRACES & FLATS	0.79	Few Children	20-44 yrs
5C	30	MATURE & RETIRED SINGLES IN AREAS OF SMALL MIXED HOUSING	1.63	Few Children	45-65+ yrs
5D	30	YOUNG & OLDER HOUSEHOLDS IN COASTAL, RURAL & SUBURBAN AREAS	0.87	0-18 yrs	20-59 yrs
5E	30	MATURE HOUSEHOLDS IN SCOTTISH INDUSTRIAL SUBURBS & RURAL COMMUNITIES	1.43	5-15 yrs	45-64 yrs
5F	30	YOUNG & OLDER HOUSEHOLDS IN AREAS OF MIXED TENURE	1.11	0-19 yrs	20-59 yrs
5G	30	OLDER COUPLES & SINGLES IN SUBURBAN FAMILY SEMIS	2.44	0-15 yrs	30-64 yrs
6		LESS AFFLUENT FAMILY HOUSEHOLDS	14.15	5-10 yrs	30-64 yrs
6A	33	LESS AFFLUENT COMMUNITIES IN AREAS OF MIXED TENURE	0.52	0-18 yrs	Mixed Ages
6B	34	OLDER & MATURE HOUSEHOLDS IN SUBURBAN SEMIS & TERRACES	3.00	0-15 yrs	30-74 yrs
6C	34	MIXED HOUSEHOLDS IN MOSTLY WELSH SUBURBAN COMMUNITIES & RURAL AREAS	1.18	0-15 yrs	30-64 yrs
6D	33	COUPLES & FAMILIES WITH SCHOOL AGE & OLDER CHILDREN IN SPACIOUS SEMIS	2.05	5-19 yrs	30-64 yrs
6E	33	MATURE HOUSEHOLDS IN LESS AFFLUENT SUBURBAN & RURAL AREAS	2.62	5-15 yrs	45-65+ yrs

Independent CAMEO International code (CAMEO INTL) links the national specific code (CAMEO CODE) to a range of countries, providing the means of comparing consumer types across the global marketplace.

CAMEO INTERNATIONAL ENABLES YOU TO PROFILE ALL YOUR CUSTOMERS WITH A SINGLE CLASSIFICATION SYSTEM.

Multi-Country Applications— CAMEO International

CAMEO is not just an independent classifier of an individual country's population. Working alongside the CAMEO country classifications, the CAMEO International system helps you take a single global view of your customer base. The CAMEO International system reflects a clustering of the CAMEO data for individual countries, each of which is assigned an International code of 1 to 25 categories based on Affluence and Lifestage.

CAMEO International enables you to profile all your customers with a single classification system, regardless of their nationality. This revolutionary development empowers you to gain an unparalleled insight into the Affluence and Lifestage characteristics of your customers.

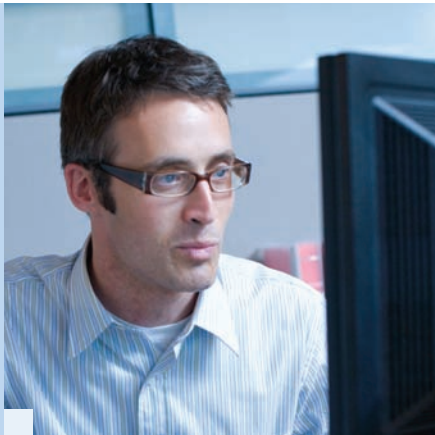
This means that you can easily profile your customers in one country (for instance your domestic market) and use this insight to identify your best prospects in any other country, ultimately helping you to enter new markets and find the most profitable prospects in new places.

CAMEO INTERNATIONAL AFFLUENCE CODE	CAMEO INTERNATIONAL CATEGORY DESCRIPTION
1	Wealthy Households
2	Prosperous Households
3	Comfortable Households
4	Less Affluent Households
5	Poorer Households

CAMEO INTERNATIONAL LIFESTAGE CODE	CAMEO INTERNATIONAL CATEGORY DESCRIPTION
11	Pre-Family Couples & Singles
12	Young Couples With Children
13	Families With School Age Children
14	Older Families & Mature Couples
15	Elders in Retirement

Example of CAMEO 2-digit International Affluence and Lifestage codes

The classification is transferable, enabling users to enter new overseas markets by locating and targeting 'look-a-like' consumers in any other country. CAMEO International is grouped into 5 Affluence Types and then further divided into 5 Lifestage categories, providing 25 possible codes in total (select countries may have fewer). This unique 2-digit code is built into all International classifications, whenever possible, enabling similar neighborhood types to be identified across countries.



CAMEO Classification System

Core Demographics from EuroDirect

EuroDirect also provides a variety of core demographic information, which varies in availability and breadth of variables available, by country.

CAMEO: DATA AVAILABILITY BY COUNTRY

COUNTRY	CAMEO	DEMOGRAPHICS	NUMBER OF VARIABLES
Australia	Yes	Yes	118
Austria	Yes	N/A	N/A
Belgium	Yes	Yes	53
Brazil	Yes	Yes	74
Canada	Yes	Yes	203
Czech Rep	Yes	Yes	54
Denmark	Yes	Yes	54
Estonia	Yes	Yes	36
Finland	Yes	Yes	207
France	Yes	Yes	53
Germany	Yes	Yes	31
Hong Kong	Yes	Yes	35
Hungary	Yes	Yes	178
Ireland	Yes	Yes	TBD
Italy	Yes	Yes	175
Japan	Yes	N/A	TBD
Mexico	Yes	Yes	122
Netherlands	Yes	Yes	70
New Zealand	Yes	Yes	183
Norway	Yes	Yes	86
Philippines	Yes	N/A	N/A
Poland	Yes	N/A	N/A
Portugal	Yes	Yes	30
Scotland	Yes	Yes	116
Singapore	Yes	Yes	36
Slovakia	Yes	Yes	91
South Africa	Yes	Yes	339
Spain	Yes	Yes	124
Sweden	Yes	Yes	32
Switzerland	Yes	Yes	120
USA	Yes	Yes	156
UK	Yes	Yes	116

This table shows the availability of the CAMEO segmentation system across countries, as well as the availability and number of core demographic variables available by country. Some countries, such as Austria may have CAMEO lifestyle and segmentation classifications available, while the core or "raw" demographic information is not available. Several countries, such as Japan, have demographic data available that is being finalized, so the current number of variables is still "to be determined."

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Specifications

Data Format: MapInfo TAB file

Application Compatibility: AnySite, TargetPro, MapInfo Professional