

Udirect | Consumer Databases



Your Most Reliable Source of Consumer Databases

Figures as at Jan 2010

Pick a Path. We'll help you get there.

Singapore | Malaysia

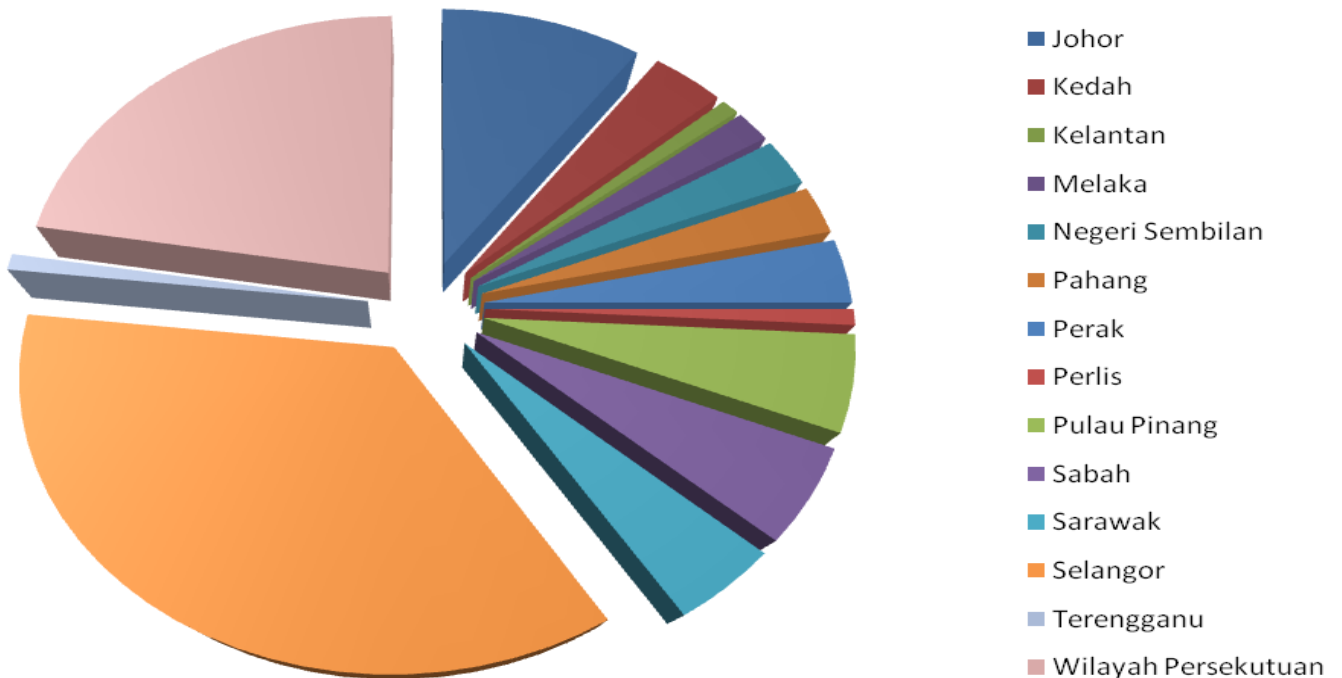
DATA COUNT BY STATE

State	Estimate
Johor	11,000
Kedah	4,000
Kelantan	1,000
Melaka	2,000
Negeri Sembilan	3,000
Pahang	3,000
Perak	4,000
Perlis	1,000
Pulau Pinang	6,000
Sabah	6,000
Sarawak	5,000
Selangor	40,000
Terengganu	1,000
Wilayah Persekutuan	25,000
Total	112,000

Some campaigns require consumer data within specific areas. With Udirect's consumer database, you can identify specific locations to minimize your **marketing cost and maximize your campaign success rate.**

Advantages:

- Over 112,000 consumer records categorized by state
- Ideal for campaigns targeting specific locations
- Specific targeting is important as this saves you cost
- Maximizes your potential earnings because your campaign is specifically targeting your direct market
- Success rate will be maximized through Udirect's comprehensive consumer contact details



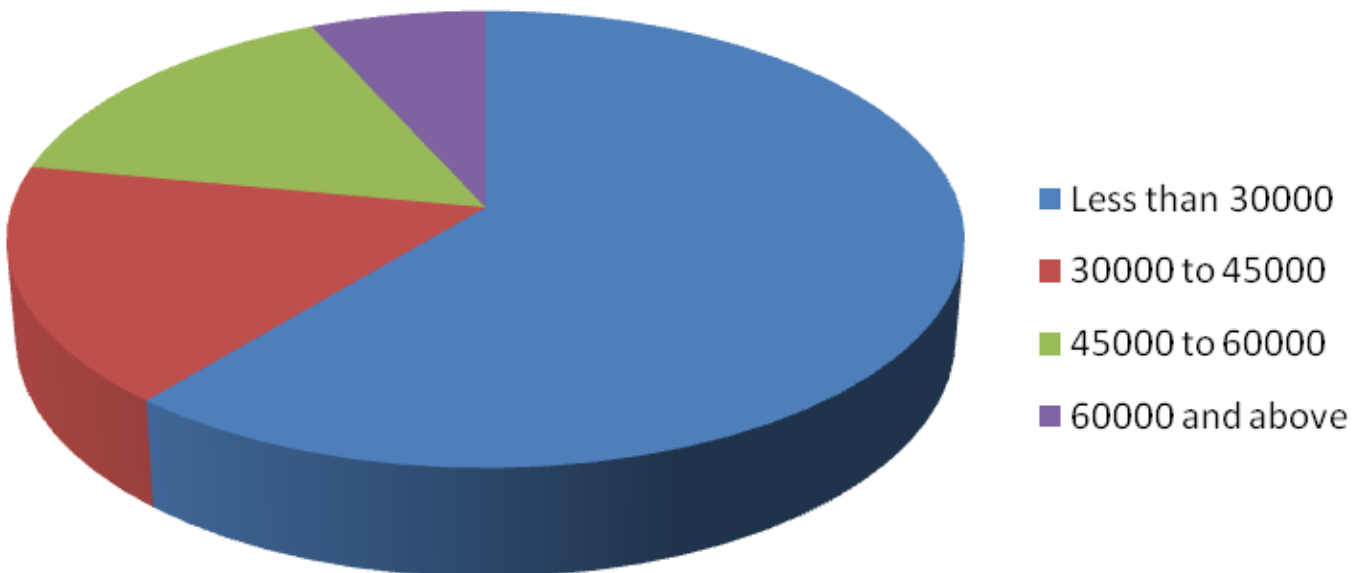
DATA COUNT BY SALARY RANGE

Salary Range Type (RM)	Estimate
Less than 30000	180,000
30000 to 45000	50,000
45000 to 60000	45,000
60000 and above	20,000
Total	295,000

Trying to find out which type of salary range consumers are earning? There is no need to spend so much time and run campaigns to secure this information. With Udirect's consumer database, we can provide you consumer data based on the individual earning income.

Advantages:

- Over 295,000 consumer records categorized by the type of earning income.
- Ideal for campaigns targeting specific card users
- Perfect for promotions tied with spending power
- Marketing approach can be customized resulting to a higher success rate



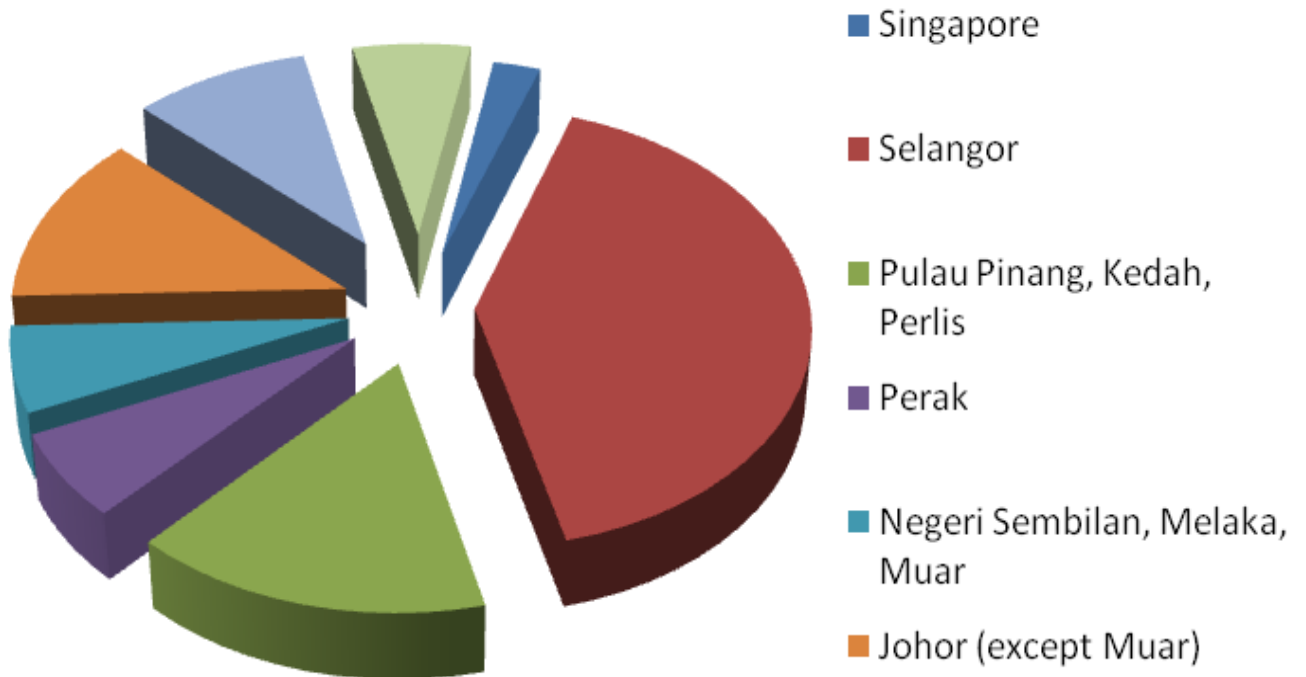
DATA COUNT BY CONTACT NUMBER

Area	Estimate
Singapore	8,000
Selangor	130,000
Pulau Pinang, Kedah, Perlis	50,000
Perak	20,000
Negeri Sembilan, Melaka, Muar	20,000
Johor (except Muar)	40,000
Sabah, Sarawak Kelantan, Pahang (except Cameron Highlands) & Terengganu	20,000
Total	318,000

Need to run a telemarketing campaign? How about a survey or a lead generation project? Udirect's consumer database includes contact numbers so you can easily run these types of campaigns. Udirect also maintain an in-house call centre with specific skill-sets and language expertise ideal for any of your telemarketing needs.

Advantages:

- Over 318,000 consumer records with contact numbers
- Ideal for campaigns which require telephone interaction
- Telemarketing professionals with specific skill-set and language expertise can help you maximize your campaign



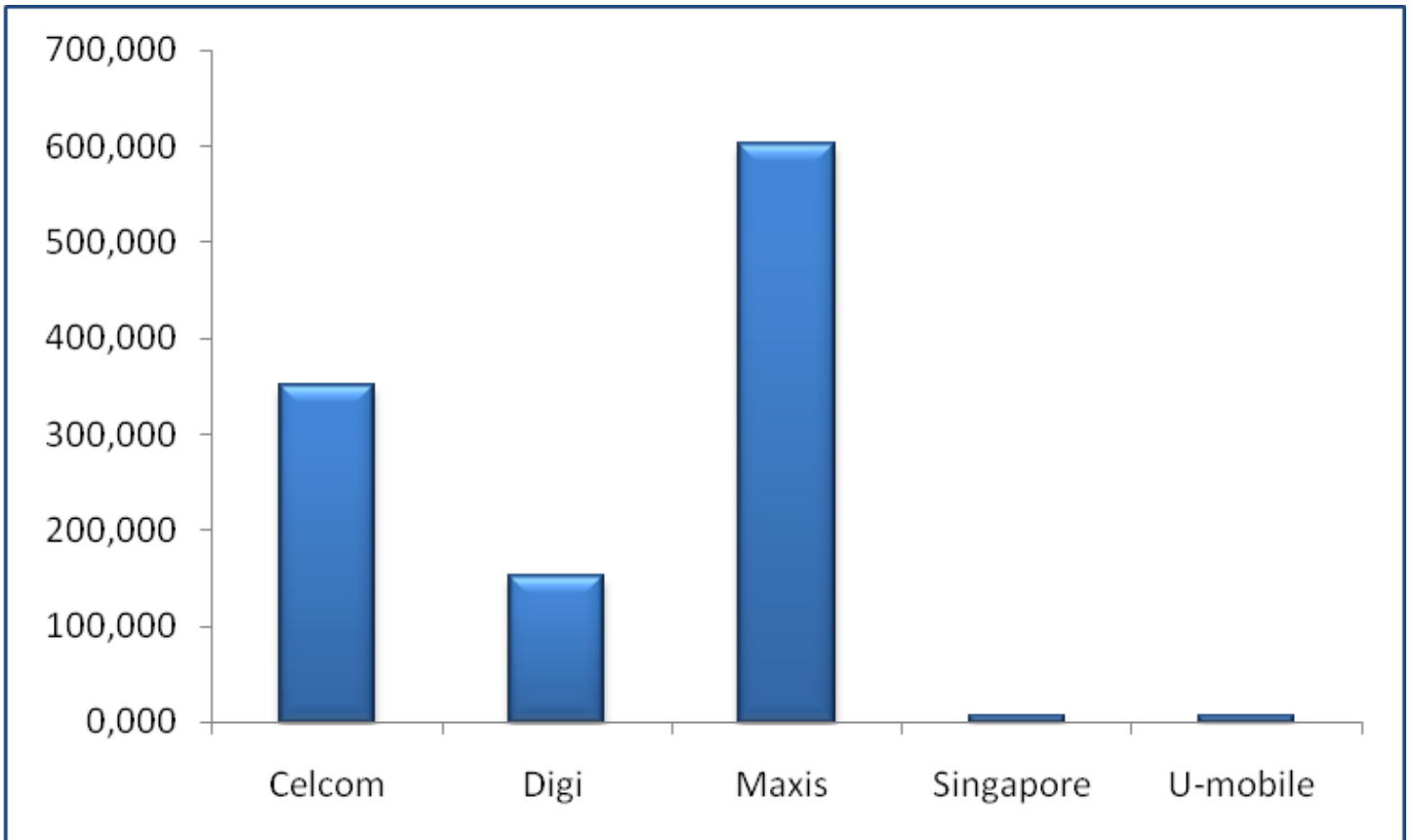
DATA COUNT BY MOBILE OPERATOR

Operator	Estimate
Celcom	350,000
Digi	150,000
Maxis	600,000
Singapore	5,000
U-mobile	5,000
Total	1,110,000

Guessing games are over. Precise and efficient information are important in today's marketing. At Udirect, you have access to consumer information categorized by mobile operators.

Advantages:

- Over 1,110,000 consumer records categorized by mobile operators
- Ideal for campaigns targeting specific mobile operator users
- Perfect for product or service marketing via SMS broadcasting
- Ideal for mass SMS announcement for special items *on sale* and other *on-going* promotions



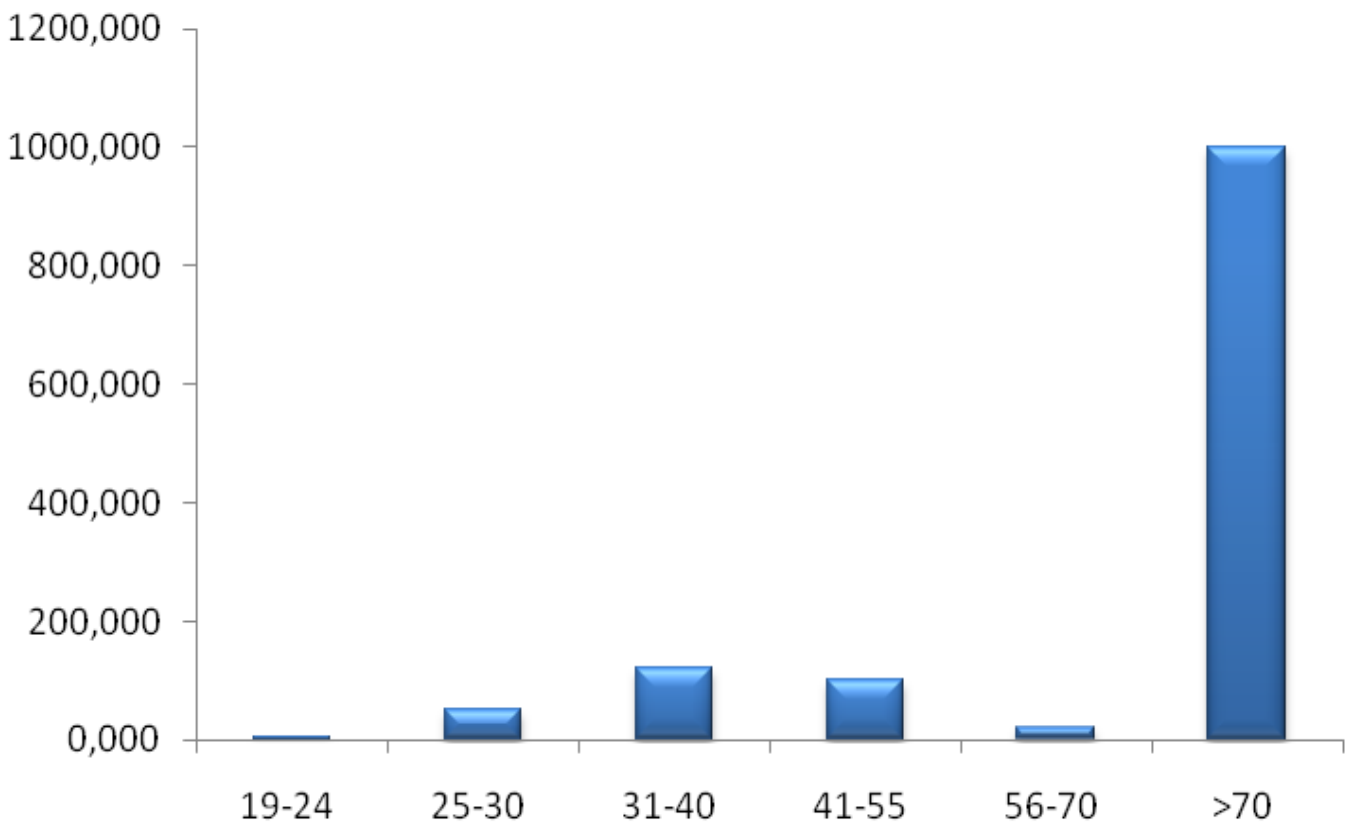
DATA COUNT BY AGE

Age Range	Estimate
19-24	6,000
25-30	51,000
31-40	120,000
41-55	100,000
56-70	20,000
>70	1000
Total	298,000

There's no "one-size fits all" in consumer marketing because some consumer products can be very specific. At Udirect, we are able to look at the data and extract specific information based on your requirement. Consumer data categorized by age is just an example of how detailed and specific our database can be.

Advantages:

- Over 298,000 consumer records categorized by age
- Ideal for age-sensitive or age-specific products or promotion
- Campaign can be customized resulting to a higher response or success rate
- Avoid sending "non-related" marketing campaigns or promotions



DATA COUNT BY SPECIAL CONSUMER GROUP

Young People	Estimate
Age 19-24	6,000
Age 25-30	51,000
Total	57,000

Young Executive	Estimate
Young Executive – 2 to 5 years after graduation	40,000
Total	40,000

Credit Card User	Estimate
Credit Card User	400,000
Total	400,000

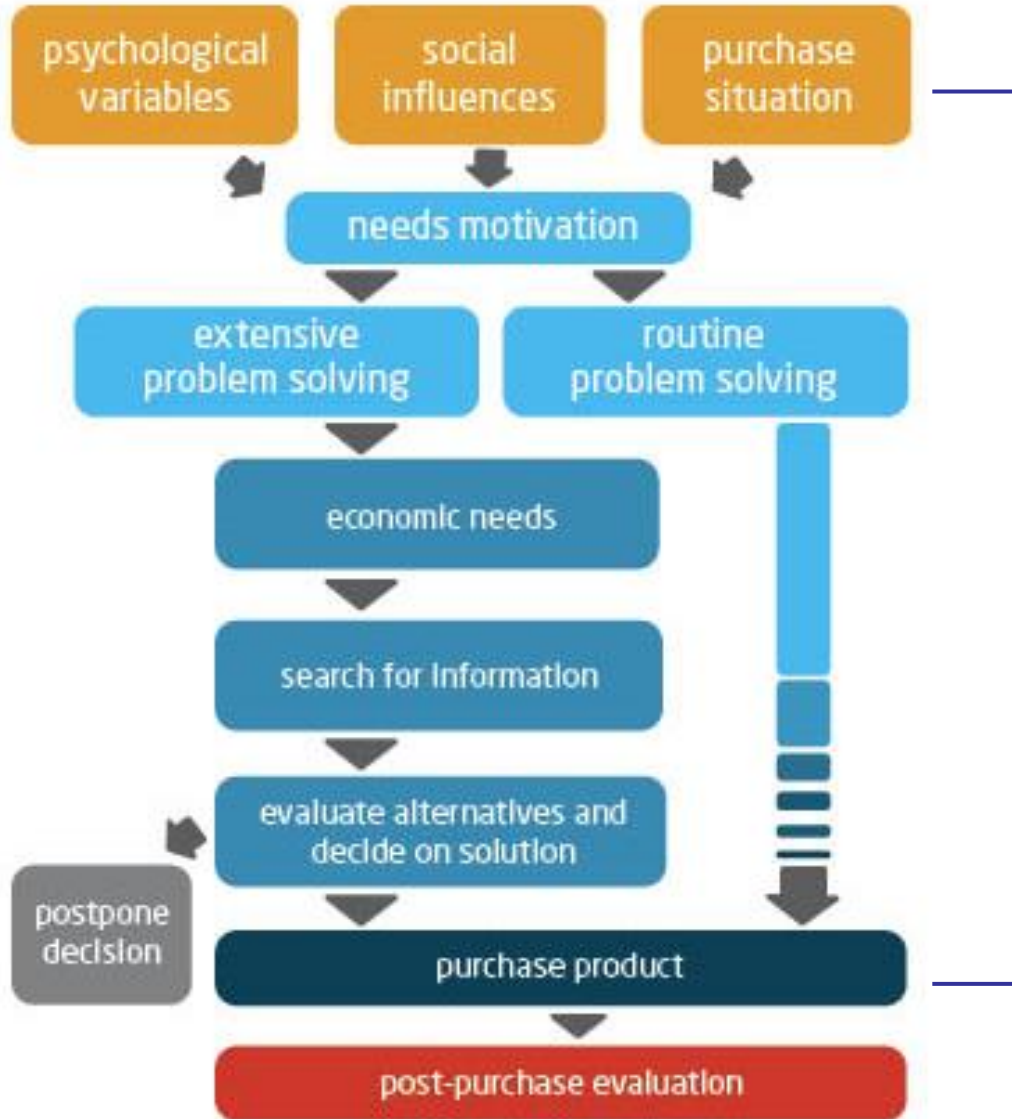
High Net Worth Individuals	Estimate
High Net Worth Individuals	40,000
Total	40,000

Professions	Estimate
Professional	40,000
Junior Manager	5,000
Middle Manager	35,000
Senior Manager	8,000
Directors	30,000
Total	118,000

Professionals	Estimate
Engineer	3,000
Medical Practitioner	1,000
Accountant	8,000
Auditor	1,000
Architect	1,000
Lawyer	3,000
Total	17,000

Motherhood	Estimate
Mothers with child age 1 to 6	5,000
Total	5,000

the consumer purchase decision process



Your Opportunity Space

Marketing in today's time is no guessing game.

You have this much opportunity-space to **plan** your marketing strategy, promotional techniques and pricing models. Unfortunately time and consumer data are significant factors that can make or break your well-thought plan.

Don't take the risk, eliminate unnecessary costs, be target-specific, maximize your campaign, minimize your costs and make the smart choice. Go for Udirect consumer database.