

# Udirect | B2B Corporate Databases



*Your Most Reliable Source of Corporate Databases*

Figures as at October 2009

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

Singapore | Malaysia

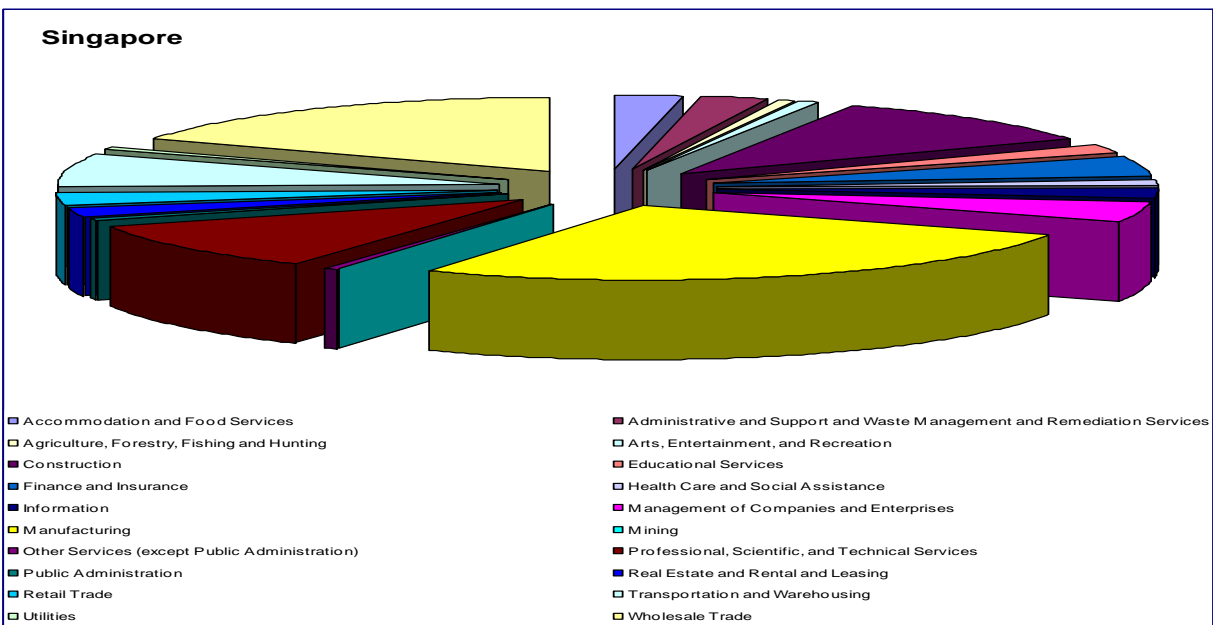
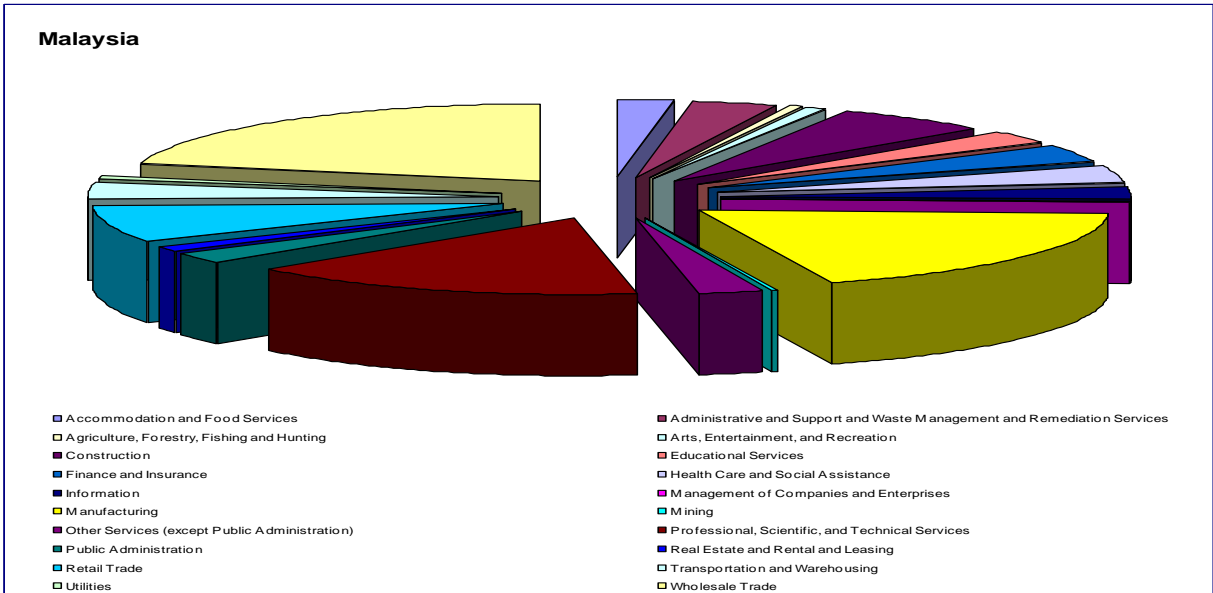
## DATA COUNT BY INDUSTRY

Industry	Malaysia	Singapore	Total
Accommodation and Food Services	900	1400	2300
Administrative and Support and Waste Management and Remediation Services	1300	1400	2700
Agriculture, Forestry, Fishing and Hunting	300	310	610
Arts, Entertainment, and Recreation	300	380	680
Construction	2400	6100	8500
Educational Services	1100	1100	2200
Finance and Insurance	1500	2300	3800
Health Care and Social Assistance	1500	800	2300
Information	900	1160	2060
Management of Companies and Enterprises	200	2500	2700
Manufacturing	7500	14800	22300
Mining	200	100	300
Other Services (except Public Administration)	1,000	300	1300
Professional, Scientific, and Technical Services	6300	5800	12100
Public Administration	900	400	1300
Real Estate and Rental and Leasing	400	1000	1400
Retail Trade	3,200	1600	4800
Transportation and Warehousing	1400	4000	5400
Utilities	200	320	520
Wholesale Trade	8,600	9900	18,500
<b>Grand Total</b>	<b>40100</b>	<b>55670</b>	<b>94770</b>

Some campaigns require corporate data only on specific industries. With Udirect's corporate database, you can identify specific industries to minimize your marketing cost and maximize your campaign success rate.

### Advantages:

- Over 60,000 consumer records categorized by industries across Malaysia and Singapore
- Ideal for campaigns targeting specific industries
- 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 corporate contact details



## DATA COUNT BY EMPLOYEE SIZE

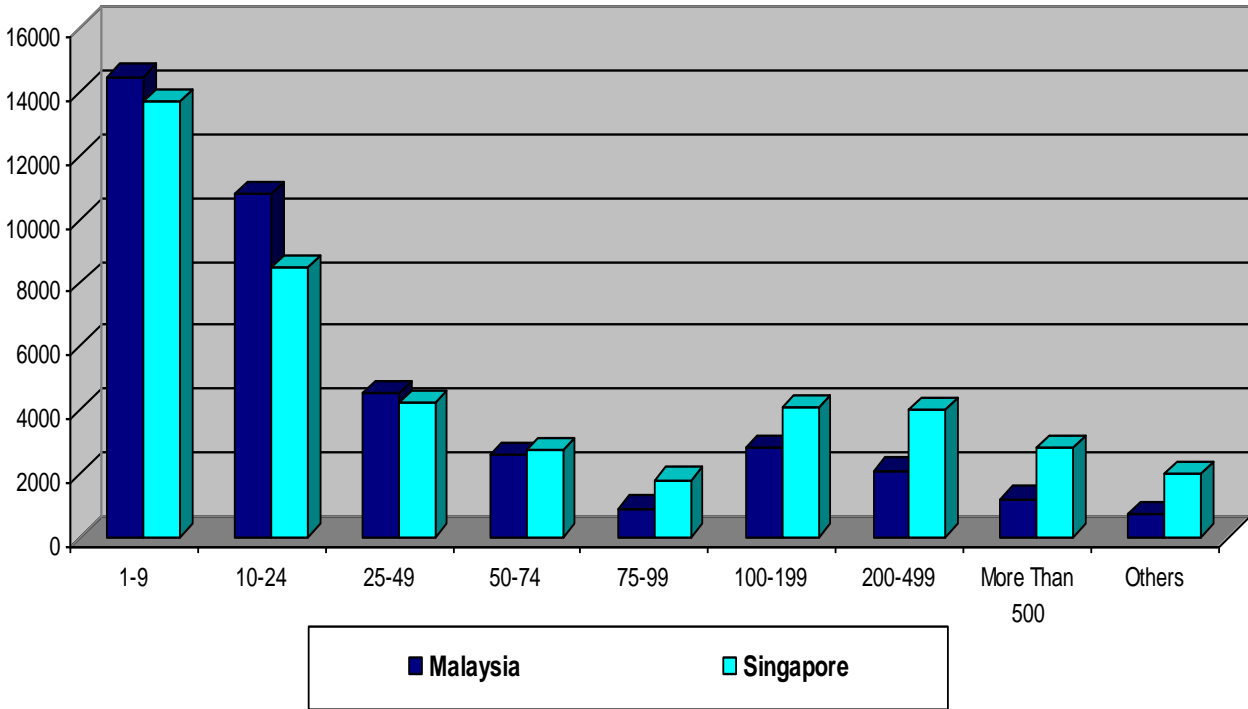
Employee Size	Malaysia	Singapore	Total
1-9	14500	13700	28200
10-24	10800	8500	19300
25-49	4500	4200	8700
50-74	2600	2700	5300
75-99	900	1800	2700
100-199	2800	4100	6900
200-499	2100	4000	6100
More Than 500	1200	2800	4000
Others	700	2000	2700
<b>Grand Total</b>	<b>40100</b>	<b>23170</b>	<b>83900</b>

Trying to find out which type of organization your target corporate customers? With Udirect's corporate database, we can provide you corporate data based on the type of organization

### Advantages:

- Over 60,000 companies records categorized by the type organization
- Ideal for campaigns targeting specific size of an organization
- Perfect for marketing/product campaign that target to different size of an organization
- Marketing approach can be customized resulting to a higher success rate

**Employee Size : MY & SG**



## DATA COUNT BY SERVER SIZE

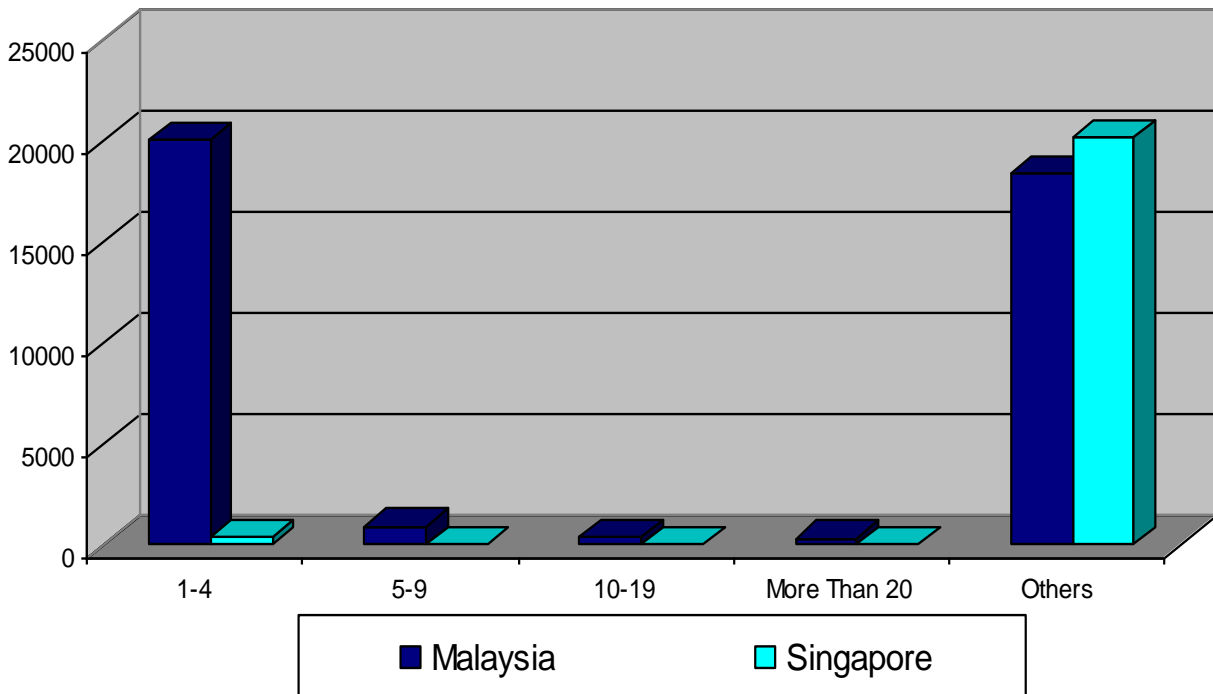
Server Size	Malaysia	Singapore	Total
1-4	20100	400	20500
5-9	900	10	910
10-19	400	10	410
More Than 20	300	10	310
Others	18400	20200	38600
<b>Grand Total</b>	<b>40100</b>	<b>20630</b>	<b>60730</b>

Need to target on the corporate customer that has server infrastructure? Udirect's corporate database includes numbers of server so you can easily focus on the right organization for your marketing campaigns. Udirect also maintain an in-house call centre with specific skill-sets and language expertise ideal for any of your market scan to profile more technical aspects

### Advantages:

- Over 2,000 companies records with number of servers
- Ideal for campaigns which require in depth details in IT department
- Telemarketing professionals with specific skill-set and language expertise can help you maximize your campaign

## MY & SG



## DATA COUNT BY PC SIZE

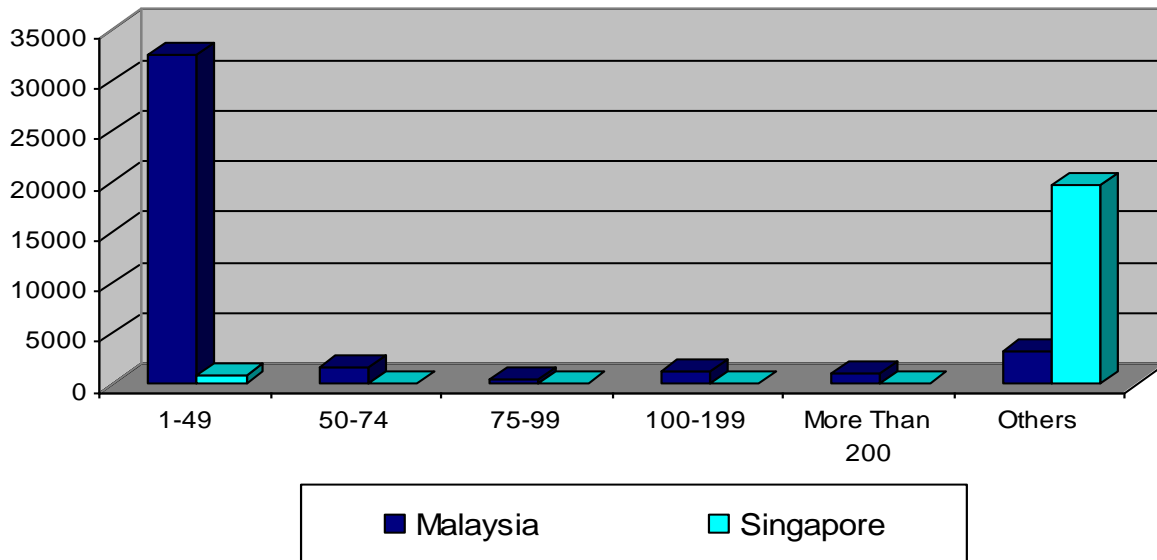
PC Size	Malaysia	Singapore	Total
1-49	32500	900	33400
50-74	1700	10	1710
75-99	400	10	410
100-199	1200	10	1210
More Than 200	1100	10	1110
Others	3200	19690	22890
<b>Grand Total</b>	<b>40.1</b>	<b>20630</b>	<b>60730</b>

Run a campaign that target on the organization that has specific size of PC? With Udirect comprehensive corporate database, you don't have to worry to send direct marketing message to the wrong organization that has mostly blue collar worker where don't allocate much PC in that organization

### Advantages:

- Over 60,000 companies records categorized by PC size group
- Ideal for campaigns targeting specific computer software/system users
- Perfect for product or service marketing via email broadcasting

## MY & SG



## DATA COUNT BY LISTED COMPANY

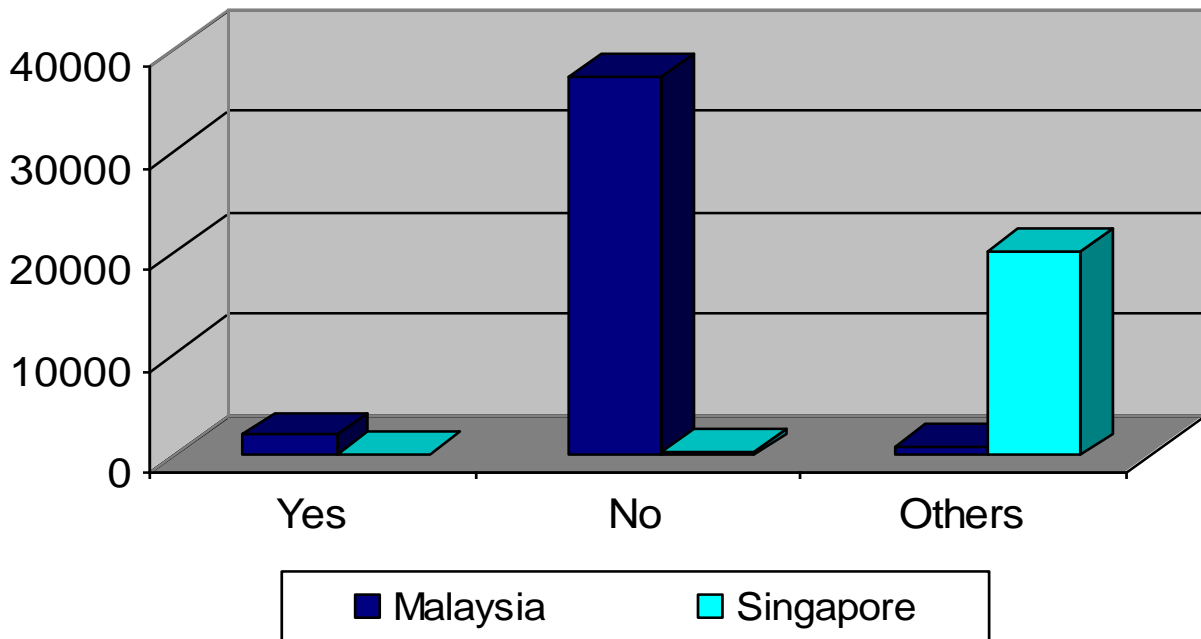
Listed	Malaysia	Singapore	Total
Yes	2000	120	2120
No	37300	300	37600
Others	800	20210	21010
<b>Grand Total</b>	<b>40100</b>	<b>20630</b>	<b>60730</b>

To create market strategies and realistic sales projections, divide the market into workable segments. This practice allows you to focus on more defined subsets of target customers or decision maker who are "most likely" to buy from you.

### Advantages:

- Ideal for campaigns that focus on different type of decision maker for different type of an organization's structure
- Campaign can be customized resulting to a higher response or success rate
- Avoid sending "non-related" marketing campaigns or promotions

## MY & SG



## DATA COUNT BY GENDER

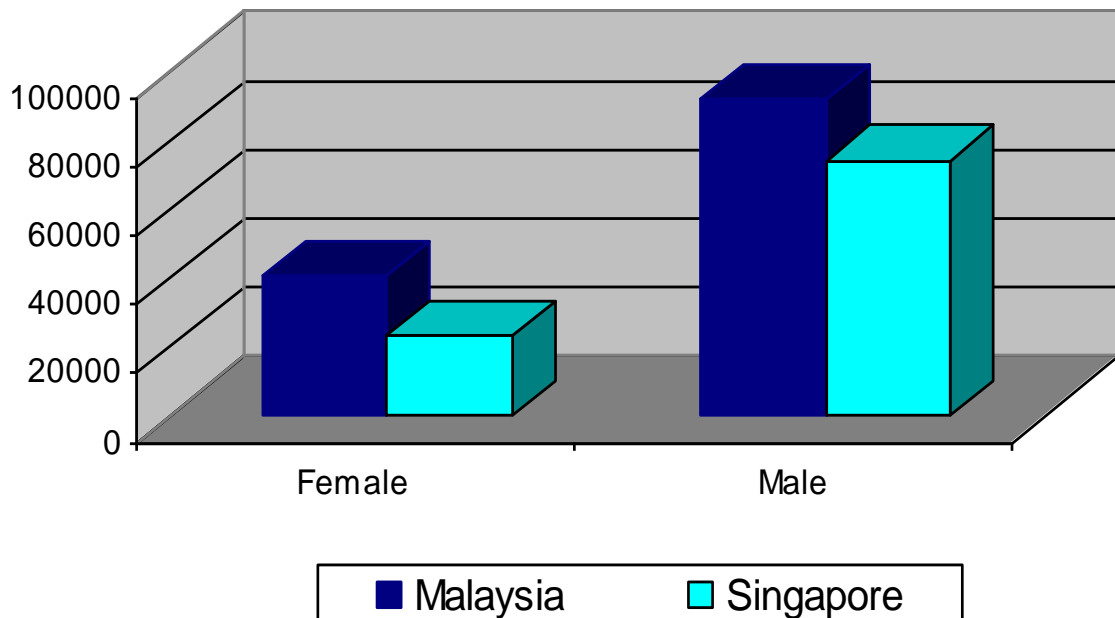
Gender	Malaysia	Singapore	Total
Female	41200	23600	64800
Male	92200	74400	166600
<b>Grand Total</b>	<b>133400</b>	<b>98000</b>	<b>231400</b>

Udirect comprehensive corporate database can be to identify target market for consumer as well

### Advantages:

- Over 172,000 contacts categorized by gender
- Ideal for gender-sensitive or gender-specific products or promotion
- Campaign can be customized resulting to a higher response or success rate
- Avoid sending "non-related" marketing campaigns or promotions
- Another option to increase consumer base

## MY & SG



## DATA COUNT BY ETHNIC GROUP

Group	Malaysia	Singapore	Total
Chinese	84400	75400	156400
Eurasian	200	10	210
Expat	2500	5000	7500
Iban	100	-	100
Indian	7900	800	8700
Kadazan	100	-	100
Malay	34600	600	35200
Punjabi	800	190	990
Sabahan	200	-	200
Sarawakian	200	-	200
Others	2400	2400	4800
<b>Grand Total</b>	<b>133,400</b>	<b>81000</b>	<b>214,400</b>

Some campaigns require specific group of customer you aim to reach. With this Udirect comprehensive corporate database, you are able to identify specific group of ethnic and focused on a smaller, more profitable customer group within your total market.

### Advantages:

- Over 172,000 contacts categorized by ethnic group across Malaysia and Singapore
- Ideal for campaigns targeting different group of ethnic buying behavior
- Specific targeting is important as this saves you cost
- It maximizes your potential earnings because your campaign is specifically targeting your direct market
- Allow you to more defined subsets of target customers and more profitable customer group within your total market.

## DATA COUNT BY JOB TITLE

Job Level	Malaysia	Singapore	Total
Chief Executive Officer	9500	10200	19700
Chief Financial Officer	7500	2000	9500
Chief Information Officer	6400	1250	7650
Chief Operations Officer	3400	1000	4100
Consultant	500	500	1000
Deputy Director	300	430	730
Director	35400	27100	62500
Engineer	1200	240	1440
Executive	11000	3500	14500
General Manager	6700	8100	14800
Manager	28600	12400	41100
Officer	2300	1650	3950
Others	17600	1500	19100
Personal Assistant	200	650	850
Secretary	1900	500	2400
Supervisor	700	130	830
Vice President	200	3100	3300
<b>Grand Total</b>	<b>133400</b>	<b>74250</b>	<b>207650</b>

Talk to the right person is the key of improve the successful response of marketing campaigns. With Udirect's corporate database, you are able to identify the right person to talk to and maximize the return of your investment

### Advantages:

- Over 172,000 job title categorized from entry level workers to top management across Malaysia and Singapore
- Ideal for campaign that target not only the Tech Decision-Maker, but also the Business to-Business Professional, Business Decision Maker and the highly educated, upscale Consumer – all with the power to purchase and make decision.

## DATA COUNT BY EMAIL

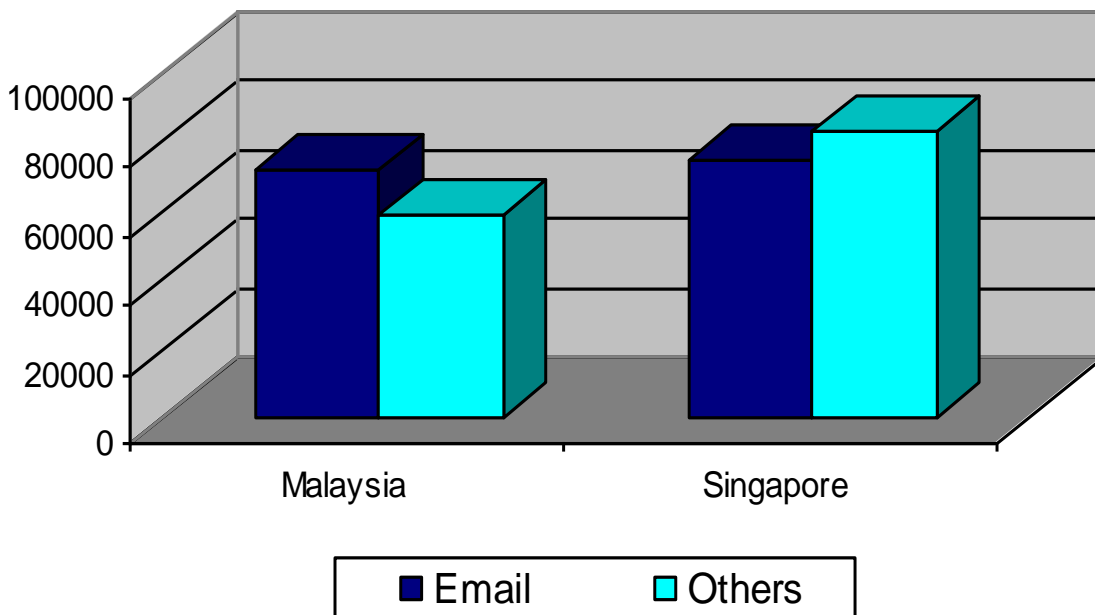
Email	Malaysia	Singapore	Total
Email	71913	74400	109600
Others	59155	83230	83230
<b>Grand Total</b>	<b>173500</b>	<b>157630</b>	<b>331130</b>

Keep in mind that for target marketing to be successful, you must ensure you can reach the target market with your available resources. With Udirect comprehensive corporate database, you can select the proper channel to communicate with your target audience to create awareness

### Advantages:

- Over 71913 contact records with email address
- Ideal for email marketing campaign and cost saving
- Campaign can be customized resulting to a higher response or success rate
- Avoid sending "non-related" marketing campaigns or promotions

## MY & SG



## COMPANY TYPE

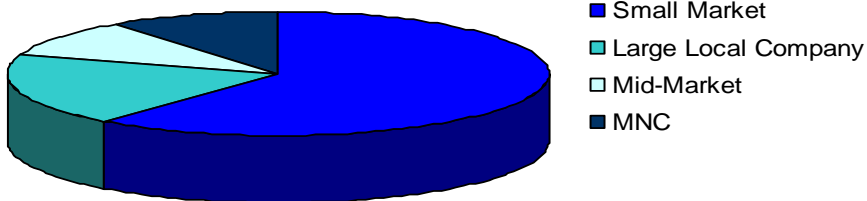
Account Type	Malaysia		Singapore	
	Company	%	Company	%
Small Market	24500	59.32%	24300	69.30%
Large Local Company	7600	18.40%	4900	17.90%
Mid-Market	3900	9.44%	9500	8.20%
MNC	4100	9.93%	3230	4.50%
<b>Grand Total</b>	<b>40100</b>	<b>100%</b>	<b>41930</b>	<b>100%</b>

Define the type of target market is very crucial before the marketing of your product and services. With Udirect comprehensive corporate database, you will be more focused on the right target market in order to attract new business

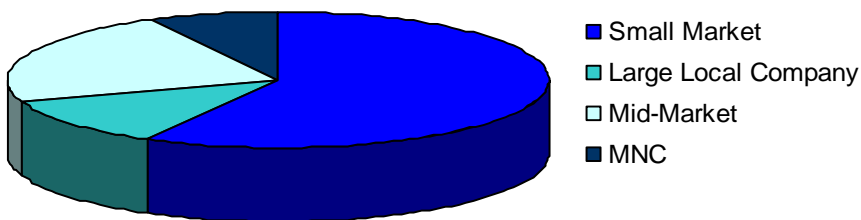
### Advantages:

- Over 60,000 company records categorized by 4 type of markets
- Campaign can be customized resulting to a higher response or success rate
- Avoid sending "non-related" marketing campaigns or promotions

### Malaysia



### Singapore



## DATA COUNT BY JOB FUNCTION

Job Function	Total
Corporate Management/Senior Management	62700
Customer Services	400
Engineering Management	8000
General Administration	1500
Government officials	17900
IT/MIS Heads	5250
IT Professionals	5900
Manufacturing/Production	14500
Middle Management / Supervisory	8000
Operations	2200
Pilots / Aircrew	900
Procurement	4500
Project Management	6700
Quality Management	9000
Research, sales & marketing	16500
Technical- Lab	1000
Technical - R&D / Design	56000
Technical- support & maintenance	6900
Training & Development	200
Travel Consulting	3900
Other Professionals	6000

When selecting the right person to talk with, the job function and job role play a very important in this. With Udirect's corporate database, we can direct you to the right person to market your products & services effectively.

### Advantages:

- Success rate will be maximized through Udirect's comprehensive corporate contact details
- Time saving and cost effective

## SUMMARY GLOBAL DATA COUNT BY COUNTRY

COUNTRY (in alphabetical order)	COUNTRY COUNTS
1.) Australia	4000
2.) Brunei	720
3.) Cambodia	1000
4.) Canada	4000
5.) China	52000
6.) Hong Kong	32000
7.) India	5000
8.) Indonesia	65000
9.) Japan	7000
10.) Kuwait	250
11.) New Zealand	800
12.) Oman	200
13.) Philippines	6000
14.) Qatar	150
15.) Saudi Arabia	200
16.) South Korea	5000
17.) Taiwan, Republic of China	10000
18.) Thailand	27000
19.) United Arab Emirates	6000
20.) Vietnam	5500

Udirect Asia includes global data for our Multi-National cliental. With this global data, your reach is no longer confined to Malaysia or Singapore but to all of Asia boundaries. With the new economic giants coming into the 21<sup>st</sup> century, globalization is the key to new growth markets, expansion and competitiveness. Talk to Udirect and review your global target criteria's.

### Advantages:

- Ideal for penetrating new markets, industries and customers.
- Tremendous competitive advantages of growth, storing and tracking key customers
- Rapidly expanding customers base making it ideal for demand generation campaigns