

Press Release

March 2008

ROMANIAN MINISTRY OF HEALTH

Bucharest, London, Costa Mesa

Geo Strategies and Experian have recently hosted a visit by a delegation from the Romanian Ministry of Health to the United Kingdom to understand how customer segmentation is used by the British Health Service and how it could bring benefits to Romania.

The delegation was led by the Romanian Minister of Health, Mr Eugen Nicolăescu who has been personally responsible for organising the first comprehensive survey of health in Romania and wanted to see how best practice is applied in the United Kingdom.

Geo Strategies, Experian's partner for Romania, has been working for the past two years with the Romanian Ministry of Health to demonstrate the power of data analysis and profiling for the health sector. This substantial project has shown how this unique segmentation leads to a thorough understanding of the patterns of health when associated with demography, life-style, geography, and a wealth of other indicators.

Minister Nicolăescu commented:

'Our team is most impressed by what has been achieved to date and we were very keen to understand how Mosaic can bring real value to the Romanian health system'.

The delegation also paid visits to NHS Choices, Dr Foster and Addenbrookes Hospital in Cambridge where they were joined by the newly appointed Romanian Ambassador to the United Kingdom – HE Ion Jinga. The Ambassador was genuinely amazed by the power of Mosaic when applied to his own country and was keen to understand how the UK Mosaic could help him understand the structure of British society so that he could carry out his diplomatic job more efficiently.

Daniela Florea, CEO of Geo Strategies said:

'This has been a valuable project and this visit which has raised awareness of the universality of Mosaic as a key tool in helping to improve the quality of public health programmes. It demonstrates that Mosaic is a classification which can be applied to health applications both in the UK and internationally'.

'Mosaic is currently deployed in 29 countries and Geo Strategies will be working with the Romanian Ministry of Health to understand and prioritise investment in the health system for Romania. We shall also be identifying further applications in the Romanian public sector'.

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About Mosaic

Mosaic Romania is a completely new geo-demographic segmentation tool that classifies all of Romania's 21.6 million inhabitants into one of 45 distinct consumer types. The system has been developed by Geo Strategies in partnership with Experian, and classifies consumers into 45 neighbourhood Types, aggregated into 10 Groups.

Mosaic Romania is a powerful information tool, which is equally valuable across different market sectors. For the Government, Mosaic Romania provides an informed basis and a tool for allocating the right resources and developing appropriate communication strategies. For the commercial sector, Mosaic Romania is a tool for targeting, acquiring, managing and developing profitable customers.

About Geo Strategies

Geo Strategies was founded in 1993 and has become the leading supplier of geographic and geo-marketing intelligence for Central and Eastern Europe.

Its core expertise is built around geo-spatial information solutions, analytical and modelling tools, consumer segmentation, bespoke data services, consultancy, training, and project management.

This expertise has been developed according to internationally recognised best practices and methodologies, to which significant innovation / value is being added to make it relevant and actionable in the local context. Mosaic Romania, the national consumer segmentation framework and MicromarketerG3 Romania, is the latest development. Geo Strategies is Experian's exclusive franchise and partner for Romania.

See also: www.mosaic.geo-strategies.com

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About Experian

Experian is a global leader in providing analytical and information services to organisations and consumers to help manage the risk and reward of commercial and financial decisions. Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage. For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

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About Experian's Business Strategies Division

Experian's Business Strategies division provides a comprehensive understanding of consumers, markets and economies in the UK and around the world, past, present and future. It is a market leader in consumer profiling and market segmentation, economic forecasting and public policy research, supporting businesses, policy makers and investors in making tactical and strategic decisions. As part of the Experian group, it has access to a wealth of research data and innovative software solutions. The division's economic research team is one of the largest in the UK, devoted to analysing national, regional and local economies for a range of public and private sector clients. Its statisticians, econometricians, sociologists, geographers, market researchers and economists carry out extensive research into the underlying drivers of social, economic and market change.

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