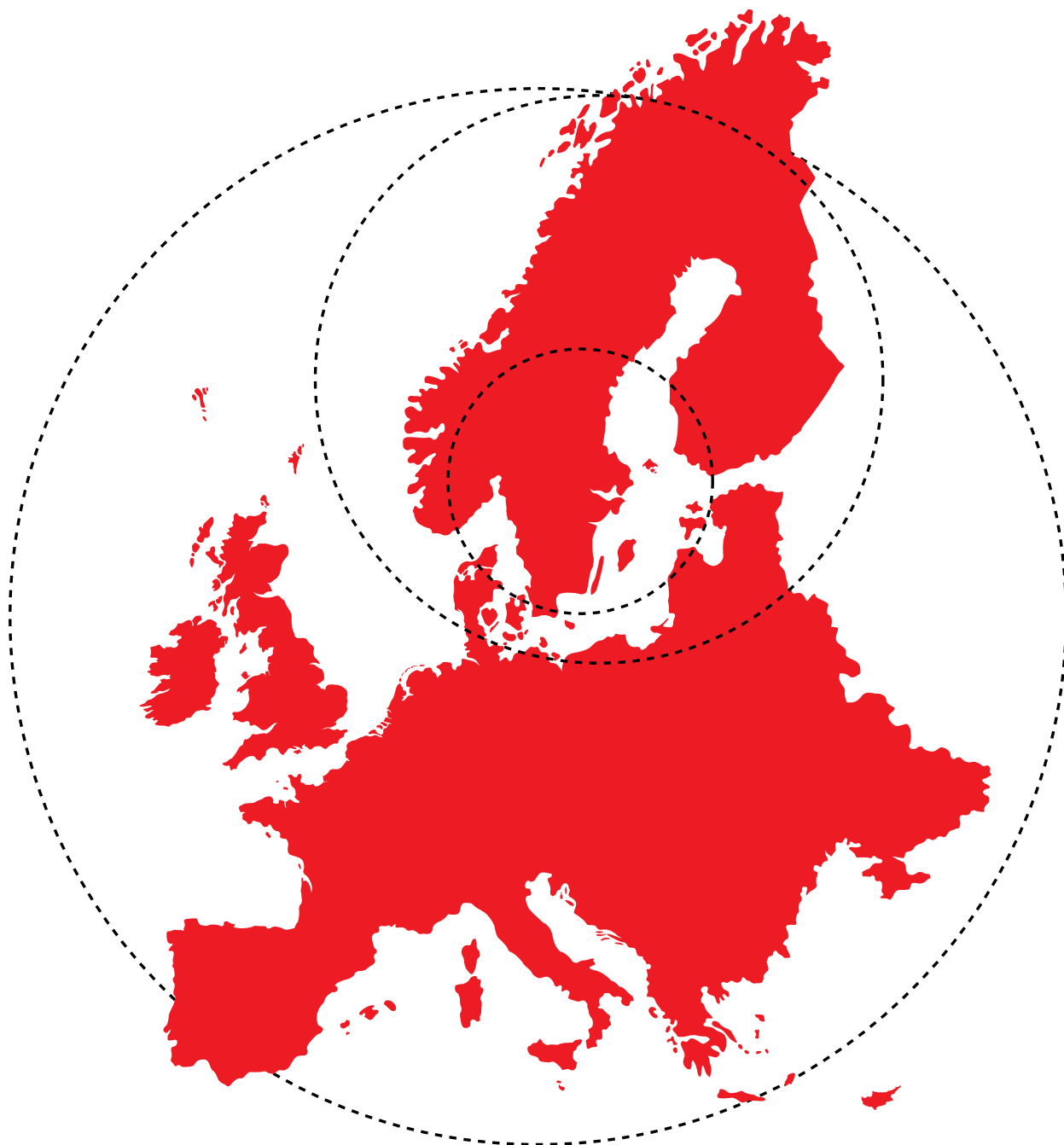


The PAR consumer database gives you the opportunity to reach 4.5 million individuals over about 3.6 million households. This information can be used for telemarketing or direct marketing purposes. You will have access to the information NIX-free to both NIX-TM and NIX-DM. The information will be supplied quickly on file in Excel or in whatever format you choose.

PAR.B2C.PAR CONSUMER TARGETGROUPS & ADDRESSES



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PAR AB | 117 90 Stockholm | www.par.se | info@par.se

Stockholm +46 8 775 36 00 Göteborg +46 31 10 53 00 Malmö +46 40 10 77 20 Örebro +46 19 21 70 40 Östersund +46 63 55 64 50

PAR.B2C.PAR CONSUMER

SELECTION OPTIONS

- Sex
- Age
- Geographical location
- Dialling code areas
- Single-family household
- Primary subscriber
- Civil registration address
- Own taxed income
- Household income (telephone number)
- Civil status (married or unmarried)
- Property holdings (yes or no)
- Rateable value
- Type of accommodation
- Own capital
- Household capital (telephone number)

UPDATING

The database is updated every day with information from all telecoms operators and Eniro 118118.

INFORMATION

This information may be used only for direct marketing and telemarketing purposes. We can supply information which includes: name, address, sex, age, geographical location and telephone number.

TELEPHONE NUMBER SETTING

If you have an address list which contains names and addresses – or maybe just address details – of private individuals, we can add telephone numbers to your list. We have developed one of the sharpest matching tools on the market which, together with our information, will give you a high percentage of hits.

PAR IN A FEW WORDS PAR is a database owner and an expert at collecting and handling large volumes of information, such as addresses, telephone numbers and market information. Depending on your needs, we deliver the pieces of the information puzzle that are useful to you – addresses, information handling services or long-term CRM solutions. Put simply, tell us who you want to reach and we'll make sure that you really hit your target – in Sweden, Scandinavia and Europe.



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