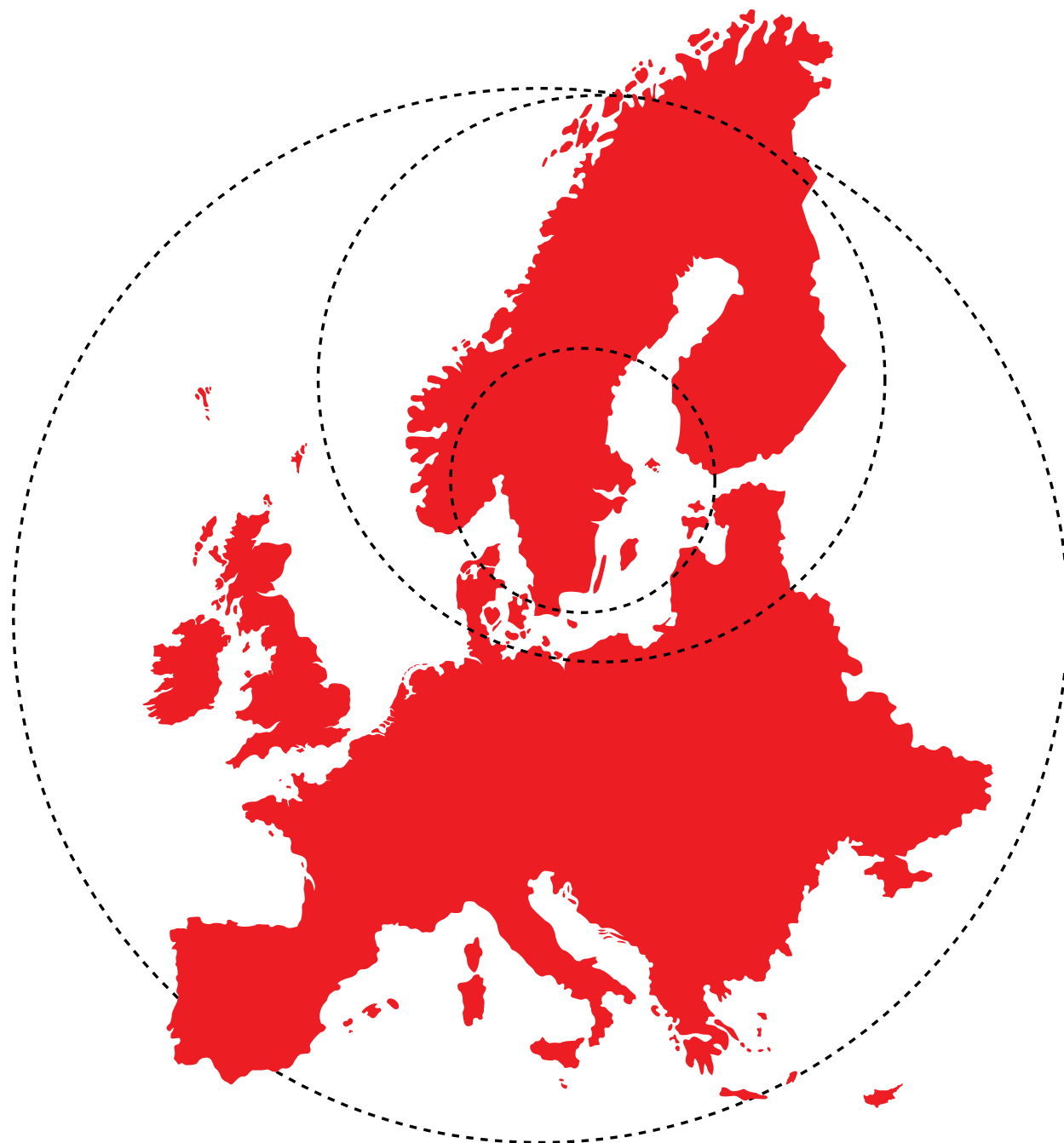


Parad is a company register with detailed information about Sweden's entire business sector, with over 1 million companies and more than 1,800,000 decision-makers. If you choose to let PAR supply your information, we will give you access to the most complete, most comprehensive databases in Sweden.

PAR.B2B.PARAD

TARGET GROUPS & ADDRESSES



WE HELP YOU TO KEEP, DEVELOP AND ACQUIRE NEW CUSTOMERS

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

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PRODUCT FACTS - PARAD

Parad is an exhaustive company register with detailed information about Sweden's entire business sector, with Swedish companies and Swedish administration. More than 1 million companies, work sites, organisations and authorities are included and it contains the names, titles and addresses of more than 1.8 million decision makers. Parad is updated every day from a range of different sources such as Statistics Sweden, postal surveys, registers, the daily and specialist press, and Bizbook. Parad is uniquely up to date, no matter what market information you require.

Companies are divided into industries, e.g. the manufacturing industry. Each industry is then divided into sectors, such as the chemical industry. These sectors are then divided into product areas, such as drugs, industrial gas, explosives, etc. Companies are also divided into nine different classes according to size. The names of individual decision makers are also provided for each company. The public sector is organised in a similar way.

GEOGRAPHICAL DISTRIBUTION

You can choose companies on the basis of county, municipality, region, dialling code area, postcode area or individual postcodes. In larger cities, this will allow you to cherry-pick interesting prospects, almost district by district.

COMPANY SIZE

Can be gauged either as the number of employees per site or by total employees, turnover or share capital. Selection on the basis of company size gives you the opportunity to select prospects with plenty of spending power or to adapt your message precisely to suit the recipient.

NAMES OF DECISION MAKERS

Mailings addressed to specific individuals work better than mailings without names, and names are very necessary at larger companies. So add the names of the decision makers you are looking for, or write to someone with an appropriate title or area of responsibility.

TYPE OF WORK SITE

You can select specific addresses by choosing from head office, branch or site.

SELECTION OPTIONS

- company type, head office, branch office, main trade, industry/target group, legal form; AB, HB/KB, EF, State unit, municipal unit, etc.
- number of employees per site or the company overall, number of sites, turnover, share capital
- postcode (of postal address or visiting address) postal region, county/municipality, region, dialling code
- companies moved over a specific period
- random selection
- financial information
- e-mail addresses (of companies or decision makers)

MARKETING INFORMATION

- company name, complete postal address and visiting address
- county, municipality, region, telephone, fax, company registration number
- names of individuals, positions
- industry affiliation
- company form, turnover, share capital, number of employees, number of sites
- head office and branches
- financial key figures such as financial strength, turnover alteration, profit alteration
- email addresses to decision makers
- web site addresses to companies

UPDATING

On average, about 30 % of company information and 40 % in consumer registers changes over the course of a year. PAR employs 25 people to work constantly on register maintenance and information refinement. Some 180.000 changes are made to the register every month (that is, 8.500 changes every day).

CHOOSE HOW YOU WANT YOUR ADDRESSES

- labels; with varying amounts of information, three or four across a page, self-adhesive or for automatic addressing, can be sorted in post code order for simple mail handling
- laser printing; for sales letters, response cards, envelopes and printed matter
- follow-up list; a detailed list which can be sorted alphabetically or according to sales district
- checklist
- file transfer by e-mail
- online on the Internet

RETURN GUARANTEE For postal returns we will repay 5 SEK each. Valid for 45 days from delivery.

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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