

Up to Date Coverage of New Zealand's Wealthiest Investors

WealthBase is a consumer segmentation solution that identifies high value investors in the New Zealand population. WealthBase differentiates on total investments and the type of investment held.

Target Based on Wealth

WealthBase identifies 3 key segments;

Affluent Investors – Highly likely to be wealthy

Aspiring Investors – Very likely to be wealthy

Safe Haven Investors - Likely to be wealthy

Insightful and Predictive Data Resources

WealthBase records are sourced from Veda Advantage's powerful New Zealand databases - Titlebase and Driving Force.

TitleBase - is an accurate, privacy compliant database of property owners covering the New Zealand market.

Driving Force - contains accurate contact data and powerful segmentation information on owners of motor vehicles within New Zealand.

Pricing

The overall pricing of a WealthBase list varies depending on the level of wealth selected, filters applied and inclusion of phone numbers. As a guide:-

Level Of Wealth	Mailing <i>per '000</i>	Telemarketing <i>per '000</i>
Affluent Investors	\$800	\$1800
Aspiring Investors	\$600	\$1600
Safe Haven Investors	\$400	\$1400

- Project Set Up Fee – from \$250
- Premium Financial & Demographic Filters - \$90 per '000
- Minimum order - \$500

Veda Advantage Data Essentials

- Fully privacy compliant
- Largest, and most accurate consumer marketing database in New Zealand
- New Zealand Marketing Association opt outs and suppressions removed
- Meets NZ Post bulk mailing discount address presentation standards
- Geo-demographic, credit and risk variables also available for profiling and enhancement purposes
- Updated quarterly

Increase Your Selection Options

Veda Advantage's data selections can also add value to your consumer target marketing. Identifying prospects that own particular types of motor vehicles may add power to your direct marketing campaigns.

Output Options

- Mailing
- Telemarketing
- Format – MS Excel, Delimited, Fixed Width
- Turnaround – Maximum 3 working days

Terms and Conditions

All list rental subject to list owner approval. The sale will be subject to Veda Advantage data sales Terms and Conditions. Due to the frequency of data updates, the data count figures cannot be guaranteed. Prices are subject to change without notice and are exclusive of GST.

Approximate Record Counts by Region

Level Of Wealth	# of Households	# of Individuals
Affluent Investors	23,000	37,000
Aspiring Investors	40,000	62,000
Safe Haven Investors	48,000	76,000
TOTAL	111,000	175,000

Of these households we can append phone numbers to approximately 60%

Counts as at 7th May 2009 and may vary as records are added and updated

Affluent Investors

Affluent Investors are sophisticated investors who are well educated, generally working within the property, finance, insurance or wholesale trade industries. This is reflected in a high level of financial literacy and an understanding of the risk return trade-off.

This segment of the market tends to enjoy multiple sources of income and a spread of asset classes and investment types. The median value of Affluent Investor's equity portfolio exceeds \$100,000.

Affluent Investors are the most likely to drive luxury cars and are also among the most likely to have multiple real estate investments.

Affluent Investors are generally from the most affluent sectors of the community, consisting of the wealthiest households in the most prestigious areas of New Zealand. This segment captures just over the wealthiest 2% of all households in New Zealand.

Aspiring Investors are likely to have a household income exceeding \$100,000p.a. Aspiring Investors are very well educated and not fixated on real estate as a means of building their wealth.

This segment is much more likely than the rest of the community to drive a luxury car and slightly more likely to be multiple property owners, even though a majority currently rent their own home. The equity portfolio for Aspiring Investors has a median value of \$93,000.

Aspiring Investors are less likely to be risk averse as they focus on generating wealth rather than wealth by accumulation. Aspiring Investors represent the next 4% of wealthy households in New Zealand.

Aspiring Investors

Aspiring Investors consists of three dominant types of households that are closely related to life stage

1. Young Wealthy Households
 - Young professional singles living in high density areas. More likely to rent than own a property
2. Emerging Wealthy Households
 - Tend to have higher disposable incomes. They are generally single or couples with young children.
3. Settling Wealthy Households
 - Established families who have acquired assets like their own home and luxury cars.

Safe Haven Investors

Safe Haven Investors have a range of investments. Not only do they have a high likelihood of investing in shares but they are also more likely to invest in property. This segment captures the next 4% of wealthy households in New Zealand. The median value of the equity portfolio is around \$75,000.

Safe Haven Investors are predominantly middle-aged, older singles and couples who own large suburban houses and are generally self-made. During their working life members of this segment were most likely tradesmen and small business owners. This segment also has a significant proportion of self funded retirees.

This segment is more conservative in their investment decisions and is the most likely to own multiple real estate investments. Safe Havens can be reliant on investment returns to preserve their standard of living and hence have preference for safe investments. This segment is the most risk averse of the WealthBase segments and has accrued their wealth over time, rather than pursued wealth as a specific goal.

Safe Haven Investors tend to have above average personal and household incomes generated from a diverse range of investments, pensions and annuities. They tend to have a low credit risk profile.