

what can ChoiceIT do for you?

- Sharpen customer focus
- Bring you new customers
- Identify what customers really want

www.choiceit.com

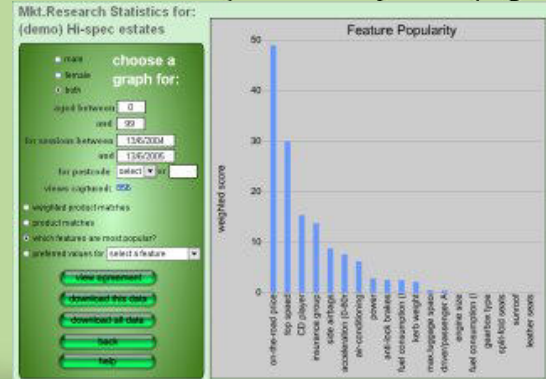
Powerful comparison-shopper website where consumers apply simple or in-depth personal preferences to choose products & services

Consumer preferences dynamically accumulate to provide an on-line database for your marketing intelligence

for marketing: (how valuable is this?)

Over the last 6 months for men aged (35-42) in the Guildford area?

- What pricing was acceptable?
- Which options were preferred?
- What features were most important / irrelevant?
- How your product rates against the competition.
- Contrast with the period before your campaign?



Note: Screen-shots represent test data - not actual values

for consumers:

- Simple (e.g. price only) or in-depth comparisons based on **personal preferences**
- Apply requirements to visually eliminate non-qualifying products leaving personalised shortlist
- Full details with links to signed up retailers
- Free, impartial and clear



Note: Screen-shots represent test data - not actual values

for traders:

- Additional internet product showcase
- Content-Managed your data on-line
- Highly focused customers (already shortlisted your product) redirected to your retailer websites
- Multi-product flexibility for retailers



e-commerce - what future?

1. \$15.5b e-commerce on-line sales for 2004/q1 (28.1% increase over 2003/q1)
2. 69% consumers favour mechanisms that skip or block advertising completely
3. U.S. on-line retail will reach nearly \$ 230b by 2008
4. Majority of on-line shoppers use shopping search engines to save time (54%)
5. UK on-line sales rose to a record £40 billion last year(2003)
6. More than 81.2% of adults with web access have made on-line purchases
7. 75% of adults say they will purchase on-line, if they browse for items there
8. 77% of U.S. on-line consumers use a search function
9. 34% say they are more likely to buy from a site having a comparison guide

(1)Census Bureau/Dept of Commerce (2)Yankelovich Partners Inc. (3)Forrester Research (4)ForeSee Results (5)Office for National Statistics (6)Nielsen/NetRatings (7)Cyber Dialogue (8)(9)Price Waterhouse Coopers

introductory offer

Manufacturers: only £10 for a full year!

Retailers & Service Providers: £49 for a full year