

Lightspeed Research Financial Services Group

Developing actionable strategies to profitably increase market share requires a clear understanding of your customers and prospects.

The Lightspeed Research *Financial Services Group* provides credit card issuers, retail banks, payment networks and other industry stakeholders with data-driven solutions that inform business strategies.

Lightspeed provides unparalleled insight into consumers' use of credit, debit, banking and alternative payment products. We passively gather information from their financial accounts and merge it with third-party behavioral datasets, survey-based attitudinal insights, and industry expertise. The information we leverage is:

- **Comprehensive** – We provide a “full wallet” view across customers' many financial services relationships. In addition, we profile consumers based on demographics, credit usage / risk dynamics, and interests / associations.
- **Granular** – Lightspeed's innovative data collection techniques provide a detailed view of account characteristics (i.e., product pricing, credit line, rewards), cardholder behavior (i.e., payment profile, utilization, spend volume, delinquency) and transaction details (i.e., merchant-level information, fees).
- **Longitudinal** – Our data collection methodology generates very little panelist attrition, resulting in a consistent set of consumers. This enables us to identify trends on a quarter-over-quarter or year-over-year basis.
- **Applied** – Our analysts and consultants apply their skills and industry experience to transform data from “interesting” or “nice to know” into actionable insights that drive marketing and portfolio management strategies.

We provide clients with:

- Full-wallet analysis of consumers' credit card ownership and usage
- An understanding of the relationships and dependencies across all consumer loan products
- Trended changes in banking account behaviors and usage (debit, checks, ATM, and bill pay)
- Demographic profiles, consumer perceptions, and preferences that drive product development and product management

Examples of client projects and recent analyses completed:

- Credit card cross-ownership
- Product and feature development / alignment
- Direct mail and online creative testing

- Risk-based segmentation and analysis
- Credit vs. debit strategies
- Co-brand opportunity identification

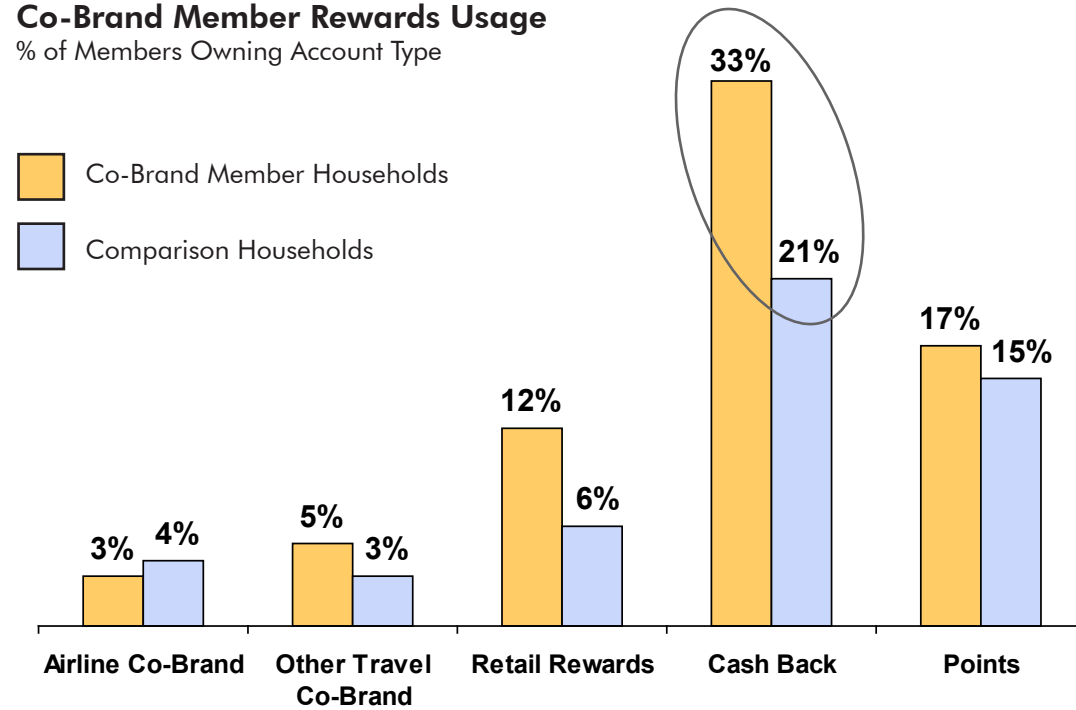
- Customer segmentation
- Rewards program alignment
- Pricing strategies
- Fee assessment and waiver strategies

Credit Card Rewards Ownership – Co-Brand Example

Product-level ownership and usage detail provides insights into the products and features customers and prospects find of most value.

Co-Brand Member Rewards Usage

% of Members Owning Account Type



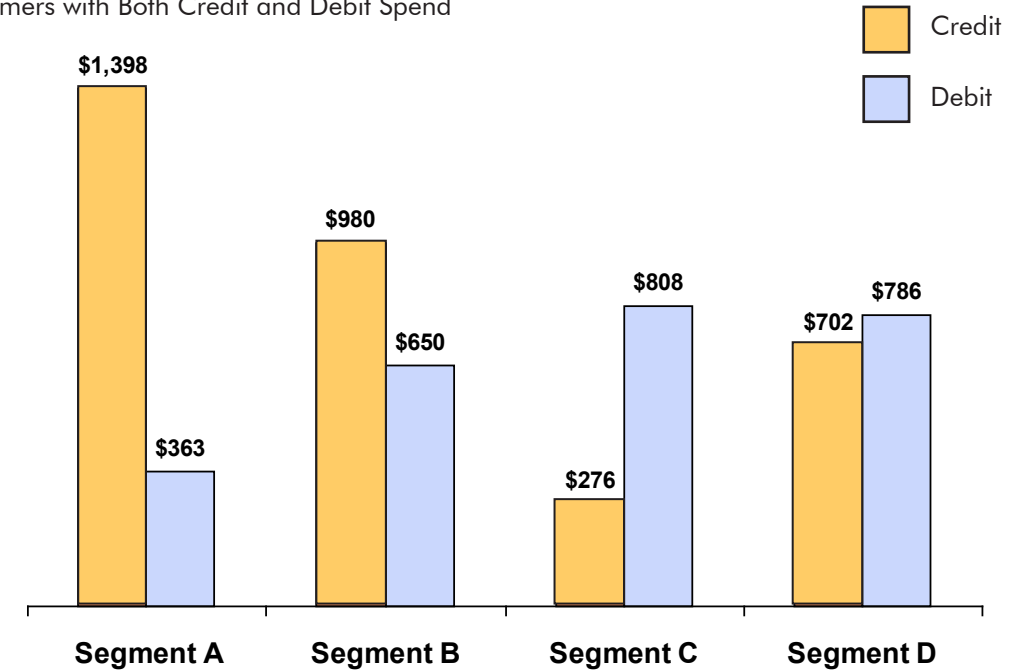
- The client's current flexible points-based rewards offering is very competitive with other programs currently in the market
- However, cash back rewards are disproportionately popular among this prospect base
- Cash back redemption options should be marketed more heavily to targeted segments of the prospect base in order to maximize profitable co-brand product penetration

Credit and Debit Usage

Credit and debit usage varies greatly by segment, with distinct product opportunities in each, particularly as new product options emerge (i.e., decoupled debit).

Average Total Monthly Credit and Debit Spending

Consumers with Both Credit and Debit Spend



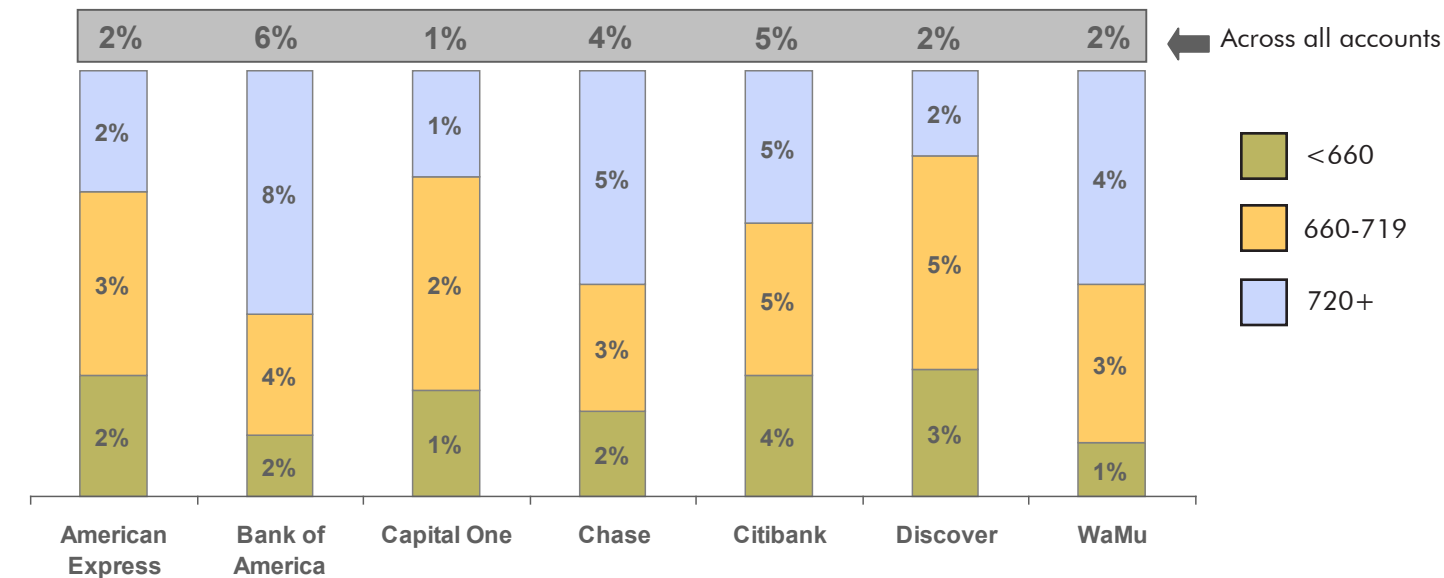
- Client used results to re-focus marketing spend in line with prospect product preferences
- Lead to increased debit usage and credit card penetration within specific segments

Credit Line Management Project

Client needed credit line benchmarking analysis in order to reassess current line assignments, and to improve future line management strategies. Helped identify segments in which the client was overly aggressive compared to the competition.

Monthly Credit Line Increases by Issuer and Risk Score

Percent of Accounts With a Credit Line Increase per Month

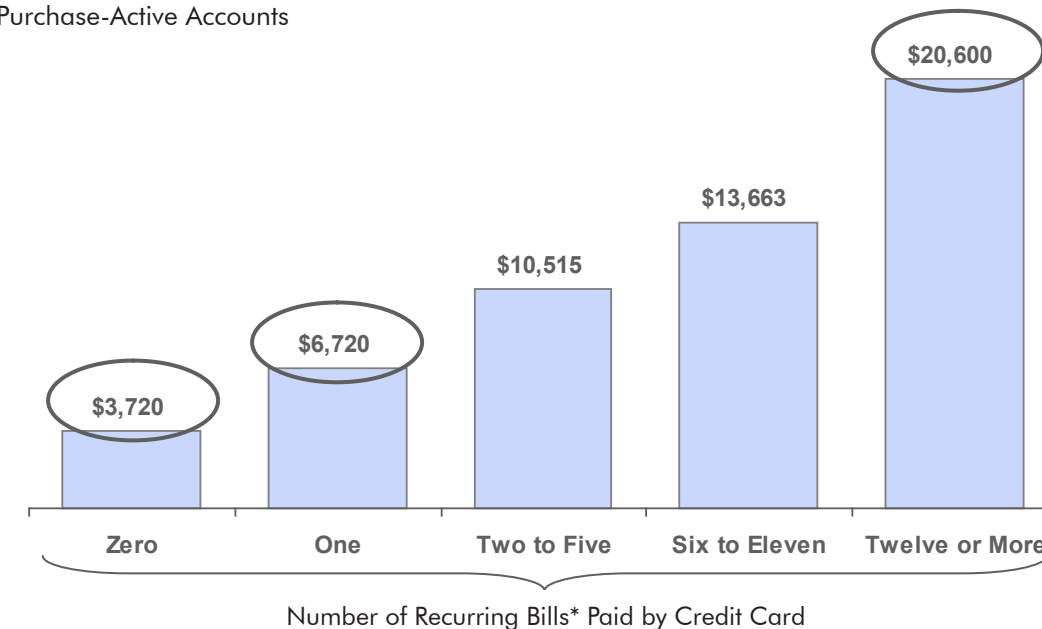


Transaction-Level Analysis – Recurring Bills

Lightspeed often profiles consumers by transaction-level detail including merchant, category or type of spending.

Annual Spend Based on Number of Recurring Bills Paid

Purchase-Active Accounts



Credit cards with even a single recurring bill average nearly double the annual spend of cards with zero recurring bills, and cards with 12 or more recurring bills average over five times the spend of those with none.

*Tracked recurring bills are payments made in the cable/Internet/telephone, insurance, and charity categories.

Product Offerings

Behavioral Tracking Panel Program

Highly customizable reporting of credit usage and behavior across customer segments, competitors, products and client-defined dimensions

Ongoing access to experienced analysts to quickly answer business questions

Example: What competing credit cards are owned and used by a card issuer's customers and how is this changing over time?

Example: Which credit card issuers assess a fee for mid-cycle overlimit violations?

Project-Based Consulting

In-depth, customized analysis and recommendations based on specific client business challenges or opportunities

Example: How can an issuer meet cardholder credit line needs without overextending vis-à-vis competitors?

Example: What is the demographic and credit usage profile of potential co-brand credit card prospects and what product concepts will optimize response?

Primary Research

Rapid primary research capabilities incorporating demographics, financial services product dimensions and credit profile metrics

Example: Which version of a personal loan direct mail marketing piece will generate the best response by credit score segment and what are the most important response drivers?

Example: For a specific demographic group, how are attitudes and perceptions about the economy influencing receptivity to new marketing offers?

Syndicated Reports and Analysis

Topical syndicated reports and multi-client studies leveraging rich behavioral datasets and primary research capabilities

Example: How are individual card issuers changing credit card terms for consumers?

Example: How is the profile of "newly delinquent" cardholders changing over time, compared with other groups such as those categorized as "never delinquent" or "increasingly delinquent"?

About Lightspeed Research:

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable research to help businesses make informed decisions. From recruitment, to activity level, to ongoing profiling, Lightspeed Research's panels are actively managed to provide engaged survey respondents and support studies that range in scope and complexity across industry sectors. Deeply profiled specialty panels, including automotive, B2B, beverage, family and household, finance, health and wellness, media consumption, mobile phone, beauty and personal care, sports and hobbies, and travel and leisure, provide quick access to target audiences. As a quality leader, Lightspeed Research has implemented extensive measures to prevent fraudulent panel registrations and poor survey data.

Lightspeed Research is part of the Kantar Group, the information, insight and consultancy division of WPP (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com or send an e-mail to info@lightspeedresearch.com.

About the Lightspeed Research Financial Services Group:

Lightspeed Research's Financial Services Group provides clients with unparalleled insights into consumers' use of credit, debit, and alternative payment products by passively gathering information from their accounts. Merged with third-party behavioral datasets, attitudinal insights, and industry expertise, Lightspeed Research delivers analysis and prescriptive guidance to help clients grow their wallet share with the right customers.