

Press Release – 13 July 2011

Immediate Release

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Bringing Innovation to the Workplace Savings Market

Consumer insight specialist, DCisions, has launched '*Elements*', their new consumer segmentation model, which offers a deep understanding of the investment behaviour and preferences of consumers in the workplace. *Elements* can be applied to any audience. Schemes, consultants and providers can compare their customer distribution to the broader UK market and evaluate different treatment strategies by understanding better how their customers behave. The segmentation model is part of a new range of unique products and services that the firm is developing for the retail savings market.

Martin Hayward, Strategic Adviser to DCisions and previously Director of Strategy at dunnhumby, Tesco's Clubcard partner, commented: "The market is becoming less about the manufacturers of savings products and more about the real people who consume them and who will ultimately rely on them. We are starting to see a real change in the market as it becomes more customer focused. About time too."

The innovation that the firm brings to the marketplace was recognised and awarded with the '*European Pensions Innovation award*' at the recently held 2011 European Pensions Awards. The firm was commended for having responded to market pressures with originality and creativity. This is the second award that DCisions has received from the European Pensions group, the first one being 'Pensions Technology Provider of the year', which it won in 2009.

Nigel Aston, Business Development Director at DCisions, who received the award on behalf of the firm, commented, 'Understanding consumers has never been more important than it is today, especially in the workplace savings market. The providers, advisers and schemes that recognise this will win. We are delighted that our innovative approach to delivering consumer insight is recognised and acknowledged by the industry.'

To see the DCisions approach, visit <http://www.dcisions.com/product-zone.html>.

Visit www.dcisions.com to learn more or contact DCisions at info@dcisions.com.

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About DCisions Limited

DCisions measures the investment performance experienced by consumers and tracks their behaviours over time, including product selection and saving decisions. Using a patented process to unlock insight from transaction data, the firm enables investment platforms, asset managers and advisers to better understand their customers and improve the value of these relationships.

DCisions is also the leading provider of insight into DC default strategies and powers the FTSE DCisions Index Series. The company's independence from investment management, record keeping and investment advice is central to its value proposition.