

DUNNHUMBY LTD. CORPORATE BACKGROUNDER

dunnhumby is the world's leading customer science company. We use data and science to understand customers, then apply that insight to create personalised experiences that build lasting emotional connections with retailers and brands. It's a strategy that proves when companies know and treat their customers better than the competition, they earn more than their loyalty — they earn a competitive advantage.



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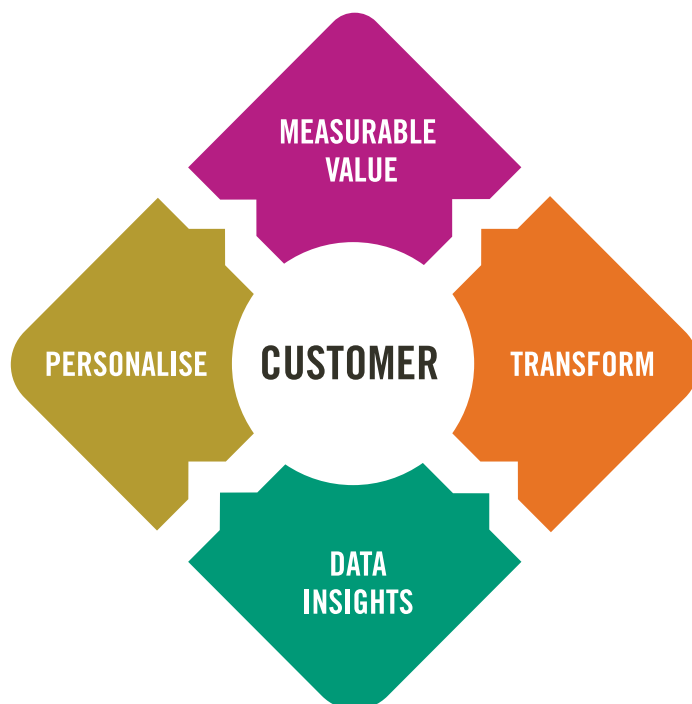
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CUSTOMER SCIENCE

dunnhumby's customer science business model revolves around the customer, helping companies predict and meet the needs of their best customers.

Analysing data from more than **700 million customers** worldwide, we uncover valuable insights: what customers want, where they want it, and how much they're willing to pay for it. Then we turn those insights into action, offering personalised experiences, in and out of store, online and off, before, during and after the trip, earning their lasting loyalty.

Additionally, we use these insights to transform clients into customer-first organisations. By putting best customers at the centre of every decision, our approach delivers measurable value, competitive edge, and even more customer data to fuel ongoing optimisation, setting clients up for long-term success.



GLOBAL BREADTH

 dunnhumby Ltd. employs nearly 3,000 people throughout Europe, Asia, Africa, and the Americas. Based in London, the company was founded in **1989** and is led by Chief Executive Simon Hay. The company is a privately held, wholly owned subsidiary of Tesco PLC. dunnhumby Ltd. has joint venture partnerships with retailers across the globe, including The Kroger Co. in the U.S., Metro in Canada, Gruppo Pam in Italy, and Coop in Norway. dunnhumby Ltd. also includes social marketing and advocacy experts BzzAgent, merchandising analytics software company KSS Retail, and advertising technology innovators Sociomantic.

PARTNERSHIP WITH TESCO PLC AND CLUBCARD

Tesco is the **world's third largest retailer** with operations in **12 countries**, employing over **530,000 people** and serving millions of customers every week. Tesco began its relationship with dunnhumby in 1995 with the launch of Clubcard, one of the first supermarket loyalty programmes in the UK. Clubcard has grown to become one of the largest and most successful customer loyalty programmes in the world. With dunnhumby, Tesco pioneered the idea of "customer-first marketing," the concept of using data and insight to reward customers for their loyalty. In 2006, Tesco made a further investment in dunnhumby by building a long-term partnership in its international markets, beginning with Korea, Thailand, Malaysia, and Hungary. In the years since, this relationship has continued to grow globally.



CLIENTS

dunnhumby serves a prestigious list of retailers and manufacturers in grocery, consumer goods, health, beauty, personal care, food service, apparel, and advertising, among others. Clients include: Tesco, The Kroger Co., Procter & Gamble, Coca-Cola, Macy's, and PepsiCo.

VITAL STATISTICS

- **3,000** employees worldwide in **54** offices
- Revenue and profitability are growing; the company is **six times the size it was in 2007**
- Shopping transactions from **700 million** households are analysed, representing **\$500 billion** in retail sales
- Products are used by **15,000** professionals worldwide, answering nearly **2.5 million** business questions a year
- **Nine terabytes** of data are managed daily
- A patent was awarded to dunnhumby for the method of performing retail sales analysis
- Employees donated nearly **seven months** of time to non-profits in 2012 through Helping Hands, their global, employee-led philanthropic programme
- dunnhumby employees have set **17** Guinness World Records, including the largest group of people simultaneously blowing up balloons until they burst



COMPANY VIDEOS:

[What it's like to work at dunnhumby >](#)

[Introduction to dunnhumby >](#)

RECOGNITIONS AND AWARDS



dunnhumby consistently ranks in the best workplaces in countries throughout the world, including India, France, UK, and the United States. Named one of The Sunday Times Best 100 Companies to Work For (2007-2014), dunnhumby was also ranked 17th in the UK's Best Workplaces (Large) in 2014. dunnhumbyUSA was recently named by Fortune Magazine as a "Great Place to Work" and has been recognised in Cincinnati, our U.S. headquarters, for five years as a "Best Place to Work" by Business Courier.

KEY EXECUTIVE SPOKESPERSONS:

Simon Hay, CEO, dunnhumby Ltd.
Stuart Aitken, CEO, dunnhumbyUSA
Yael Cosset, CIO, dunnhumby Ltd.

GLOBAL HEADQUARTERS:

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“dunnhumby brought Macy's a relentless voice of the customer, continuously challenging everyone throughout the organization to think in terms of meeting customers' needs, all in the interest of achieving sales and ROI goals.”



PETER SACHSE
CHIEF STORES OFFICER, MACY'S