

DUNNHUMBY CHOSEN BY FUTURE GROUP AS CUSTOMER SCIENCE PARTNER

**Partnership Aims to Blend Consumer Science
with the Largest Cache of Consumer Data in India**

MUMBAI, 31 October 2014 – dunnhumby, the world’s leading customer science company, announced today that it has entered into a joint venture partnership with Future Group, a leading Indian multi-format retailer.

Having been selected to apply its customer centricity solutions across Future Group’s retail formats, dunnhumby will leverage the extensive consumer data generated from the group’s retail network and work closely with the retailer and its suppliers to more effectively segment and engage with its customers.

Future Group attracts over 300 million customers at stores located in 102 cities and 40 rural locations across the country. With over 25 million members and growing, the group’s loyalty networks provide one the largest caches of consumer data in the country, tracking brand, category, price preferences and demographic data through the entire lifecycle of its customers.

dunnhumby will bring on board its tools, knowledge and experience to leverage this data to uncover valuable insights on what customers want, where they want it, and how much they’re willing to pay for it. These insights will be translated into action, offering personalised experiences, in and out of store, online and off, before, during and after the trip, earning their lasting loyalty by the retailer and in collaboration with other consumer packaged goods (CPG) companies.

dunnhumby operates similar 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.

Kishore Biyani, Group CEO, Future Group, said: “Working with dunnhumby is part of our strategy to bring technology and data at the heart of our business operations and create shopping experiences of the future, today. The ability to understand complete spending patterns provides us with great opportunity to grow the lifetime value of our customers, by being more relevant and providing value to them.”

Simon Hay, CEO of dunnhumby, said: “As pioneers in India and the largest retailer in the Indian sub-continent, Future Group is an exciting brand to be working with. We are looking forward to helping Future Group strengthen its relationship with existing customers and build long-term growth. We are also excited about the potential for CPGs to grow their categories and brands. For us, delivering relevance is crucial to growing customer enthusiasm. We want to keep those customers coming back for more and more, year after year.”

Terms of the deal are confidential and not disclosed.



About dunnhumby India
www.dunnhumby.com/in

dunnhumby is the world's leading customer science company. We analyse data and apply insights from 700 million shoppers across the globe to create personalised customer experiences in digital, mobile, and retail environments. Our strategic process, proprietary insights, and multichannel media capabilities build loyalty with customers to drive competitive advantage and sustained growth for clients. dunnhumby employs nearly 3,000 experts in offices throughout Europe, Asia, Africa, and the Americas and works with a prestigious group of companies including Tesco, The Kroger Co., Coca-Cola, Macy's, Procter & Gamble, and PepsiCo. For more information, please visit us at www.dunnhumby.com.

dunnhumby India was founded in February 2008. It currently employs more than 280 people in Gurgaon, working in analysis, data, technology and corporate functions. The teams in India work closely with their colleagues in the Americas, Europe and Asian markets on client projects across all the capabilities in analysis and data.

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