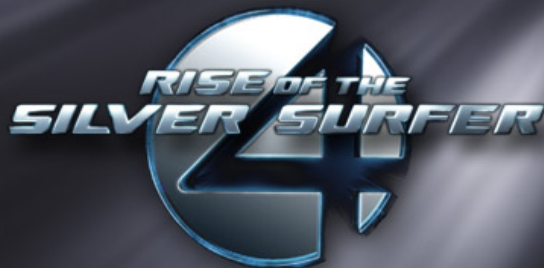


THEY'RE WEALTHY, WIRED AND RISING
IN YOUR MARKETS NOW!!



SILVER



IN THEATERS JUNE 15 2007

WWW.RISEOFTHE SILVERSURFER.COM



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Why **are** we here?

SELL

more things to the same people?

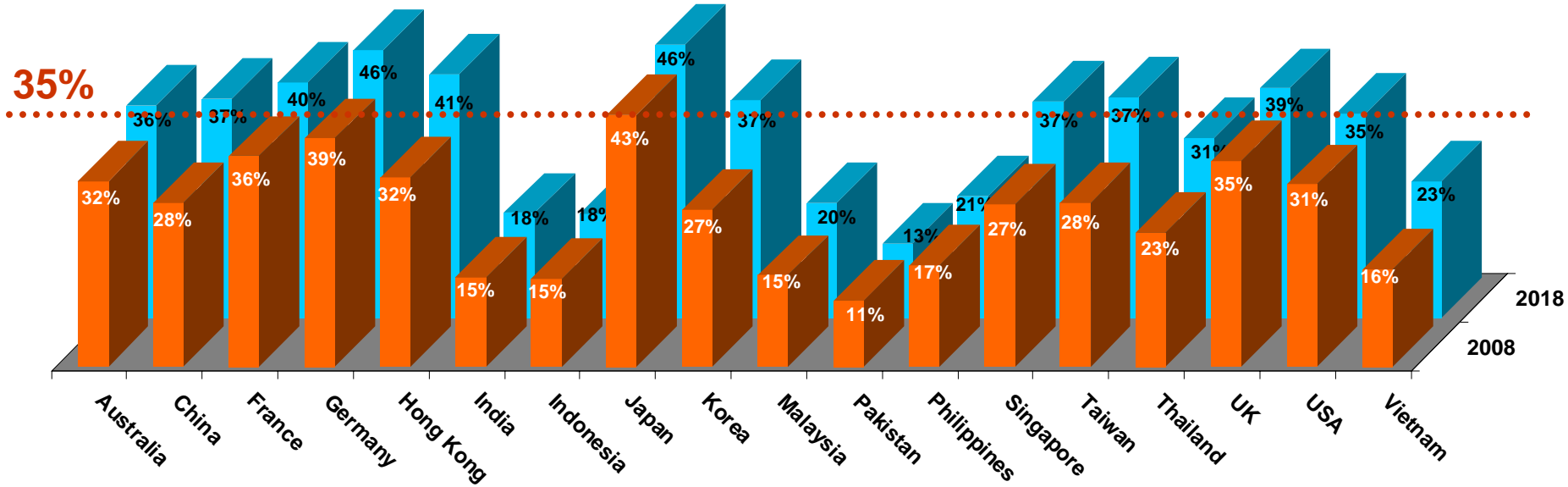
or

the same things to more people?

“population ageing is
unprecedented,
a process without parallel
in the history of humanity...”

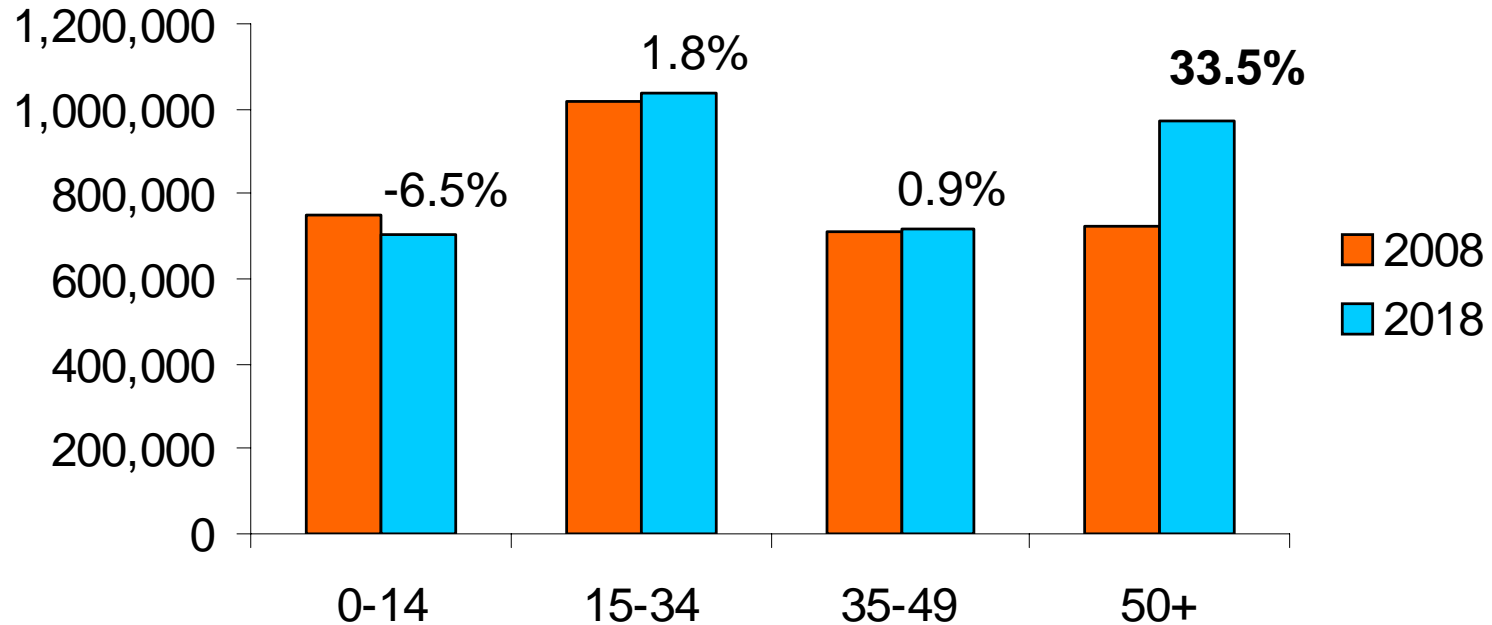
United Nations, World Population Ageing Report, 2007

50+ population share



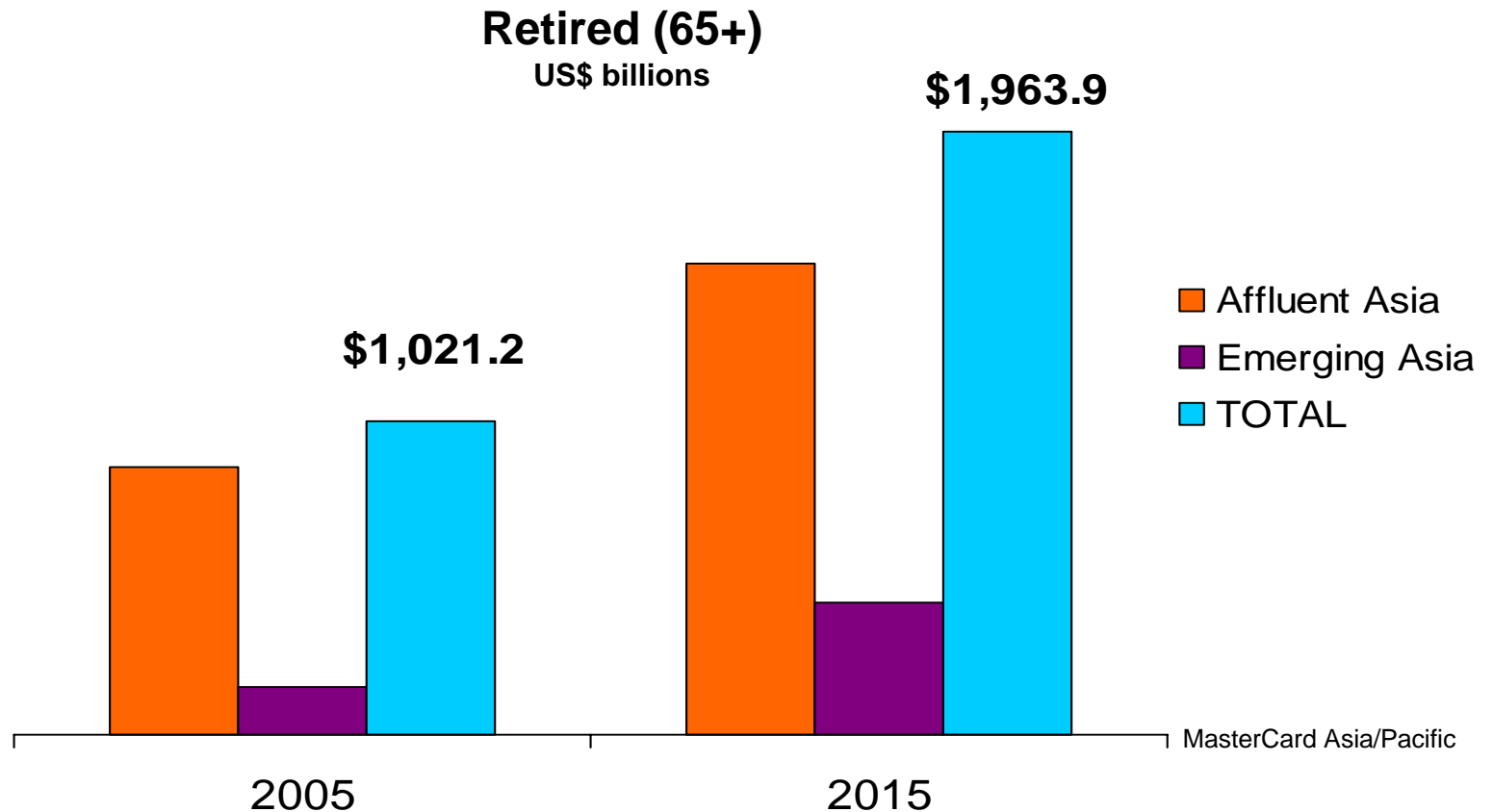
Data: Global Demographics

The only growing segment



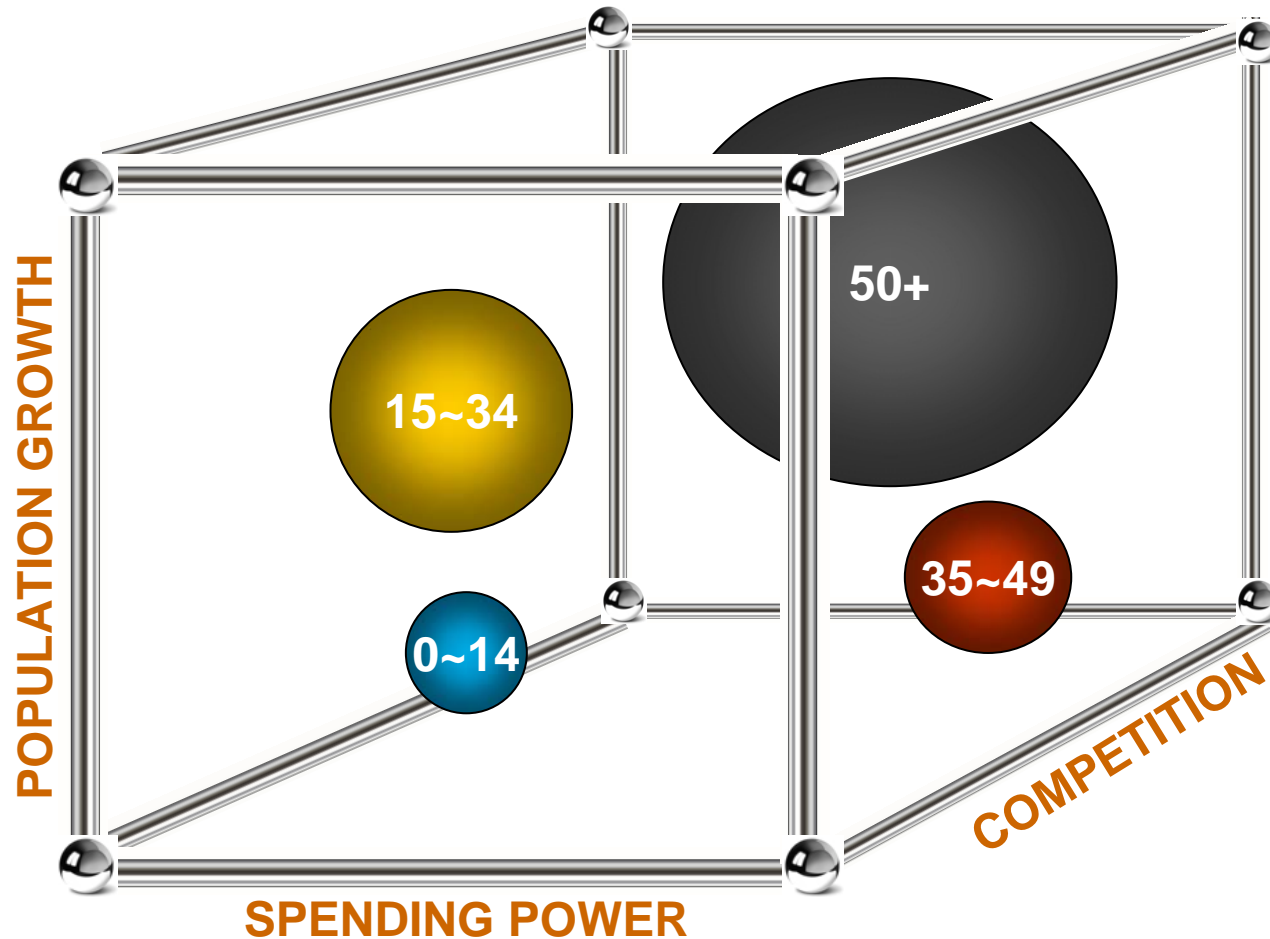
* Aus, China, HK, India, Indon, Japan, Korea, Msia, Phils, Spore, Taiwan, Thai, Viet

US\$2tr spending power



Affluent Asia: Japan, Korea, Taiwan, Singapore, Australia
Emerging Asia: China, India, Thailand, Malaysia, Philippines

Marketing 101



50+ share of spend

USA:

- 80% - luxury travel
- 74% - prescription drugs
- 51% - OTC drugs
- 60% - healthcare spending
- 41% - new cars
- 25% - toys
- \$7 billion online sales annually

EUROPE:

- 45% - new cars & 80% top range
- 50% - face care/cosmetics
- 55% - coffee
- 50% - mineral waters
- 50% - food oils (60% olive oils)
- 40% - yogurts & dairy products
- 35% - travel, 80% cruises

Who are they?

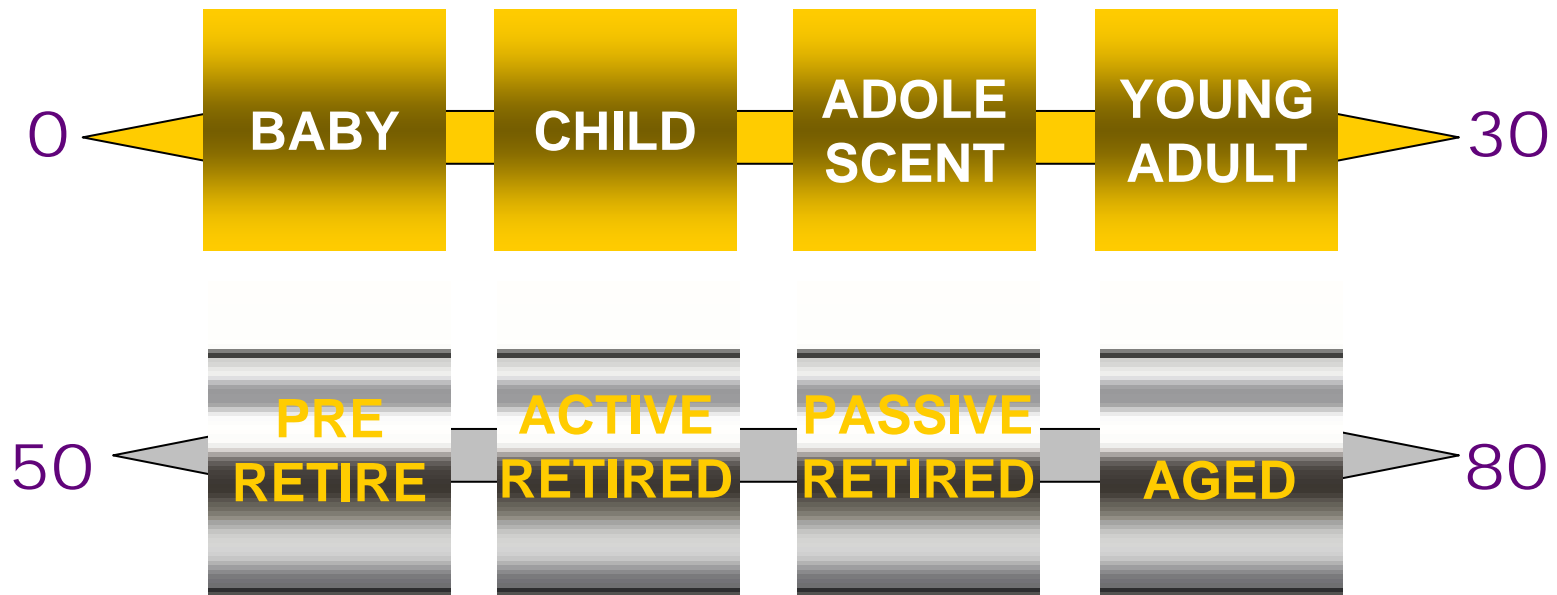


older but not old

and

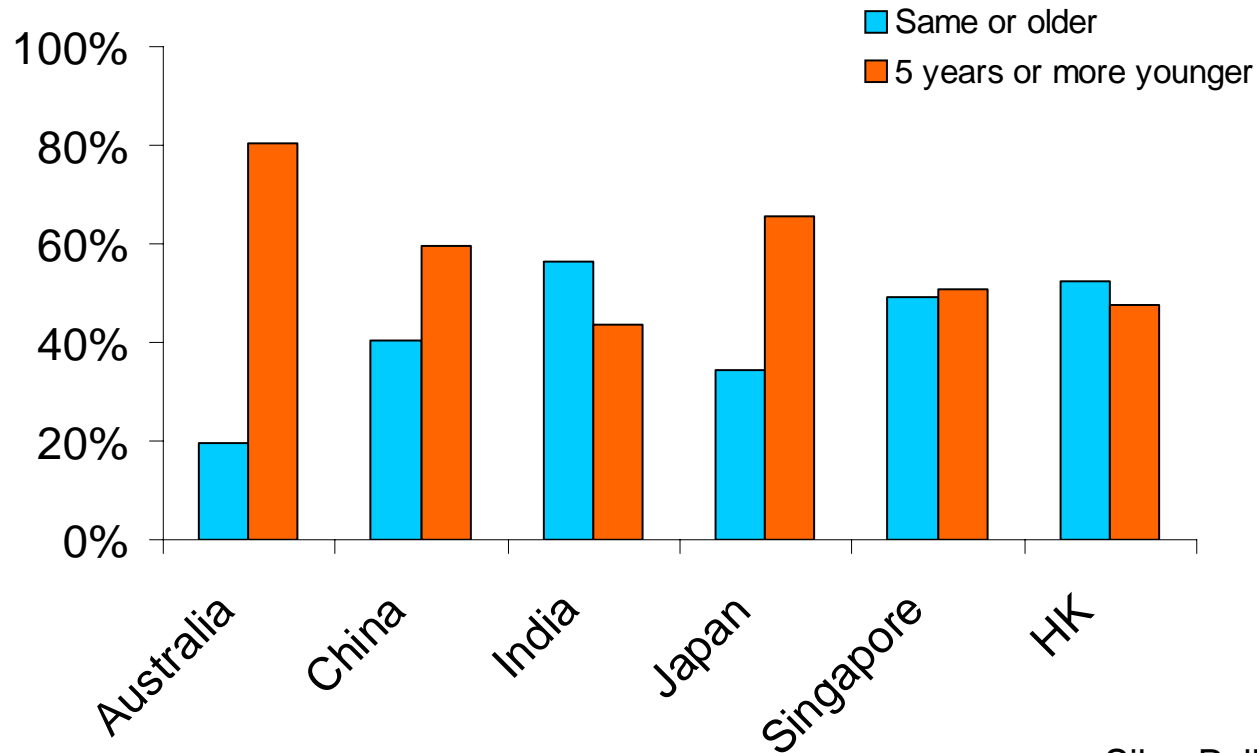
not all the same

30 years young



Denial

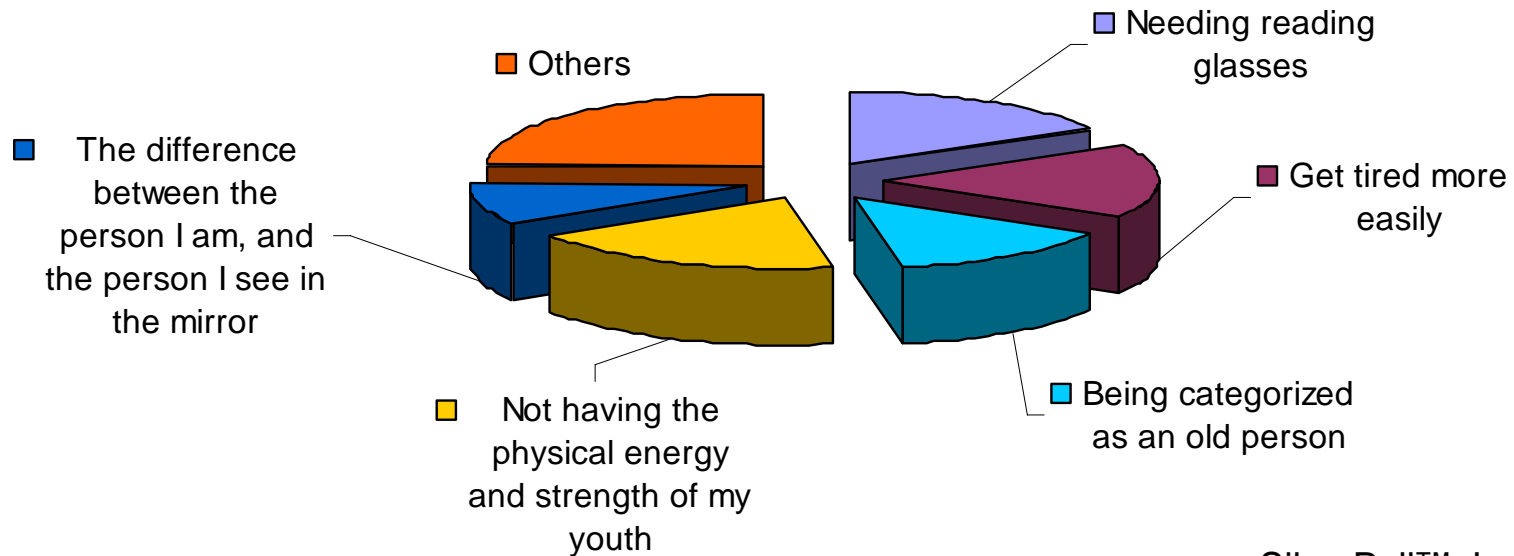
How do you think, feel and behave relative to your actual age?



SilverPoll™ Jan 2009

Don't call me 'old'!

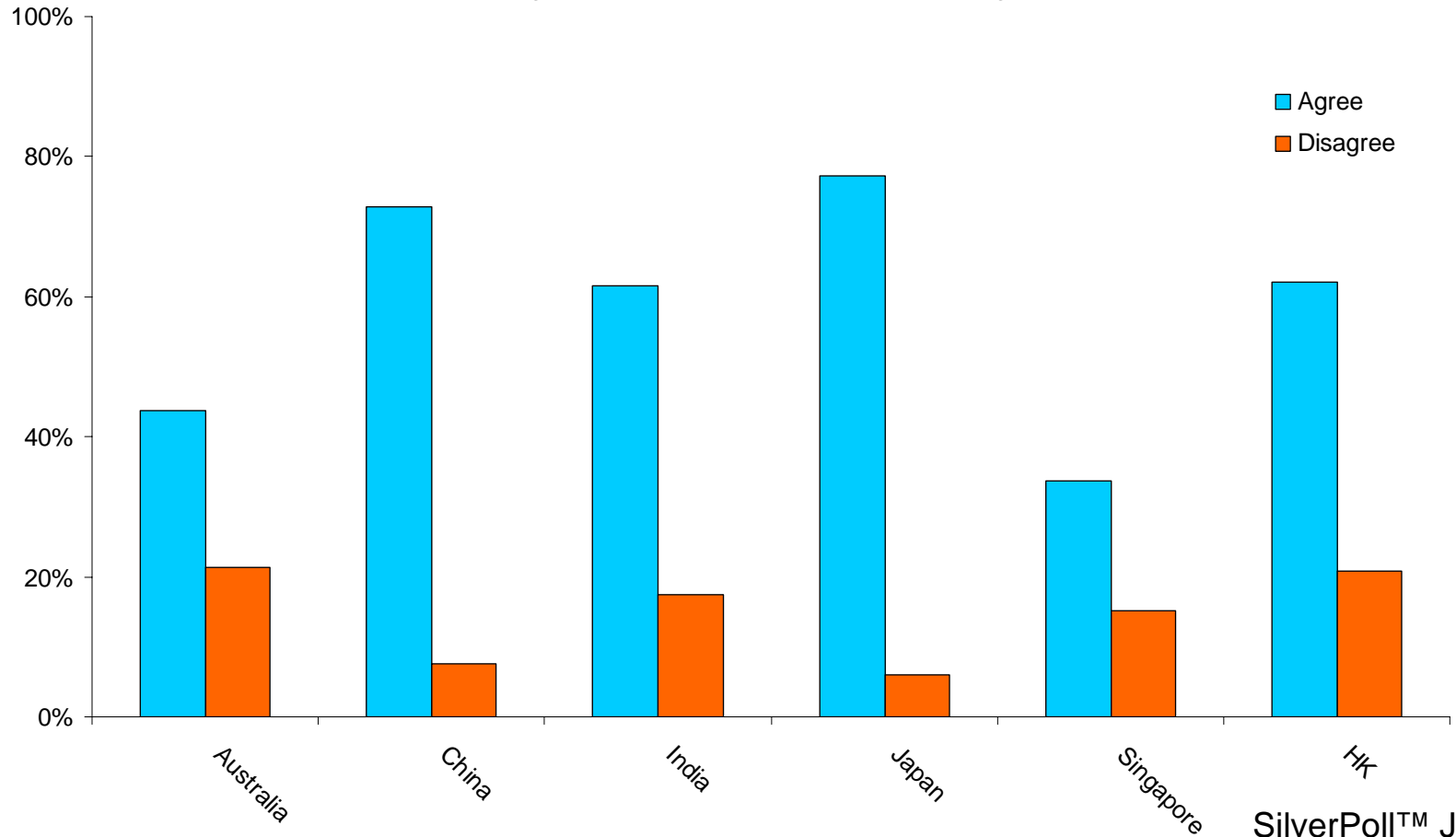
Most annoying things about ageing



SilverPoll™ Jan 2009

Culture clash

Family welfare remains priority



“Even in retirement my first priority will be to ensure the welfare of my family”

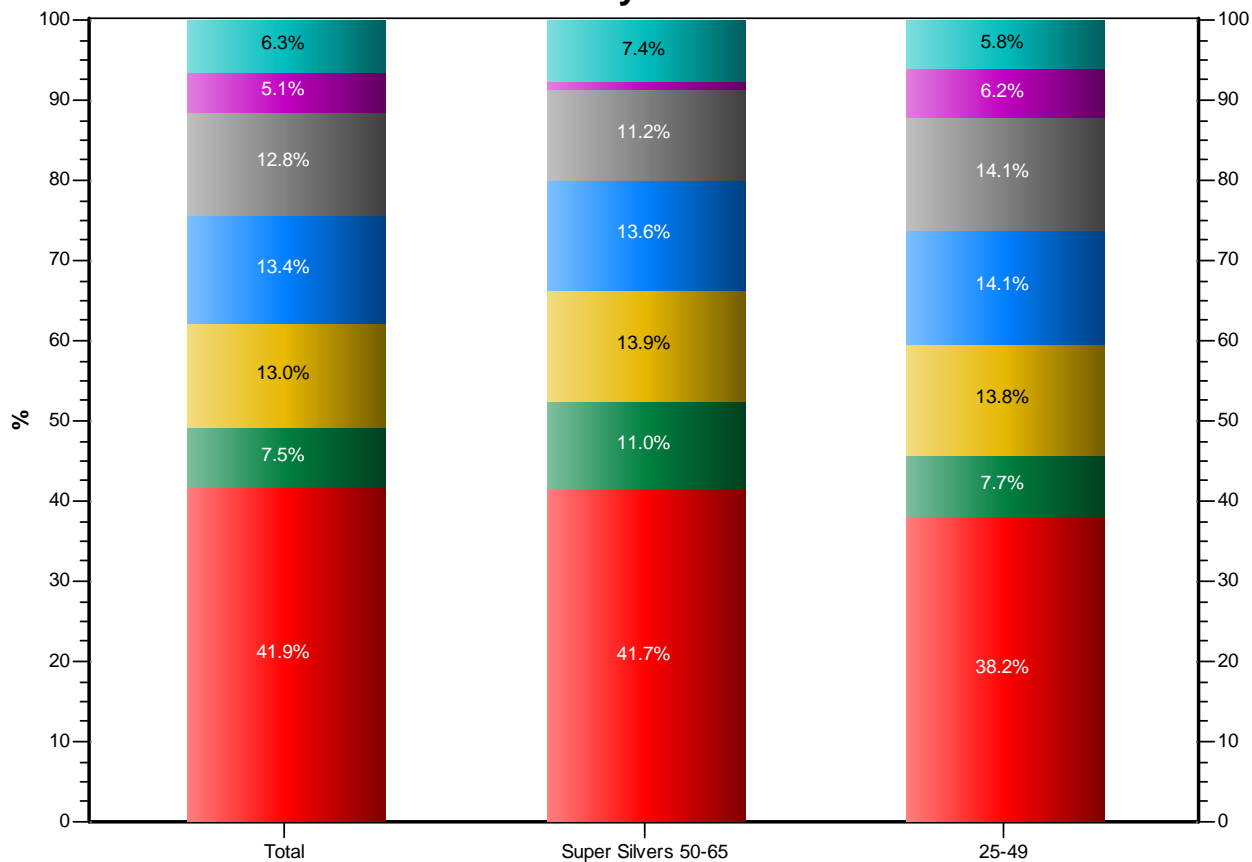
SilverPoll™ Jan 2009

A close-up, high-contrast image of the Silver Surfer's metallic face. The character's eyes are closed or looking down, and the lighting creates sharp highlights and deep shadows on the reflective surface. The background is a soft, out-of-focus blue.

THE RISE OF THE SILVER SURFER

Spot the difference!?

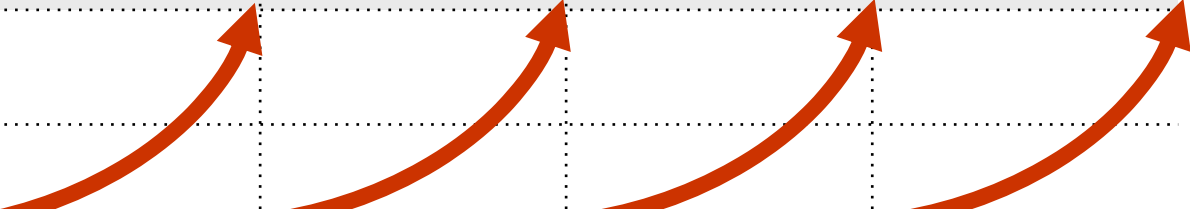
Weekday Internet



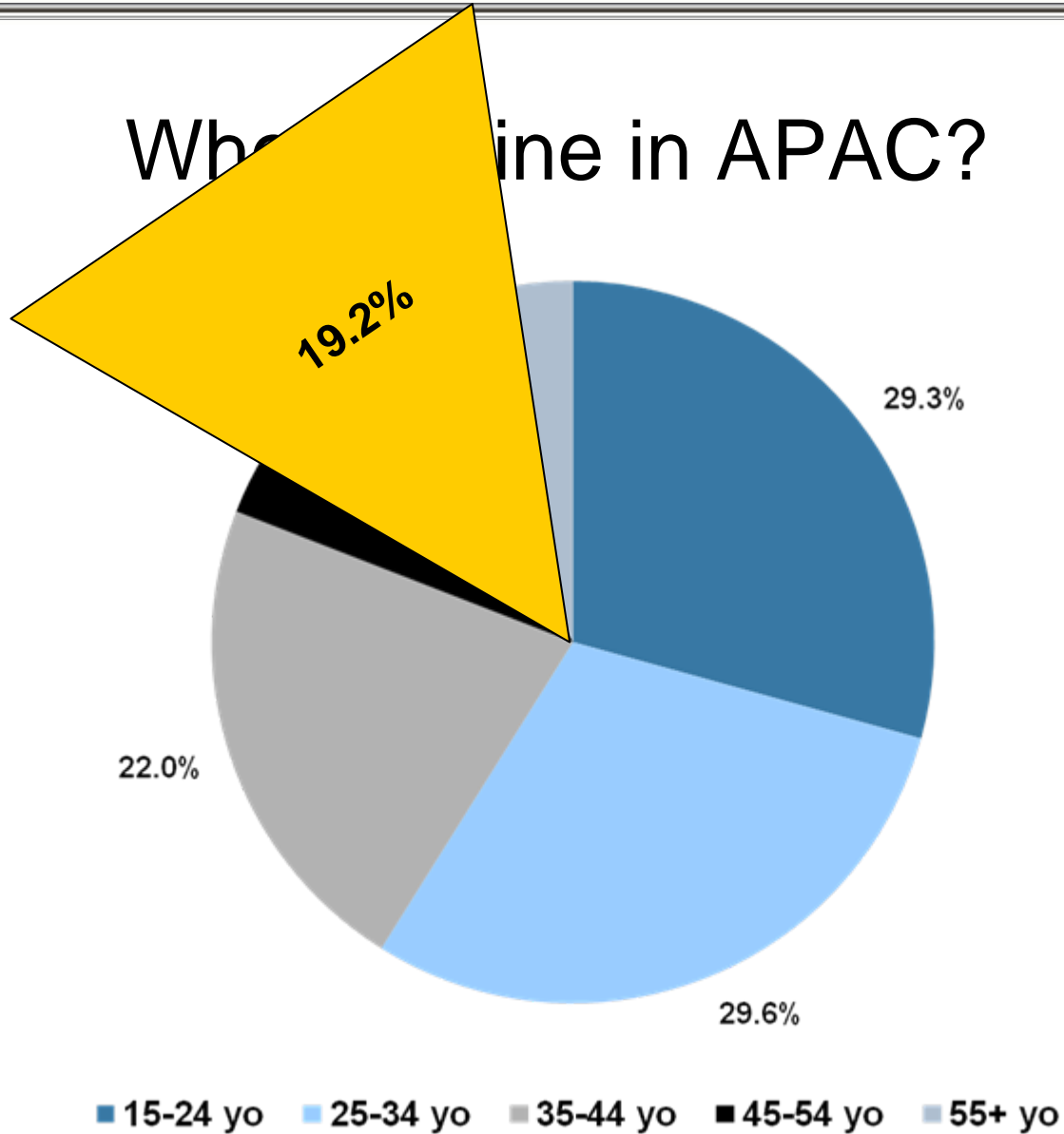
Time Spent On Weekday - Internet

- None (0)
- Less Than 15 Mins (7.5)
- 15-30 Mins (22.5)
- 30-60 Mins (45)
- 1-2 Hours (90)
- 2-4 Hours (180)
- 4 Hours + (240)

Technology adoption

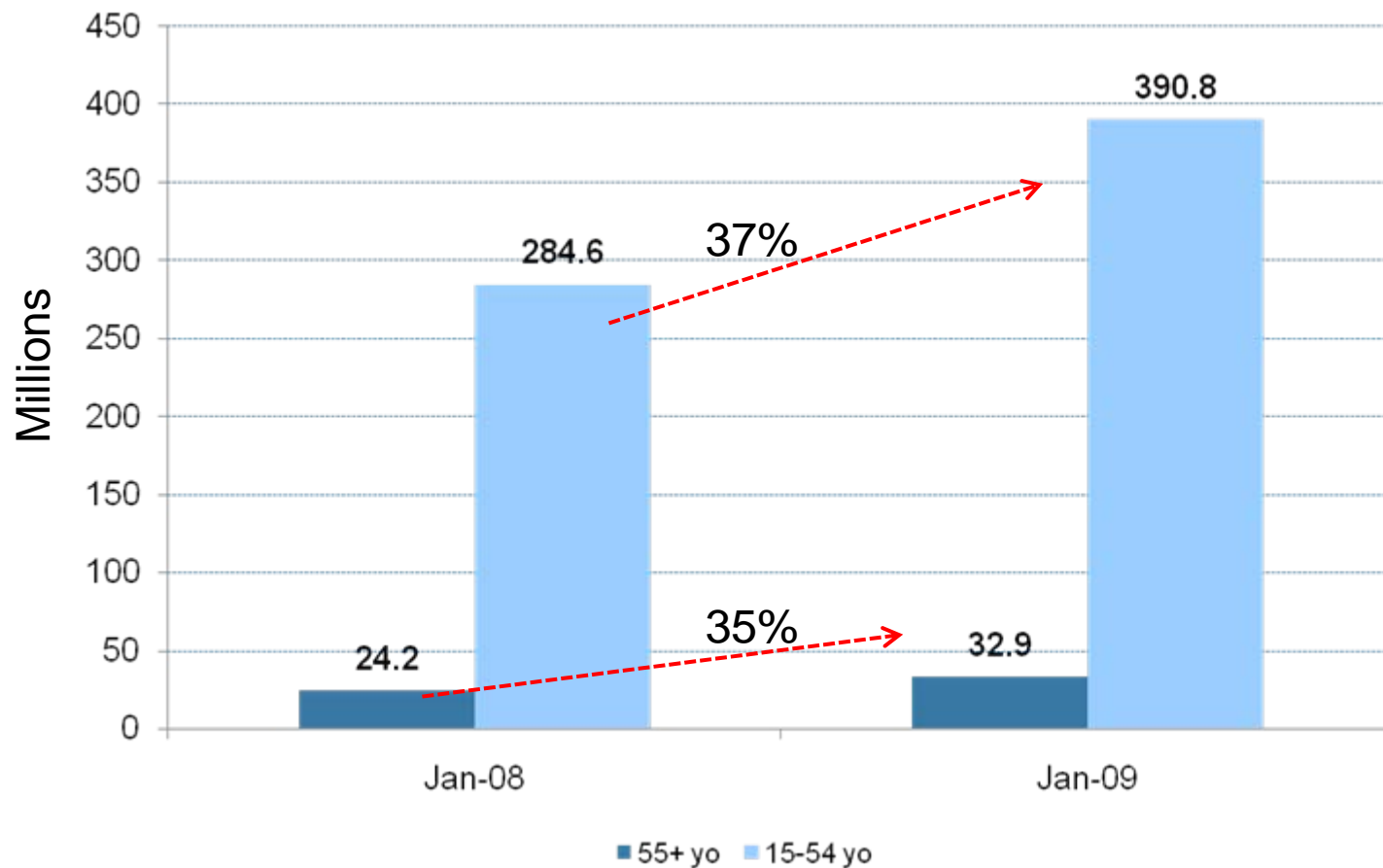
	1980	1990	2000	2010
TECHNOLOGY	Personal Computer	Internet	Broadband	Cloud
BOOMER AGE:	16 ~ 34	26 ~ 44	36 ~ 54	46 ~ 64
GEN Y AGE:	0	0 ~ 7	3 ~ 17	13 ~ 27
				
CULTURE	PRODUCTIVITY	CREATE	FIND	SHARE
	Word PowerPoint	Adobe Apple Photoshop	Google iTunes eBay	Facebook MySpace Twitter De.lic.ious Flicker Wikipedia

Who is online in APAC?



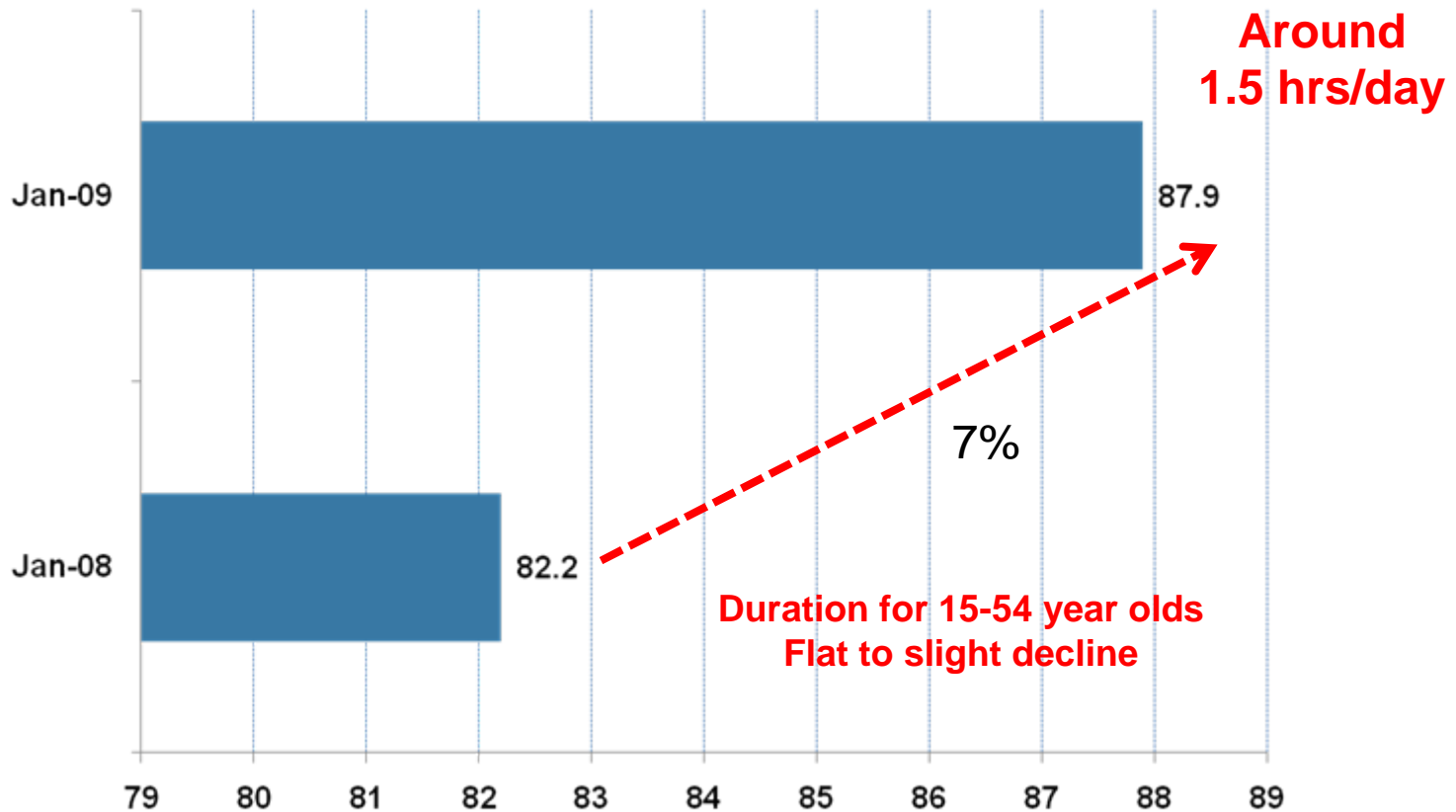
Steady Growth

Unique Visitor Growth
15-54 Year Old vs. 55+ Year Old
Asia Pacific



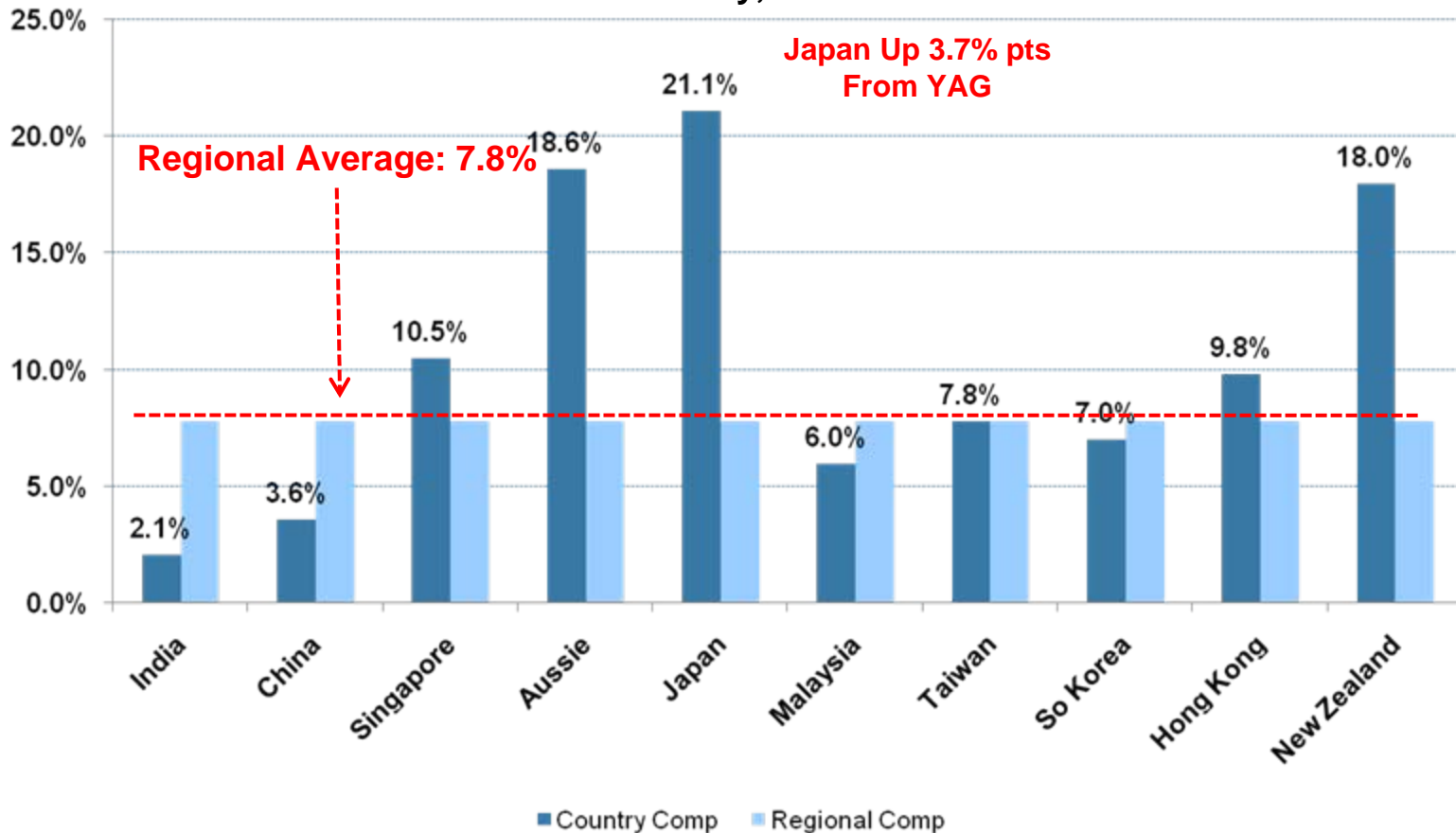
Spending more time online

Average Minutes Per Day Per User
55+ yo Asia Pacific
Jan '08 vs. Jan '09



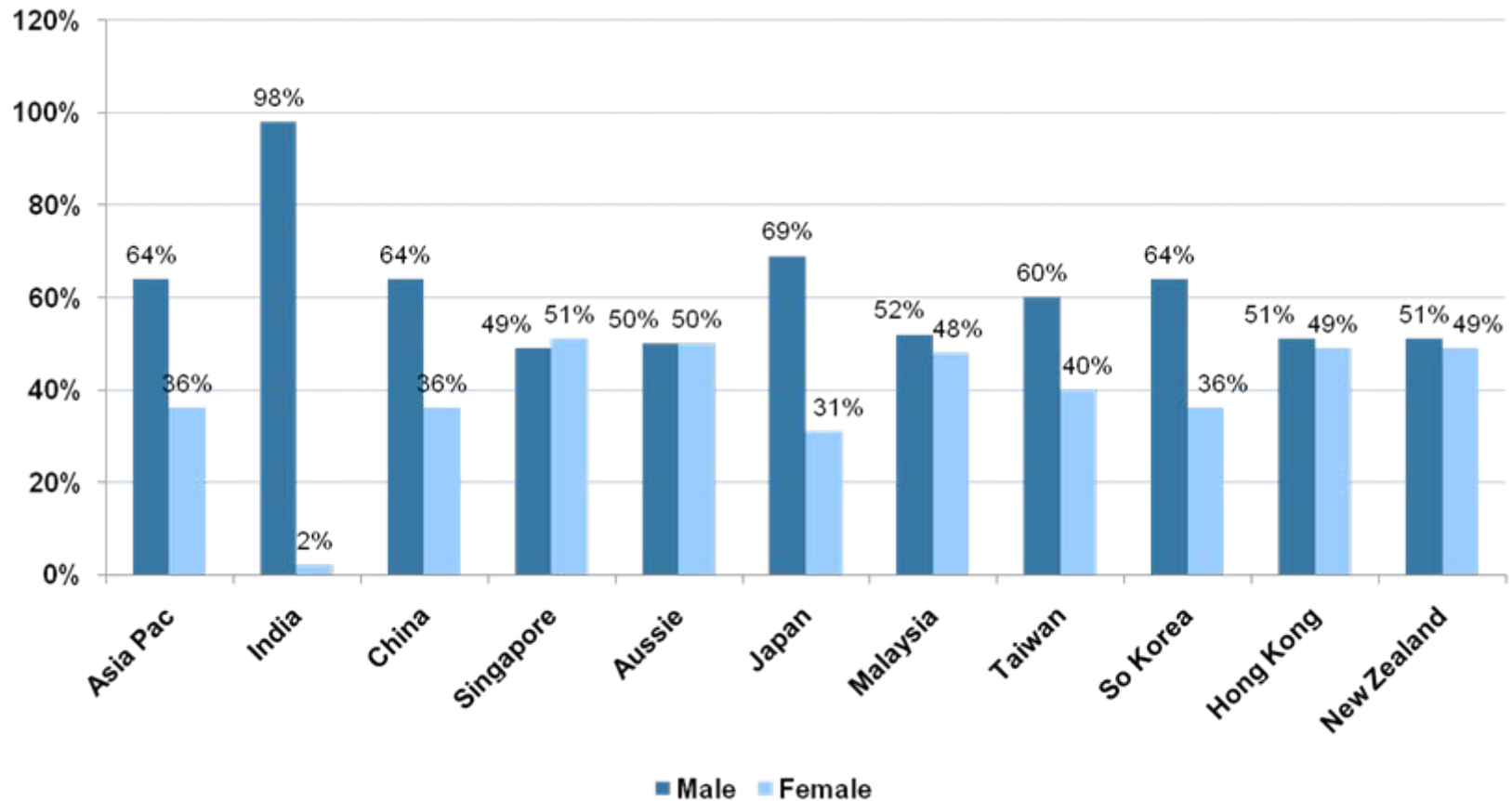
55+ by country

Composition of Persons 55+ Years Old
Accessing the Internet By Country
January, 2009



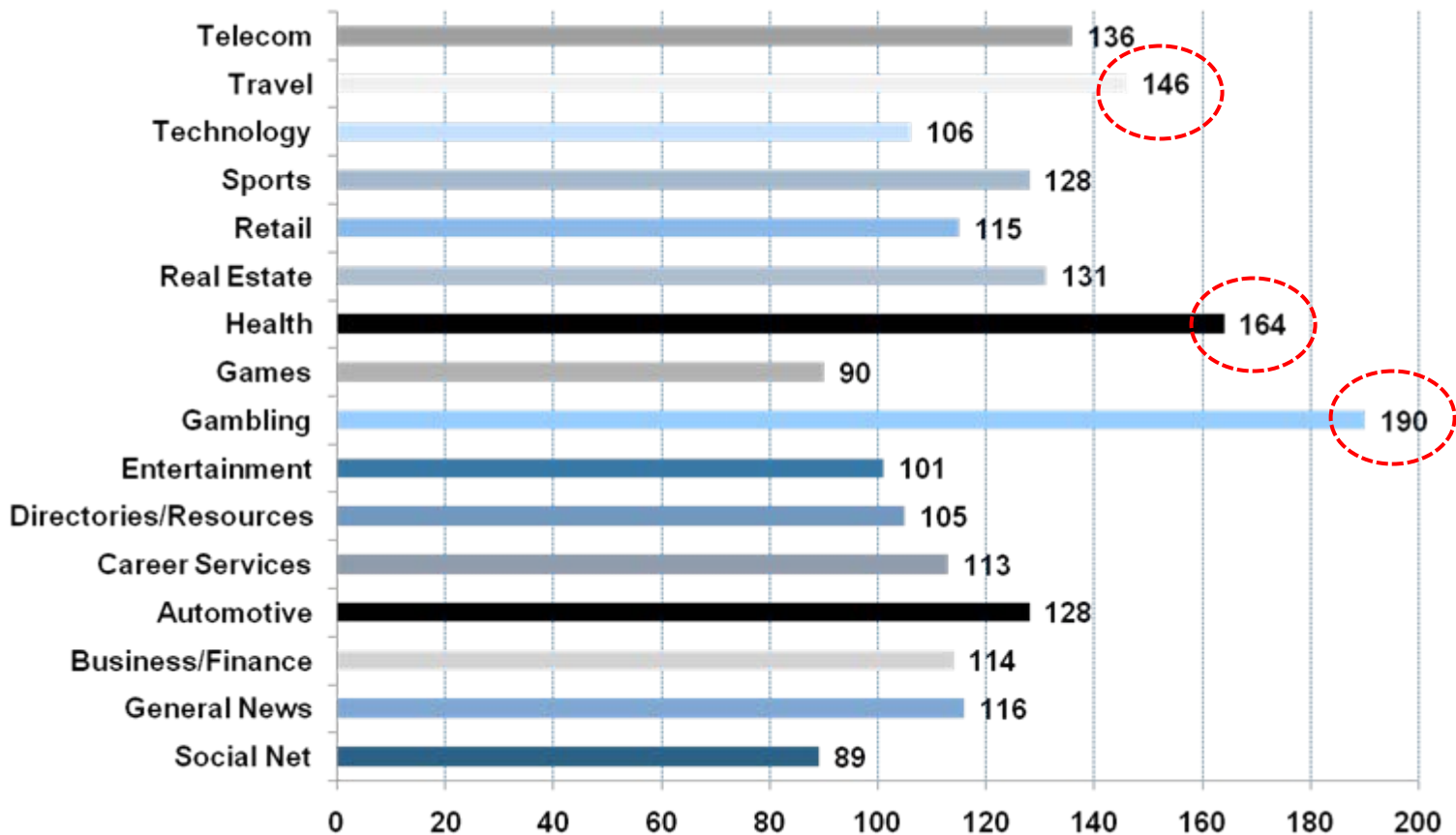
By gender

Gender Splits of Persons 55+ Years Old
By Country
January, 2009



What are they looking at?

Composition Index By Genre of Content
 55+ Year Old - Asia Pacific
 Jan 2009



#1 by country

55+ January, 2009

New Zealand

Hong Kong

Korea

Taiwan

Malaysia

Japan

Australia

Singapore

China

India

My lotto

Sohu

allblog

Libertytimes

Metrolyrics

Mag2

Real

Myflashbox

eBay

State Bank

Gambling

General info

blog gallery

News

Lyrics database

General info

Streaming media

Shout utility

Buy/Sell

Banking

Web use

1. EDUCATION
2. INCOME
- 3. AGE**
4. WEB ACTIVITY
5. GEOGRAPHY

they're **wealthy**
they're **wired**
and
they're **rising** in your markets now!!

NO

is **age** important?

YES



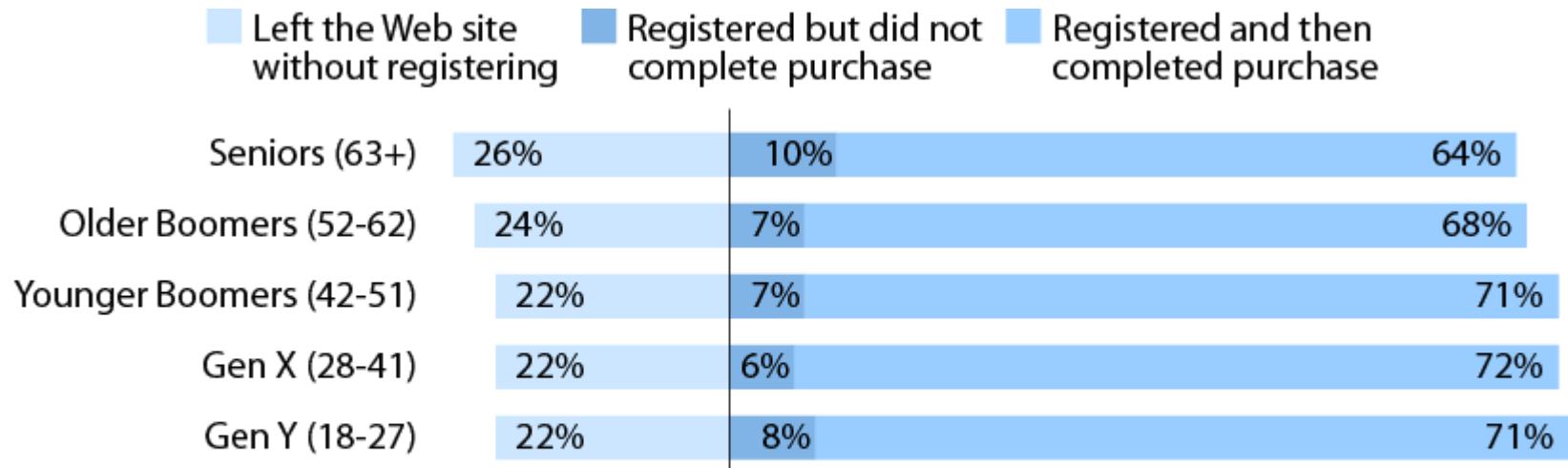
SILVER

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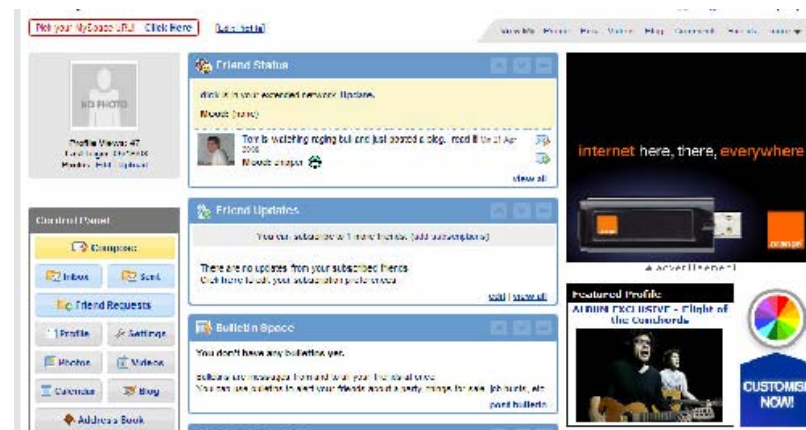
"THE COMPUTER SAYS I NEED TO UPGRADE MY BRAIN
TO BE COMPATIBLE WITH ITS NEW SOFTWARE."

Less likely to register



Base: US online shoppers who were required to register on a Web site before making a purchase online
 Source: North American Technographics® Customer Experience, Marketing, And Consumer Technology Online Survey, Q3 2007

ARCHITECTURE Vs APPLICATIONS



Web 2.0 technologies can distract the older user

To create, refine and share info
Create a sense of community

AGE SENSITIVE

NOT AGE SENSITIVE

Web design

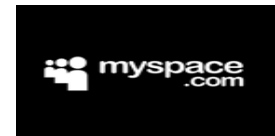
OLDER HANDS

OLDER EYES

OLDER MINDS

Soc net

- 16.5 million adults aged 55+ use social networking
- Fastest growing user segment on Facebook
- MySpace usage surge among the 55+
 - 6.9 million users
 - Av. 204 minutes a month
- One year since AARP.org launched its social networking platform
 - 350,000 users
 - 1,700 groups (gardening to social activism)
- Heaviest users of Second Life
 - 45+ spend 70.17 hrs.p.m
 - 1.2 million residents past 60 days



how older people use websites
is age related

what they use the web for
might be age-related

importance of the web as a channel is
not age-related

huge, untapped opportunity
older but not the same
they're wealthy, wired and rising in your
markets now!!

About Silver

Silver is **Asia Pacific's** most **insightful** and **informed** authority **helping** **businesses** to **leverage** the rapidly growing **50+** segment

What we do

INFORM

- SilverPoll
 - online survey
- Focus groups
- Silver3D
 - attitudes & behaviours

ADVISE

- SilverAudit
- Workshop session
- Executive briefing
- Training
- Corporate strategy
- Brand strategy

CONNECT

- Comms planning
- Channel planning



YOUR BUSINESS

VOLUME/VALUE

OPPORTUNITY/RISK

RESEARCH

DATA
SALES TRACKING

MARKETING MIX

PRODUCT/SERVICE
SALES CHANNELS
COMMUNICATIONS

TEAM

ATTITUDE
AWARENESS



**SILVER
AUDIT™**

13 EFFECTS OF AGE

SENSORY

PHYSIOLOGICAL

COGNITIVE

Management

Kim Walker – Founder & CEO

30 years experience including APAC President & CEO of M&C Saatchi, APAC COO Carat Media

Brian Harrison – Partner, South East Asia

Brian is a 40 year veteran of Ogilvy and Y&R. Worked in London, Toronto, Stockholm, New York, and Denmark. Sweden, Ireland and Singapore (CEO of Y&R SEA)

Wendy Tso – Partner, China

20 years experience in marketing, marketing communications and management in USA, Singapore, PRC: HKSAR, Taiwan, Shanghai

P.V. Narayanamoorthy - Head of Insights

Over 30 years experience, he was formerly Strategic Resources Director and board member of Carat APAC

David Lewnes – Partner, Healthcare & Wellness

27 years in the healthcare business, the past 21 years of which have been in Asia including Regional President for the Publicis Healthcare Communications Group

Chris Beaumont – Partner, Japan

30 years experience across Asia Pacific both as a strategic planner and company CEO

Advisory Board

Christophe Bezu

CEO, Adidas Asia Pacific

Brent Green

One of USA's leading experts on 50 plus marketing

Dr. Yuwa Hedrick-Wong

Chief Economic Advisor, MasterCard Worldwide. Adjunct Professor, School of Management, Fudan University, Shanghai.

Dr. Yasuhiko Kobayashi

Professor of Integrated Communication, Aoyama Gakuin University, Tokyo. President of Japan Academy of Advertising and Director of Nikkei Advertising Research Institute.

Dr. Clint Laurent

Founder, Global Demographics

Prof. David R. Phillips

Chair Professor of Social Policy; Chair, Advisory Board and Founder Director, Asia-Pacific Institute of Ageing Studies, Lingnan University, Hong Kong

Dick Stroud

UK's leading expert on 50 plus marketing



“For age is opportunity no
less than youth itself,
though in another dress....”

Henry Wadsworth Longfellow



SILVER

*Connecting you to the **50+** market*

<http://www.silvergroup.asia>

<http://www.silvergroup.asia/blog>

mobile: +65 9155 5567

email: kim@silvergroup.asia

skype: kim.walker