

SILVERAUDIT

**UNLOCKS
THE
POWER
OF THE
50+
MARKET**



SILVER

AGE-FRIENDLY COMPANIES PERFORM BETTER

According to our SilverAudit™, Apple is one of the most age-friendly companies, scoring 4.4 of a possible 5. No wonder up to 55% of their customers are aged over 50! (MetaFacts USA 2009)

Why is this important?

Very soon, consumers aged 50+ will represent over 35% of the populations of most developed countries.

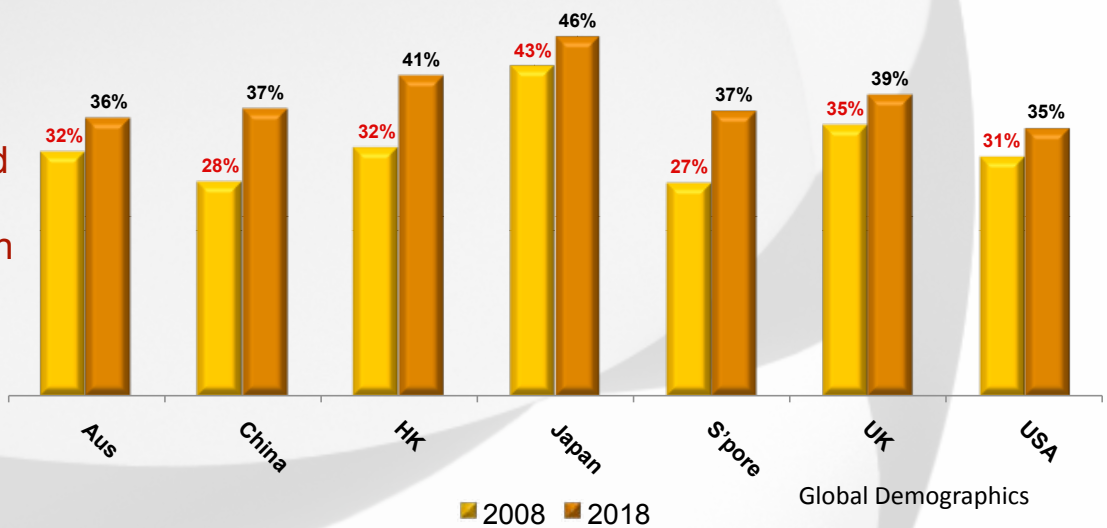
In the Asia Pacific region, we have among the *oldest* (Japan), the *largest* (China) and the *fastest* ageing (Singapore, China, Korea) population countries in the world.

Compared to younger consumers, the 50+ have already made their money and have more time to spend it. Yet many businesses still tend to blindly focus on a shrinking market of younger consumers!

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

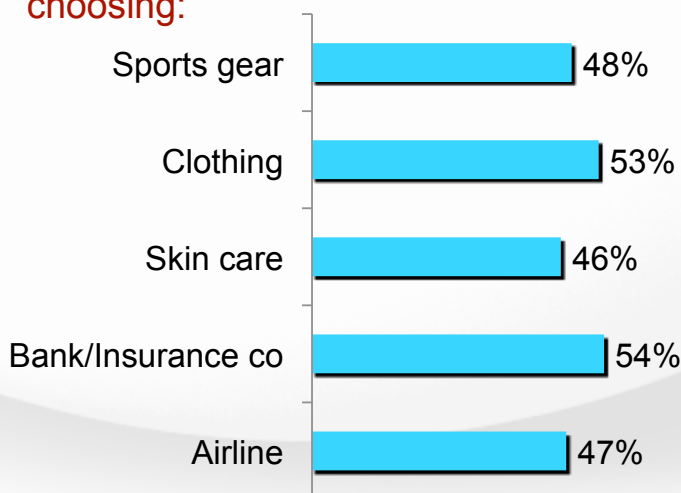
United Nations, 2010

50+ is the largest and fastest growing segment of population



‘Age-friendliness’ the new mantra for business. It is critical in determining purchase decisions and choices for 6 out of 10 consumers. (SilverPoll online survey of 14,000 people 50+)

‘Age-friendliness’ is critical when choosing:



Most 50+ consumers won’t admit to getting old and don’t want to buy ‘old people’s products’, yet the effects of physiological ageing are undeniable, relentless and universal.

The world has been optimised for younger people so there are many things will turn away your older customers.

Some are obvious, but most are not. So companies wanting to achieve long term business success must make their entire consumer experience “age-friendly”.

SILVER AUDIT

SilverAudit™ is the world's most rigorous and accurate system to help businesses and brands understand, measure and ultimately remove the barriers that may exist between them and their older customers.

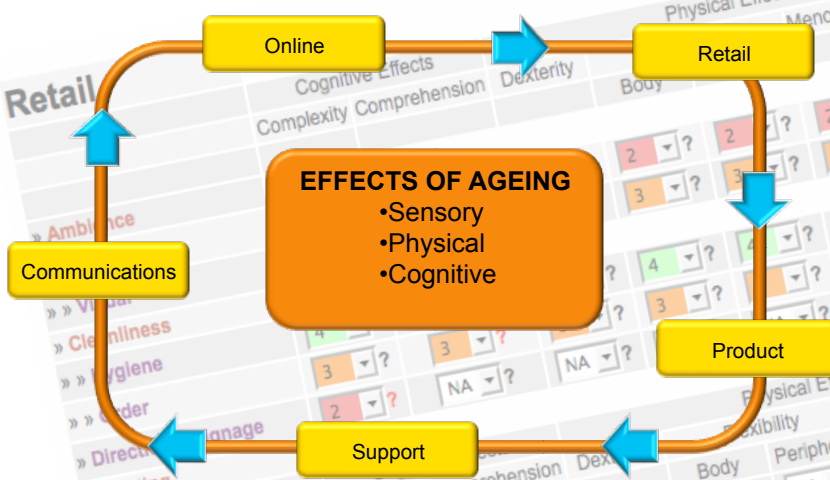
SILVERAUDIT

SilverAudit combines deep understanding of the physiology of ageing with a holistic approach to consumer marketing to provide a total assessment of age-friendliness.

Accurately measures every stage of the customer journey

The principle of the audit is to evaluate all the steps in a customer's involvement with a business through the prism of physiological ageing. That's more than 150 steps against up to 27 universal effects of ageing.

We use a variety of devices to measure lumens, decibels and more to ensure the accuracy and comparability of our findings.



"Evaluating the customer journey from the perspective of older persons has given us some unique insights into this customer demographic. The rigour of SilverAudit is impressive as it evaluates all touch points experienced by the customer. Apart from the value scoring it has revealed actionable insights that we can use in our business"

Head, Consumer Insights, Standard Chartered Bank

Actionable Analysis and Output

Using our unique, web based tool, to capture the input we can readily see where the possible consumer barriers exist and establish benchmarks for future comparison. Clients receive a 360 degree analysis of their 'age-friendliness'.

	Cognitive	Physical	Sensory	
Communications	1.9	2	2.1	2
Online	3.4	1.6	2.3	2.7
Phone	2	1	1	1.2
Product	1.7	2	2	1.9
Retail	2.7	2.8	2.8	2.8
© Silver Group	2.7	2.3	2.4	2.5

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2.5

OUR CLIENTS

Just some of the visionary companies who have explored the 50+ market with Silver:



Voted "Best Speaker" - 3rd Annual Asia Research Conference. April 2011.
Voted "Best Speaker" - 2nd World Advertising Forum. October 2010.

"I see a great many presentations each year at the 7 or 8 conferences I work on and yours was definitely among the best, both in terms of content, delivery and the message".

National Manager - Conferences. ProInvest Financial Group

ABOUT US

Silver is a consulting company that helps businesses profit from the unprecedented, global growth of the 50+ population. Founded in 2009, Silver is a Singapore-based, global company with partners and affiliates across the globe. Silver has become one of the global leaders in 50+ consulting with one of the leading blogs, unique research, insights and tools. Our other services include:

- **SilverAudit** - Assess the age-friendliness to help remove barriers with the 50+ market.
- **Consulting** - Devise a compelling strategy for your business to attract the 50+ market.
- **Training & Speaking** - A **Keynote speech** at your next major conference. An **Executive briefing** to highlight the issue to your board or a **Workshop** with your leadership team to help them understand the market and to generate ideas to win.

Kim Walker is the founder and CEO of Silver. A successful business leader with over 30 years experience across the Asia Pacific region and USA, his opinions on this subject are much sought after by business and the media alike. He has appeared on CNBC, Bloomberg and Channel News Asia as well as countless published articles. He is a regular on the international speaking circuit.



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