



PROSPECTING FOR GOLD LTD.  
Wealth Intelligence Services™

## INFORMATION PACK



THE WEALTH INTELLIGENCE DATABASE™ 2008

May 2008



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## RESEARCH SERVICES

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## INTRODUCTION

The Wealth Intelligence Database was established 19 years ago. It has recorded historical and published data, on a daily basis, from major industry directories, on-line sources, CD-ROMs and newspapers and journals. It is made up of two data sets comprising nearly 300,000 records. The main data set contains profile information on over 220,000 high net worth and well-connected individuals including:

- Art and antique dealers
- Artists, composers and musicians
- Bishops and church leaders
- Chairman and managing directors of leading companies
- Chefs and hoteliers
- Directors of major advertising agencies and PR consultancies, editors, publishers and journalists
- Directors of UK-based overseas banks and financial institutions
- Eminent figures in education, science and the academic world
- Film, theatre and TV actors
- Film, TV and radio producers and directors
- Key sports personalities
- Leading literary figures
- Leading stockbrokers, bankers and people of influence in the City
- Peers and Baronets, etc.
- Prominent members of the legal profession
- Prominent members of the media
- Top architects, engineers and designers
- Trustees of grant giving foundations and charities

The original sources were based upon Sunday Times Rich Lists going back over the past 10 years, Debrett's People of Today, Who's Who in the City, Trustee directories, certain bought-in lists of millionaires, etc.

## Fields

A typical profile of an individual will give the following information:

Full biographical information, giving full name, home address, business address, date of birth, education and, if appropriate and available that of his/her spouse. Children, where appropriate.

Details of all known relationships, which will include colleagues, relatives and friends

Details of all known Affiliations - which will include directorships of any companies, links to Clubs, grant-giving foundations, links to charities - either as a donor or trustee/appeal committee, etc.

Any interests - e.g. sporting links, the arts, etc.

Notepad information which cannot usefully be included in the foregoing fields. This will typically include shareholdings, salary/remuneration and anything gleaned from published sources, and where the individual has been interviewed in the press, date and source of article is noted and filed in hard copy.

Information on the database is only gathered from published sources in the public domain so that any personal knowledge or insider information will not be reflected.



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## PRICES FOR RESEARCH SERVICES

- **Set up fee** per client data file **£500.00-£900.00**
- **Tag Report** **£2.50** per name
- **Snapshot Report** **£7.50** per name
- **New Names Summary** (minimum of 50) **£30.00** per summary
- **Standard Profile** from name identified by client **£50.00** per profile
- **Network Profile** from name identified by client **£200.00** per profile
- **Full Profile** (showing relationships and networks) **£250.00** per profile

## CONSULTANCY

- **Strategic Planning Session** (using Faststats) **£500.00** for ½ day
- **Research Consultancy** **£500.00** per day

VAT to be added to all above prices



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## DATA FILE SET UP OPTIONS

Prospecting for Gold offers its clients' the following option.

- **Upload fee and Matching** **£500.00**

This sophisticated data analysis software tool enables us to analyse large databases and produce very detailed segmentation results.

If you wish to increase the segmentation results the data file can be loaded with additional columns. The most relevant additional information being:

- your supporter I.D. or Ref No.
- committed giver or cash donor
- male/female
- level of gift/recency of gift

**Each additional column is** **£100.00**

VAT to be added to all above prices



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## Sample Wealthtag Report

This report contains the following information:

Title  
Name  
Suffix  
Address  
Match Type – Household match or Individual match  
Supporter I.D.

Please view an example here

<http://www.prospectingforgold.co.uk/index.php?pg=55>

## Sample Snapshot Report

The sample Snapshot report contains details of all the attributes held for each record. This is presented as a spreadsheet.

Further information can then be added to the report including:

- personal details
- match type
- supporter I.D.
- supporter type

Please view an example here

<http://www.prospectingforgold.co.uk/index.php?pg=56>



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## SAMPLE STANDARD PROFILE

### Mr Anthony J Breen

*Branson plc*  
Marton Manor  
Woodford  
STOCKPORT  
Cheshire  
SK7 1RH

Age: 53      Wealth: £50m+

Sector:      *Personal/Household Care*

*ST Rich List 2002*  
*ST Rich List 2003*

*Chairman: Branson plc*  
*Shareholder: Branson plc*  
*Patron: Prostate Cancer Trust*  
*Beneficiary: Victoria & Albert Museum*  
*Beneficiary: Serpentine Gallery*  
*Beneficiary: Royal Opera House*  
*Settlor: Marton Manor Charitable Trust*

Bought 25,000 Branson plc shares @ 100p. Inside Track 3.4.97  
(Bought from his uncle Sir John Branson)

Owns 103,398 Branson plc shares @ 475p. Inside Track 4.4.97

Owns 5.68m Branson shares @ 362p. CR June 2000

#405= New Entry, with family worth £75m Sunday Times Rich List 2002

A successful relaunch of the famous Lord George brand has helped Branson, the Stockport-based trading group, announce record operating results for 2001. The brand can expect to build further on this success as a major sponsor for the Commonwealth Games in Manchester this summer. Breen, 51, the chairman, is a member of the low-key family that founded the business. Branson is doing well overseas, too. It has sugar factories in Nigeria and a base in Indonesia. The family's stake in the firm is worth about £75m.

Earnings shown in annual report: Branson plc: Salary £199,801: Other £23,508: Total £223,309.12/02

A First Night Donor to the Royal Opera House (known to have made a gift over £5,000)

Holds Branson PLC shares valued at £976,121. AR 12/02

#468= Sunday Times Rich List 2003 worth £53m

Established the Manor Charitable Trust in 2003. No donations at present but had income of £1.5m in 2003-2004.



**SAMPLE FULL PROFILE**

**Sir Montague Bacon, Bt, DL**

Scratching Hall  
Stywold  
Norfolk  
PE14 9BD

42 Saddleback Street  
London W1P 4DZ



**Biographical Information**

Date of Birth: 05/05/1947      Age: 59  
Birthplace: Trumpington, Cambridge

**Business Information**

Pig Improvement Company  
Banbury  
Oxfordshire

Tel: 01225 625680  
Secretary: Mrs Carol Swine (01225 625681)

**Education**

Eton  
St Porks, Oxford (Graduated with a 1<sup>st</sup> in agriculture)

**Spouse Information**

Penelope (nickname 'Babe') (nee Tamworth)  
Date of Birth: 13/12/1944      Age: 59

**Relationships**

Nicholas W Berkshire, OBE	known to	Countryside Alliance; a stockbroker Administrator of the Farrow Trust Chair of Trustees of Gourmet Club Old Spot Association Pork Futures plc and formerly with Arthur Anderson in Blandford National Trust member and vice president of the British Pig Association
Sir John D Duroc	known to	
Lord Roger S Gloucester	known to	
Lord Ambrose Hampshire	known to	
David S Landrace, DL	known to	
Sheriff Simon Pietrain	known to	

**Business Affiliations**

The British Pig Association	President
The Countryside Alliance	Member
The Pig Improvement Company plc	Chairman
The Old Spot Association	Chairman of Trustees
Pork Futures plc	Non executive Chairman
Farrow & Ball	Non executive Chairman



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## Philanthropic Links

The Farrow Trust	Trustee	Income: £869,037 Expenditure £972,002 - 2002
The Bacon C.T.	Settlor	Income: £16,283 Expenditure: £21,895. Supports farming and animal rights issues. 2003
Norfolk Gamekeepers Association	Beneficiary	Donated a day's shoot

## Notes

S Times Richest 500 1994 #274 £45m. Joins list on strength of art collection. Two large estates in family - 4,000 in Norfolk and 10,000 in Staffordshire. He has arguably the best collection of English watercolours, valued at £7m. Sir Montague is a keen gardener, especially interested in woodland trees.

7/94 No 368 BusinessAge Rich 500 1994 £37m

No. 395 BusinessAge Rich 500 1995 £45m

Worth £60m =305th ST Top 500 1997.

Worth £60m =357th ST Top 500 1998.

Worth £55m =446th ST Top 1000 1999 - value fallen as a result of drop in land prices.

Owns 13,000 acres valued at £60m. ST 1/8/99

=586th in the ST Rich List 2000. Wealth estimated at £58m.

No. 619= in the Sunday Times Rich List 2001. Wealth estimated at £60 million.

#591= worth £61m ST Rich List 2002

#484= ST Rich List 2003 worth £70m

#568= ST Rich List 2004 valued at £70m

This charming neo-gothic house (not open to the public) is the home of Sir Montague Bacon and his family. Although parts of the 18th century garden remain, they are predominately a 20th century masterpiece. The fascinating plantsman's garden was laid out approximately 100 years ago and is filled with rare plants, shrubs and trees. The kitchen garden is 200 years old and in the greenhouse there are peaches, vines, figs and cucumbers together with jasmine and 'Cianthus maurandias'. Old melon pits and a Victorian conservatory have been restored. Scratching Hall also grows huge quantities of flowers for florists and raises many rare plants and shrubs for its fascinating catalogue.

Owns 4,449,564 shares in Pork Futures plc, value £15.5m. Business Age Jan 1993

Sold more than 1 million Pork Futures shares, netting £2.5m. S Times Top 400 1993 No 113 £80m

Owns 4.3m Farrow & Ball shares valued at 284p worth £2.2m (12/1996).

Owns 9.25m Farrow & Ball plc shares at 364p. CR 12/99

Sold 1,179,300 Pig Improvement Company shares at 430 (£5,070,990) Holding now stands at 7,875,000 (2.969%) IC 6/10/00

Holds Pork Futures shares valued at £10,677,577. AR 12/02

Sold Trough Holdings to an American company for £11m after a £25m management buyout. Sunday Times Top Pay 2003 income £11.245m.

Wife, Penelope, a former model and governor of Crosfields School, Berkshire. She is an active fundraiser for the Distressed Gentlefolk's Association and on several fundraising committees for events in London. She is well connected in her own right as she is the eldest daughter of Lord Tamworth of Staffordshire who died in 1984 and left an estate valued at £4.3m. She was his only surviving offspring.

## Interests

barbecues

stalking

shooting

Military service Queens Own Dragoon Highlanders

Warden of the Worshipful Company of Farmers



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**Sources**

Britain's Rich 93  
Britain's Rich 94  
Charity Commission website  
Corporate Register March 2006

DASH  
On-line Research  
Sunday Times Pay List 2005  
Wealth Register 2005



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**SAMPLE NETWORK PROFILE**

Name	Organisation	Contact through	Wealthband
Mr Bill Archer			
			£50m+
		Master - Insurers Company	
	ex-Lord Mayor of London		
		Royal Bank of Scotland plc	
Mr Dominic J Burke			
			£10m-£25m
		S C Wise	
	Exel plc		
Mr John Condon			
		Pension Insurance Corporation Ltd	
			£5m-£10m
	Ecclesiastical Insurance Group plc		
Mr Joachim Eberhardt			
			£5m-£10m
		Royal Bank of Scotland plc	
	Swiss Reinsurance Co (UK) Ltd.		
		S C Wise	
			£1m-£5m
Mr William M Friedrich			
	Royal Bank of Scotland plc		
		Yell Group plc	
			£5m-£10m
Mr Archie Hunter, DL			
	Lieutenancy Office		
		Pension Insurance Corporation Ltd	
			£1m-£5m
Mr Chris Keljik, OBE			
	Hanson plc		
		Royal Bank of Scotland plc	
Mrs Janis C Kong, OBE			
			£1m-£5m
		Jardine Lloyd Thompson Group plc	£5m-£10m



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## **DATA SECURITY CONTRACT**

Prospecting for Gold Ltd (PFG) is registered with the Data Protection Registrar, Reg. No Z7945617

### **Copyright and Data Protection**

1. Copyright on any data supplied by the client remains at all times with the client.
2. The copyright in all art work, copy and any other work capable of being subject to copyright produced or created by PFG at the specific request of the client shall vest in the client.
3. PFG is licensed by the client to analyse, edit and add to the data supplied by the client where this is relevant to the project. Information will be obtained and processed fairly and lawfully in compliance with the Data Protection Act.
4. PFG undertakes to abide at all times by the Data Protection Act and all other relevant legislation and regulations in relation to the discharge by it of its obligations under this Agreement.

### **Security and Confidentiality**

1. PFG may not use data supplied by the client to add to or enhance information held for any other purpose. Information obtained by PFG from any other sources during the course of the research may be used for other purposes.
2. PFG agrees to keep any information it receives from the client in trust and to take all reasonable steps to safeguard the confidentiality of such information and to prevent, at any time either during or after termination of this Agreement, any unauthorised disclosure by employees.
3. PFG is licensed by the client to make up to three paper copies of data supplied by the client and one copy on an electronic system such as a computer. The data may not be duplicated or reproduced in any way.
4. PFG will destroy the original and any paper copies of data and destroy any copy on a closed electronic system within 14 days of the end of the project or termination of the contract. PFG reserves the right to keep the specific client data on all matched records required to carry out data analysis and produce any tag or snapshot reports ordered. PFG undertakes that it shall not deal in, exploit or use the Data (in whatever form) in any manner whether during the currency of this Agreement or after its termination.
5. The client will at all times have access to information on PFG's research methods and progress with the projects.



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**A Word of Caution**

1. Please be aware that if you have sourced names from public directories, for example Debrett's and Who's Who, we may not be able to add further content. You may wish to exclude those records from the transfer file.
2. The results we obtain may include names which you have already identified as prospects as part of your fundraising process. We therefore recommend, if you do not wish these names to be included in the screening, that they be removed from the transfer file.

**For Prospecting for Gold Ltd**

Signed .....

Position .....

**For the Client**

Organisation .....

Address .....

.....

.....

Signed .....

Position .....

Date .....



## FILE LAYOUT for DATABASE SCREENING DATA TRANSFER


### Overview

Files can be submitted electronically (email or via the secure FTP site), or physically, via CD. If FTP access is required, Our network administration team will create a dedicated, secure folder for each client that requires strict IP constrained access and logon details. Please email [ptalbot@matrix-data.co.uk](mailto:ptalbot@matrix-data.co.uk) for further information regarding FTP protocols. This is ideal for very large files (500,000+ records).

### File Layout Detail

Our matching algorithms expect to find component parts of names and addresses in each file being compared. The less data that is provided, the more 'fuzzy' the match result becomes.

For optimal matching to occur, a header row of column names should be included at the top of a file and the following structure and in this sequence.

1	Title	Mr, Mrs etc
2	Forename and middle names (concatenated)	'John David' or 'John D' or 'J D'
3	Surname	As written
4	Address Line 1	Address data
5		Address data
6	Address Line 6	Address data
7	Postcode	Address data
8	Client database system ID	Your record ID
9	Additional record Variable (optional)	For greater analysis segmentation
10	Additional record Variable (optional)	For greater analysis segmentation
11	Etc...	For greater analysis segmentation



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## Example data layout

This is an example of the core data we require in order to match records – please use this layout as the required minimum template

Additional columns can be appended to the end of the file if required.

Title	Firstname	Surname	Address 1	Address 2	Address 3	Address 4	Postcode	Client ID
Mrs	P	Ashcroft	72 Burns Road	Aberdeen	Scotland		AB1 6NS	248671
Mr	S	Humphries	18 Great Western Road	Aberdeen	Scotland		AB1 6PY	258663
Mrs	Dawn	Lucey-Humphries	34 Salisbury Terr	Aberdeen			AB1 6QH	258664
Major	P G	Malins MBE MC	6 Deeside Park	Aberdeen	Scotland		AB1 7PQ	214096
Lt/Col.	H J T	Steers	22 Springfield Gardens	Aberdeen	Aberdeenshire	Scotland	AB1 7RX	183638
Major	Tim	O'Brien	Redmarshall	6 Kingswood Walk	Kingswells	Aberdeen	AB1 8AG	255714
Dr	J F	Lawrence	8 Ruthrie Road	Aberdeen	Aberdeenshire		AB10 7HN	153038
Mr	David Adam	Allan	13 Hutchison Terrace	Aberdeen			AB10 7NN	140873
Mrs	M	Allan	70 Gordon Street	Aberdeen	Scotland		AB11 6EW	29851
Mr	Matthew G	Strachan	23 Devanha Terrace	Ferryhill	Aberdeen	Grampian	AB11 7T W	52894
Mr	M	Anderson	23 Devanha Terrace	Ferryhill	Aberdeen	Grampian	AB11 7T W	167792
Mrs	A A	Kelly	38 Brunswick Place	Aberdeen			AB11 7TF	21669

## Additional Notes

### File Formats

Ideal formats for us to receive are comma separated values (.csv) or Text (.txt). Excel files (.xls) are acceptable, but Excel' internal limits of 65,000 rows per work sheet will limit suitability.

### File Compression

Files should be compressed before sending electronically, and if preferred, password protected. WinZip is the most common compression utility and format – WinRar is also acceptable (compresses even more).