

Communication

Design

Publishing

Information

Strategy

Marketing

Direct Marketing

Advertising

P.R.

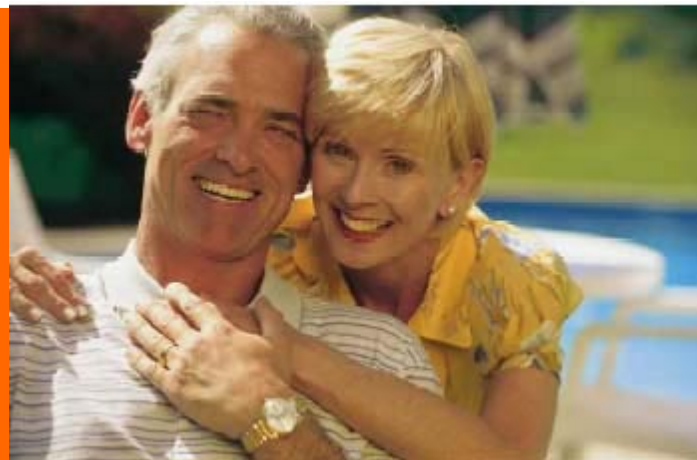
Human Resources

Strategic Watch

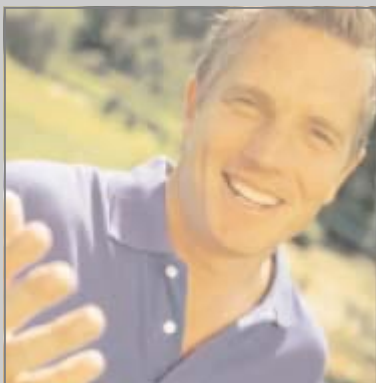
Senior Strategic Experts network on the Mature Market

- . All the professional expertises
- . An international network
- . Professional expertises web sites

theMatureMarket.com



« A unique growth opportunity for companies »



The Mature Market

The Seniors and Baby Boomers Market

The number of Persons aged over 50 is increasing worldwide. This population aging is due to three phenomenons: the decrease in the number of births, the extension of life expectancy, and the massive arrival of Baby Boomers to retirement. The latter has benefited from a wealthy employment period in their youth and from a wide diffusion of technological innovation.

They are the most numerous and richest generation, on which depends the future of many companies. Indeed, importance of Seniors on economy is growing, their purchasing power, is a real long term growth engine for companies correctly positioned on this market.

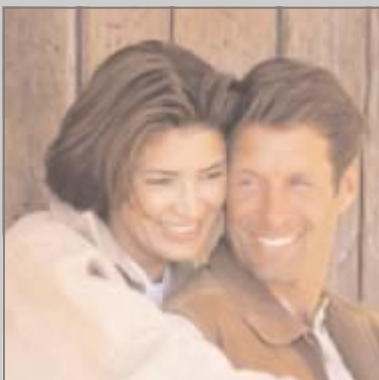
Population ageing effect on consumption

Until a recent period, surveys showed that retirement meant a decrease in consumption. The consumption peak, that was reached at about 49 years old in 1995, has moved up to 54 years old nowadays. Globally, prospective on consumption of the 50+ must take in consideration two main parameters: Age effects and Generation effects.

On one hand, according to surveys on age effects, consumption tends to decrease with ageing, and this is what has been noticed in the past. On the other hand, surveys on generation highlight a large variety of consumption behaviours among people from different cohorts. For example, we know that Baby Boomers consume more than current Seniors do when they were the same age.

At equal age, generations do not consume the same way. Studying generations helps understanding this phenomenon. It comes out that a person's life and history has a strong influence on his attitude towards consumption.

« A heterogeneous and complex market »



Economic consequences of population ageing

The increasing number of elder people is often perceived as a burden for society: increasing in retirement pensions, medical expenses, dependence risks, etc.

All the experts agree to consider that consequences of this phenomenon will be important.

But opinions diverge: some of them think that economy is going to collapse, some others estimate that profitability gains and stronger economic growth will pay for expenses generated by population ageing.

According to OECD, (Organisation for Economic Cooperation and Development), in 2001, expenses related to retirement of its member-countries represented on average 7.5% of the G.D.P.

These expenses should increase by 3 or 4 points within 2050. Governments will be able to fulfil these new financial needs with measures that will be judged as unpopular, but essential. Among these measures, let's quote increase in contributions and taxes, decrease in health and retirement expenses and allowances, reduction in other expenses and public investments.

Baby-boomers : the generation that is going to change everything

Baby-boomers generation is composed of persons born after 1946. This cohort is basically going to change the vision we have on retirement and ageing. It has been found out that most Baby-boomers have comfortable income. Even if postsecondary studies have been accessible in the same proportions for 45-49 years old and 50-54 years old citizens, the second ones earn better life than the first ones.

« A unique network of experts »

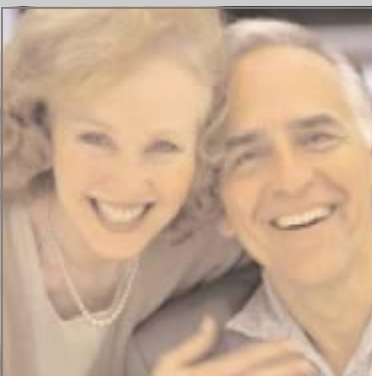
Senior Strategic WorldWide

An International network on the 5 continents

Senior Strategic is an international network of independent companies that specialize in the Mature Market also described as the "50+ market".

The members provide a unique field of professional expertise to companies such as : consulting, market report, advertisement and communication, direct marketing, strategic watch.

We are located in America, Asia - Pacific and Europe. An agreement with Fiapa (International Federation of Retired Persons Association) allows us to be present in 48 countries.



International expertises

Consulting in Strategy and Marketing

Companies that are already running an activity dedicated to Seniors or Baby boomers agree to say that the Senior market is complex. Many companies have failed, others are succeeding. Senior Strategic members assist you to use the best practises to reach the Mature Market.

You will then use the right strategy according to your objectives, the segmentation of Seniors citizens you want to work with, and the country you are operating from.

Every Expert has over 10 years experience in "Marketing to Seniors"

Market studies

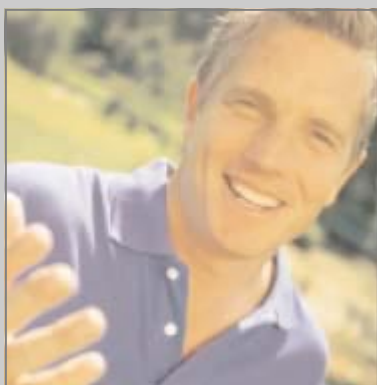
Senior Strategic members are able to run quantitative studies in different countries with the experts needed.

Information and Strategic Watch

"Senior Watch " enables you to get efficient and relevant information to follow up with the evolution of a specific field of activity: trends, competitors, customers, technologies, etc.

We provide essential information, selected through 3,500 information sources from 48 countries around the world.

Everyday, "Senior Watch" network professionals chase worldwide information and topical news on the Senior and Baby-boomers market.



Direct marketing

Direct marketing is an efficient way to reach 50+ customers for two main reasons: first, they are better readers than other generations due to the fact that when they were young they only used radio and newspapers. Secondly, they are more mature, and they need more time to make a decision.

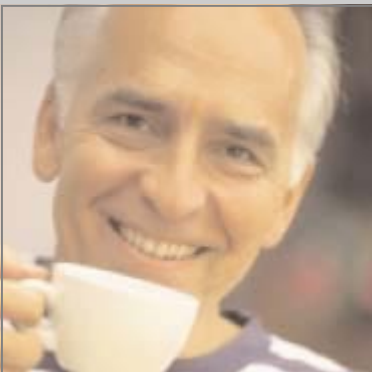
Direct marketing may answer these questions but need expertise. Direct marketing to young people is totally different than direct marketing to 50+ people.

Our members will assist you to develop successful direct marketing actions, which take into account both physiology and psychology in ageing process, but also the generation and neuromarketing aspects.

Advertising and Communication

50+ persons do not react to advertisement as younger generation does. Most studies explain that Baby boomers and Seniors are much more difficult to convince. Furthermore, Senior citizens have their own way to read and understand advertisement. In Europe, 86% of the 50+ aged group say that current communication actions do not manage to reach them.

Different aspects need to be considered : psychological and physiological aging, cognitive age, aging perception, segmentation, geographical areas...



« An international network to assist you to succeed on the Mature Market »



theMatureMarket.com

A network of experts

Since the very beginning of our activity, the Mature market has shown its complexity and homogeneity, because it requires accurate skills from experienced consultants, and studies had been insufficient.

Senior Strategic has set up a Scientific Council with experts and researchers from various fields benefiting from a good knowledge of the Mature market : gerontologists, sociologists, psychologists, economists, anthropologists, marketing and communication specialist...

Professional informative Web sites

Senior Strategic is present world wide with several professional informative web sites on the Senior market. These medias provides you daily news, information on new products and services, interview of market leaders, examples of trends, trainings, books, market reports...

You are welcome to propose your information on these Websites : press releases, new products, market reports...



• **theMatureMarket.com (International and US)**

- theMatureMarket.ca (Canada)
- theMatureMarket.co.uk (Great Britain)
- leMarchedesSeniors.be (Belgium)
- leMarchedesSeniors.ca (Quebec)
- leMarchedesSeniors.ch (Switzerland)
- leMarchedesSeniors.com (France)
- Reifemaerkte.de (Germany)
- RhSeniors.com (specializes in human resources)

International Partnership with FIAPA

SeniorStrategic is partner of FIAPA which represents more than 320 millions seniors citizens worldwide with 3.000 associations.

FIAPA was founded on September,20th 1980 in Paris. As a non-governmental organization, it holds the general consultative status with the United Nations, at the highest level. It works closely with UNESCO in the fields of culture and education, as well as with the World Health Organization.

In Europe, FIAPA is one of the five consultative group members at the European Union and Council of Europe. FIAPA is also founder of the European Older People's Platform (AGE), and chaired over it on the first year of its creation.

Frédéric Serrière, Senior Strategic President

For several years, Frederic Serrière has been an international expert and lecturer of Seniors and Baby-boomers markets. Author of "The Mature Market Guide" and "Conquer the Mature Market", he gave more than 80 conferences around the world (France, Asia, Canada, Switzerland, etc.) for institutions, companies and seminars.



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