

NI Group Limited
P. Sarma
Second Statement
Exhibits "PS2" to "PS6"
29 November 2011

**IN THE MATTER OF THE LEVESON INQUIRY INTO THE CULTURE, PRACTICES AND
ETHICS OF THE PRESS**

EXHIBIT PS5

This is the exhibit marked "PS5" referred to in the second witness statement of Pia Sarma dated the 29th day of November 2011.

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GB Group launches UK's first daily customer data check to cut GBP95 million direct mail wastage.

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Article Excerpt

M2 PRESSWIRE-13 May 2002-GB Group: GB Group launches UK's first daily customer data check to cut GBP95 million direct mail wastage (C)1994-2002 M2 COMMUNICATIONS LTD

RDATE:05132001

GB Group plc, the customer relationship management business, is the first to launch an ex-directory and directory query restricted data service, to help businesses dramatically reduce direct mail wastage.

According to the Direct Mail Association, businesses waste approximately GBP95 million annually on mailings because they do not have up to date names and addresses of customers.

The new daily customer data verification service is based on previously inaccessible 'ex-directory' and 'directory query restricted' data held on 26 million people in the UK by British Telecom. Use of the data will be closely regulated to ensure individuals' rights not to be contacted via telephone be respected.

Supplied daily by BT under special license to GB Group from 13th May, the data will be used to check the names and addresses of individuals wishing to be excluded from 192 and directory listings, and therefore previously 'unseen' by businesses.

The new service will be offered via GB Group's 'National Register', a portfolio of data sets, which together forms the UK's most comprehensive consumer reference database, containing information on over 48 million individuals and households from more than 35 independent data sources.

Antony Allen, sales and marketing director of GB Group said: "Our customers have been asking for...

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Blow to UK liquidity as ex-directory figure hits 58%

Surge in ex-directory numbers makes it even harder for debt-ridden UK businesses to collect monies owing, says identity management leaders GB Group

London - 01 February 2011 – The number of people electing to go ex-directory in the UK have surged beyond the 50% mark to reach an all-time high, presenting major concerns for debt collection companies and the UK economy. With a rise in the number of people choosing to exit the phone book, the UK's personal debt is set to soar as debt collecting agencies are facing increasing difficulties identifying and verifying individuals.

The ex-directory figure currently stands at 58% of people registered with the UK Telephone Number Database (an extract from BT OSIS). With the total UK personal debt flirting with the £1 trillion mark, and expected to hit £10 trillion by 2015 according to PwC in a [recent article in The Telegraph](#), more and more people are struggling with debt, leaving companies with a huge problem in tracking down outstanding debtors and securing payment. Furthermore, these companies could also face problems meeting Principle 4 of the Data Protection Act, which states personal data shall be accurate and up-to-date.

GB Group, a leader in [tracing technology](#) for the debt collection sector, has the broadest source of accurate UK population data (including names, addresses and telephone numbers) currently available in the market. Its solution, [GB Accelerator e-Trace V4](#), has now been implemented in the majority of the top debt collection agencies – via software or bureau – across the UK; as they realise the value of the consented numbers.

GB Accelerator e-Trace V4 delves into the largest pool of landline and mobile telephone numbers available, sourced from a range of previously unavailable datasources and following close consultation with the Information Commissioners Office.

"The biggest problem currently facing debt collection agencies is recovering bad debt quickly and with the surge in ex-directory numbers, it is now becoming an economical issue," says David Green, business development director at GB Group. "A further problem is that the majority of people today use mobile phones, which are not listed in the telephone directory, making it increasingly difficult for companies to reach their customers. It is this data that GB Group has access to – in which cases individuals have provided lawful consent for their telephone number data to be accessed for specific purposes."

GB Group's Consented Telephone Number Database contains 50.9m telephone numbers, which includes 14.2m mobile telephone numbers. To demonstrate the value this will bring to a client, GB Group took a random sample of names and addresses from this database and completed a teleappend exercise against the UK Telephone Number Database (an extract from BT OSIS). The results showed that 56.6% of these records existed on the UK Telephone Number Database (an extract from BT OSIS), with 34.8% returning a telephone number and 21.8% being ex-directory/DQR. GB Group was therefore able to provide an additional 65.2% telephone numbers from its consented sources. What's more, GB Group can

validate both landline and mobile numbers are live in real-time, so clients can have confidence the number they are calling is active.

GB Accelerator e-Trace V4 also includes over 20 years of historic electoral roll data, deceased information, gone-away data, insolvency and bankruptcy data.

Note to editors:

GB Group was the first to market with telephone numbers sourced over and above UK Telephone Number Database (an extract from BT OSIS), by introducing the GB Telephone Number Database in October 2008. The company continues to source additional telephone data, with exclusive supply to GB Group and in September last year it added 2 more suppliers. Today it has the most detailed database available for our customers, with approximately 37m landline telephone numbers and 14m mobile numbers, all updated monthly.

GB Accelerator e-Trace offers sub-second search and retrieval of almost 1 billion records, presented in a single screen view. GBGroup only provides data to companies that have a lawful reason to contact individuals and work with the Information Commission to ensure all relevant privacy standards are met.

In November 2010 one of GB Group's clients, Zinc Group, scooped the award for **DCA of the Year under 2m** at a Debt Collections Awards. The Debt Collection Awards is the only awards scheme aimed at celebrating the achievements of professionals working in debt collection enforcement, debt purchase and tracing. Together with their excellent financial performance and business strategy, e-Trace was a contributing factor in Zinc Group winning this award, as it sped up Zinc Group's tracing processes and has helped to achieve increased contact rates of 37%, driving quicker collections.

About GB Group plc

GB Group is the UK's leading Identity Management business. It helps organisations recognise and verify all elements of an individual's identity at every interaction. Through the application of our proprietary technology, we enable organisations to connect, communicate and transact with people safely, responsibly and profitably. In doing so, we help businesses like Baines & Ernst, GE Money, O2, Laura Ashley, HMRC, HBOs, LloydsTSB, , Virgin Games, PartyGaming, Betfair and Ladbrokes understand their customers better to create more meaningful customer interactions – and reduce costs across the business.

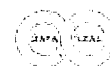
GB Group is listed on the London Stock Exchange (GBG).

February 2011

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Data Seal
27001/1-013

Tracing People UK

- Home
- Instant People Search 2011
- People Search 1980 - 2011
- Address Search 1980 - 2011
- Birth, Marriage and Death from 1837 to 2011
- Census Search
- Telephone Tracing UK
- Electoral Roll 1992 to 2011
- Easy Trace No Find No Fee 24 Hrs Tracing Service £79.99
- Land Registry
- Business Tracing
- Vehicle Tracing
- Purchase Search Credits
- Free People Search
- Free Telephone Number Search
- Free UK Directors Name Search

Client Log In

Email

Password

[Forgotten your password? Click here](#)

Our support lines are open from 09:30 Hrs to 19:30 Hrs, Monday to Sunday. Please note that once you are connected to an investigator you will be asked to confirm your identity prior to any information being disclosed, your call will be charged at £1.53 per minute from BT landlines; Other networks may vary & calls from mobiles may cost more.

Instant People Tracing Line

0911 612 4790*

*Calls charged at £1.53 from a BT landline.

You must be over 18 to use this service and have the bill payers permission.

You will need to provide your personal details to seek instant tracing information including research from 1992 - 2011 and reverse UK telephone data or consented telephone data including over 13 million UK ex-directory numbers.

ex directory telephone numbers. Once registered you will be accessin; New client register for search

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Instant People Tracing Line 0911 612 4790*

*Calls charged at £1.53 from a BT landline.

Other Options...

Ex-Directory UK Telephone Number Search

Ex Directory Telephone Number - 12 Credits

Instant People Tracing Line 0911 612 4790

Reverse UK Mobile Number Search

Tracing a UK Ex directory Land line telephone number is possible via our telephone tracing service. You may have asked BT or 118.com directory enquiries for a telephone number only to be told the telephone number at a known address is ex directory.

Reverse UK Landline Number Search

If you know the address of a person and you are seeking an unlisted telephone number we can carry out a trace of the records attributed to that property to ascertain whether any land line or mobile telephone number for a person resident have been consented to be disclosed. We have access to over 36.7 million UK land line telephone numbers which includes over 13.3 million currently listed UK ex directory numbers. The ex directory numbers and unlisted numbers are sourced perfectly legally and are known in the trade as a consented telephone number. To provide one example among many. The telephone number at an address may be ex directory but a resident (including young adults) of the address may have provided the ex directory number in a prize draw, promotions or to on line music or video providers etc. The ex directory number is now a consented number.

Reverse Email Address Search

Persons Mobile Number Search

The trace will be completed in total accordance with UK Law and our agreed terms and conditions of trade and in total confidentiality by our agents and returned to your email address normally within 3 Hrs:

Positive trace will return:

- Consented telephone number for a property and any other persons mobile number resident at the supplied address. The trace will also in most cases confirm whether the consented number is live or disconnected and the date confirmed.

Ex-Directory UK Telephone Number Search Order

House No./Name
Street
Town
Postcode

Please complete all fields

* All traces subject to our terms and conditions.

Note:
Ex-Directory UK Telephone Number search cost is 12 premium search credit.

[Preview Search](#)

You must be logged on to place an order

[Register and Purchase Search Credits](#)

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