



Decide with Confidence

PRESS RELEASE

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SME Credit Bureau Rebrands as Singapore Commercial Credit Bureau- *Rebranding initiative to cater to increasing market demand*

Singapore, 4 October 2010 – Formerly SME Credit Bureau, Singapore Commercial Credit Bureau (SCCB), Singapore's leading provider of commercial information and business insight, today announced the completion of its rebranding initiative, unveiling a new corporate identity, logo and facelift of its online access Bureau platform.

The rebranding reflects the Bureau's growing market presence and underscores the commitment of SCCB in supporting the local market, where companies have reflected an increasing demand for credit risk information reports and services. SCCB proprietary data has reflected 52 percentage growth on commercial search requests in Singapore in 2009, as compared to 2008. The demand continues to increase this year with 50 percentage growth observed in the first 3 quarters of 2010.

"The usage of commercial business information by local enterprises has increased significantly since early 2009; shortly after the 2008 economy downturn. It is not surprising that these analytics are gaining popularity amongst astute business proprietors as an essential tool to assess the credibility of their business partners. Our recognition of the increasing market demand formed the basis of our rebranding proposition," said Ms Audrey Chia, SCCB Senior Product Development and Marketing Director.

Effective today, branding on premises, marketing and other communications will reflect the refreshed visual identity of SCCB. Bureau reports and services will remain unchanged to ensure a smooth transition for its existing customers. Nonetheless, SCCB customers will benefit from the revamped online platform that will feature improved functionality and additional enhancements that will increase the efficiency of the services offered by the Bureau.

"This initiative marks our progression from a service provider to a leading business solutions hub and reaffirms our commitment to provide our customers with quality information to make critical business decisions confidently. Already at the market forefront, SCCB is now well-positioned to offer our strengthened expertise to more local businesses in the corporate community," Ms Chia added.



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Commentary

About Singapore Commercial Credit Bureau

Established in 2005, Singapore Commercial Credit Bureau (SCCB) operates a database of local enterprises and their credit history to provide clients with the insight needed to build trust and improve the quality of business relationships with their customers, suppliers and business partners. SCCB operates under D&B Singapore.

For more information, visit www.sccb.sg

About D&B

D&B is the world's leading provider of business-to-business credit, marketing and purchasing information and receivables management services. D&B manages the world's most valuable commercial database with information on more than 150 million companies. D&B has a database of 100 million tradelines on a global basis and 26 million within the Asia Pacific region.

Information is gathered in over 200 countries, in 95 languages or dialects, covering 186 monetary currencies. The database is refreshed more than one million times daily as part of D&B's commitment to provide accurate, comprehensive information for its customers around the world.

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