



Decide with Confidence

Dun & Bradstreet

Leveraging broadband in our business

Byron Vielehr
March 11, 2008

D&B is the world's leading source of business information and insight, and our commitment to our customers is reflected in our aspiration



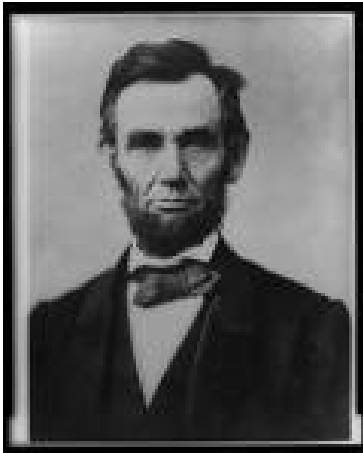
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*To be the most trusted
source of commercial insight
so our customers can
decide with confidence*

D&B has a rich and illustrious history spanning over 165 years



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In the 1840s Abraham Lincoln joined the Mercantile Agency as a credit correspondent



Entry made by Abraham Lincoln on Sangamon Co.



Three other future Presidents of the US also served as correspondents;

Ulysses S. Grant in the 1850's and later Grover Cleveland and William B. McKinley

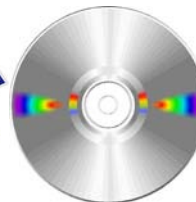
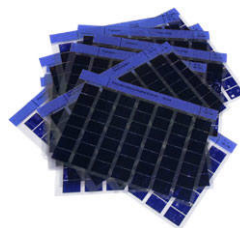
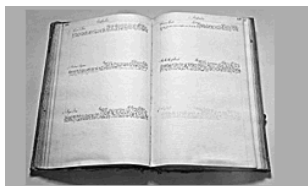
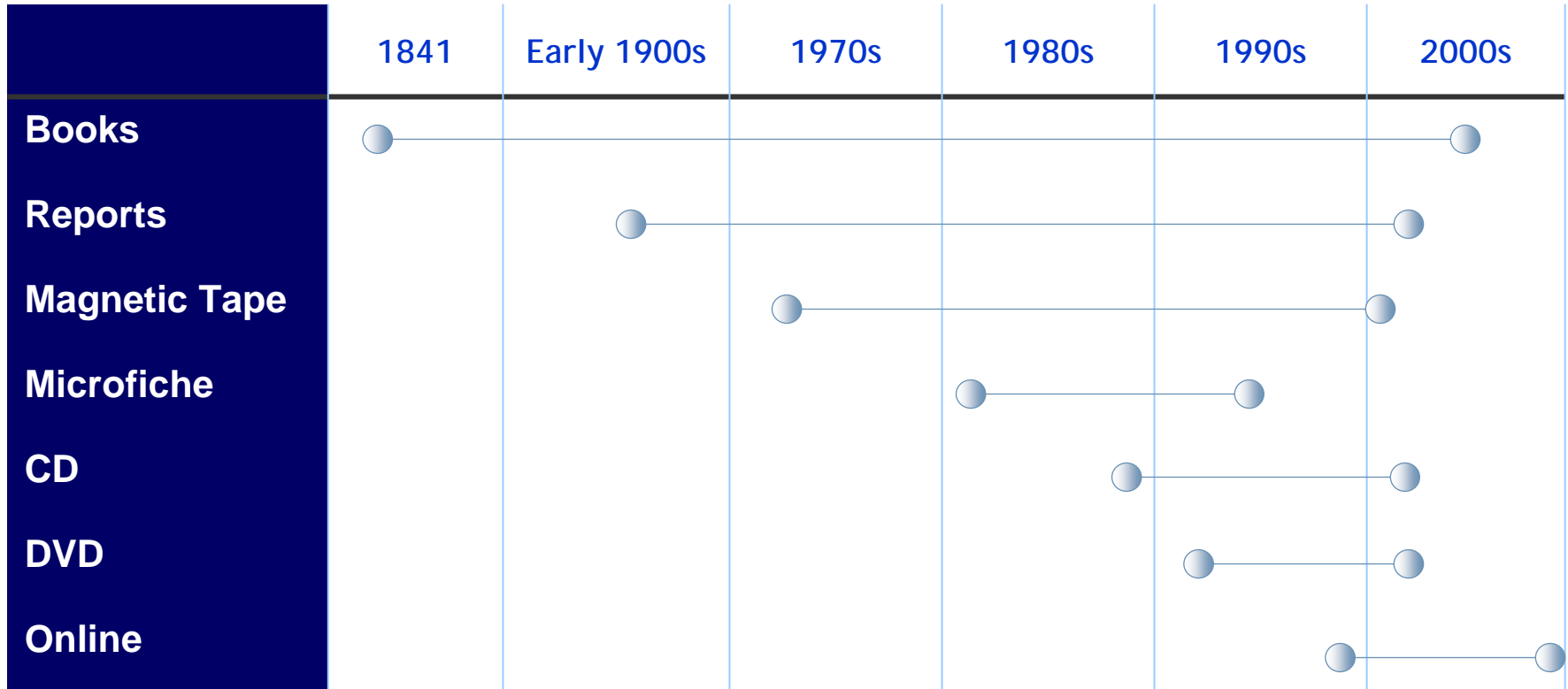


We had Marilyn Monroe doing marketing for us as only she can. Here she posed with the Dun & Bradstreet Reference Book in the 1953 film - "How to Marry a Millionaire"

Through the last century our business has been based on manual data collection and delivery



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In 2000, we recognized that despite our rich history we had underleveraged assets



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Strengths

Opportunities

History

- Origins dating back to 1841

Brand

- Global leader in risk management

Size

- Large and profitable

Global Presence

- Footprint in most major markets

- ***Underleveraged Brand***
- ***No growth strategy***
- ***Insufficient Investments***
- ***No clear culture***
- ***Non-competitive global impact***

To address the opportunities, D&B put in place a strategy that would unlock our assets and change our focus to digital solutions



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New Initiatives

Aspiration

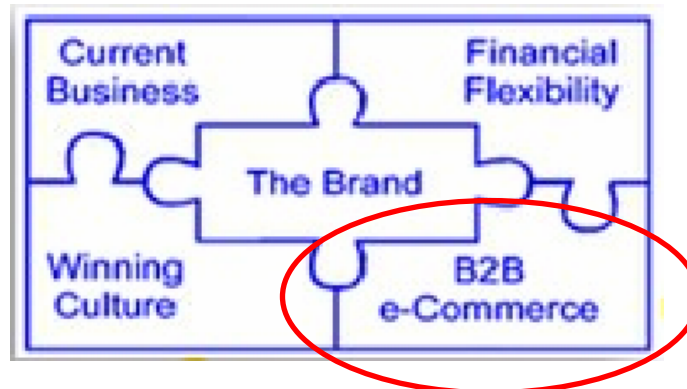
- To be a growth company with an **important presence on the web**

Goals

- 3% Revenue growth
- 10% Op income growth
- 10% EPS growth
- **80% of revenue delivered over the web**

Strategy

- Developed the Blueprint for Growth:



Our strategy paid off, driving a significant portion of our revenue from online solutions



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- 2007 YE announced our 6th consecutive year of strong business growth
- Since 2001, revenue increased by more than 50 percent
- Shareholders who have been with D&B since the spin-off have been rewarded with a quadrupling in the value of their investment
- **Over 95% of revenue is generated from our e-business solutions**

This new strategy, along with the changing tide in technology impacted the complexity of our data management



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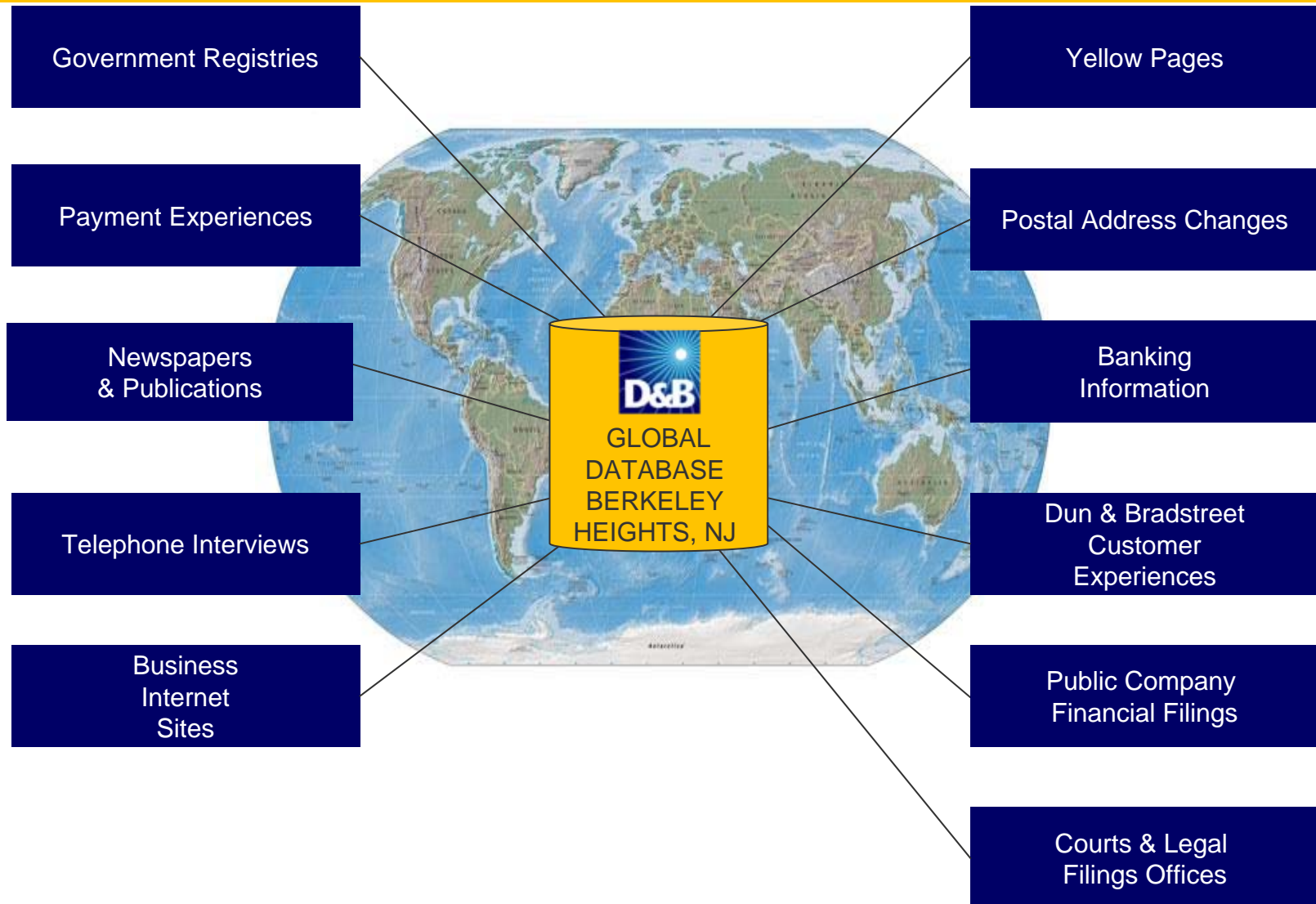
- In the next 60 minutes ...
 - 251 businesses will have a suit, lien or judgment filed against them
 - 183 business telephone numbers will change or be disconnected
 - 43 business addresses will change
 - 36 directorship (CEO, CFO, etc.) changes will occur
 - 33 new businesses will open their doors
 - 8 companies will change their names
 - 7 businesses will file for bankruptcy
- So in a year...
 - 21% of CEO's will change
 - 20% of all addresses change
 - 18% of telephone numbers will change
 - 17% of business names will change

The dynamic nature of our business requires us to process approx. 25 million records a day and we anticipate this will increase to 88 million records a day

Our global data factory leverages digital information more and more, making broadband technology an essential enabler



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Broadband also supports our global business operations as real-time, 24 / 7 connectedness is essential to our success



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Technology and Operations Partners in



Strategic Partners through



Headquarters in



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Short Hills, NJ



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Operations around the world

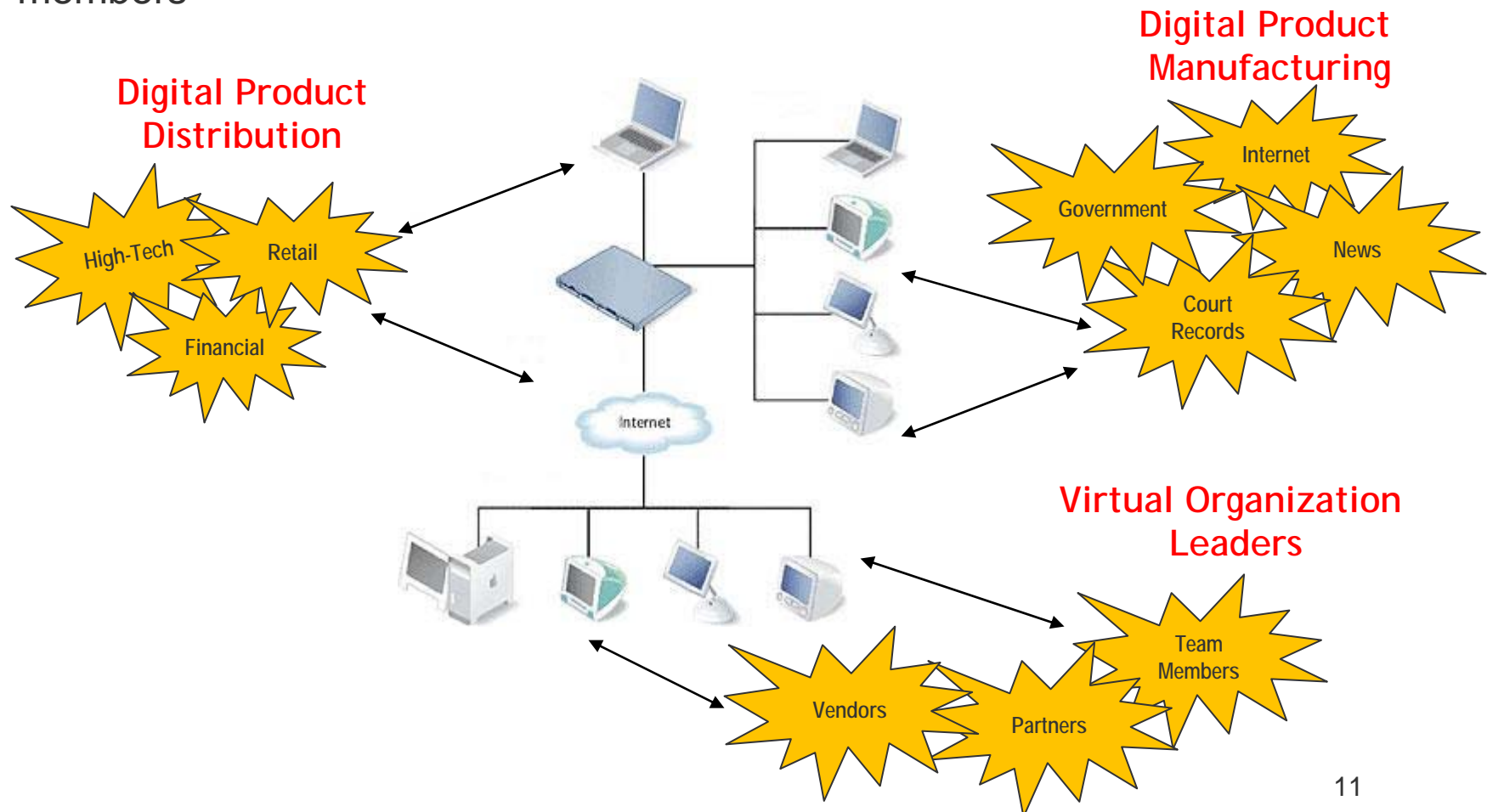


Our future will be driven by our continued use of technology to drive greater efficiency and accessibility



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- Leveraging the Web as a ubiquitous and bi-directional enabling technology is a critical component to managing our customers, partners, suppliers, and team members



Questions



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