

Founded on deep domain knowledge and a thorough understanding of capital markets, Ipreo is the only provider who employs a holistic capital structure approach to market intelligence.

### The markets have changed - have your solutions?

In the past it was enough to produce a bare list of shareholders, possibly with a one-phrase comment on the investor (“slightly underweight”). No longer. Shareholder ID has to be part of a more rigorous analysis of your shareholder base, not a one-off snapshot of your investors today or 2 months ago.

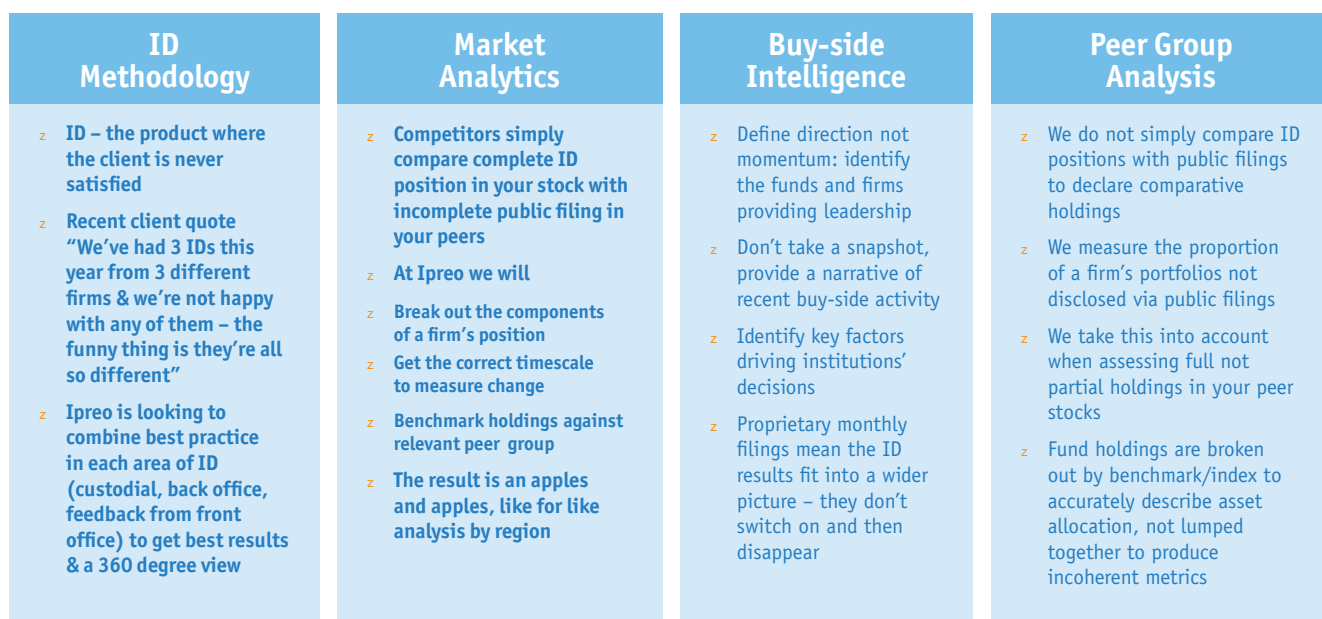
A shareholder identification exercise conducted by Ipreo is not a snapshot of your shareholder base. It’s an audit. We take it for granted that you will need to know

- z How your shareholders approach your sector
- z Their weighted positions in your stock & in your peers
- z Recent buy/sell activity, sector rotation, sector commentary, perceptions
- z How firm buy/sell decisions relate to the wider market and your place in it.

### Quick facts

- z Focused approach, sharing the effort with IR team wherever productive
- z Best of breed methodology provided by highly experienced staff
- z Monthly not quarterly/half yearly public filings wherever possible to provide more timely peer group analysis
- z Firm positions broken down to fund vehicle & fund manager

Most ID firms spend so much time on the snapshot they miss out the intelligence. We know we have to provide both and we will provide continuous intelligence to aid your IR efforts.



### The Ipreo Result

The most comprehensive ID wedded to the best peer group data & the best investor contacts database in the industry

- z Detailed breakdown of firm position at beneficial/fund/mandate level
- z Narrative showing actual position against recent public activity
- z Breakout of major players in each firm with their holdings in stock and peers, fund by fund
- z Correctly benchmarking and weighting of peer group by region
- z Accurate gauge of demand analysis for your stock and sector

## Who we are

Ipreo is a leading provider of high quality data, expert insight, and productivity solutions to Investment banks and Corporations.

Ipreo has the advantage of designing its shareholder identification from scratch – combining best practice and best systems. This effort is based on our demand analysis and new issue software which gives us a unique bottom-up view of what drives buy-side demand, merged with a unique approach to Analytics and the BigDough universe of contacts.

As a major player with revenues of \$100million and over 1,000 clients, Ipreo has the scope to deliver global solutions – not the stitching together of different regional effort but an the ability to deliver integrated answers to your Investor Relations practice and to work with you wherever you need it.

Ipreo’s team of highly experienced analysts aim to provide the best analysis of your shareholder base, not just to list your shareholders. This is at the core of our analytics practice – to generate market intelligence, not to produce data.

DataPlus	Peer Group Analysis	Narrowing the gap	Sharing the workload
<ul style="list-style-type: none"> <li>z Public filings are generally a matter of lowest common denominator – brought down by bad data</li> <li>z DataPlus turns this on its head using all the monthly data we can find for core investors               <ul style="list-style-type: none"> <li>- Assets under management</li> <li>- Asset allocation</li> <li>- Sector allocation</li> <li>- Geographic allocation</li> </ul> </li> <li>Supplemented wherever possible by stated monthly positions at stock level</li> <li>z This enables us to see sector rotation, monthly fund activity, latest stock choices</li> </ul>	<ul style="list-style-type: none"> <li>z Full not partial positions</li> <li>z Monthly/timely positions, not invalid historical data</li> <li>z Valid changes, not synthetic historical changes</li> <li>z Accurate measurement of direction and momentum</li> <li>z Timely sector, sector rotation and peer group intelligence</li> </ul>	<ul style="list-style-type: none"> <li>z In the past it required a series of large investments and a lot of time to connect               <ul style="list-style-type: none"> <li>- Shareholder ID</li> <li>- Shareholder activity in peer group/sector/region</li> <li>- Investor perception</li> </ul>               especially, as in much of Europe, where investor transparency is low             </li> <li>z By combining shareholder ID with monthly buy-side feedback and focused analytics Ipreo can make the circle smaller, providing you with monthly feedback on what is happening to your stock in the market</li> </ul>	<ul style="list-style-type: none"> <li>z Focus means we do not need to provide you with a single line of unnecessary research</li> <li>z Where you have access to a timely view of a part of your shareholder base we can confine our efforts to firms or markets you can’t access</li> <li>z The result will be significantly better continuous ID at a reasonable price</li> </ul>

## About Ipreo

The marriage of deep industry expertise and dynamic innovation, Ipreo brings market-leading intelligence, robust technology, and superior customer service to all participants in the global capital markets. Built on a legacy of experience and a thorough understanding of capital markets, Ipreo provides critical insights and flexible solutions to help our clients run better investor relations programs.