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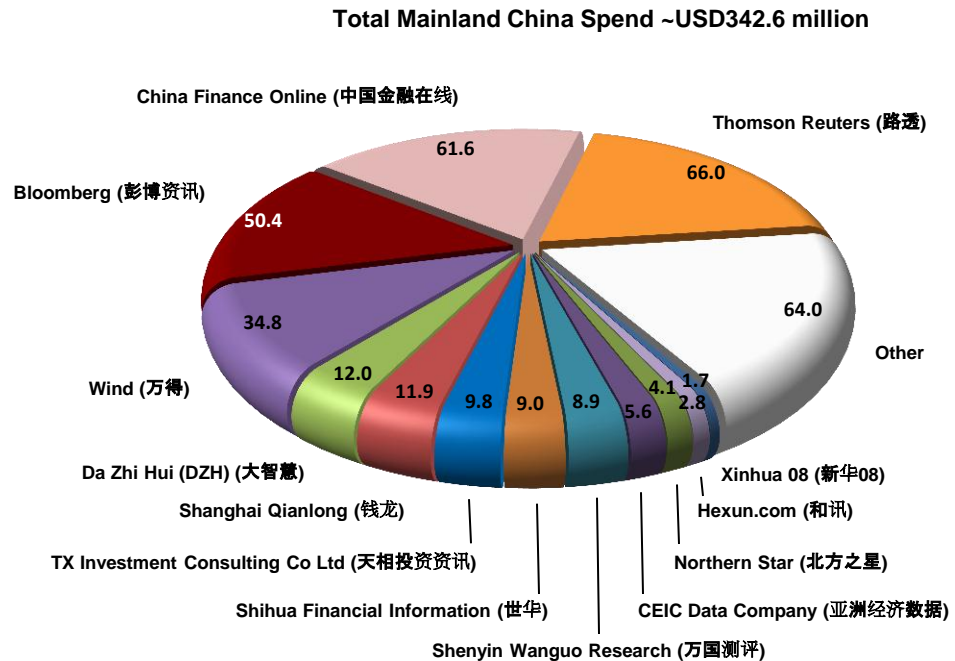
China Financial Market Data/ Analysis Market Share 2010

Key Competitors

China Market Data/Analysis – Share 2009

Mainland China Market Data/Analysis Spend – By Provider – *exit 2009*

- The financial information market in China totals USD342.6 million in annual spend.
- The market has experienced 29.5% CAGR since 2003
- Both international and domestic players have shown strong and accelerated growth during the past 36 months.
- It is estimated that domestic information players account for roughly 59.8% of China financial information spend and are led by China Finance Online and Wind with USD61.6 and USD34.8million annual revenue, respectively.
- International information players account for 40.2% of China financial information spend, with Thomson Reuters leading at USD66.0 million revenue.
- Sales of China financial information outside China have also shown strong growth. (not reflected in chart)

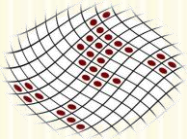


Sources: Burton-Taylor proprietary data, primary research, vendor interviews, public record

USDm

Add: Advanced decision data™ market analysis Burton-Taylor International Consulting LLC

- Financial market maturation, combined with softening regulatory restrictions, is driving expansion in China.
- Increased international exposure and the evolving global economy are leading a growing demand for international content.
- Growth in fixed income markets are changing market capitalization opportunities and widening the demand for information.
- Assets under management in China are estimated at USD1.5t, and projected to USD3.0t by 2015 and nearly USD5.0t by 2020, driving the need for improved investment analysis tools and generating significant fees with which to purchase.



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China Financial Market Data/ Analysis Market Share & User Requirements 2010

Key Competitors

Detailed User Needs

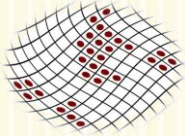
- *Portfolio Managers*

- *Researchers*

- *Sales & Traders*

Complete Report Available Now –

see following slides for details and sample extracts



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Details

Complete report includes:

- Twelve company "Market Sheets", each showing estimated mainland China share, desktop/datafeed estimates, demographics
- "Why They Buy" analysis detailing the attributes influencing purchase decisions for China market data users
- Taylor-Matrix™ User Needs Analysis showing areas of opportunity based upon detailed needs and satisfaction ratings from China market data users
- Summary Key User Requirements mapping "Must Have", "Value Add" and "Not Needed" ratings, as well as areas of competitive weakness, for China market data users

Report purchase includes:

- Three hardcopies
- Report download in PowerPoint presentation show or PDF format

Report prices: see table for options, next slide

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China Financial Market Data/Analysis Market Share & User Requirements 2010

- Key Competitors, Detailed User Needs - Portfolio Managers, Researchers, Sales & Traders

Since 2003, mainland China market data/analysis demand has grown at a 29.5% CAGR to reach USD342.6m.

- As a market data provider, what content or capabilities will give you an advantage to capture new revenue in fast growing China?
- As a user of China market data, which vendors have the biggest presence and are the most used in my field of investment?

Burton-Taylor reveals the mainland China market data vendor share, as well as detailed user needs analysis and satisfaction ratings for Portfolio Managers, Researchers and Sales & Traders. This comprehensive, 77 page report allows market data/analysis providers, users or industry analysts to clearly understand 2010 competitive positioning in mainland China. The analysis also enables market participants to quickly determine the most important content/capabilities to serve the China market and to measure levels of satisfaction for the information, news and capabilities currently being delivered.

This report will benefit:

- | | | | |
|--|--|---|--|
| <ul style="list-style-type: none"> • China Strategists • China Product Managers • China Marketers • China Sales Managers | <ul style="list-style-type: none"> • China Market Data Industry Analysts • China Information Purchasing Managers | <ul style="list-style-type: none"> • China Asset Managers • China Researchers • China Sales & Trading Desks • China Hedge Funds | <ul style="list-style-type: none"> • China Retail Wealth Managers • China Corporate Treasurers • China Investment Bankers |
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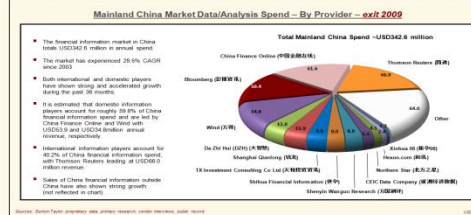
This report allows market data industry participants to:

- Measure the penetration and growth of competitor services
- Evaluate the detailed needs and satisfaction of targeted users
- Isolate and target new and changing growth opportunities

This report allows market data users to:

- Understand and benchmark their changing needs and satisfaction levels with those of their industry peer group
- Target a market leading vendor appropriate to their needs

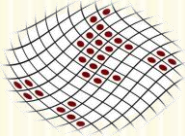
China Market Data/Analysis – Share 2009



- Financial market maturation, combined with softening regulatory restrictions, is driving expansion in China.
- Increased international exposure and the evolving global economy are leading a growing demand for international content.
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- Assets under management in China are estimated at USD1.5t, and projected to USD3.0t by 2015 and nearly USD5.0t by 2020, driving the need for improved investment analysis tools and generating significant fees with which to purchase.

Key Findings

- Spend on market data in China has grown at a 29.5% CAGR since 2003.
- Domestic market data vendors account for 60% of mainland China revenue.
- Assuming the current ratio of mainland China Investment Management market data users to Assets Under Management (AUM), the number of users will grow from roughly 5,200 to over 20,000 over the next decade.
- For China Researchers and Portfolio Managers, 2009 survey data shows that news needs are broadening while satisfaction levels have dropped significantly in recent years.



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See table for options

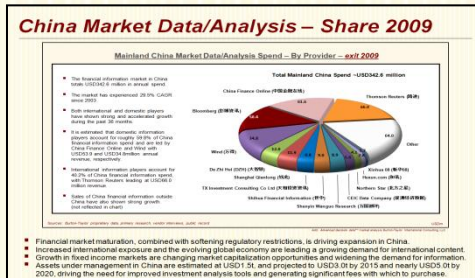
China Financial Market Data/Analysis Market Share & User Requirements 2010

- Key Competitors, Detailed User Needs - Portfolio Managers, Researchers, Sales & Traders

This report is available in two levels of detail; Complete or Market Share only

Report content	Market Share	Complete
<ul style="list-style-type: none"> Mainland China market data/analysis market sizing and competitor share 	✓ included	✓ included
<ul style="list-style-type: none"> Twelve company "Market Sheets" each showing estimated mainland China revenue, desktop/datafeed estimates and business demographics. <ul style="list-style-type: none"> Bloomberg (彭博资讯), CEIC Data Company (亚洲经济数据), China Finance Online (中国金融在线), Da Zhi Hui (DZH) (大智慧), Hexun.com (和讯), Northern Star (北方之星), Shanghai Qianlong (钱龙), Shenyin Wanguo Research (万国测评), Shihua Financial Information (世华), Thomson Reuters (路透), TX Investment Consulting Co Ltd (天相投资资讯), Wind (万得), Xinhua 08 (新华08) 	✓ Included	✓ included
<ul style="list-style-type: none"> "Why They Buy" analysis detailing the vendor or product attributes currently influencing purchase decisions for China Researchers, Portfolio Managers and Sales & Traders 		✓ Included
<ul style="list-style-type: none"> Taylor-Matrix™ User Needs Analysis showing areas of product investment or rationalization opportunity, based upon detailed economic data, equity data, company & fundamental data, news and capability needs and satisfaction ratings from China Researchers, Portfolio Managers and Sales & Traders 		✓ Included
<ul style="list-style-type: none"> Summary Key User Requirements mapping "Must Have", "Value Add" and "Not Needed" ratings, as well as areas of competitive weakness, for products serving China Researchers, Portfolio Managers or Sales & Traders 		✓ Included
<ul style="list-style-type: none"> Report Price 	USD1,500	USD7,500

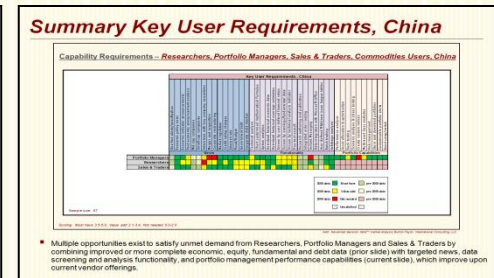
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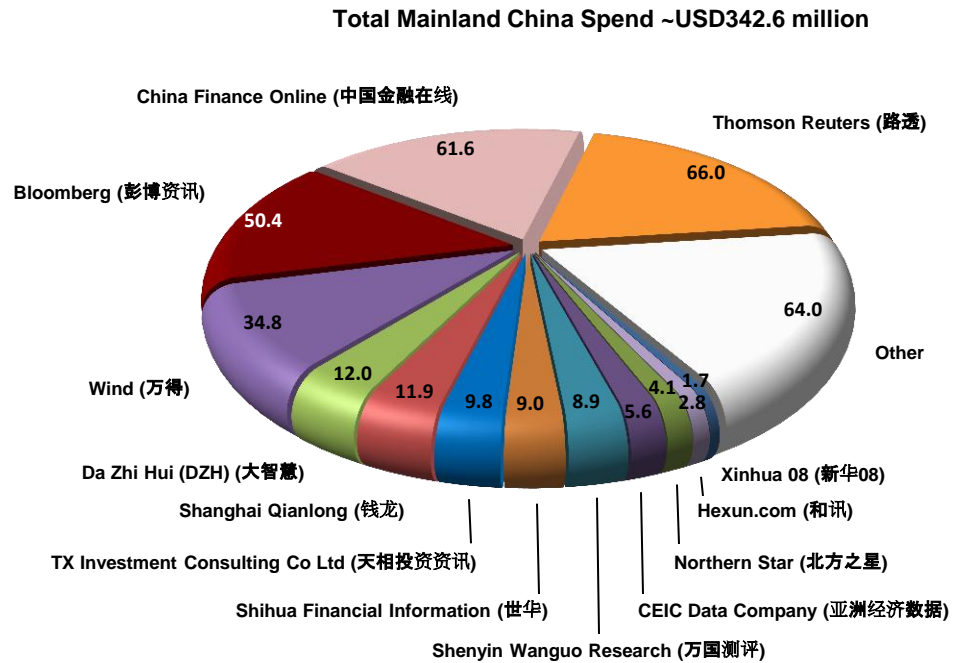
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China Market Data/Analysis – Share 2009

Mainland China Market Data/Analysis Spend – By Provider – *exit 2009*

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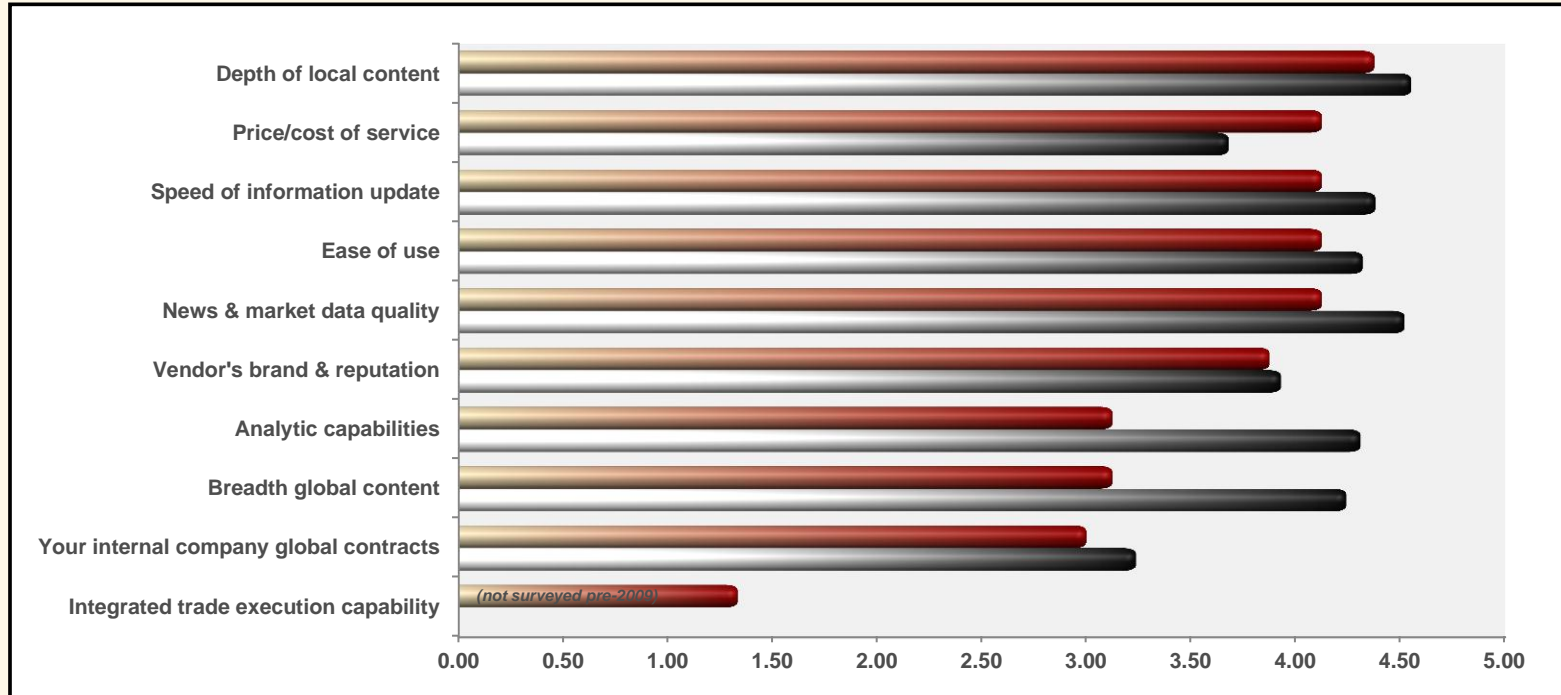
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Needs Analysis – Researchers, China

Why They Buy – Researchers, China

How important are the following factors for you to select an information vendor?



Sample size: 37

2009 data Pre-2009 data

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- Depth of local content is the primary reason China researchers choose an information vendor.
- 2009 survey data, when compared to prior years data, shows that price has become a stronger factor for researchers choosing an information vendor and reflects an increase in competition as more vendors have entered China.
- The drop in importance of “Breadth global content” from prior surveys reflects the fact that the China domestic market has shown quantifiable growth in recent years and that domestic product standards and expectations are increasing.

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- B-T's trademarked Hourglass Analysis™ provides a proven, structured yet customizable, business consulting approach that helps companies clearly target new opportunities, define new strategy, and plan new actions to maximize growth.



Hourglass Analysis™ Burton-Taylor International Consulting LLC

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