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Market Segmentation Samples

Global M&A Activity By Sector

Regional Financial Information Spend By Financial Segment

Investment Banking Segment Financial Spend

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The data shown may not be current and should not be used in decision making.

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Market Segmentation Sample 1

Global M&A Activity By Sector

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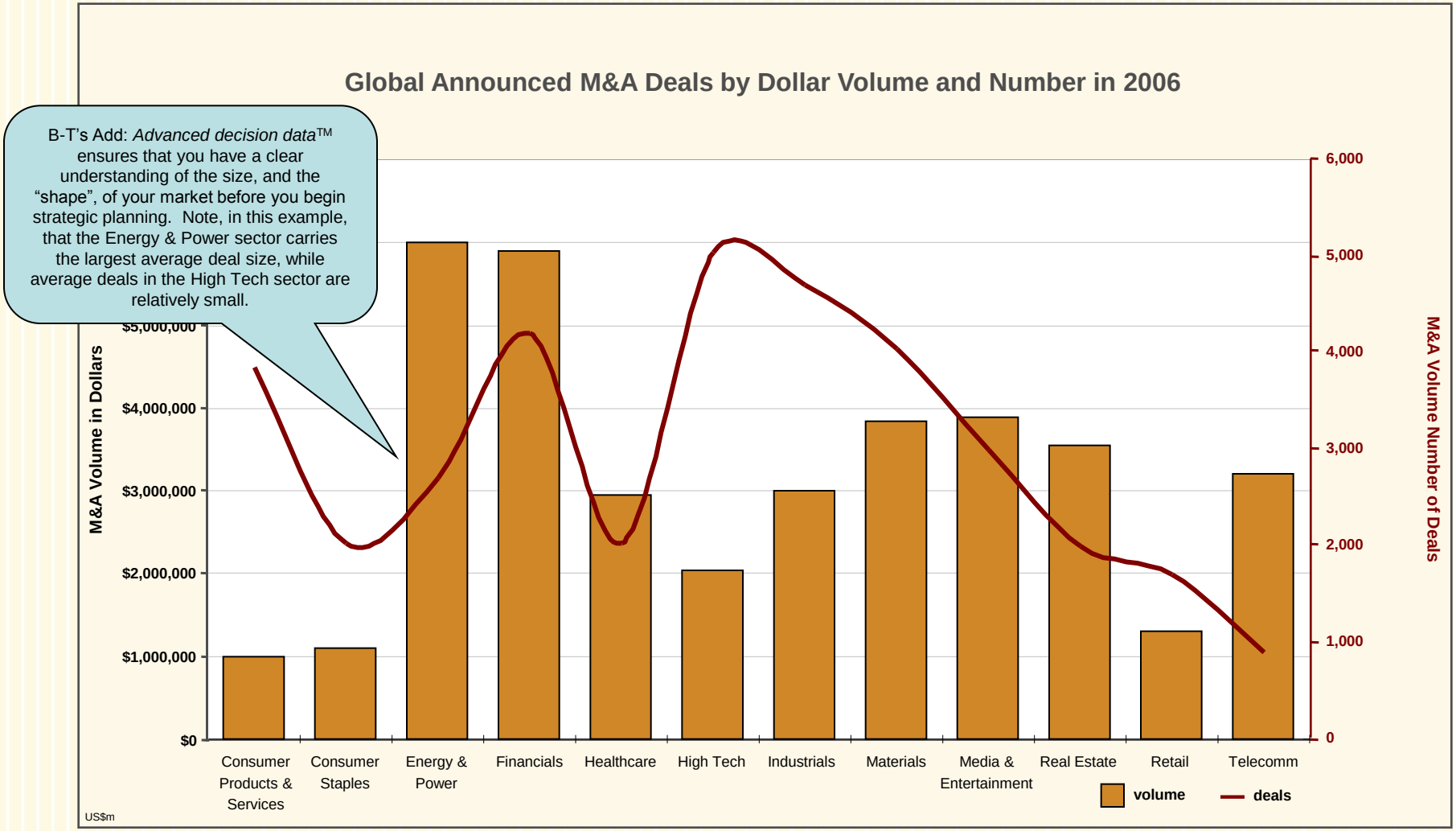
Global 2006 M&A Volume/Deals by Industry

- The Energy and Financials industries drew almost one-third of all global M&A dollar volume, but High Tech, Industrials and Materials led Financials for the most number of deals that took place in 2006.



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Market Segmentation Sample 2

Regional Financial Information Spend By Financial Segment

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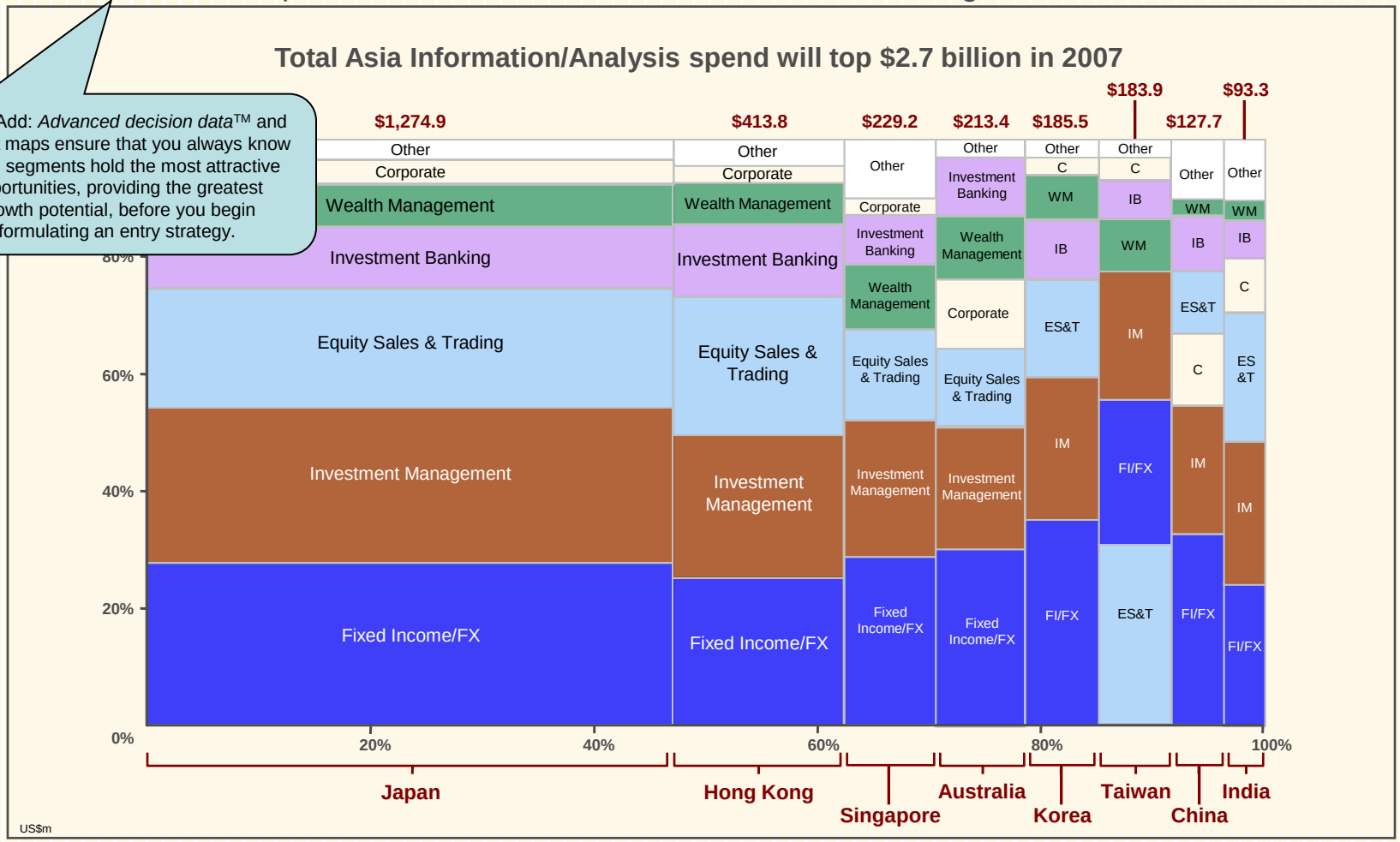
Asia Information/Analysis Spend by Segment

- At over $750 million and $650 million respectively, Fixed Income/FX and Investment Management are the largest segments in Asia and account for more than 50% of total spend
- Asia's CAGR will top 10% in 2007 & 08, with China and India leading demand

B-T's Add: *Advanced decision data*™ and market maps ensure that you always know which segments hold the most attractive opportunities, providing the greatest growth potential, before you begin formulating an entry strategy.



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Market Segmentation Sample 3

Investment Banking Segment Financial Spend

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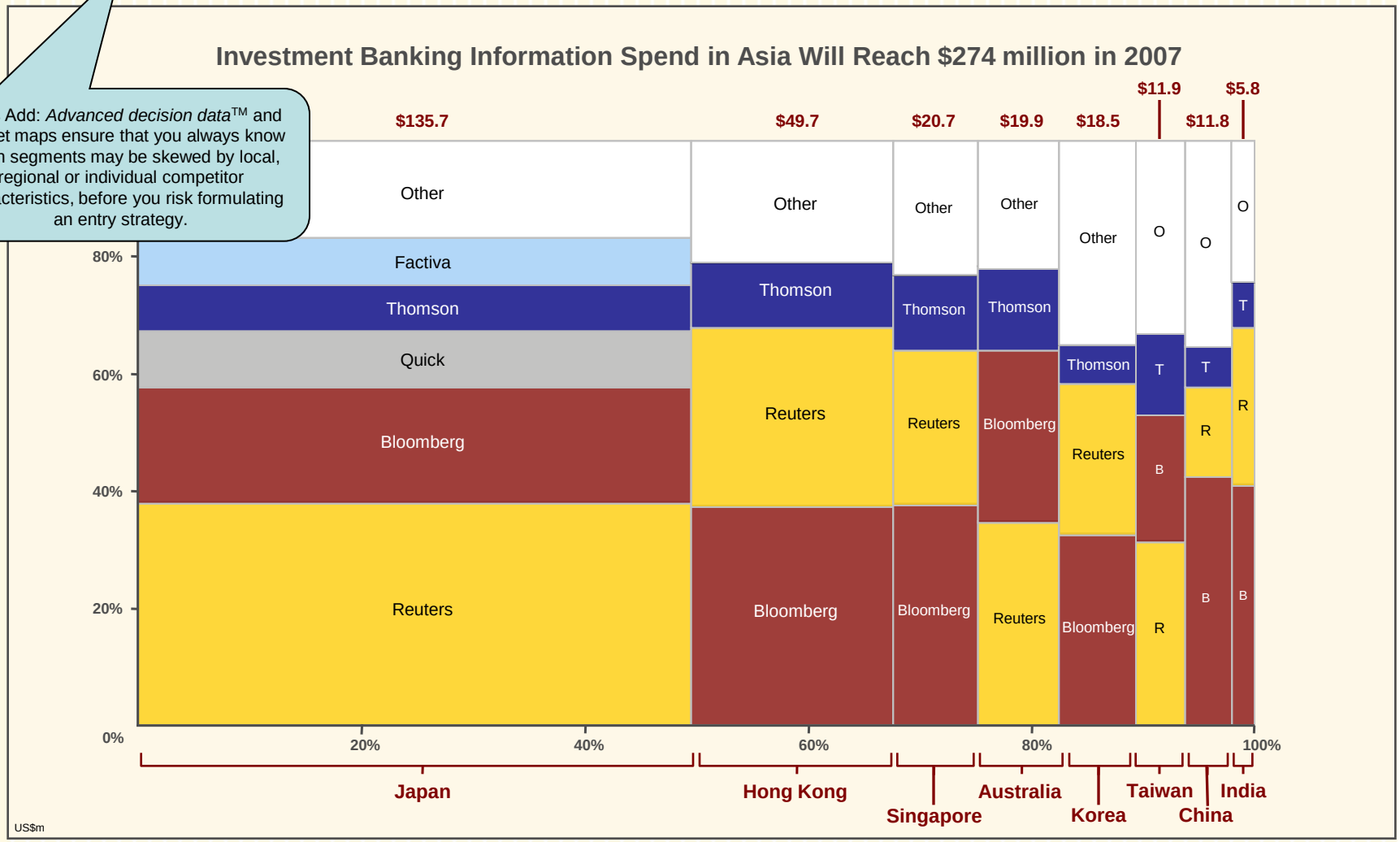
Asia Investment Banking Information Spend

- Japan alone accounts for half of all Asia Investment Banking segment information revenue

B-T's Add: *Advanced decision data*™ and market maps ensure that you always know which segments may be skewed by local, regional or individual competitor characteristics, before you risk formulating an entry strategy.



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Industry Growth/Trend Analysis Sample

Asia Financial Information

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Asia Overview

- **Financial Information and Analysis Spend**
  - All major countries in current growth cycle
    - Growth in financial information/analysis spend ranges from a low of < 5% pa in Singapore to a high of > 12% pa in China
  - Most major segments in growth cycle
    - Investment Management (domestic), Investment Banking, Retail Wealth Manageme financial spend growing at > 7%
    - Fixed Income financial spend growing at 5-7%
    - Investment Management (international) financial spend growing at < 5%
    - Equity Sales & Trading financial spend in decline
  - Regulatory changes and pension reform impacting needs, decision making and information s
  - Alternative strategy and appetite for derivatives and pricing on the increase
    - Hedge funds topping out in the near term at roughly 800 across the r on
      - equity long/short, global macro and event driven strategies represent > % of market
    - Education needed in many countries
    - Additional planned regulatory changes increasing opportunities

B-T's Add: *Advanced decision data*™ not only provides high-level overview information to point you toward possible opportunities, it also offers the granularity that enables you to intelligently target the specific areas of greatest and most immediate potential…

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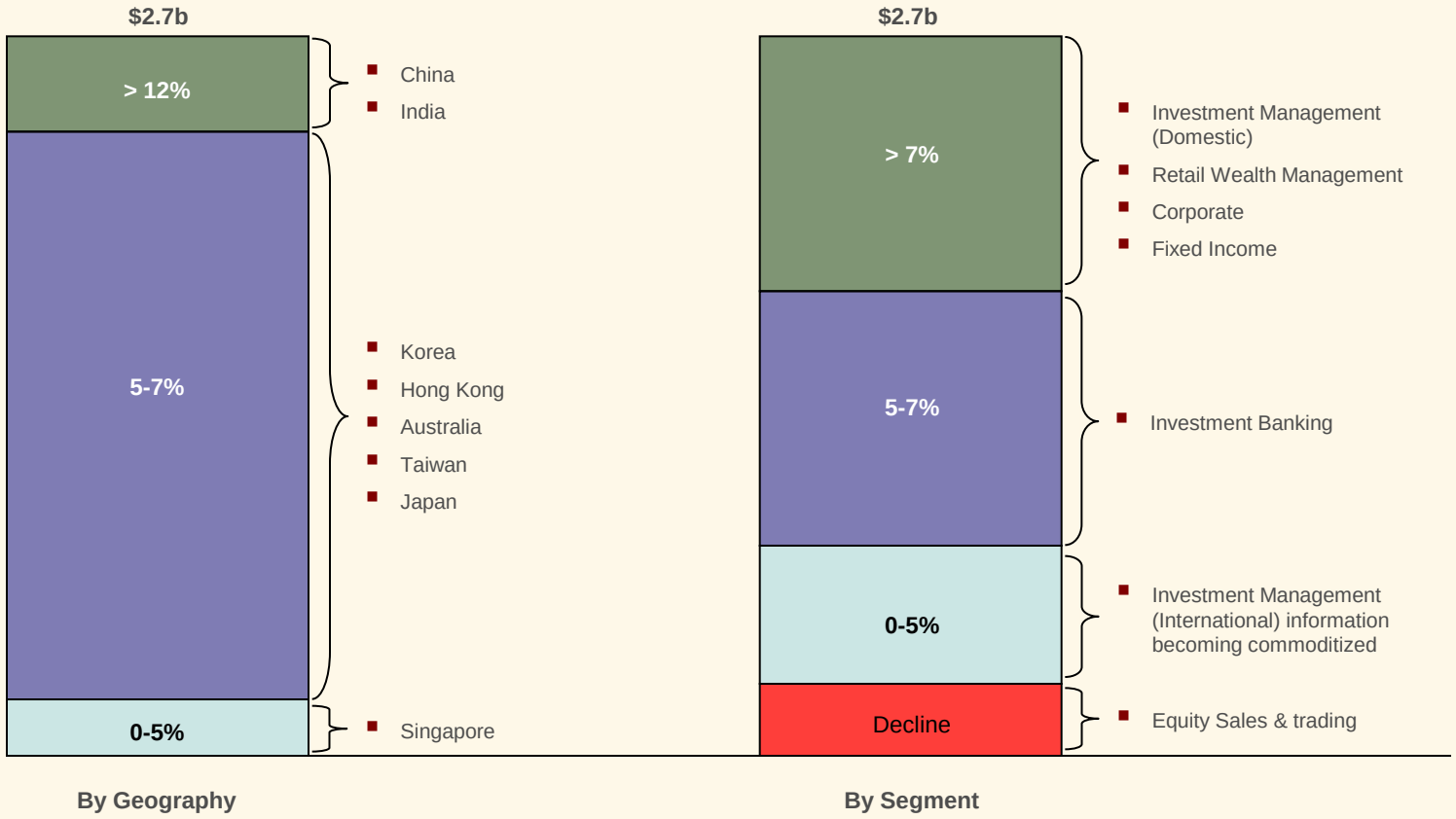
Asia Financial Information/Analysis Growth

- Domestic Investment Management, Retail Wealth, Corporate and Fixed Income will lead growth, with China and India the fastest growing
- Although Equity Sales & Trading are in decline across the region, opportunities in this segment will exist in Taiwan, China and India

…as well as unique opportunities often hidden or overlooked by competitors.

Asia Market and Segment Growth Projections, 2006-2009



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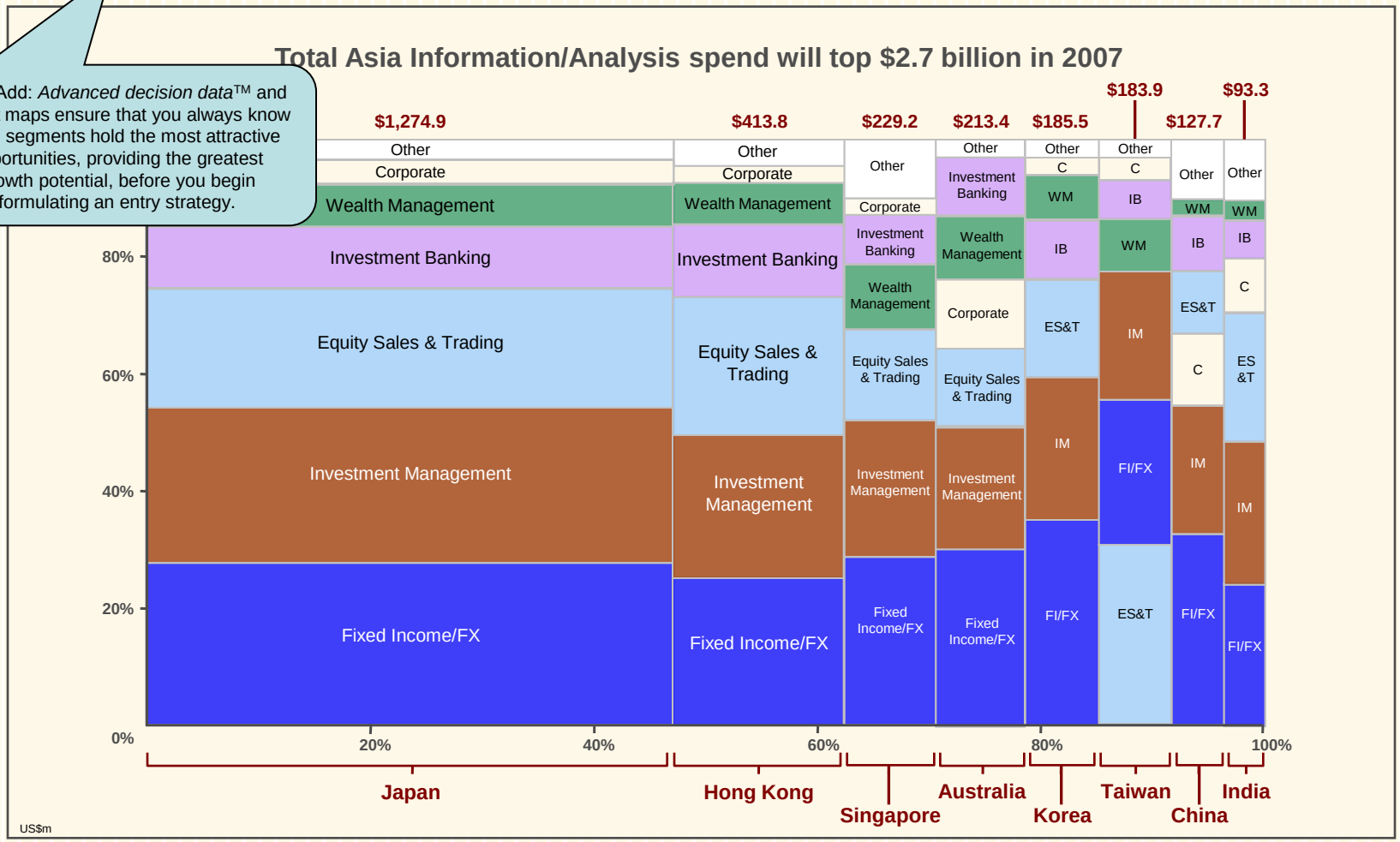
Asia Information/Analysis Spend by Segment

- At over $700 million and $600 million respectively, Fixed Income/FX and Investment Management are the largest segments in Asia and account for more than 50% of total spend
- While Americas & EMEA CAGR's for financial information/analysis spend will sit at single digits, Asia will top 10% in 2007 & 08

B-T's Add: *Advanced decision data*™ and market maps ensure that you always know which segments hold the most attractive opportunities, providing the greatest growth potential, before you begin formulating an entry strategy.



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Asia Derivative Pricing Growth by Country

Japan	► Equity volumes increasing, 40% of discretionary money flows targeted at domestic market (Japanese speaking), deregulation in Retail Wealth Management creating significant opportunity ► Equity Sales & Traders rate equity derivative pricing "must have"
Hong Kong	► Generally "over-brokered" market, pension and regulatory changes increasing personal responsibility, market growing in sophistication, offshore fund management center for Asia ► Portfolio Managers rate interest rate derivative pricing as "must have", Equity Traders rate currency de "must have", Equity Sales & Traders rate equity derivative pricing "must have"
Singapore	► Government dominated IM market (GIC is largest managed fund in the world), regional center for currency and equity activity, disposable income growing, international Wealth Management firms pressuring locals, high support expectations ► Portfolio Managers and IM Researchers, IB Researchers and Equity Sales & Traders rate currency derivative pricing "must have", Equity Sales participants rate equity derivative pricing "must have"
Australia	► Pension reform leading to significant increase in funds under management and IM growth over coming years, well developed equity markets, large buy-side, strengthening IPO market, growing Retail Wealth Management ► Investment Bankers, Venture Capitalists and Equity Traders rate interest rate derivative pricing "must have", Equity Sales and Wealth Managers rate equity derivative pricing "must have", Equity Sales rate currency derivative pricing "must have"
Taiwan	► US$80 billion in assets under management dominated by local money market & fixed income products, strong & growing equity market, large equity volumes, heavily influenced by Singapore investment trends, multi-lingual requirements ► Portfolio Managers and Retail Wealth Managers rate interest rate derivatives "must have", Retail Wealth Managers rate currency derivative pricing "must have"
Korea	► Deregulation of cross-border cash flow increasing foreign investment but market remains very "local", banking sector expanding but low commissions impacting Investment Banking growth, local language requirements are high ► Equity Sales participants rate equity derivative pricing "must have", Equity Traders rate interest rate and currency derivative pricing as "must have"
China	► Undeveloped and unstructured market, roles lack definition, yield curve under construction, regulatory change constant, assets under management growing from US$300 billion to $3 trillion over next 10 years, market evolution mirrors that of US ► Equity Sales participants rate equity derivative pricing and interest rate derivative pricing as "must have"
India	► Stronger current financial infrastructure and role definition than that of China, significant pension reform underway, growing banking and wealth management sectors due to external investment and expanding middle class, English language base ► Portfolio Managers and Equity Traders rate currency derivatives "must have", Equity Sales participants rate equity derivatives "must have"

Because your underlying data is superior, your ability to craft a strategy with the greatest probability of success is superior.

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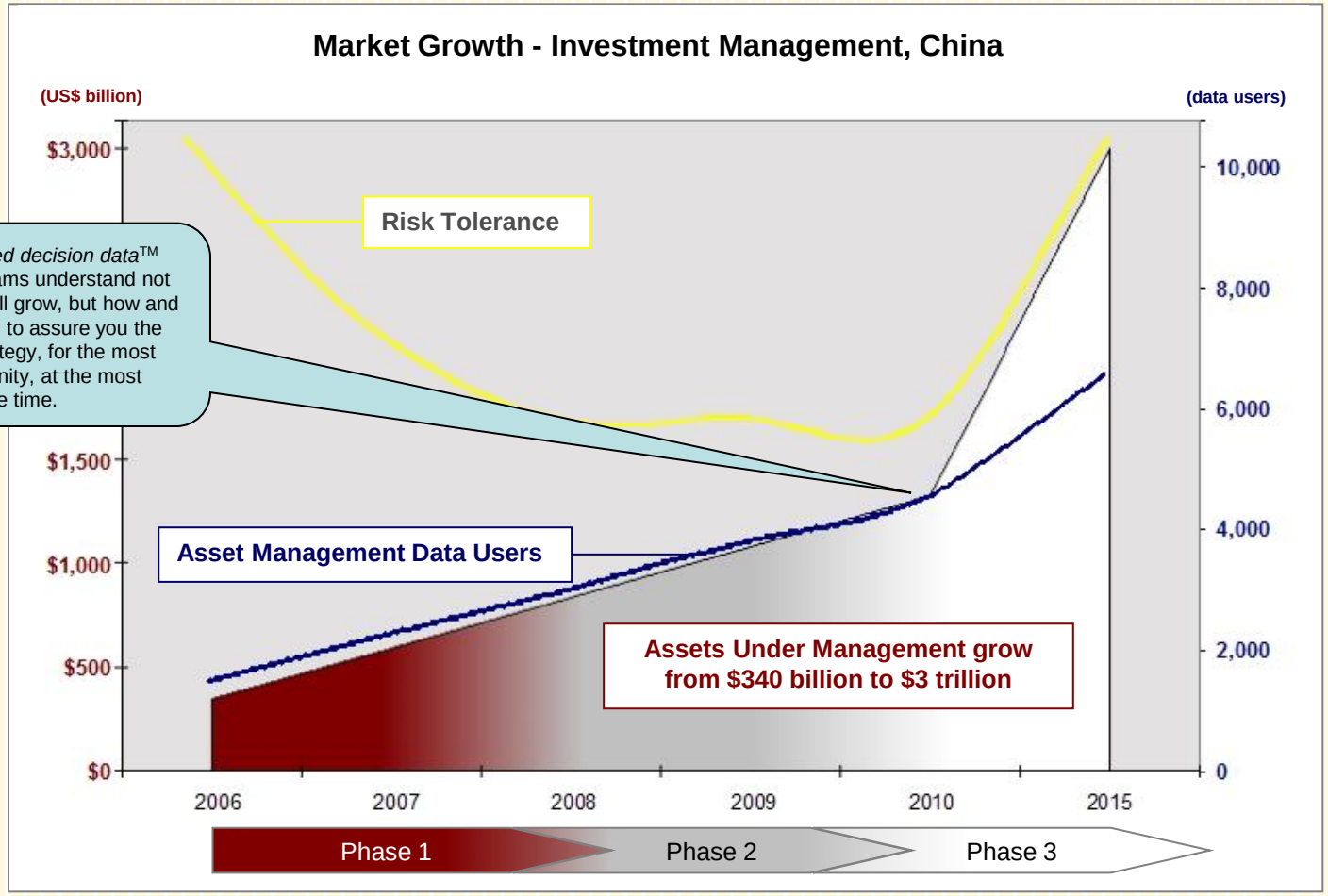
Asia Investment Management Growth - China



B-T's Add: *Advanced decision data*™ ensures that your teams understand not only which markets will grow, but how and when they will grow, to assure you the most profitable strategy, for the most profitable opportunity, at the most profitable time.

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- **Asset management fees in China will total *US$107b* over the next 10 years**
  - 9 fold growth in asset management revenue will provide the lifeblood of the IM Practice

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- The Burton-Taylor proprietary Hourglass Analysis™ methodology provides a structured, yet customizable consulting approach that helps companies dramatically improve three critical business disciplines; Market Intelligence, Strategic Planning and Revenue Generation.

Hourglass Analysis™ Burton-Taylor International Consulting LLC

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Author	Biography
Douglas B Taylor	Douglas B Taylor is founder and Managing Partner of Burton-Taylor International Consulting LLC, a business consulting organization created in 2006 and focused on helping information, news, software and financial services companies improve performance through improved Market Intelligence (Sector or Customer Research), Strategic Planning (BU/Company or Service/Product Strategy) and Revenue Generation (Marketing or Sales Plans). Mr. Taylor entered the information & news space at Reuters in 1987, where he spent 15 years in North America, South America and Europe, the last 5 of which heading Reuters news marketing and product management globally. His team successfully redefined product segmentation and commercial policy to, for the first time in Reuters 150 year history, profitably address financial professional, media and consumer audiences. After leaving Reuters, and before founding Burton-Taylor International Consulting LLC, Mr. Taylor served as Managing Director, Customer Segment Management, Marketing & Product Development, for Thomson Financial in Asia. In that role he headed the marketing and product development divisions, as well as the Investment Management, Investment Banking & Research, Institutional Equities and Wealth Management business units for the region. Mr. Taylor's teams completed ground breaking market, competitor, customer and user needs research, and defined a news and data strategy which tripled revenue in the region. Mr. Taylor has also served as Chief Operating Officer of EMIS, a global Euromoney Institutional Investor company specializing in delivering emerging market research, news, private company data and analytics to corporate, consulting, government and investment professionals, Chief Marketing Officer at Insurance Technologies, leading the research & strategy, communications and sales enablement teams, serving the annuity and life software sectors, and as Manager, Partner Engagement at Microsoft, responsible for channel partner business strategy and relationship management in Microsoft's largest customer segment. Among other publications, Mr. Taylor has been quoted as a financial information industry expert by The Wall Street Journal, The New York Times, The London Times, Dow Jones Newswires, Agence France-Presse and in the biography "Mike Bloomberg; Money, Power, Politics", by Joyce Purnick. Mr. Taylor has over 25 years financial information and services background, carries an MBA in Marketing and Management and a BBA in Finance from the University of Oklahoma, holds seven unique market research and analysis trademarks, is a member of the Society of Competitive Intelligence Professionals (SCIP) and is a non-Executive Board member of First State Financial Inc.

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  - Kantar Media
  - KPMG
  - Lehman Brothers
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  - London Stock Exchange
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  - Maverick Capital
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  - McGregor BFA
  - Meltwater
  - Morgan Stanley
  - Morningstar
  - MSCI
  - NASDAQ OMX
  - Navarik
  - NBC Universal
  - News Corporation
  - NYSE Euronext
  - Oliver Wyman
  - OTCMarkets
  - Platts
  - Parthenon Group
  - Point Carbon
  - Precise Media
  - Prenax
  - PricewaterhouseCoopers (PwC)
  - Quadrant.io
  - Quick
  - RMP Media Analysis
  - RBS
  - Sanborn Consulting
  - Scout Analytics
  - Standard & Poor's
  - State Council Information Office, Government of China (SCIO)
  - SIX Financial Information
  - State Street
  - Summit Partners
  - SunGard
  - Taxware
  - Themarkets.com
  - Thomson Reuters
  - Tullett Prebon Information
  - UBS
  - VantagePoint Venture Partners
  - vwd
  - Warburg Pincus
  - WPP
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- While accomplished in the Americas, Europe and Asia, and with a strategic approach that remains generalist, B-T has developed substantial expertise in the global information, insurance, financial services and software industries, with deep focus in North America, China, India and Asia.

- B-T's Hourglass Analysis™ process 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.

- B-T completes custom research, varying in size from small single product or market detail reports to large global industry and competitor sizing and profiles.

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