

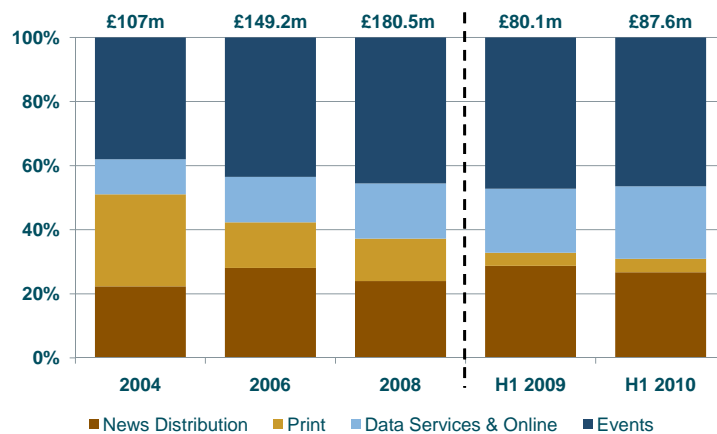


UBM Investor Day Data Services & Online

David Levin
Henry Elkington
Tony Uphoff

15 October 2010

Strategic focus: Operating Profit mix 2004 – 2010 H1





Data Services & Online Six months to 30 June 2010

	H1 2010 £m	H1 2009 £m	FY 2009 £m	H1 Reported change %	H1 Underlying growth %	H1 Constant currency %
Turnover	129.5	126.6	232.9	2.3	2.6	4.6
Data Services	98.6	99.8	179.1	(1.2)	(1.3)	1.1
Online	30.9	26.8	53.8	15.3	17.7	17.6
Operating Profit	19.8	16.0	37.9	23.8	19.1	27.8
Data Services	20.3	19.1	37.3	6.3	5.4	9.6
Online	(0.5)	(3.1)	0.6	n/a	n/a	n/a
Operating Margin (%)	15.3	12.6	16.3			
Data Services	20.6	19.1	20.8			
Online	(1.6)	(11.6)	1.1			

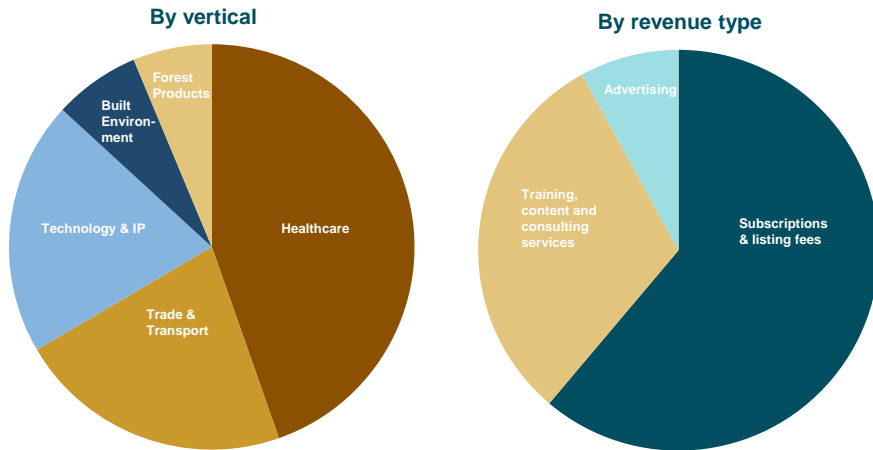
- 29.8% Group Revenue
- 23.8% Group Adjusted Operating Profit



Data Services

Henry Elkington
CEO, UBM Data Services

UBM Data Services Revenue breakdown



5

2010 DSO Investor Day

UBM Data Services Drivers of growth and margins



	H1 2010	H1 2009	%
Revenue	£m	£m	
Digital data & services	58.3	55.4	5.2
Print data	40.3	44.4	(9.2)
Total	98.6	99.8	(1.2)
Operating margin	20.6%	19.1%	

Drivers of growth

- Growth in served markets
- Increasing data intensity
- Market share gain
- Print to digital transitions

Drivers of margin

- Significant fixed costs
- Local segment market share
- Level of current investment

6

2010 DSO Investor Day



UBM Data Services

Strategy

1. Focus on selected, specialist markets
2. Create unique, market leading data sets
3. Commercialise common data through multiple products
4. Leverage data, brands and relationships
 - Adjacent services
 - Emerging markets

Positioning for growth, improving quality of earnings

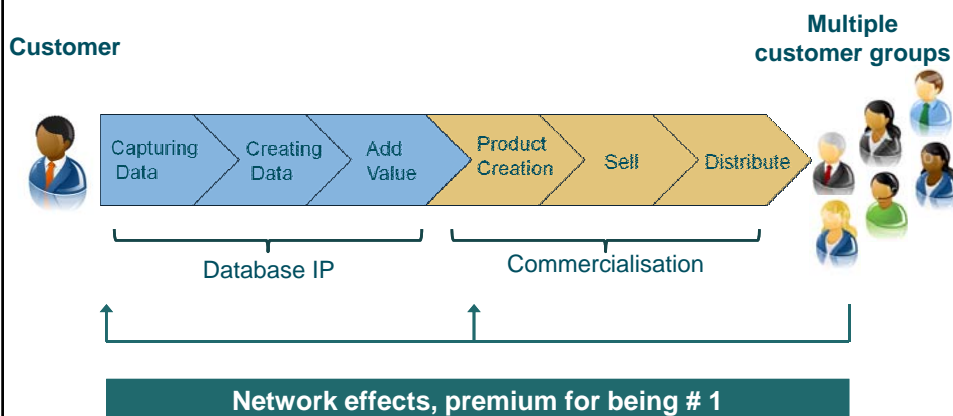
7

2010 DSO Investor Day



UBM Data Services

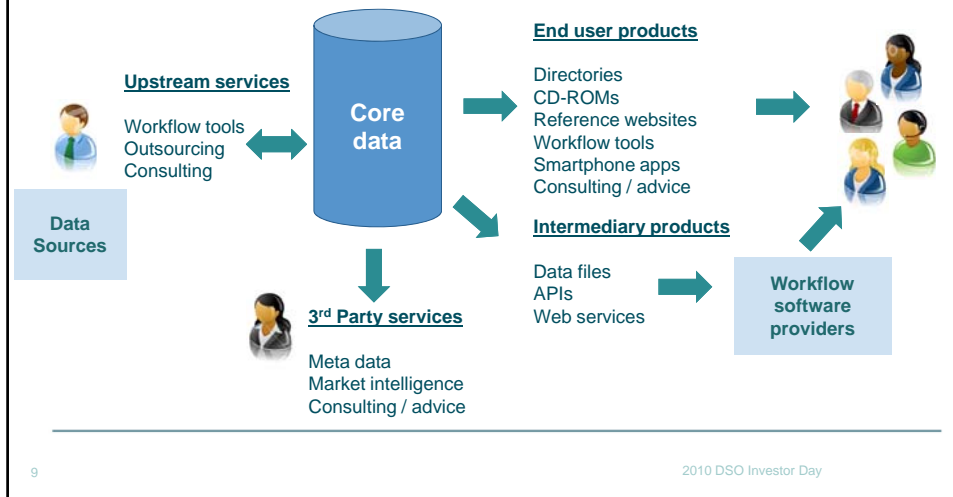
Generic value chain



8

2010 DSO Investor Day

UBM Data Services Business models



9

2010 DSO Investor Day

Healthcare Drug information systems



Strategy	Action
1. Selected markets	<ul style="list-style-type: none"> • Drug information systems • Healthcare professionals (ex. US)
2. Unique data sets	
3. Common data, multiple products	<ul style="list-style-type: none"> • Migrating print listing to multi-channel • Reselling to hospital and pharmacy markets • Mobile solutions
4. Leverage brands & relationships	<ul style="list-style-type: none"> • Outsourced services for pharma • Hospital data for Middle East and Latin America

10

2010 DSO Investor Day



Vidal value chain:

Create, index and distribute prescribing information



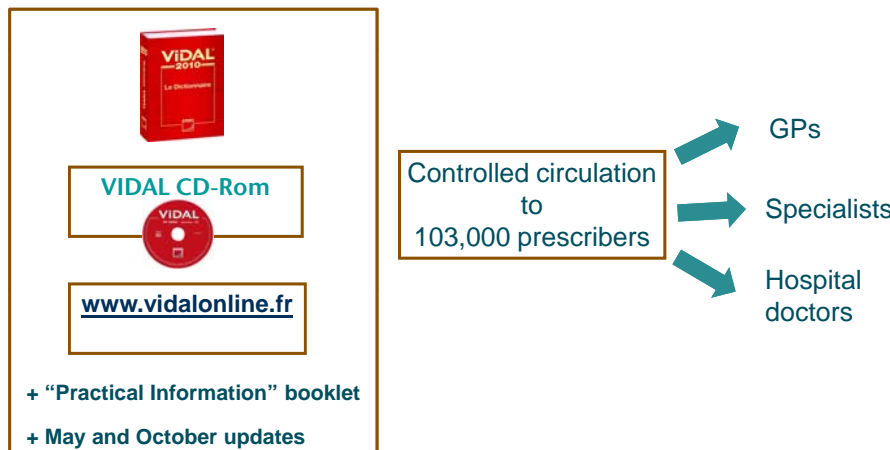
11

2010 DSO Investor Day



Core VIDAL proposition:

Comprehensive and timely distribution to prescribers



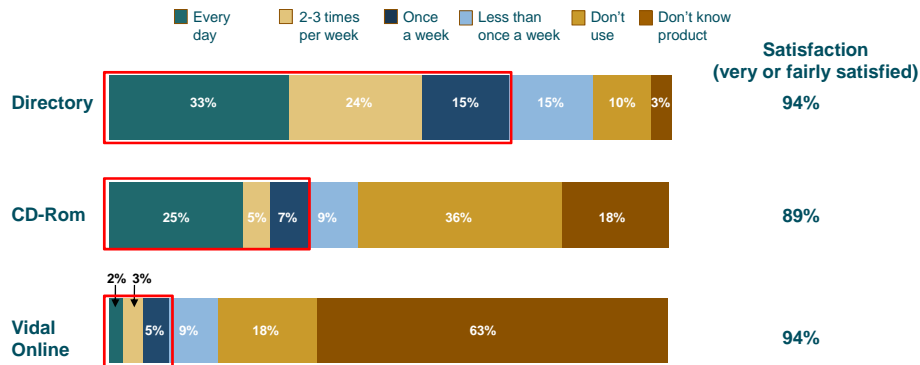
12

2010 DSO Investor Day

Print directory well used by GPs



Frequency of use (French GPs)



SOURCE: Proprietary research by IFOP, November 2009

13

2010 DSO Investor Day

Overall usage is increasingly digital



France

Estimated drug "look ups" (millions)

VIDAL	Product	Distribution type	2008	2010	Growth CAGR '08-'10
Print distribution					
	Vidal books	Controlled circulation	14.4	14.0	-1%
	Vidal books	End user paid	2.2	1.7	-12%
	Sub-total		16.6	15.7	-3%
Digital distribution					
	VCD (free CD)	Controlled circulation	8.7	8.7	0%
	Vidal Online	Controlled circulation	0.6	1.0	29%
	Hoptimal	End user paid	3.6	5.1	19%
	Officine	End user paid	0.0	0.2	
	VXP (Premium CD)	End user paid	0.1	0.1	0%
	Integrated Data Solutions	End user paid	7.6	8.0	3%
	Sub-total		20.6	23.1	6%
	Total look-ups		37.2	38.8	2%
	Percentage digital		55%	60%	

14

2010 DSO Investor Day



End user products

Reference resource for hospitals

- *Hoptimal*, France
 - Subscription Intranet resource
 - Sold to c. 1,000 hospitals
 - Comprehensive drug database, with decision support modules
 - Integrating proprietary disease guidelines
 - #1 electronic drug reference resource for French hospitals
- *MIMS Online*, Australia
 - Subscription web service
 - Bought by all State Health Authorities, and some private hospital groups, c. 900 hospitals
 - Comprehensive drug database with drug-interactions and patient leaflets
 - #1 electronic drug reference resource for Australian hospitals

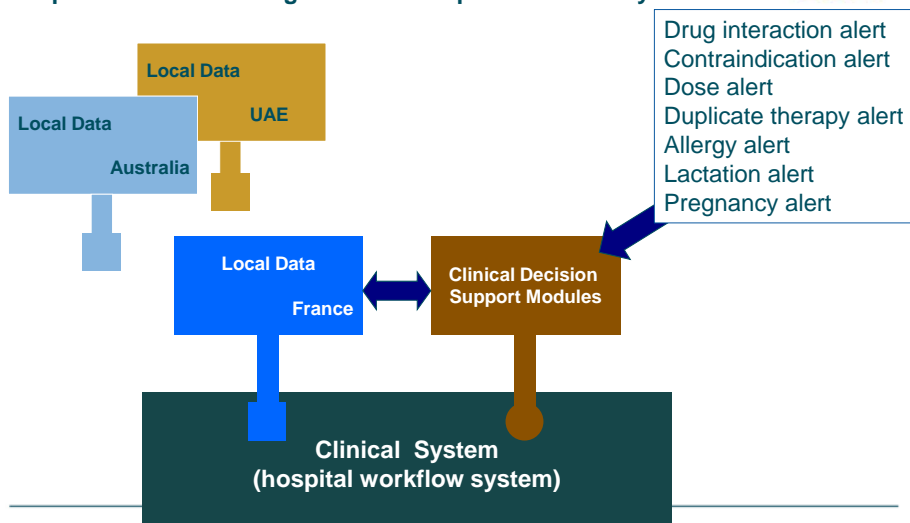
15

2010 DSO Investor Day



Intermediary products

Sophisticated data integrated into hospital workflow systems



16

2010 DSO Investor Day

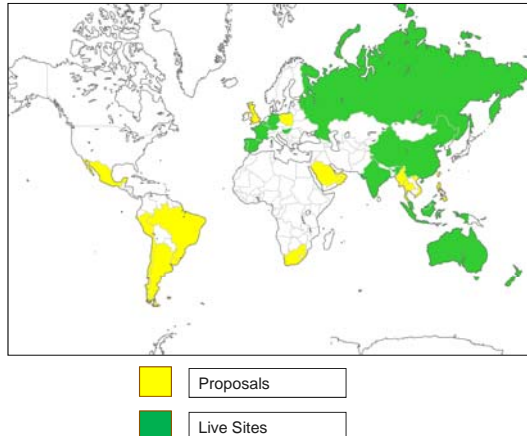
Leading position in hospital market outside US

Deployment of e-prescribing at point of care set to grow



Number of hospital installations

Country	Reference	Integrated
France	1000	150
Germany	0	144
Belgium	5	88
Portugal	50	50
Hungary	86	44
Spain	50	0
Russia	4	0
UAE	0	4
Korea	0	62
Singapore	0	12
Malaysia	4	6
India	4	7
China	0	1
Australia	900	15
New Zealand	285	3
TOTAL	2388	586



17

2010 DSO Investor Day

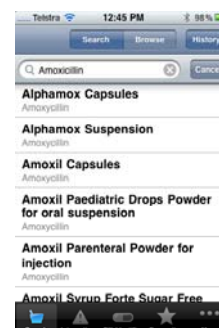
End user products

Example: Mobile apps for Healthcare Professionals



- Launched 6 smart phone apps in the last 12 months
 - Over 100k total downloads to date
- Example VIDAL iPhone app
 - Monographs for all drugs on the French market
 - Bought by doctors, pharmacist, students, nurses and consumer
 - €29.90 retail price, annual sub
 - 8,000+ subs in five months
- Higher value smart phone apps in development
 - e.g. Incorporating interaction
- Opportunity to sell as upgrade for institutional data sales

MIMS app



18

2010 DSO Investor Day

Upstream services

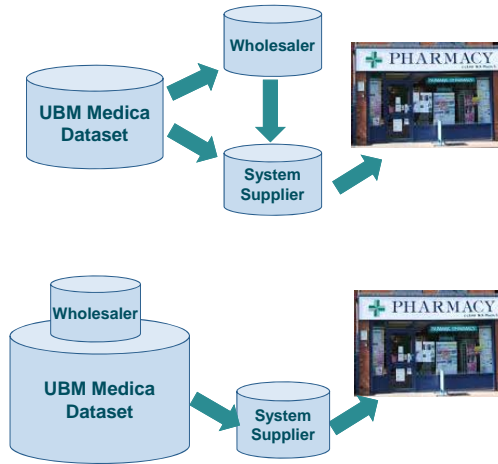
Example: Outsourced data management for a pharmaceutical wholesaler



Current model:
Multiple product files
• Duplicated effort
• Introduction on inaccuracy

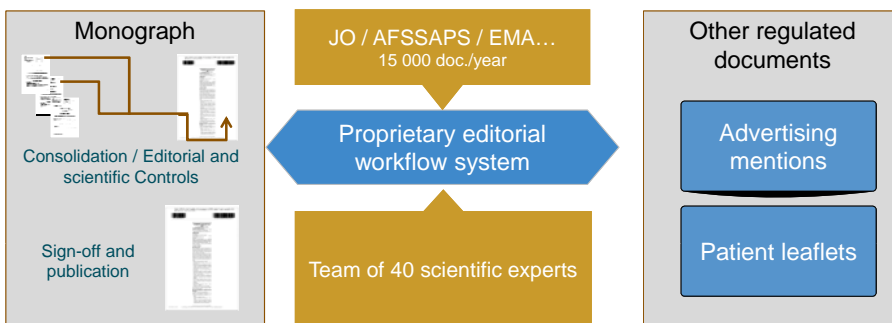


Outsourced solution:
Wholesaler product file managed as part of UBM Medica file
• Removes duplicated effort (cost saving)
• Improves accuracy (more sales)





Upstream services

Example: Labelling Solutions – maintaining regulatory marketing texts



Trade and Transport

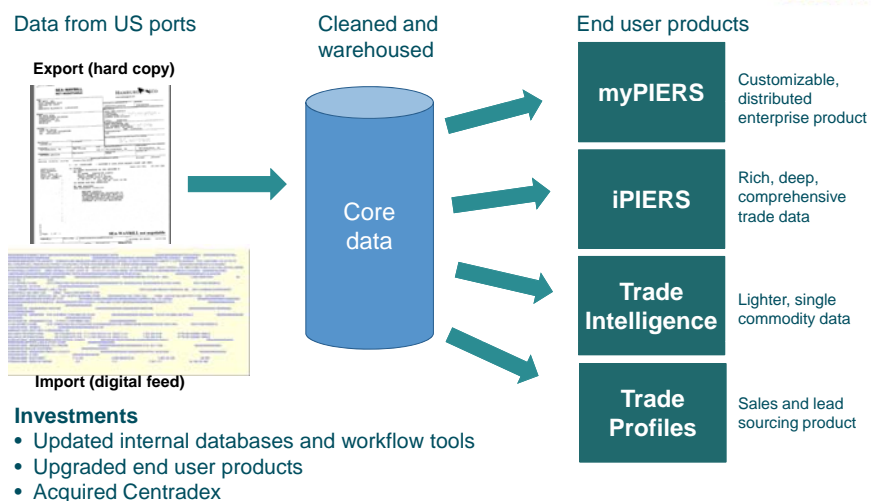


Strategy	Action
1. Selected markets	<ul style="list-style-type: none"> • US Sea trade • Aviation
2. Unique data sets	 
3. Common data, multiple products	<ul style="list-style-type: none"> • Organic development of PIERS platforms • Acquisition of market leading analytics product • OAG expansion of cargo services
4. Leverage brands & relationships	<ul style="list-style-type: none"> • Development of trading platform for excess cargo capacity

21

2010 DSO Investor Day

PIERS: Market intelligence on US sea trade



22

2010 DSO Investor Day

OAG: Data & services for air transport

Customers

OAG strategy

Aviation

- Core products: Schedules, Fleet
- Improve analytical tools
- Build new services: Demand, Traffic, Flight Status
- Grow consulting services (aided by Routes acquisition)

Cargo

- Core products: Air Freight rates (AFRA), Schedules



Airlines



Airports & Airport Services



Manufacturers



Travel Distribution



Cargo Logistics



Government & Industry Organizations



Finance & Consultancy



Hospitality

23

Technology & IP



Strategy	Action
1. Selected markets	• IP management services for the electronics industry
2. Unique data sets	TECHINSIGHTS
3. Common data, multiple products	• Reports: From “quick look” teardowns to circuit analysis • Subscription services • IP management (consulting and advice)
4. Leverage brands & relationships	• Patent brokerage • Patent management tool (SaaS)

24

2010 DSO Investor Day

UBM TechInsights

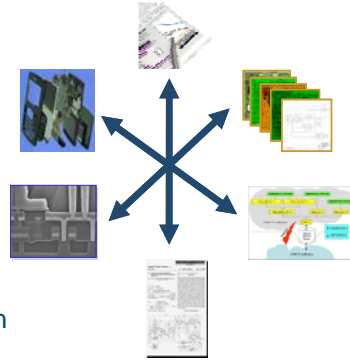


What we do

- Analysis of electronic devices and chips
- Investigative analysis
- Market assessment
- IP strategy
- IP brokerage

The value we deliver

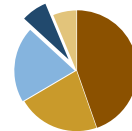
- Reduction of risk
- Maximize return on our clients' innovation investments



25

2010 DSO Investor Day

Built Environment

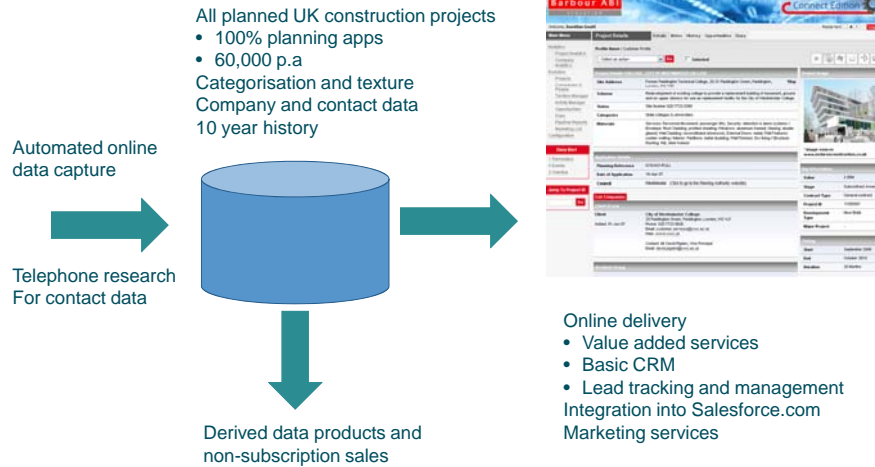


Strategy	Action
1. Selected markets	• UK construction industry
2. Unique data sets	Barbour ABI
3. Common data, multiple products	• Small contractors to large contractors • Regional and national • CRM services
4. Leverage brands & relationships	• Marketing services

26

2010 DSO Investor Day

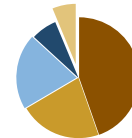
Barbour ABI



27

2010 DSO Investor Day

Forest Products



Strategy	Action
1. Selected markets	<ul style="list-style-type: none"> • Forest products industries
2. Unique data sets	
3. Common data, multiple products	<ul style="list-style-type: none"> • Services aimed at all levels of supply chain: primary manufacturers, suppliers, distributors, end users, finance and consultants • Products from \$500 to \$500k • Emerging markets: Asia, Latin America
4. Leverage brands & relationships	<ul style="list-style-type: none"> • Bioenergy sector

28

2010 DSO Investor Day

RISI: Our Industries...



Commodities: Forest Products

- Paper
- Packaging
- Specialty
- Tissue & Nonwovens
- Wood Products
- Timber

Much growth globally driven by Asia and developing economies



Bioenergy

- Wood Biomass
- Liquid Biofuels
- Wood Pellets

Much growth driven by global renewable/alternative energy portfolio standards



29

2010 DSO Investor Day

Data Services: Our ambition



- Be the leading data provider in our selected markets
- Grow our subscription revenue base
 - More to existing customers
 - Same data to new customers
- Position to lead in emerging markets

- Full year 2009: £179.1m revenue with a 20.8% operating margin
- Medium term goal
 - Growth: GDP +
 - Margin: 20-25%

30

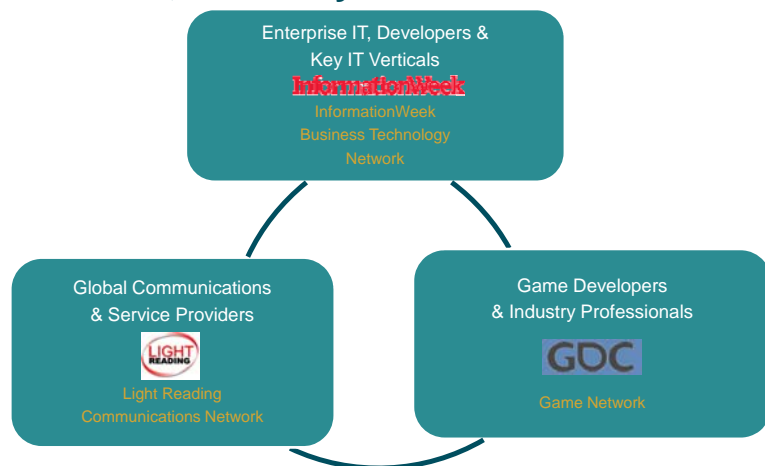
2010 DSO Investor Day



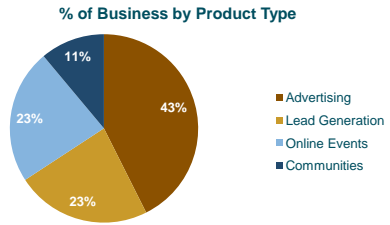
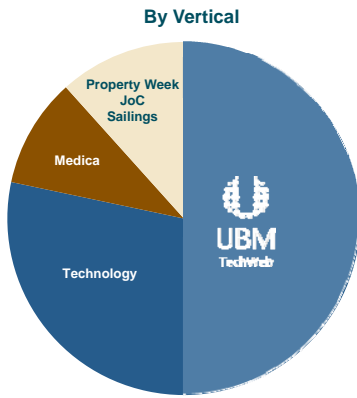
Online

Tony Uphoff
CEO UBM TechWeb

UBM TechWeb Core Markets, Core Buyers



Online: Revenue Breakdown

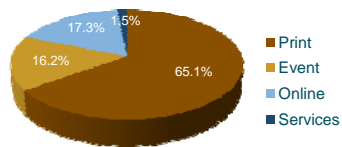


	UBM TechWeb Online Revenue		Growth
	£m	%	
H1 2010	16.1	27%	
H1 2009	12.7		
2009	26.0	12%	
2008	23.3	12%	
2007	19.3		

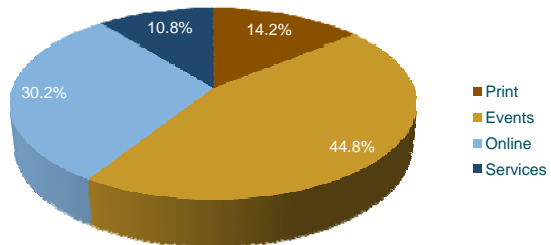
UBM TechWeb Revenue Splits



2005 Revenues = \$146m



LTM Revenues = \$153m



Online Media Connecting Buyers and Sellers



Tech Buyers

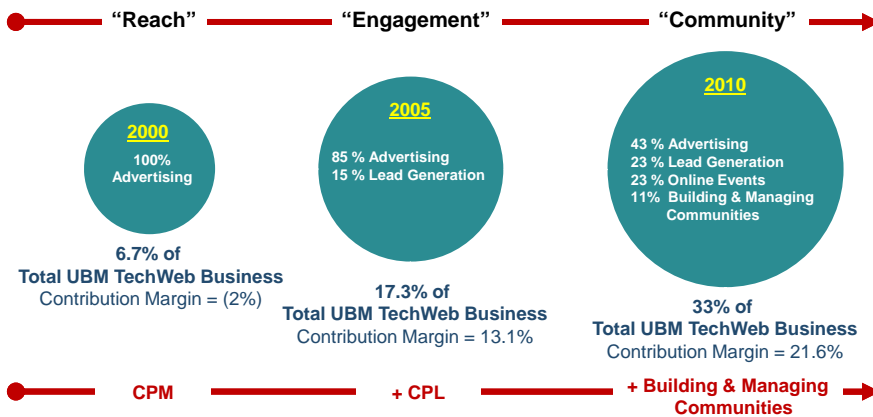
- FedEx
- AMERICAN EXPRESS
- Walmart
- GM
- at&t
- Bank of America
- McKesson
- CVS CAREMARK
- verizon
- WELLS FARGO

UBM TechWeb

Tech Sellers

- Microsoft
- IBM
- Dell
- SAP
- intel
- RIM
- NOKIA
- ORACLE
- SEGA
- AMD

UBM TechWeb Online Business



UBM TechWeb Award Winning Online Innovation



2010 min's Best of Web Winners

- InformationWeek Analytics for "Integration with Print"
- InformationWeek Business Case for Windows 7 Virtual Event for "Virtual Trade Show" (co-winner)
- Internet Evolution Radio and TV for "Podcast/Video Cast"
- Internet Evolution for "Overall Use of Video"
- TechWeb's Internet Evolution/IBM Partnership for "Ad Program / Partnership" (co-winner)
- Interop NY named "In-Box Award Winner" (email)



2010 min's Integrated Marketing Awards – Honorable Mentions:

- Enterprise Efficiency for "Customized Website"
- "Community in a Box" (CiaB) for "Social Media Initiatives" and "Wow Award"

37

2010 DSO Investor Day

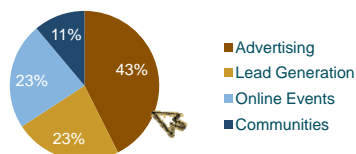
Online Products Advertising



Online Advertising

- Impression-based advertising units including:
 - Banner ads, welcome ads, peel-back ads, text links, etc.
 - E-newsletter sponsorships
- Models: CPM (cost-per-thousand) & CPC (cost per click)
- Used by marketers for branding and awareness

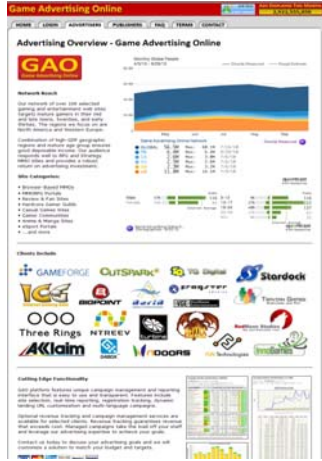
% of Online Revenue
by Product Type



38

2010 DSO Investor Day

Online Products GAO: acquired February 2010



GAO (Game Advertising Online)

- Reach of over 50 million unique monthly viewers
- Serves over 3 billion ad impressions monthly worldwide
- Ranks as one of the top 100 U.S. ad networks, with nearly 12 million monthly unique viewers (Quantcast)
- Volume of ad impressions up 25% since the beginning of 2010
- Model: CPC (cost per click)
- Used by marketers for reach

39

2010 DSO Investor Day

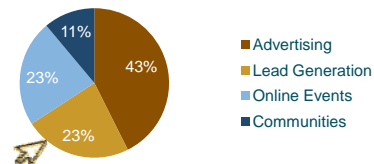
Online Products Lead Generation



Online Lead Generation

- Lead-based online programs including:
 - Briefing / Tech Centers, Research Centers
 - Content Syndication
 - Digital Magazine Issues
- Model: CPL (cost-per-lead)
- Used by marketers for engagement and sales leads

% of Online Revenue by Product Type



40

2010 DSO Investor Day

Online Products

Lead Generation – Example: Content Syndication



UBM



Content Syndication

- Anchored by TechWeb Digital Library — provides registered users with access to more than 11,000 whitepapers, case studies, webcasts, video, etc. from diverse sources, including vendors who pay to access leads
- Model: CPL (cost-per-lead)
- Used by marketers for sales leads

	2010 thru 9/30	2009 thru 9/30	2009 Total
% Revenue Growth	83.0%		
Actual Revenue	\$ 2.2m	\$ 1.2m	\$ 1.8m
# of Programs	227	108	180
# of Advertisers	148	94	120

- 2009 leads: 54,529
- 2009 downloads: 143,689
- 2010 leads thru 9/10: 70,497 (+109%)
- 2010 downloads thru 9/10: 184,768 (+89%)

41

2010 DSO Investor Day

Online Products

Online Events



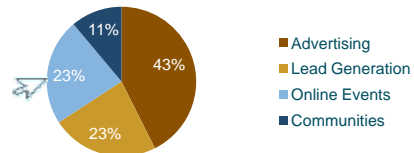
UBM



Online Events

- Web-based events including:
 - Virtual Events
 - Webcasts
- Model: CPL (cost-per-lead) + sponsorship + attendee
- Used by marketers for education, creating demand and sales leads

% of Online Revenue by Product Type



42

2010 DSO Investor Day

Online Products

Online Events – Example: InformationWeek 500



InformationWeek 500 Virtual Event

- InformationWeek's premier event in virtual format
- Blends content from the Conference (video) with live, scheduled webcasts, keynotes, etc.
- Model: CPL (cost-per-lead)
- Used by marketers for engagement and sales leads

2009 InformationWeek 500 Virtual Event – Topline Stats

- Total 864 attendees
- Average time spent in event: 1 hour, 44 minutes
- Average # of booth visits per user: 4
- Average time spent in booth per user: 7 minutes
- Average # attendees per editorial session: 202
- Opening Keynote with US Federal CIO Vivek Kundra: 446 live attendees

Won 2009 min's Best of the Web for Best Tradeshow / Online Event

43

2010 DSO Investor Day

Online Products

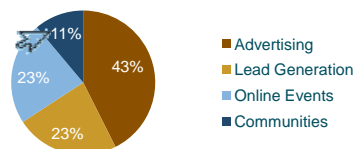
Building and Managing Online Communities



Communities – Building and Managing

- Custom created web-based community site
- Built based on customer's marketing and sales objectives
- Model: Typically CPM + CPL + Build & Manage
- Used by marketers for education, thought-leadership, creating preference and demand, and sales leads

% of Online Revenue by Product Type



44

2010 DSO Investor Day

Online Products Communities – Example: Internet Evolution



Internet Evolution Community – Topline Stats

Key site statistics: 2009 Overall

- IBM Banner Impressions Delivered: 9,981,400
- IBM Asset Downloads: 161,393
- Webcast Registrations: 4,807
- E-Book Downloads: 15,451
- New Site Registrants: 8,238
- Messages Posted: 29,940
- Embedded Browser Impressions: 1,762,055
- Video Streams: 61,468
- Public Broadcasting Service (PBS) Viewers of WWW Videos: 16,743,313
- ThinkerNet Newsletter Impressions: 641,612

45

2010 DSO Investor Day

Online Products Communities – Example: Enterprise Efficiency



Enterprise Efficiency Community – Topline Stats

Key site statistics: March 1 – Sept 30, 2010

- Page views: 827,000
- Unique Visitors: 554,000
- Average Time spent on site: 6.78 minutes
- # of Asset (Whitepaper) Downloads: 9,350
- Enterprise Efficiency Radio: 2051 listeners
- Live Chat: 2,473 posts
- # of Registrants: 11,800

46

2010 DSO Investor Day

Online: Key Part of the Marketing Mix



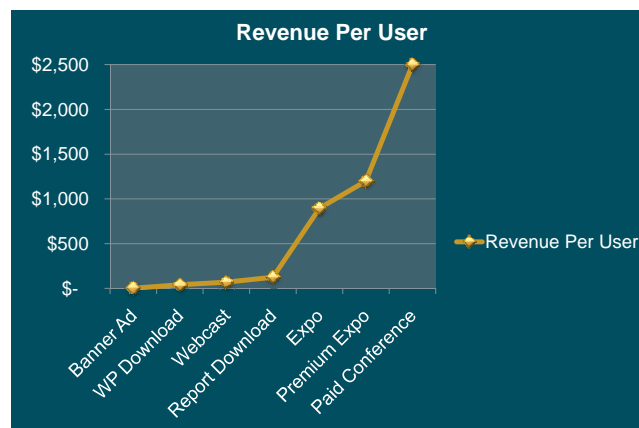
- **14.5 Million Unique Monthly Tech Community Visitors**
- **50 Million Unique Monthly Game Enthusiasts**
- **202 Million Minutes Spent Online Monthly**
 - 180 web sites receive 6m visitors a month generating 200m page views
 - 36% of online audience is outside US
- **6 Million Newsletters**
 - 40 newsletters go out daily/weekly to 1.5m tech professionals
- **180,000+ Webcast Views**
 - Over 10 webcasts a week connect 560 tech sellers to 180,000 tech buyers annually
- **110,000+ Face2Face and Online Event Attendees**
 - 90 roundtable events brings 2,000 tech professionals together annually
 - 39 major f2f events bring together 83,000 tech professional buyers with 1,800 tech sellers annually
 - With a virtual event a month, almost 25,000 tech professionals connect realtime via a live virtual event
- **570,000+ Print**
- **Total Registered User Base: 4.5m**



47

2010 DSO Investor Day

Curvonomics Media and Business Information



48

2010 DSO Investor Day

Curvonomics Example



2010: Virtual Events Tied To Live Event Brands

- Eight virtual events
- Drove net new registrants: 4,500
- Drove face to face event registrants: 170+



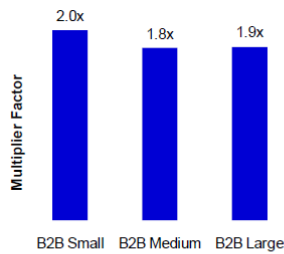
49

2010 DSO Investor Day

Online: A Natural Part of the Decision Making Process



Multiplatform Marketing Increases Marketing Effectiveness 2.0x



Source: Outsell's Ad Spending Database, December 2009 Survey
©2010 Outsell, Inc. Reproduction strictly prohibited.

50

2010 DSO Investor Day

UBM TechWeb Online Business



- Online is a growing, profitable business
- Clear scalable business models
- Online media and business information revenues
- Naturally integrates with other media offerings
- Lessons learned in leading tech markets being applied across UBM

