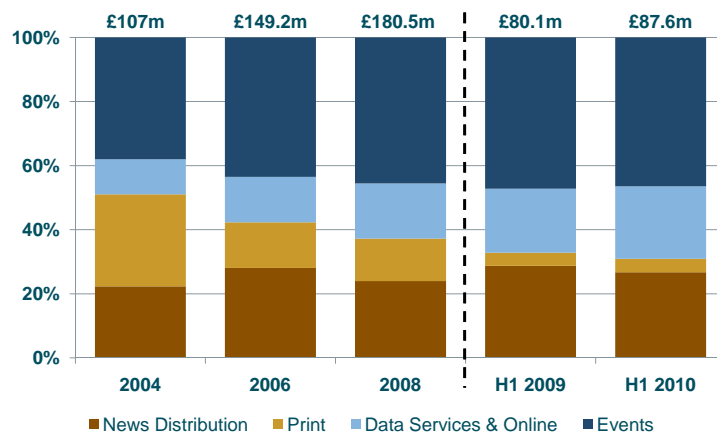# UBM Investor Day
Data Services & Online

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

3

Data Services

Henry Elkington
CEO, UBM Data Services

4

Slide 1

UBM Data Services
Revenue breakdown

By vertical

By revenue type

Forest Products

Built Environ-ment

Technology & IP

Healthcare

Trade & Transport

Advertising

Training, content and consulting services

Subscriptions & listing fees

Slide 2
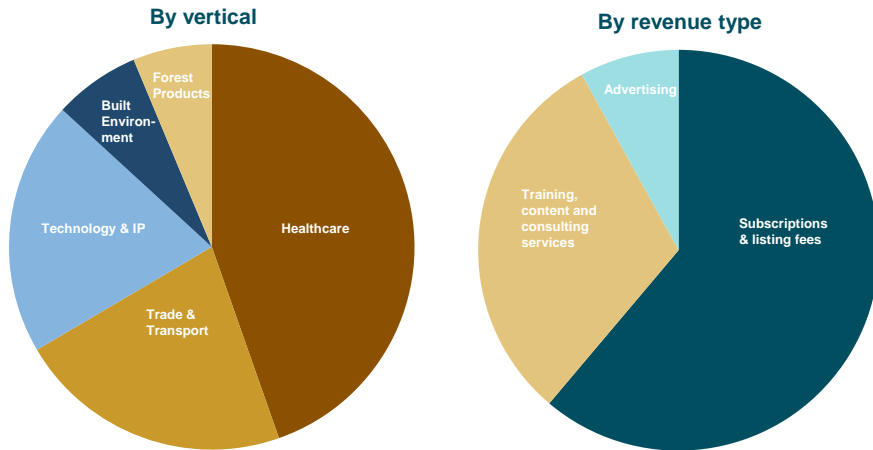
UBM Data Services
Drivers of growth and margins

	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

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
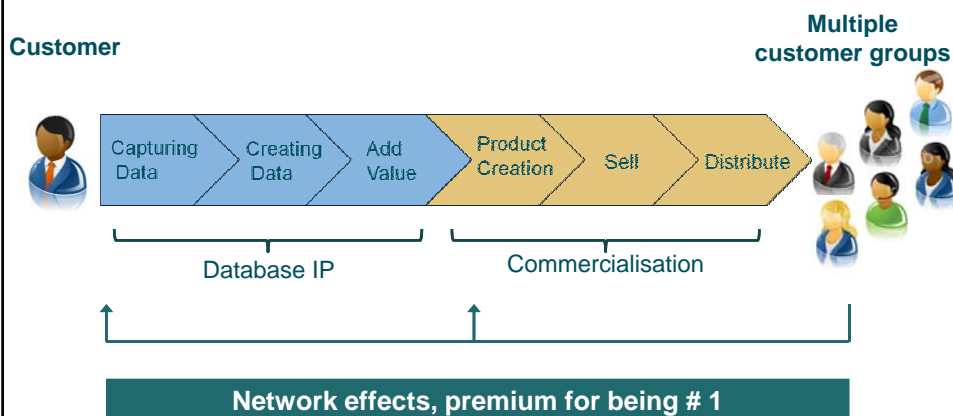
> **Positioning for growth, improving quality of earnings**

UBM Data Services
Generic value chain

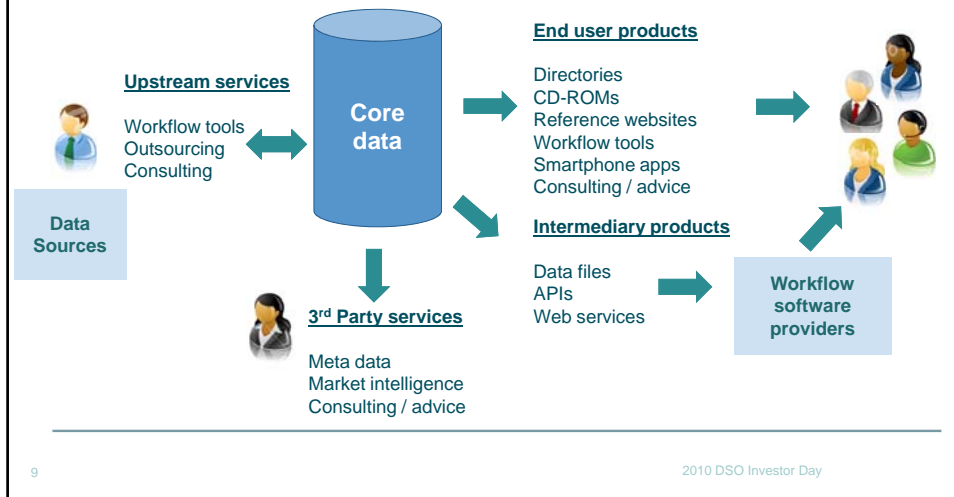**Customer**

Multiple customer groups

Capturing Data → Creating Data → Add Value → Product Creation → Sell → Distribute

Database IP

Commercialisation

> **Network effects, premium for being # 1**

4

UBM Data Services
Business models

Upstream services

Workflow tools
Outsourcing
Consulting

Data Sources

Core data

End user products

Directories
CD-ROMs
Reference websites
Workflow tools
Smartphone apps
Consulting / advice

Intermediary products

Data files
APIs
Web services

Workflow software providers

3rd Party services

Meta data
Market intelligence
Consulting / advice

9

Healthcare
Drug information systems
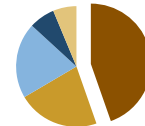
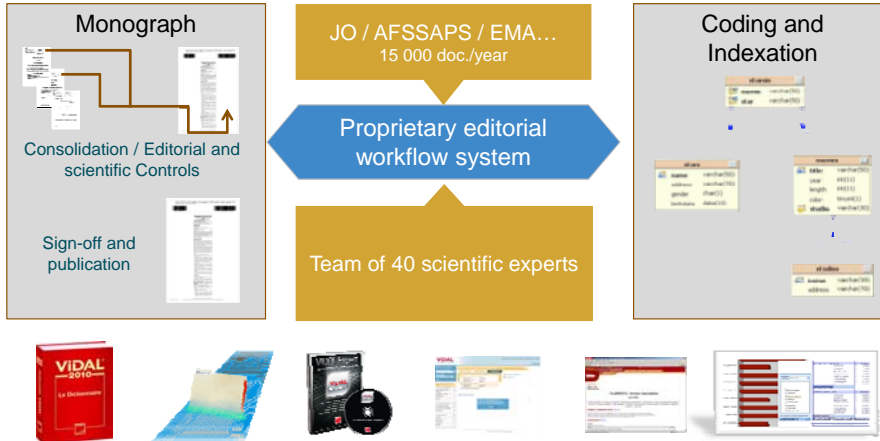| Strategy	Action
1. Selected markets	• Drug information systems • Healthcare professionals (ex. US)
2. Unique data sets	
3. Common data, multiple products	• Migrating print listing to multi-channel • Reselling to hospital and pharmacy markets • Mobile solutions
4. Leverage brands & relationships	• Outsourced services for pharma • Hospital data for Middle East and Latin America

10

5

Vidal value chain:
Create, index and distribute prescribing information

UBM

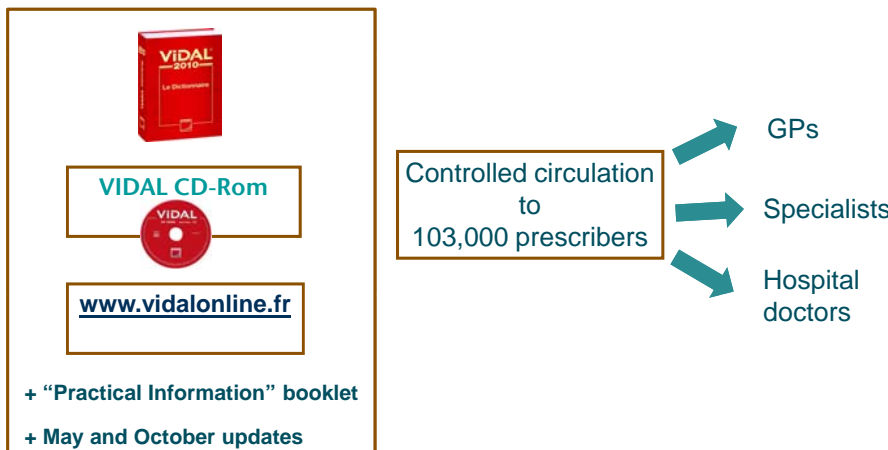| Monograph | JO / AFSSAPS / EMA… 15 000 doc./year | Coding and Indexation |

Consolidation / Editorial and scientific Controls

Proprietary editorial workflow system

Sign-off and publication

Team of 40 scientific experts

Core VIDAL proposition:
Comprehensive and timely distribution to prescribers

UBM

VIDAL CD-Rom

www.vidalonline.fr

+ "Practical Information" booklet

+ May and October updates

Controlled circulation to 103,000 prescribers

GPs

Specialists

Hospital doctors

Print directory well used by GPs

UBM

Frequency of use (French GPs)

Legend: ■ Every day ■ 2-3 times per week ■ Once a week ■ Less than once a week ■ Don't use ■ Don't know product

Satisfaction (very or fairly satisfied)

Directory	33%	24%	15%	15%	10%	3%	**94%**
CD-Rom	25%	5%	7%	9%	36%	18%	**89%**
Vidal Online	2%	3% 5%	9%	18%	63%		**94%**
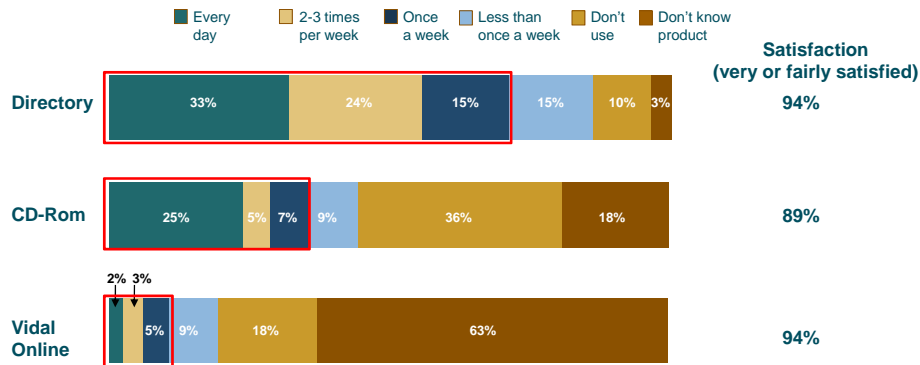
13   2010 DSO Investor Day

Overall usage is increasingly digital

UBM

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

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End user products
Reference resource for hospitals

UBM

- *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

---

Intermediary products
Sophisticated data integrated into hospital workflow systems

UBM

Local Data

UAE

Local Data

Australia

Local Data

France

Clinical Decision Support Modules

Drug interaction alert
Contraindication alert
Dose alert
Duplicate therapy alert
Allergy alert
Lactation alert
Pregnancy alert

Clinical System (hospital workflow system)
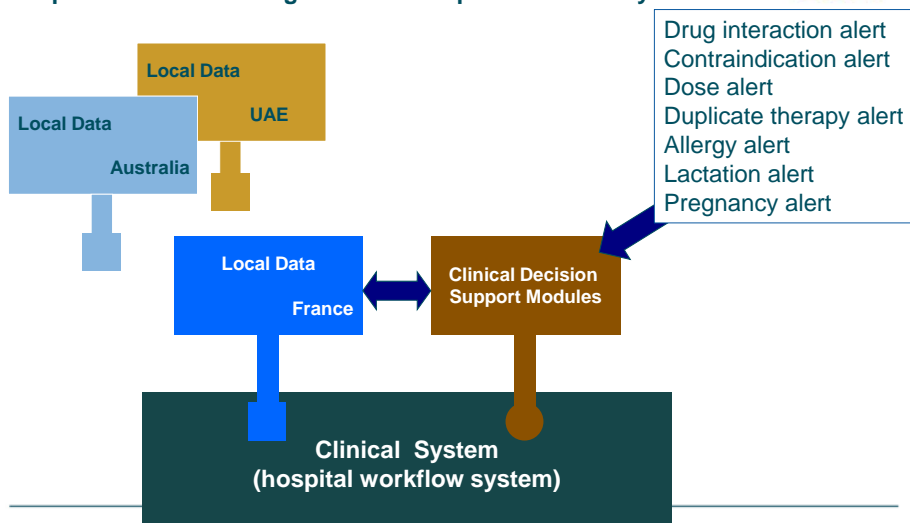
Leading position in hospital market outside US

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**

Proposals

Live Sites

UBM

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
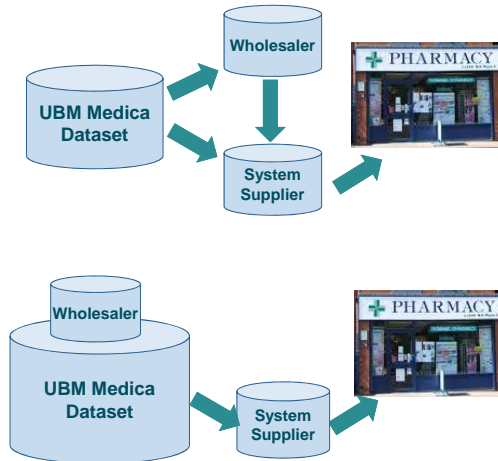
MIMS app

UBM
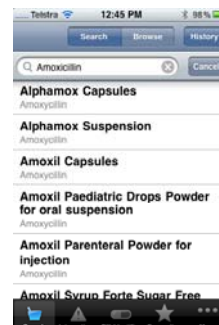
Upstream services

Example: Outsourced data management for a pharmaceutical wholesaler

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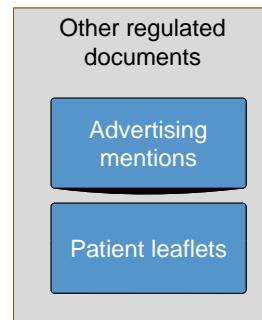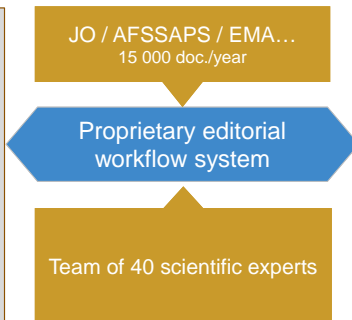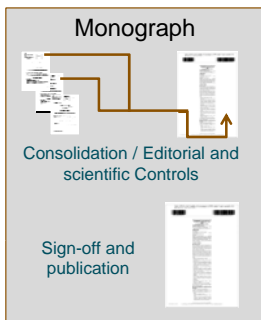• Introduction on inaccuracy

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

Wholesaler

UBM Medica Dataset

System Supplier

PHARMACY

UBM Medica Dataset

Wholesaler

System Supplier

PHARMACY

Upstream services

Example: Labelling Solutions – maintaining regulatory marketing texts

Monograph

Consolidation / Editorial and scientific Controls

Sign-off and publication

JO / AFSSAPS / EMA…
15 000 doc./year

Proprietary editorial workflow system

Team of 40 scientific experts

Other regulated documents

Advertising mentions

Patient leaflets

Trade and Transport

Strategy	Action
1. Selected markets	• US Sea trade • Aviation
2. Unique data sets	PIERS OAG
3. Common data, multiple products	• Organic development of PIERS platforms • Acquisition of market leading analytics product • OAG expansion of cargo services
4. Leverage brands & relationships	• Development of trading platform for excess cargo capacity

PIERS: Market intelligence on US sea trade

UBM

Data from US ports

Export (hard copy)

Import (digital feed)

Cleaned and warehoused

Core data

End user products

myPIERS — Customizable, distributed enterprise product

iPIERS — Rich, deep, comprehensive trade data

Trade Intelligence — Lighter, single commodity data

Trade Profiles — Sales and lead sourcing product

Investments
• Updated internal databases and workflow tools
• Upgraded end user products
• Acquired Centradex

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OAG: Data & services for air transport

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

Customers
Airlines
Airports & Airport Services
Manufacturers
Travel Distribution
Cargo Logistics
Government & Industry Organizations
Finance & Consultancy
Hospitality

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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)

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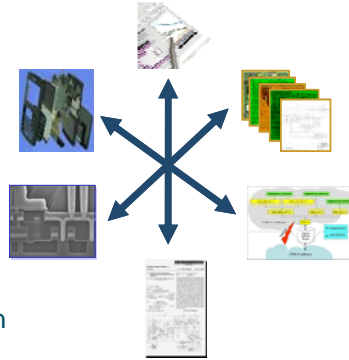2010 DSO Investor Day

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

Built Environment

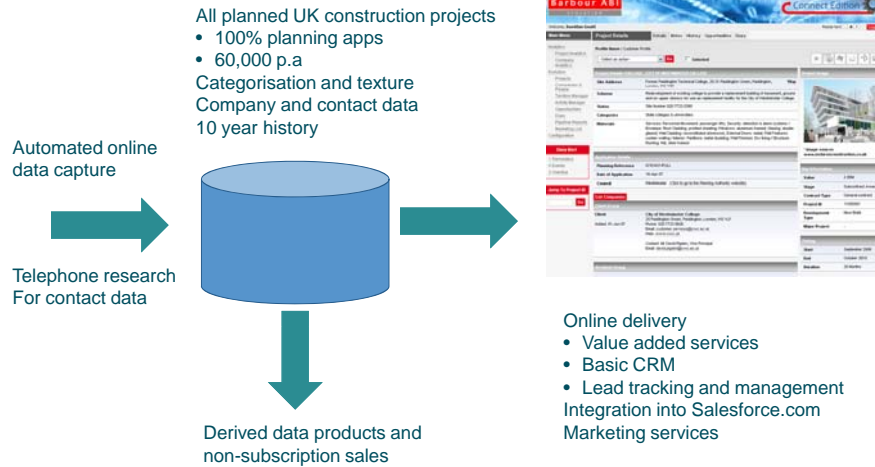| Strategy	Action
1. Selected markets	• UK construction industry
2. Unique data sets	**Barbour ABI**
3. Common data, multiple products	• Small contractors to large contractors • Regional and national • CRM services
4. Leverage brands & relationships	• Marketing services

Barbour ABI

All planned UK construction projects
- 100% planning apps
- 60,000 p.a

Categorisation and texture
Company and contact data
10 year history

Automated online
data capture

Telephone research
For contact data

Derived data products and
non-subscription sales

Online delivery
- Value added services
- Basic CRM
- Lead tracking and management
Integration into Salesforce.com
Marketing services

Forest Products

| Strategy	Action
1. Selected markets	• Forest products industries
2. Unique data sets	RISI
3. Common data, multiple products	• 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	• Bioenergy sector

RISI: Our Industries…

UBM

Commodities: Forest Products
• Paper
• Packaging
• Specialty
• Tissue & Nonwovens
• Wood Products
• Timber

Much growth globally driven by Asia and developing economies
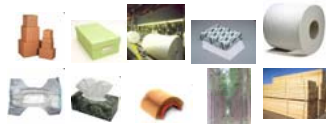
Bioenergy
• Wood Biomass
• Liquid Biofuels
• Wood Pellets

Much growth driven by global renewable/alternative energy portfolio standards

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Data Services: Our ambition

UBM

- 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
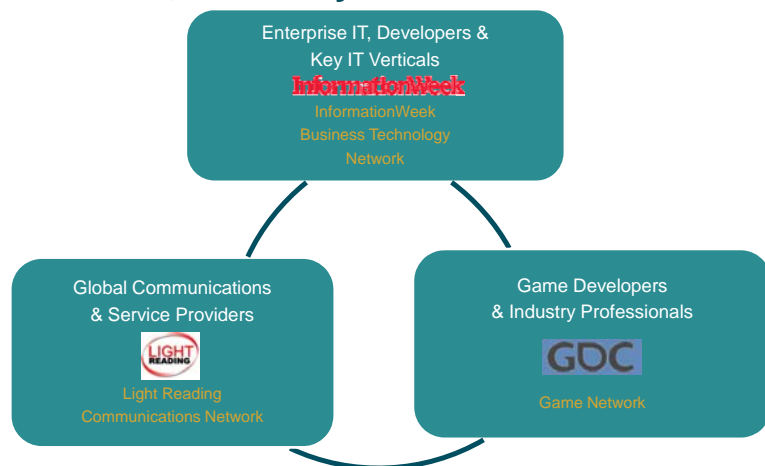- Medium term goal
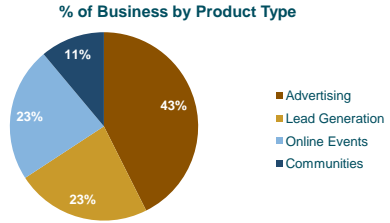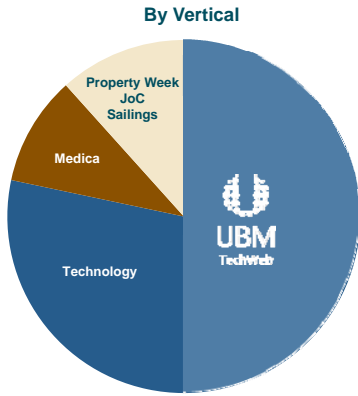 - Growth: GDP +
  - Margin: 20-25%

2010 DSO Investor Day

Online

Tony Uphoff
CEO UBM TechWeb

UBM TechWeb
Core Markets, Core Buyers

Enterprise IT, Developers &
Key IT Verticals

InformationWeek

InformationWeek
Business Technology
Network

Global Communications
& Service Providers

LIGHT READING

Light Reading
Communications Network

Game Developers
& Industry Professionals

GDC

Game Network

Online: Revenue Breakdown

By Vertical

- Technology & IP
- Health
- Other

% of Business by Product Type

- 11%
- 43%
- 23%
- 23%

- Advertising
- Lead Generation
- Online Events
- Communities

	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

- 1.5%
- 17.3%
- 16.2%
- 65.1%

- Print
- Event
- Online
- Services

LTM Revenues = $153m

- 10.8%
- 14.2%
- 30.2%
- 44.8%

- Print
- Events
- Online
- Services
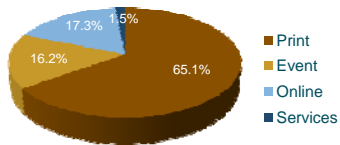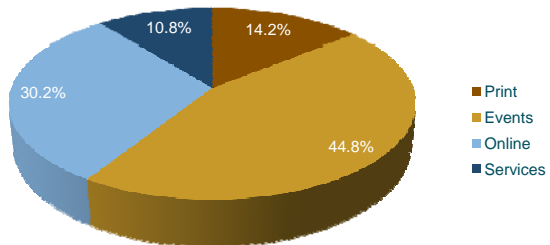
Online Media
Connecting Buyers and Sellers

UBM TechWeb
Online Business

"Reach" ————— "Engagement" ————— "Community" →

2000
100% Advertising

2005
85 % Advertising
15 % Lead Generation

2010
43 % Advertising
23 % Lead Generation
23 % Online Events
11% Building & Managing Communities

6.7% of
Total UBM TechWeb Business
Contribution Margin = (2%)

17.3% of
Total UBM TechWeb Business
Contribution Margin = 13.1%

33% of
Total UBM TechWeb Business
Contribution Margin = 21.6%

CPM ————— + CPL ————— **+ Building & Managing Communities** →
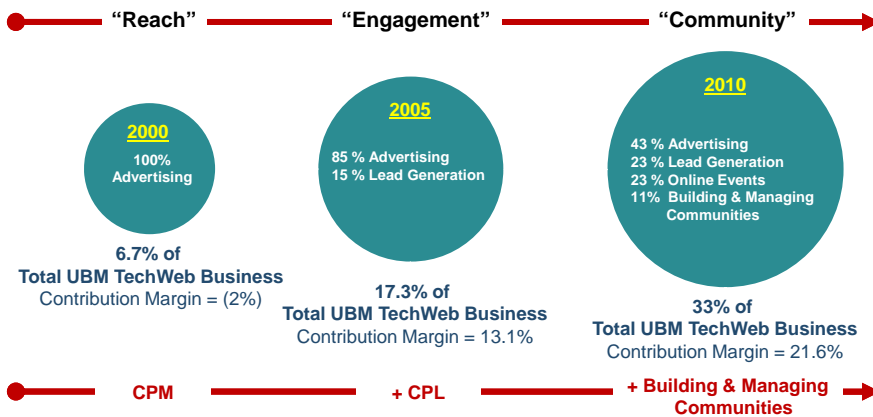
UBM TechWeb
Award Winning Online Innovation

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"
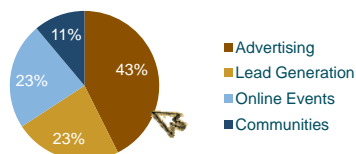
2010 DSO Investor Day

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

- 43% Advertising
- 23% Lead Generation
- 23% Online Events
- 11% Communities

2010 DSO Investor Day

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Online Products
GAO: acquired February 2010

UBM

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)
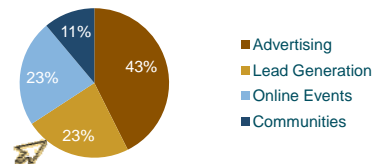- Used by marketers for reach

---

Online Products
Lead Generation

UBM

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

- Advertising — 43%
- Lead Generation — 23%
- Online Events — 23%
- Communities — 11%

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%)**

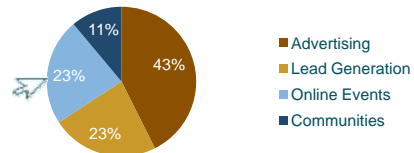---

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

- 43%
- 23%
- 23%
- 11%

- Advertising
- Lead Generation
- Online Events
- Communities

Online Products
Online Events – Example: InformationWeek 500

UBM

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 lead**s**

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*

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Online Products
Building and Managing Online Communities

UBM

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

- Advertising 43%
- Lead Generation 23%
- Online Events 23%
- Communities 11%

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22
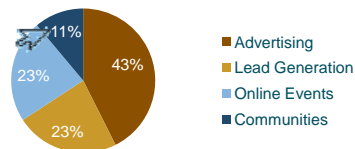
Online Products
Communities – Example: Internet Evolution

UBM

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

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Online Products
Communities – Example: Enterprise Efficiency

UBM

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

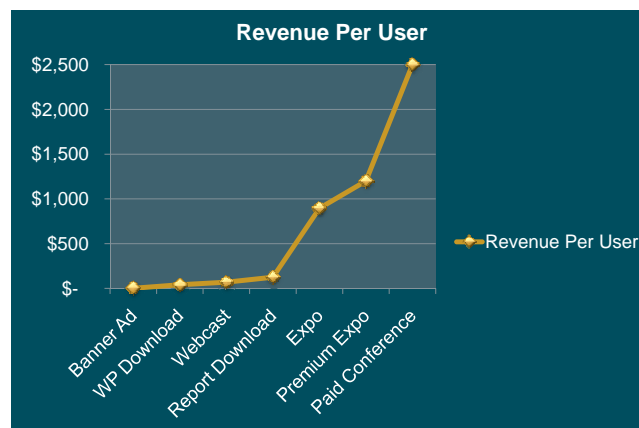## Online: Key Part of the Marketing Mix

- **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**

Curvonomics
Media and Business Information

Revenue Per User

Chart axis values: $2,500 / $2,000 / $1,500 / $1,000 / $500 / $-

Categories: Banner Ad, WP Download, Webcast, Report Download, Expo, Premium Expo, Paid Conference

Legend: Revenue Per User

Curvonomics
Example

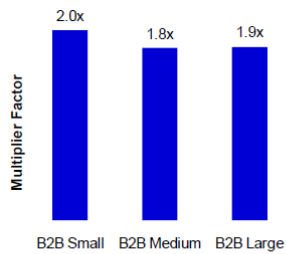**2010: Virtual Events Tied To Live Event Brands**
- **Eight virtual events**
- **Drove net new registrants: 4,500**
- **Drove face to face event registrants: 170+**

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
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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