

### About FirstRain

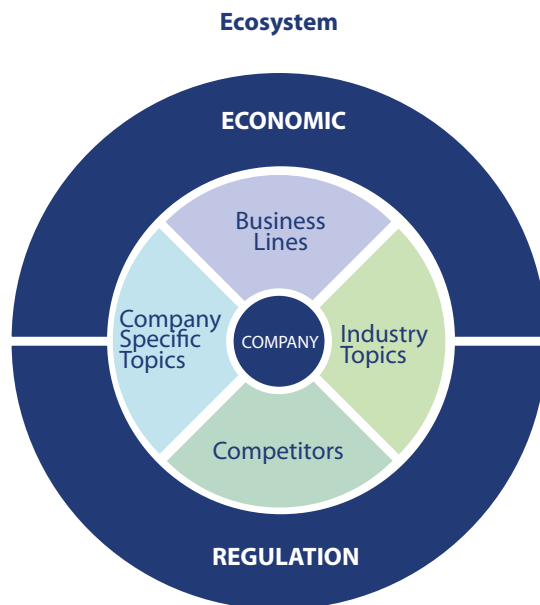
FirstRain is a research engine that finds and analyzes the latest information on companies and their markets from the web for investment professionals. It's designed so you can research new ideas, get prompted when something's changing and stay on top of the areas that are important to you – quickly, easily and without being distracted by irrelevant information. It solves the web research problem for you by generating highly targeted results, analytics and reports that reveal what's new, changing and interesting.

### Delivering Value to Institutional Sales Professionals

- **Generate New Opportunities for Sales Ideas-** identify deal triggers by staying on top of business intelligence in your coverage area. Uncover news on partnership and agreements, M&A, product initiatives and other critical business developments on your client's watch list
- **Prepare for Client and Management Calls-** quickly and easily find the latest information on your clients or their coverage area through pushed reports or our interactive research engine
- **Speak More Authoritatively about an Industry-** use our proprietary content mapping of ecosystems and thousands of topics to discover targeted news and information about a business, industry or strategic issue
- **Mitigate the Risk of Missing Important Data-** stay on top of the latest news involving your clients and their coverage; filter by region, industry or markets

#### Primary Benefits

- Identify High Impact Information
- Discover Differentiated Information
- Efficiently Identify Information



- Global Company Coverage of 15,000+
- Public and Private Companies
- Sources from 150+ countries
- Over 3,000 topics

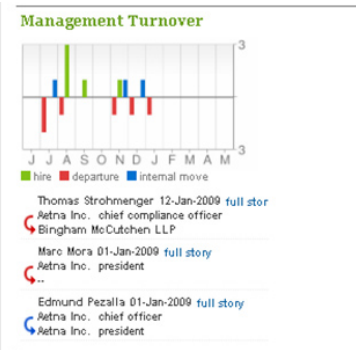
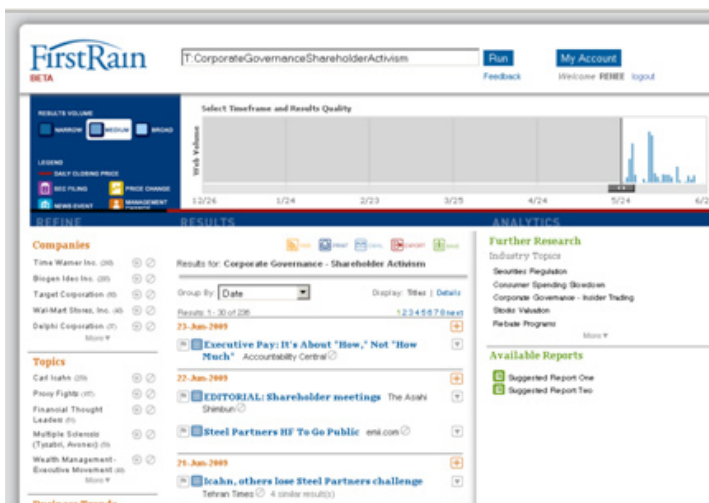
## Key Features of FirstRain

- **Company Ecosystem-** companies are categorized by specific business lines, key competitors, their industry and company-specific topics in order to create a complete, holistic approach to company research and monitoring
- **Analytics-** information is extracted and synthesized for better understanding and visualization of trends impacting a company or market- e.g., announced/unannounced management turnover analysis, management quotes, and web volume trends
- **Industry, Macroeconomic and Business Fundamental Topics-** content is categorized by a wide range of themes and categories, unique to FirstRain, covering topics related to an industry and broad business and economic matters
- **Range of Source Types-** continual searching across a vast range of broad and deep web sources- mainstream business sources, local and world news, in-depth industry and subscription sources, blogs and company websites as well as governmental and regulatory agencies
- **Proprietary Ranking Methodology-** web content is categorized and ranked for business relevance and potentially its investment impact using FirstRain's proprietary approach to deliver the most effective results for the investment professional
- **Global Coverage-** global source coverage with sources from over 150 countries, focused on the US, Canada and Europe, and also extending to English-language sources in the Asia Pacific and key emerging regions
- **Company Intelligence-** built-in coverage of over 15,000 public and private companies in the US and key global markets- including R3000, FTSE 250, DAX 30, and Level 2 and 3 ADRs, plus thousands of mid- and small-cap companies; We are continually expanding our coverage

## Other FirstRain Users

Over 10,000 users currently access FirstRain. They include:

Asset Managers  
Hedge Funds  
Funds of Funds  
Private Equity  
Pension Funds  
Endowments  
Investor Relations  
Corporate Sales & Marketing  
Corporate Market Intelligence Teams  
Corporate Librarians



## Accessing FirstRain

### Research Engine

Our interactive research application allows you to generate information and analytics about companies and their ecosystems, as well as navigate through industry and market topics

### Individualized Reports

Generate your own personalized reports covering your portfolio, companies & topics of interests, industries and business themes. Customized to the research style, investment issues and content types you care about

### Feeds & Widgets

The latest information and trends from the web can be easily integrated into your internal platform, FactSet or RMS platforms via data feeds or embedded application widgets