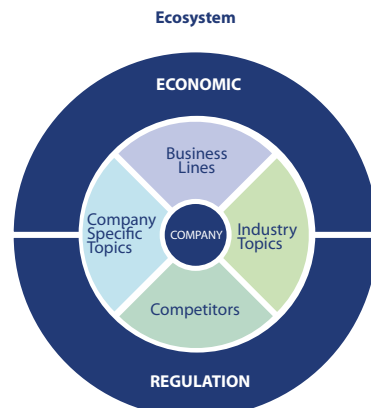


About FirstRain

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 Investment Professionals

- **Identify Relevant Information-** conduct interactive research to generate the highly targeted information that matters to you the most. Stay up to date with automated reports and RSS feeds on your critical research information
- **Mitigate the Risk of Missing Important Data-** manage your risk by efficiently broadening your research ensuring you do not miss important information from deep sources about your investments and their competitors and markets
- **Prepare for Earnings & Management Meetings-** review the new and recent information and market trends for a company before a management meeting or earnings call- all in one place, ranked and organized so you can prepare thoroughly but quickly
- **Top-Down Approach-** access information on your company's ecosystems (business lines, key competitors, their industry and company specific topics) in one view
- **Save Time Monitoring-** quickly and easily find the latest information on your portfolio companies and monitor what's new with them
- **Fills Coverage Gaps Across Industries-** efficiently and consistently analyze information across all industries with results that are timely and relevant, enabling you to leverage your firm's resources
- **Provide Coverage for Small & Mid-Caps-** access an interactive research application that connects companies and topics within their ecosystems, producing results for smaller and mid-sized companies no longer followed by the sell-side
- **Generate New Ideas-** harness the research and analytics capabilities to quickly uncover the latest trends within your industries or information about companies that maybe new to you
- **Integrate in your Research Platforms-** access FirstRain research results and embed the research engine in your internal research platform, FactSet or RMS platforms



Primary Benefits

- Identify High Impact Information
- Effectively Leverage Existing Resources
- Discover Differentiated Information

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

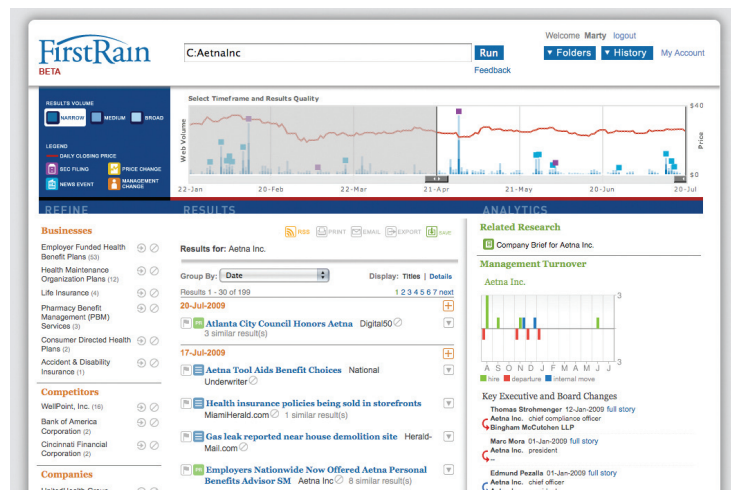
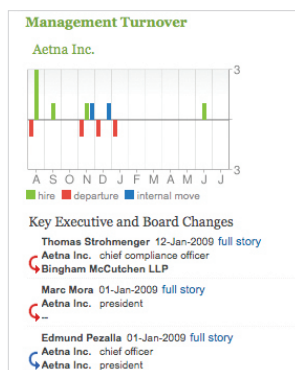
Key Features of FirstRain

- **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