



2011 SMH / AGE EASTCOLES

EQUITIES MARKETS RESEARCH

FOR SUBSCRIPTIONS BY SECTOR

2011

East**Coles**

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Overview

We are pleased to present this proposal to subscribe to our market analysis service. This service is of major benefit to all significant players in the Australian Stockbroking space.

Our 2011 Equities Markets Research was covered by the SMH / AGE Saturday 9 July, 2011 as a Business Feature.

<http://www.smh.com.au/business/tip-your-hat-to-the-years-top-tipsters-20110708-1h6sg.html>

It was also covered in the Australian Financial Review on July 18:

http://afr.com/p/markets/dealbook/investment_bankers_in_race_for_star_TX8ogRaTF7ZHFJP7maIThN

Unique to East Coles is the fact that we gather data on client satisfaction at the firm and individual performance level. In order to enhance the analysis of this data gathered, East Coles has invested heavily over the past few years in developing a custom-built web-based database. This new technology allows us to build upon our customised approach in meeting all our subscribers' needs in a timely manner.

The East Coles Equities Markets Report identifies the performance satisfaction of institutional clients with the services provided to them by their stockbroking advisers.

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Key Features

- Detailed, actionable performance ratings of stockbrokers across key relationship issues at the firm and individual analyst / dealer level
- Unique Internet Questionnaire interviewing program with the fund managers most active in the equities markets
- Targeting of institutional respondents is according to their size of domestic equities under management (DEUM), which must meet the threshold of \$100m. Currently over 100 institutions on our database
- Presentation segmented by industry sectors
- East Coles formulates its questionnaires in consultation with the market place, to ensure all essential, relevant issues are addressed

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Key Benefits

- An actionable, credible assessment of the individual firm's standing as seen through the eyes of its clients
- A tool by which subscribers can monitor their position against competitors
- Data presented at the firm and analyst / dealer level for comparison
- Provides a unique means of valuing your key human capital
- Assists in performance based remuneration setting and monitoring
- Aids in key talent recruitment and retention
- Team management and direction
- Able to be used as a marketing tool in areas of high performance with existing and potential clients
- New account development and retention

Timing

- *The 2011 SMH / AGE East Coles Equities Markets Report is available for subscription immediately*

Deliverables

- *Subscribers will receive two league tables for each sector and a list of respondents to that sector*

Pricing

- *This program is offered at a subscription fee of A\$900 (plus GST) per sector*

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Sector Format / Layout

- Each sector comes with a complete list of all institutions who voted on that particular sector
- Each sector comes with two separate league tables – one by house / team and one by analyst or dealer (these league tables were formed using separately collected data)
- Each rated house / team or analyst / dealer in each league table has the following information provided:
 - % Weighted Score
 - Total Raw Score
 - Count
 - Average Raw Score
- The 'Total Raw Score' is the sum of the scores out of 10 each institutional respondent attributed to the given house / team or analyst / dealer and the 'Count' is the number of institutions that voted for the given house / team or analyst / dealer
- The 'Average Raw Score' is simply the Total Raw Score divided by the Count
- The '% Weighted Score' is the sum of each of the raw scores multiplied by the relevant weighting factor for each institutional respondent

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Sector Selection Form – *please complete and return with Payment Form*

- | | | | | | |
|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|--------------------------|
| • A/C Mgt - Rsrch Sales | <input type="checkbox"/> | • Equity Capital Markets | <input type="checkbox"/> | • Real Estate | <input type="checkbox"/> |
| • Banks | <input type="checkbox"/> | • ESG | <input type="checkbox"/> | • REITs Dealing | <input type="checkbox"/> |
| • Building Materials | <input type="checkbox"/> | • Food & Beverages | <input type="checkbox"/> | • Retail | <input type="checkbox"/> |
| • Commodities | <input type="checkbox"/> | • Gaming | <input type="checkbox"/> | • Sales Trading & Facil. | <input type="checkbox"/> |
| • Constr. & Engineering | <input type="checkbox"/> | • Healthcare & Biotech | <input type="checkbox"/> | • Small Caps Dlg | <input type="checkbox"/> |
| • Database | <input type="checkbox"/> | • Infrastructure | <input type="checkbox"/> | • Small Caps | <input type="checkbox"/> |
| • Derivatives | <input type="checkbox"/> | • Insurance | <input type="checkbox"/> | • Steel | <input type="checkbox"/> |
| • Div Financial Services | <input type="checkbox"/> | • Media | <input type="checkbox"/> | • Strategy | <input type="checkbox"/> |
| • Div. Metals & Mining | <input type="checkbox"/> | • Other Metals & Mining | <input type="checkbox"/> | • Teleco's | <input type="checkbox"/> |
| • Economics | <input type="checkbox"/> | • Paper, Pack. & Chemicals | <input type="checkbox"/> | • Transport | <input type="checkbox"/> |
| • Energy | <input type="checkbox"/> | • Quantitative | <input type="checkbox"/> | • Utilities | <input type="checkbox"/> |

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Payment Options

If you wish to subscribe to the 2011 SMH / AGE East Coles Equities Markets Research as described in this Proposal for **\$900 plus GST per sector** please complete this Payment Form and the Sector Selection Form. Once completed please fax or email the forms back to us at (02) 9232 2603 or nick.coles@eastcoles.com.au. A Tax Invoice will be provided upon receipt of payment. If you would prefer a different payment method please just let us know. Subscribers to our FULL Corporate Performance (ASX Top 100) Research are entitled to a 50% discount and subscribers to our ABRIDGED Corporate Performance (ASX Top 100) Research are entitled to a 30% discount. **Please note that East Coles absorbs all credit card surcharges.**

Payment Form

East Coles is pleased to offer you the added convenience of paying this invoice by credit card. Please complete and sign the sections below and fax the invoice back to: 02 9232 2603 or scan this completed form and email back to nick.coles@eastcoles.com.au	
Card Details:	
Select Card Type:	<input type="checkbox"/> Amex <input type="checkbox"/> VISA <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard
Name on Card: _____	CVV 2: <input type="text"/> <input type="text"/> <input type="text"/>
Card Number: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Expiry Date: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Signature:	
_____	_____
Card Holder's Signature	Date

Full Subscription

If you would prefer to subscribe to the Full Report that encompasses all sectors, a thematic analysis and analyst breakdown sheets please contact either Nick or Darren to discuss

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