



"A world of financial intelligence"

Fin24.com is **SA's most read online financial publication**, providing up-to-the-minute news and views on the economy, JSE-listed companies, local and world markets.

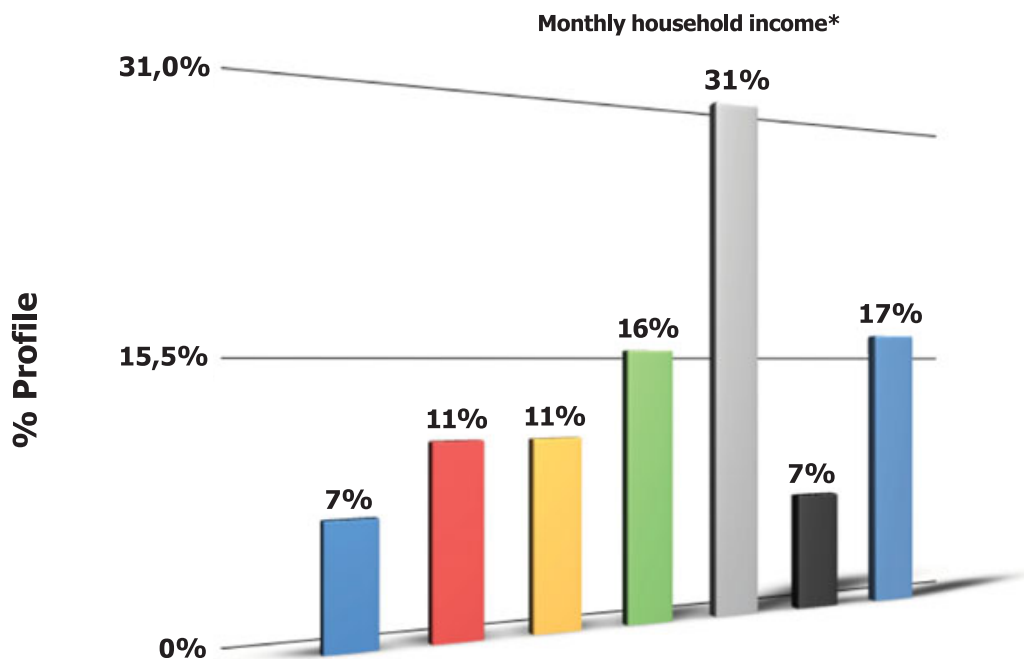
Updated daily by our **award-winning editorial team** that represents the cream of SA's business writing talent, the new look Fin24.com unveils a modern site that is easy to navigate and encourages readers to dig around, explore and comment.

Fin24.com is fast developing its own character. Increasingly, our articles are produced by our growing team with a unique, hard-hitting news agenda. We've also added some new sections to the site.

- **Money Clinic** sources answers to readers' personal finance questions from our panel of experts.
- **My Business** publishes news, profiles and business advice relevant to small and medium-sized businesses.
- **Jargon Buster** helps demystify the terms and jargon frequently bandied about in the financial sector.

Fin24 has the following editorial pillars:

- **News**
- **Markets**
- **Personal Finance**
- **Podcasts**
- **Opinion**
- **Trading**
- **Finweek**



* Source: Nielsen's Net Ratings, August 2008.
** Tends to be the higher income earner.

■ Up to R4 200 ■ R4 200 to R12 500 ■ R12 501 to R20 800 ■ R20 801 to R33 300 ■ R33 301 or more ■ Don't know ■ Prefer not to say**

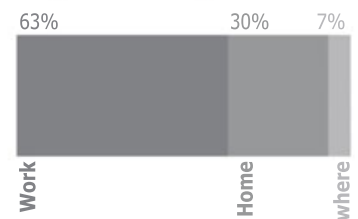


Traffic

There were an average of 452 508 visitors per month and an average of 3 080 219 page impressions per month (Source: Nielsen NetRatings June 08 – November 08). Fin24.com is ranked as the ninth most popular online brand in South Africa.



Gender Breakdown



Internet Access