

Profile's ShareData

o n l i n e

Distribution: ShareData Online, ShareMagic, Sharenet, Standard Bank, Thebe, BoE, BJM, Sanlam iTrade

Traffic (est): 500 000 to 1 000 000 page impressions per month (all platforms)

Unique visitors (est): 60 000 per month

Production Cycle: Quarterly

Deadlines

Cycle	Booking Deadline
Jan – Mar	14 December
Apr – Jun	24 March
Jul – Sep	23 June
Oct – Dec	22 September

Billing: Clients typically sign for annual participation, but are billed quarterly in advance.

Update frequency: Real time. Note that content is updated and managed on a daily basis. For production control reasons, however, participation changes can only be implemented during the proofing period (effective from the start of the following quarter).

Material Specifications: Company and brand logos should be delivered electronically in GIF or JPEG, min 300x300 pixels.

Participation Rates

Cost per Quarter

Basic Package R4 195

- ▶ Company logo in full colour on all pages
- ▶ Logo hyperlinked to company website
- ▶ Prominent home page exposure on release of results
- ▶ Hyperlinks from results to company website
- ▶ Home page emphasis for news and SENS
- ▶ Summary fact sheets available to all investors
- ▶ QUICK FACTS hyperlink
- ▶ Results summaries available to all investors
- ▶ Complimentary access to subscriber area

Standard Package R6 975

- Includes all features of the Basic Package plus:*
- ▶ Freely available electronic version of annual report (PDF)
 - ▶ Full recent news coverage (latest three items)
 - ▶ Powerful Email Alerts facility available to all investors
 - ▶ KEEP ME POSTED hyperlink for Email Alerts
 - ▶ DIRECT ACCESS hot buttons to key IR areas (x 3)
 - ▶ Complimentary access to subscriber area: two users

Premium Package R9 105

- Includes all features of the Standard Package plus:*
- ▶ DIRECT ACCESS hot buttons to key IR areas (x 5)
 - ▶ 15 minute delayed share price and market stats, available to all investors
 - ▶ Brands logo page included
 - ▶ Prominent OUR BRANDS hyperlink included
 - ▶ Complimentary access to subscriber area: three users

Additional hot buttons if required (each per quarter)	R530
Brands logo page with Standard Package	R1 595
Once-off artwork and set-up charge per brand logo	R470