

Results Readership Survey

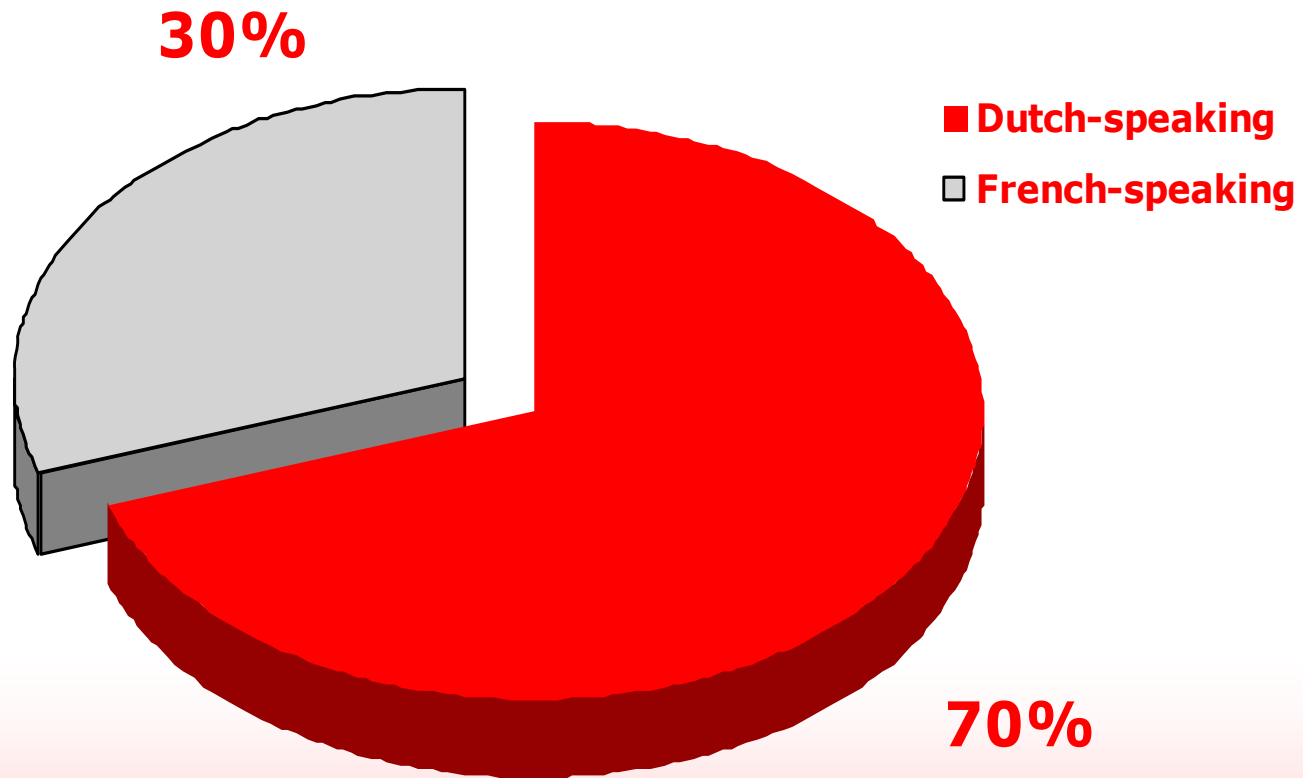
December 2004

Our sample: 1.312 respondents

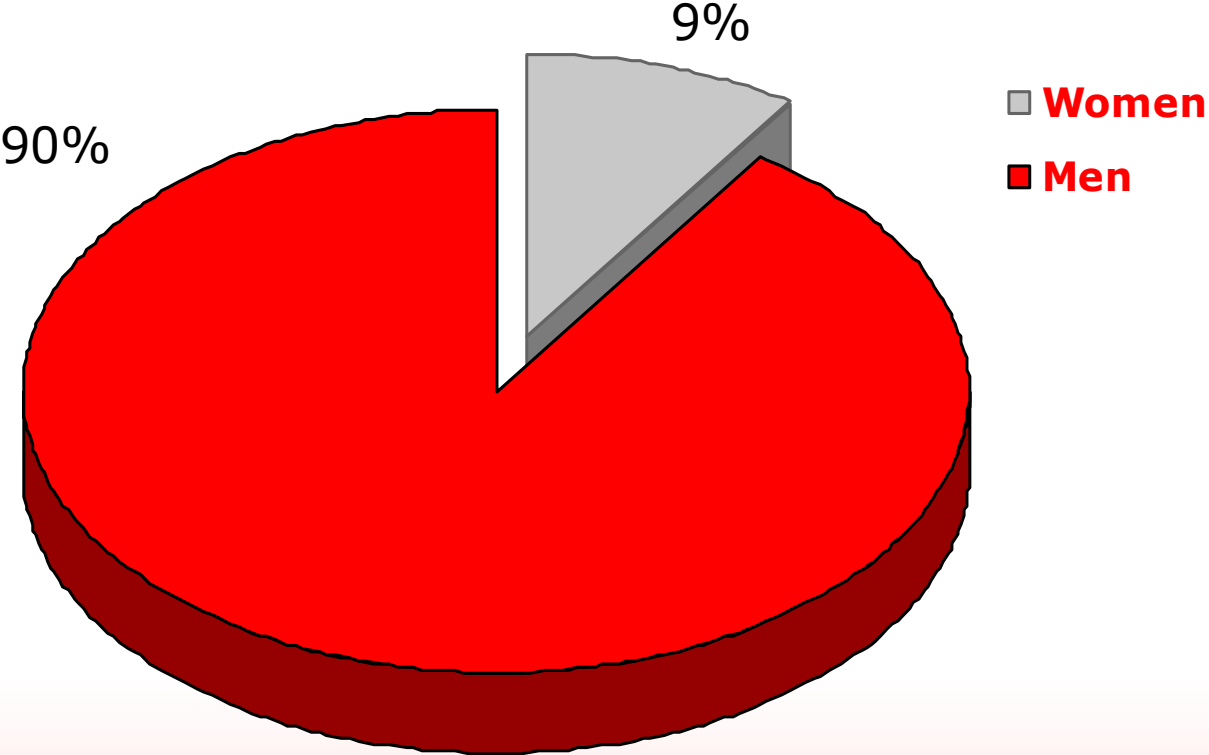
(814 Paper version – 498 internet version)

Socio Demographic Profile

Language ...



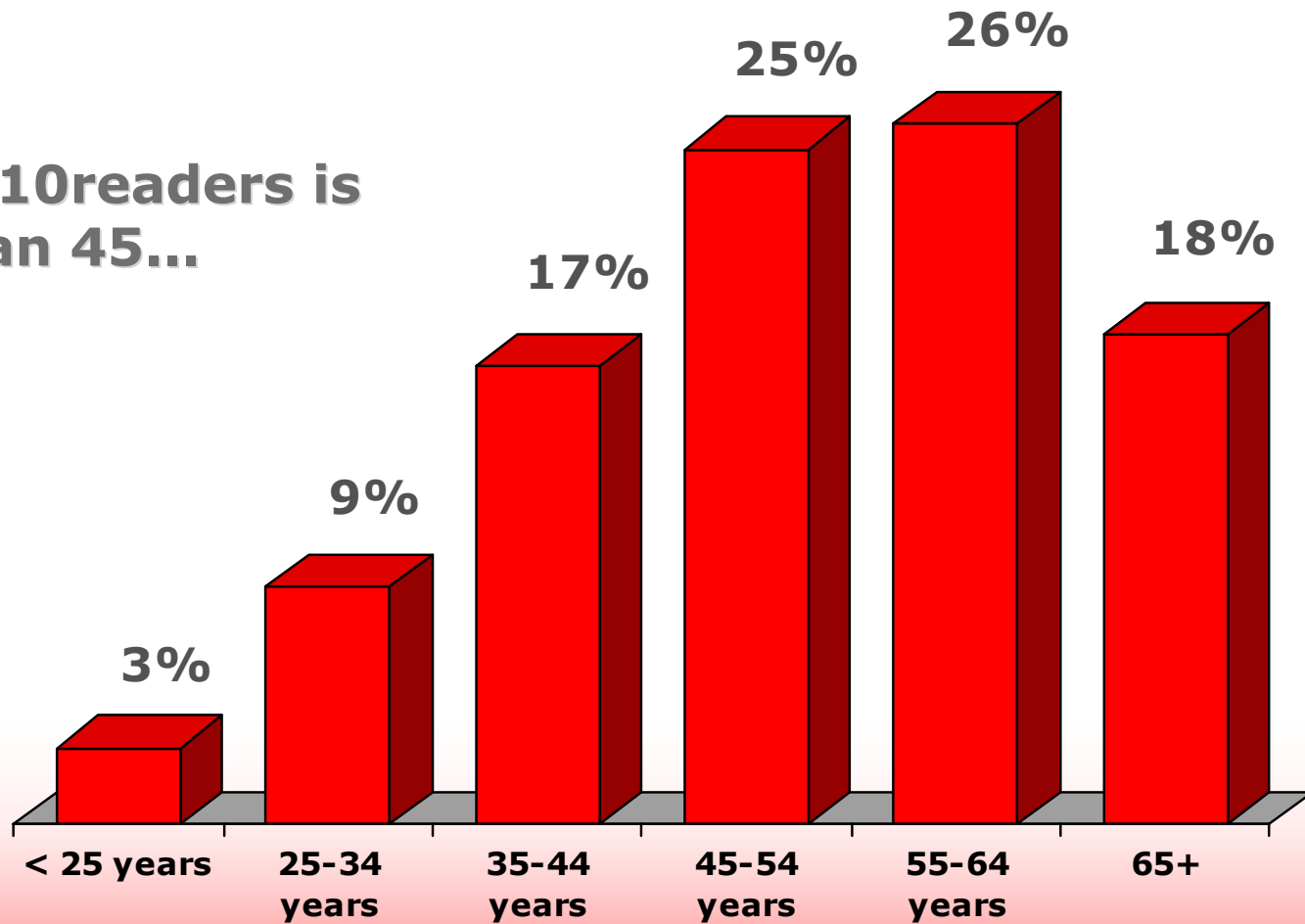
Men & Women ...



Obviously more men than women ...

Age ...

7 out of 10 readers is older than 45...



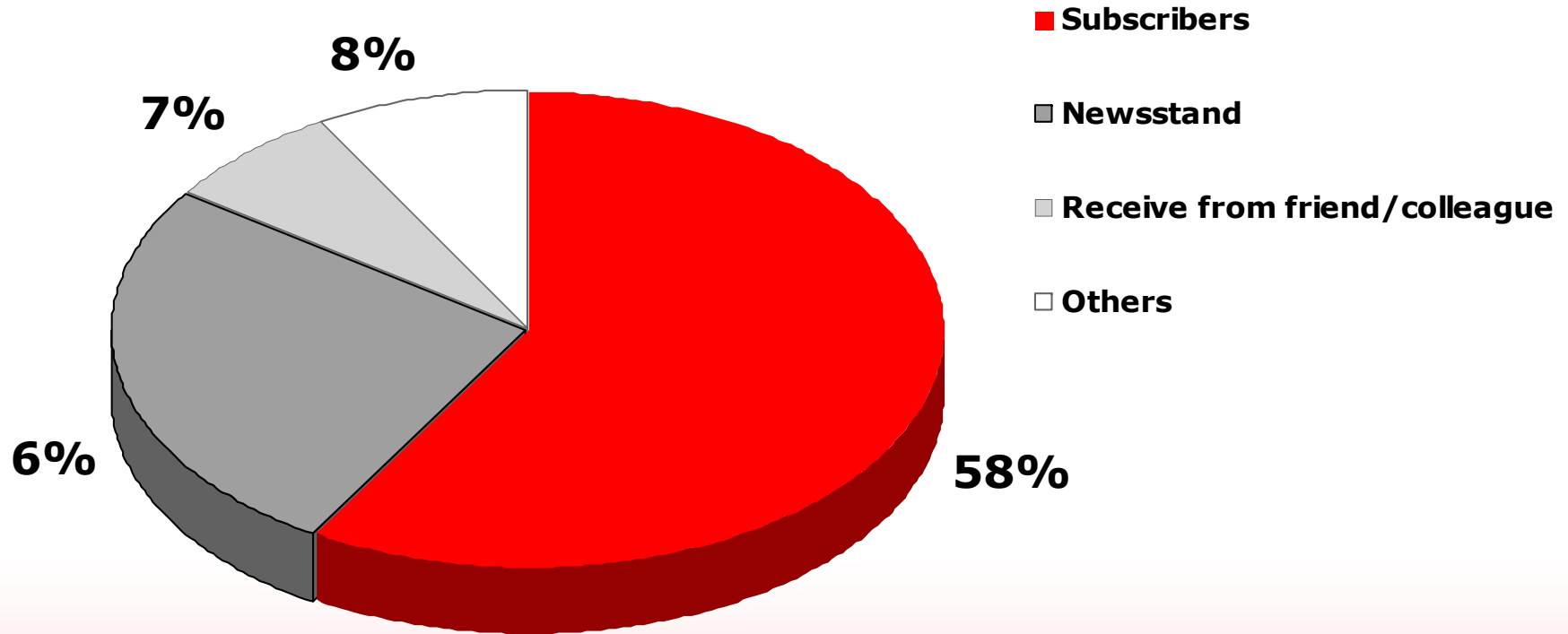
Profession ...

• Top Management	7%
• Middle Management	14%
• Employees	17%
• Officials	8%
• Liberal Professions	6%
• Independants	11%
• Students	2%
• Retired	27%
• Others	11%

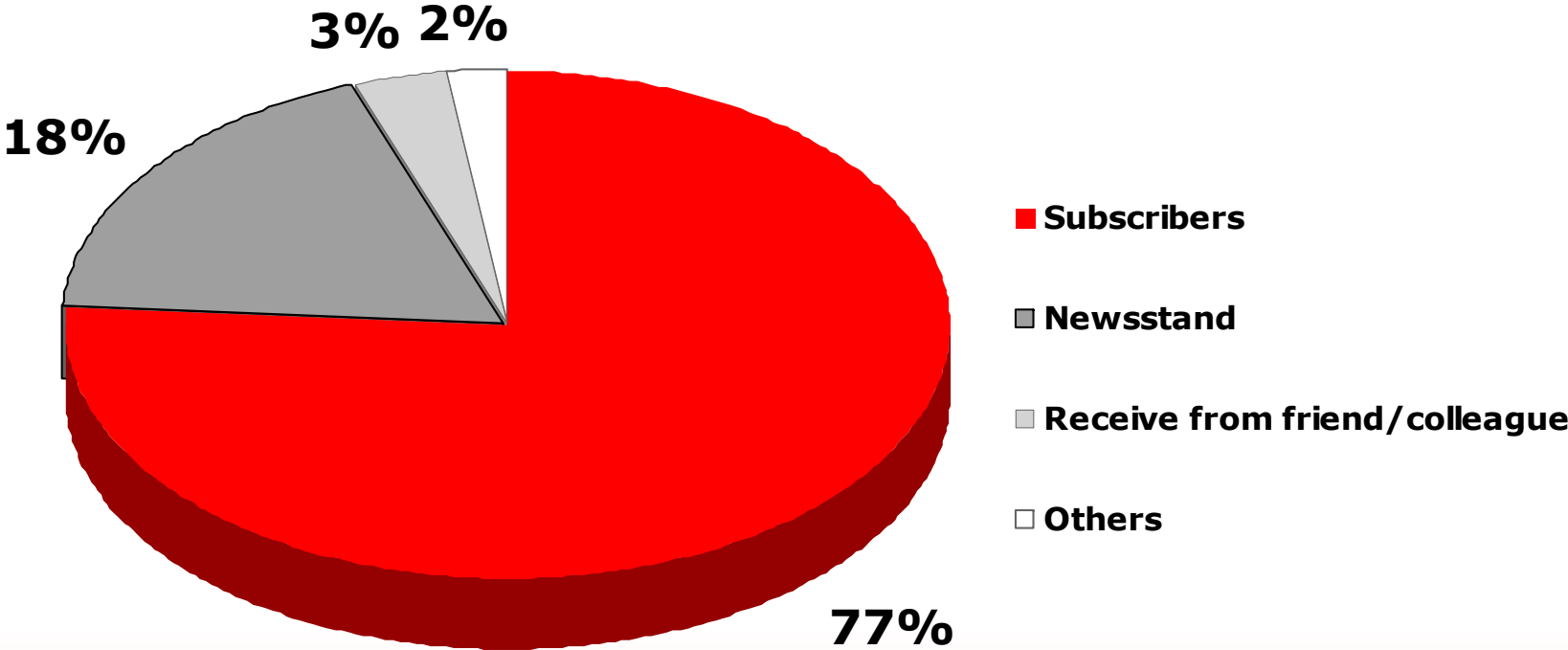
7/10 is active

Reading Habits

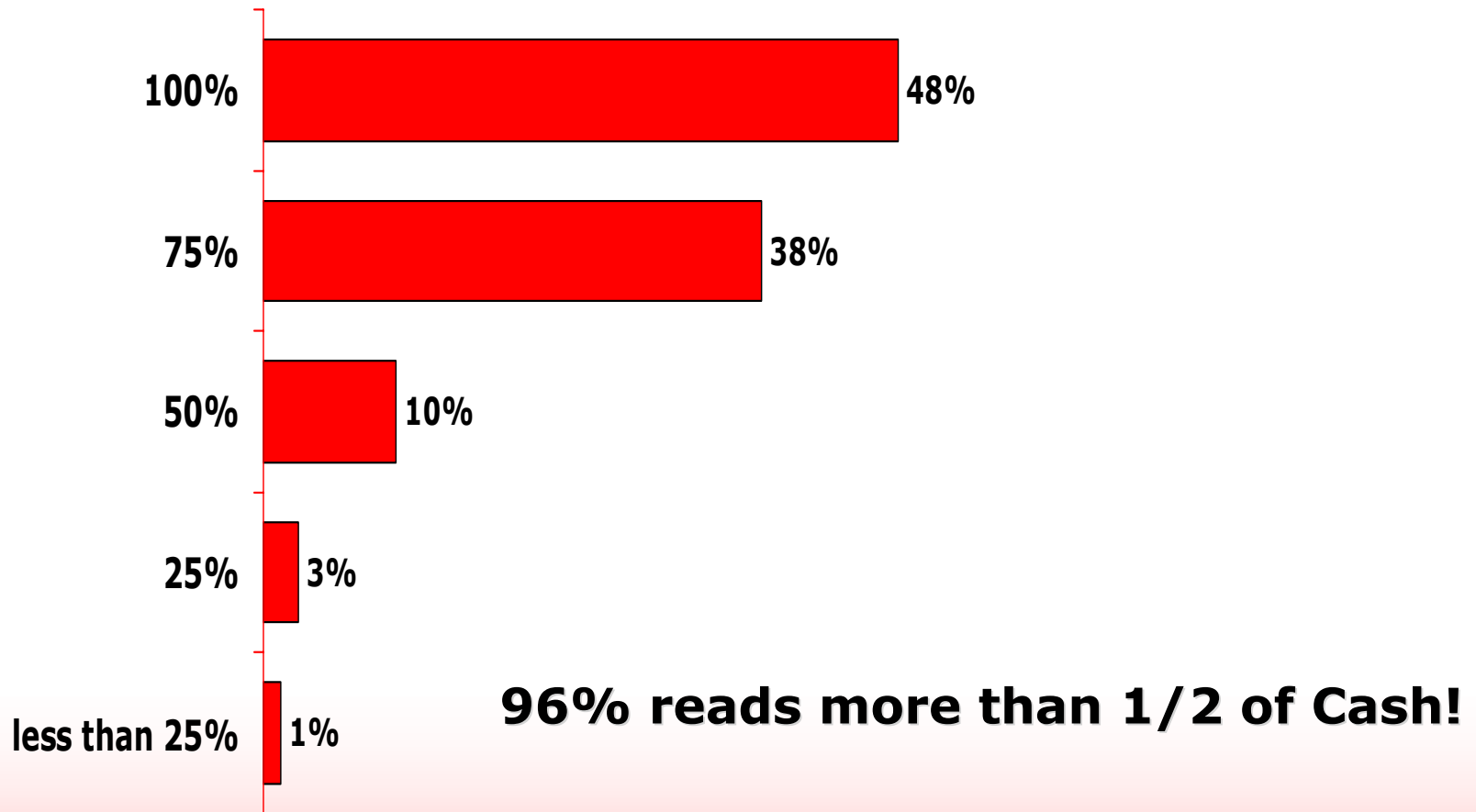
Subscribers ...



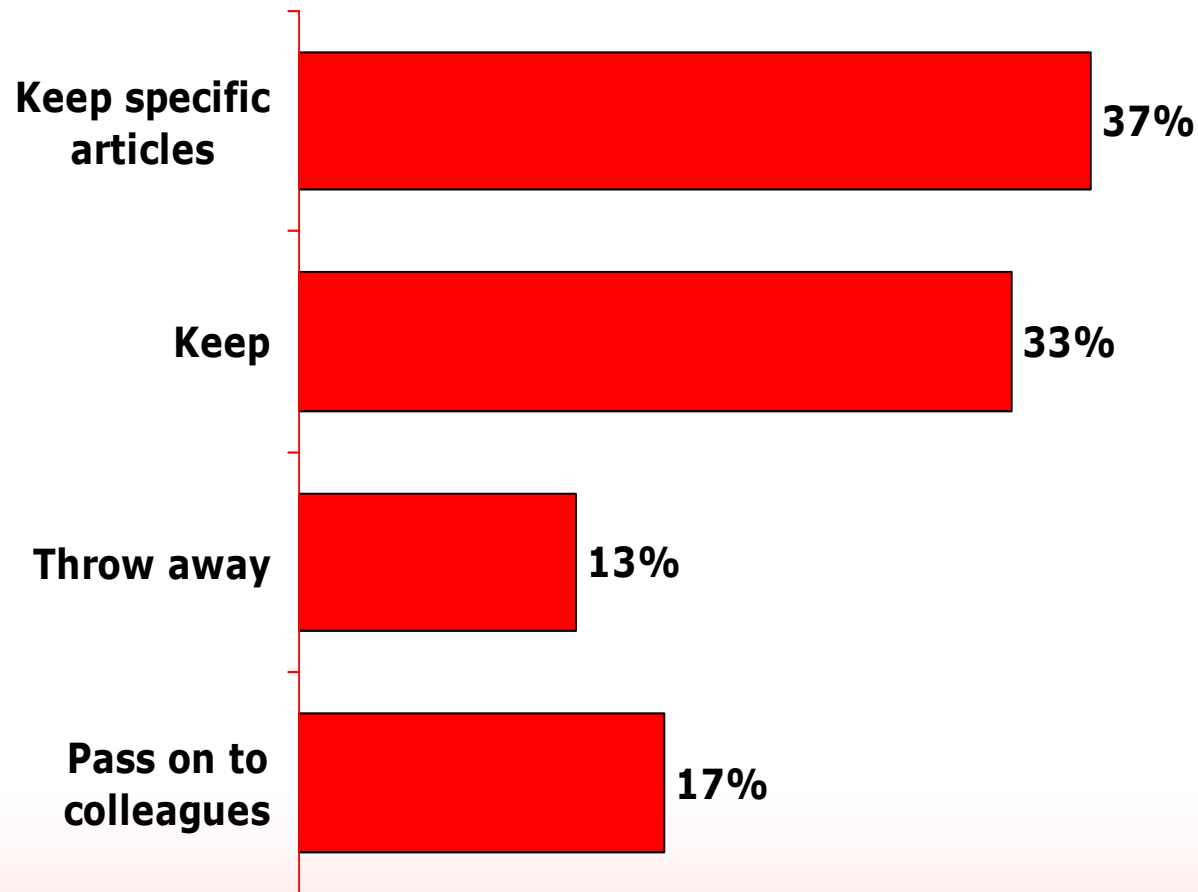
Subscribers ...



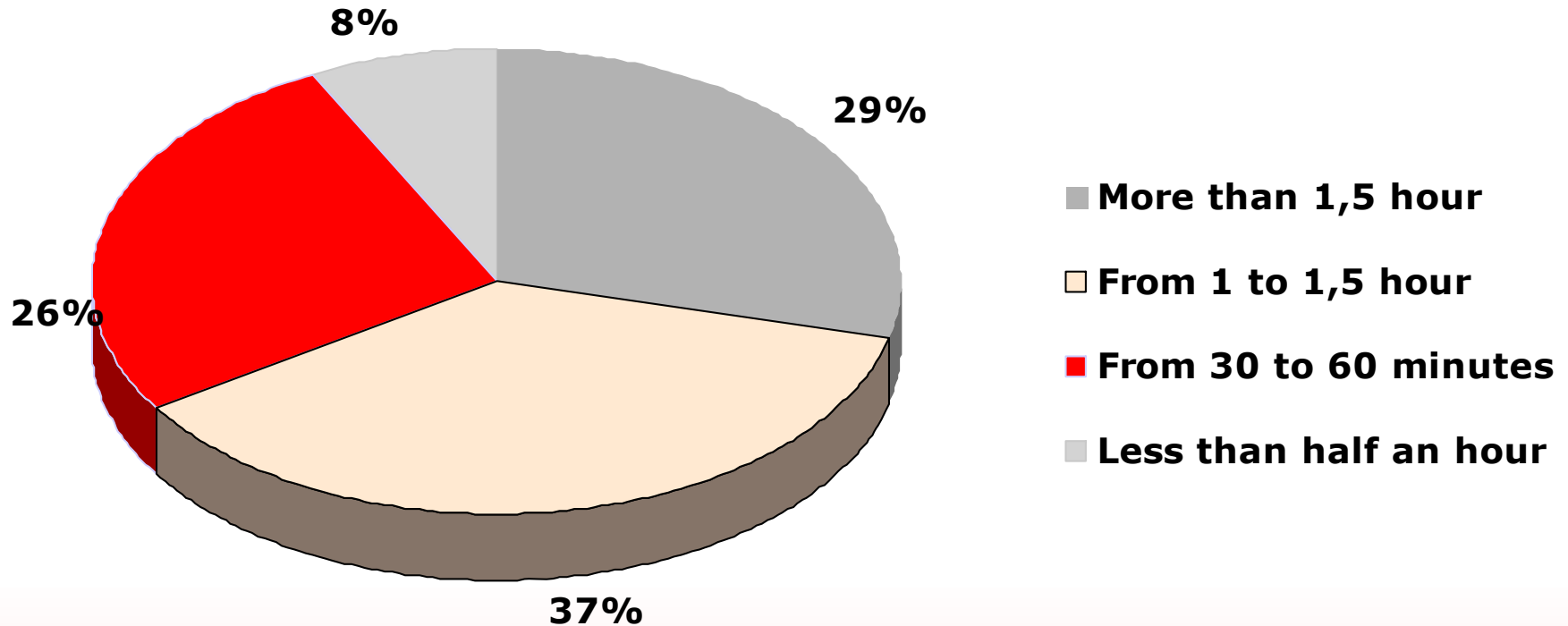
Thorough reading ...



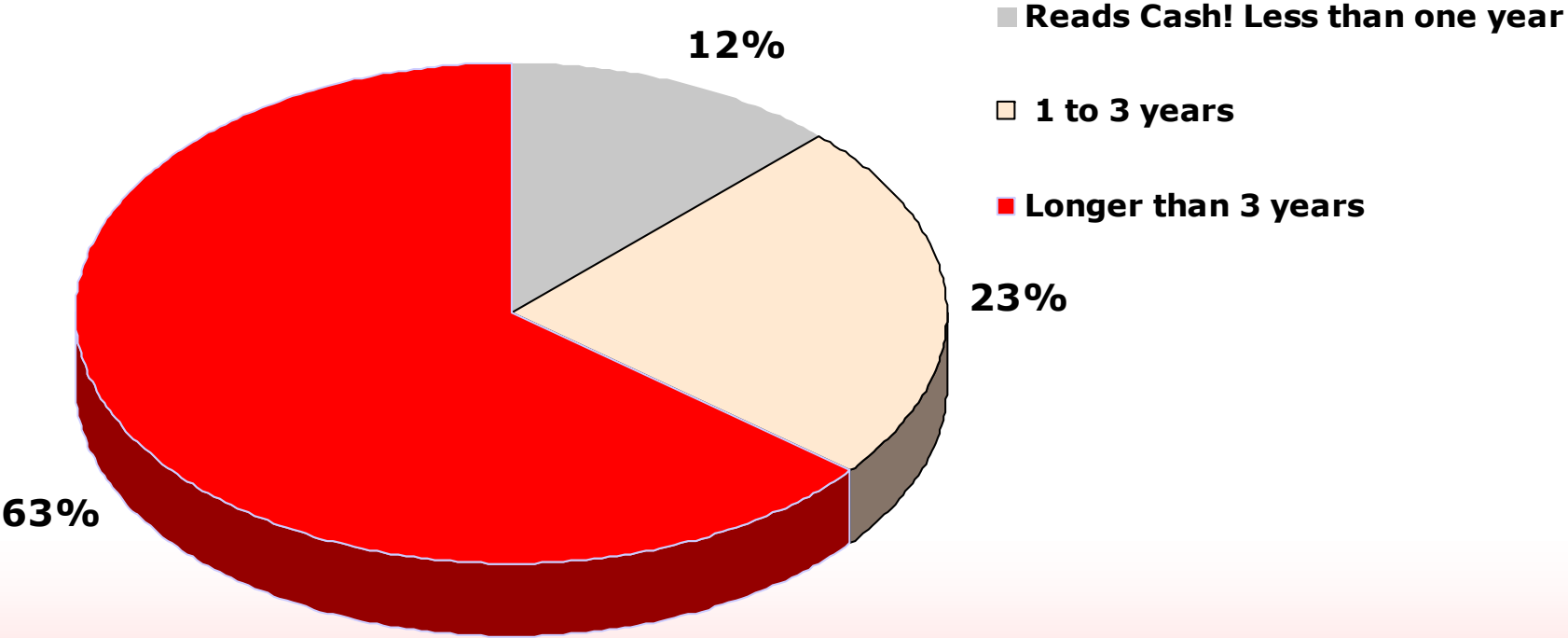
Cash! a collector's item ...



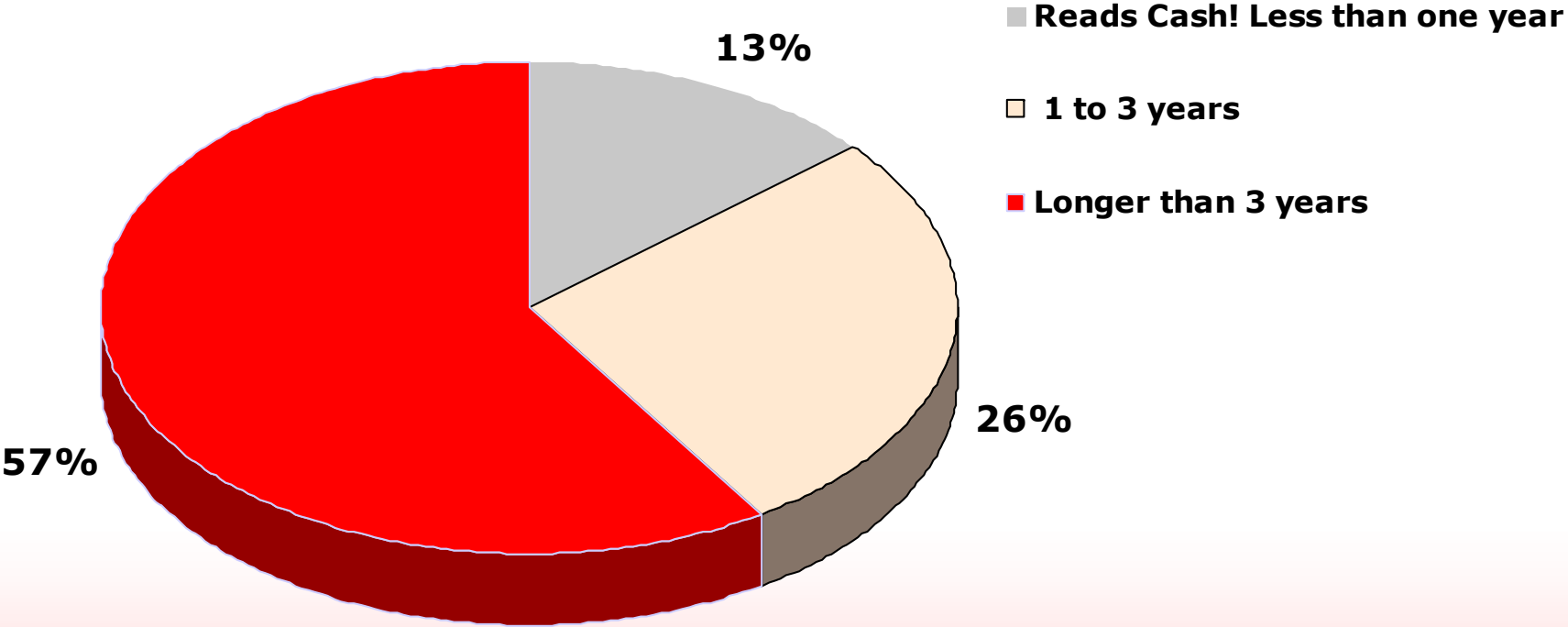
Time spent reading ...



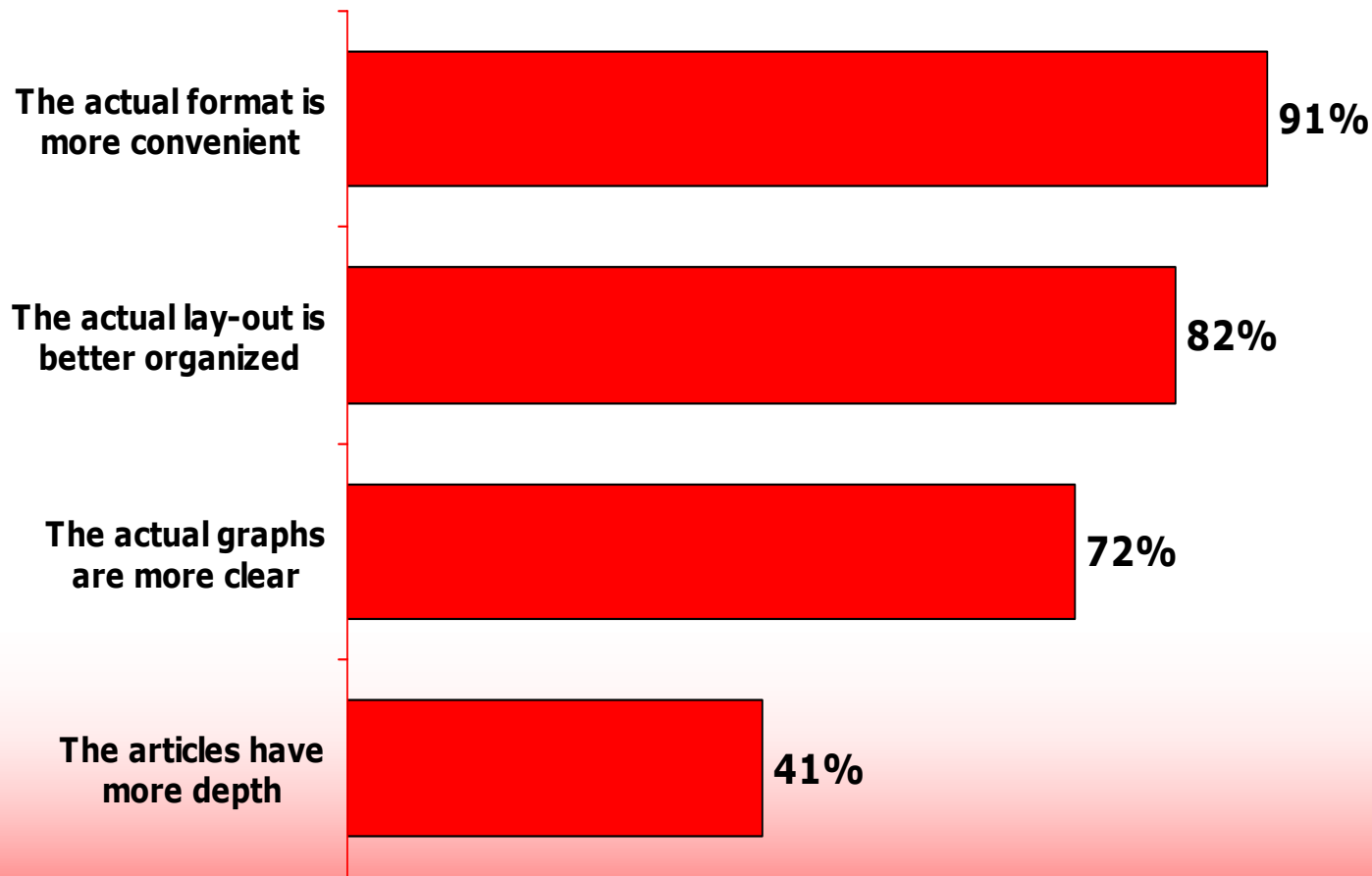
Cash! reader is a lifetime reader



Cash! reader is a lifetime reader



Since January '04 Cash changed its format...



Reading Issues

Interest in different articles ...

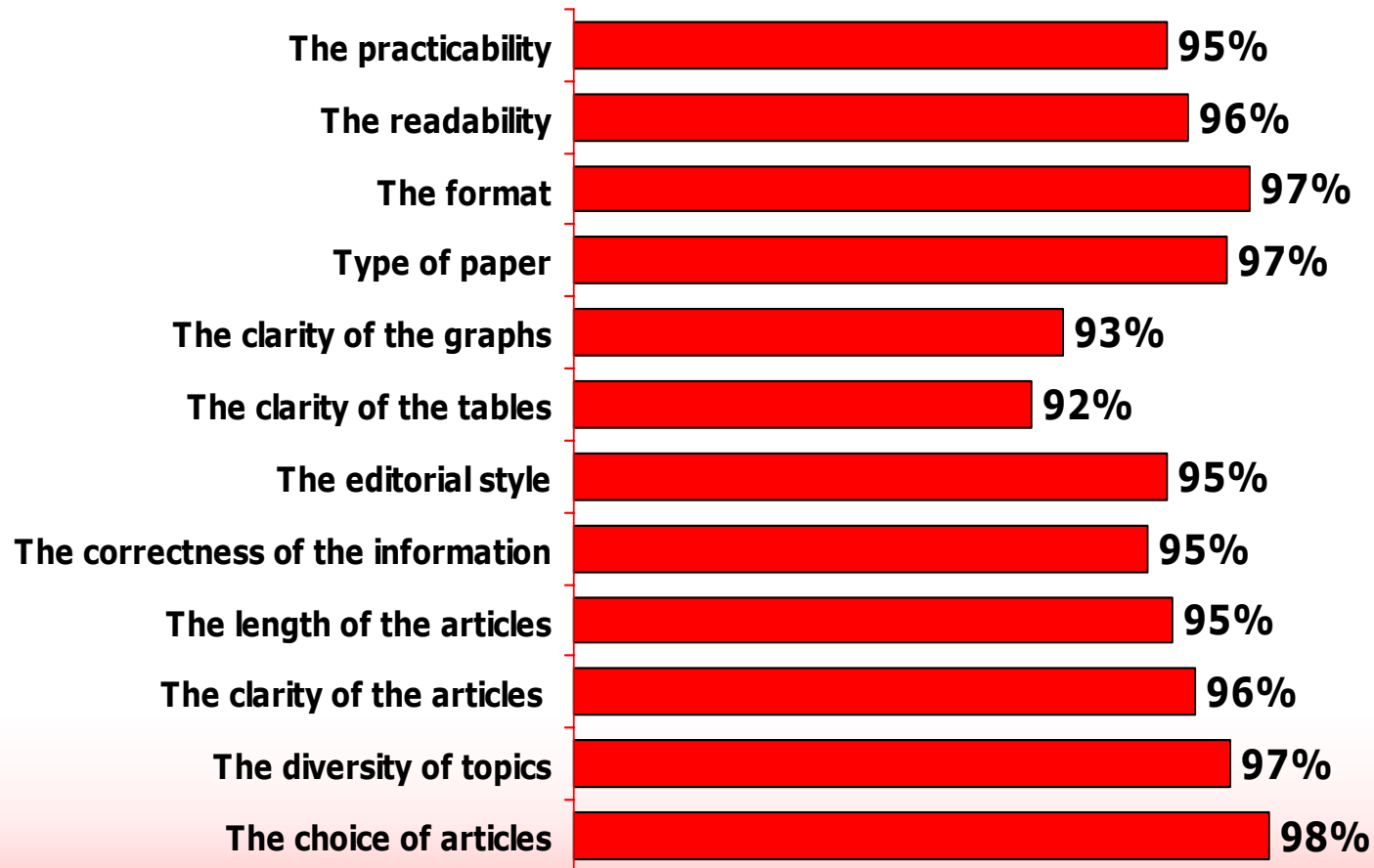
- Shares	92%
- Interviews investment experts	84%
- Documents (dossiers)	79%
- Tax system	76%
- Interviews Managers	76%
- Inheritance	73%
- Other subjects Personal Finance	67%
- Pensions	66%
- Technical analyses	63%
- Real estate	62%
- Insurances	58%
- Bonds	58%
- Funds	51%
- Financial internetsites	45%
- Art markets	27 %

Cash: favourite articles*

- Aandelen / Actions	96%
- Strategie / Stratégie	96%
- Woord vooraf / Editorial	94%
- Personal finance / finances personnelles	93%
- Aandelenlijsten / listes d'actions	93%
- Aandelenlijsten België / listes d'actions Belgique	93%
- Aandelenlijsten IR / listes d'actions internationales	89%
- Finance Street	84%
- Vastrentend / Taux et devises	80%
- Fondsen / Fonds	78%
- Fondsenlijsten / listes de Fonds	63%

* Read frequently or systematically

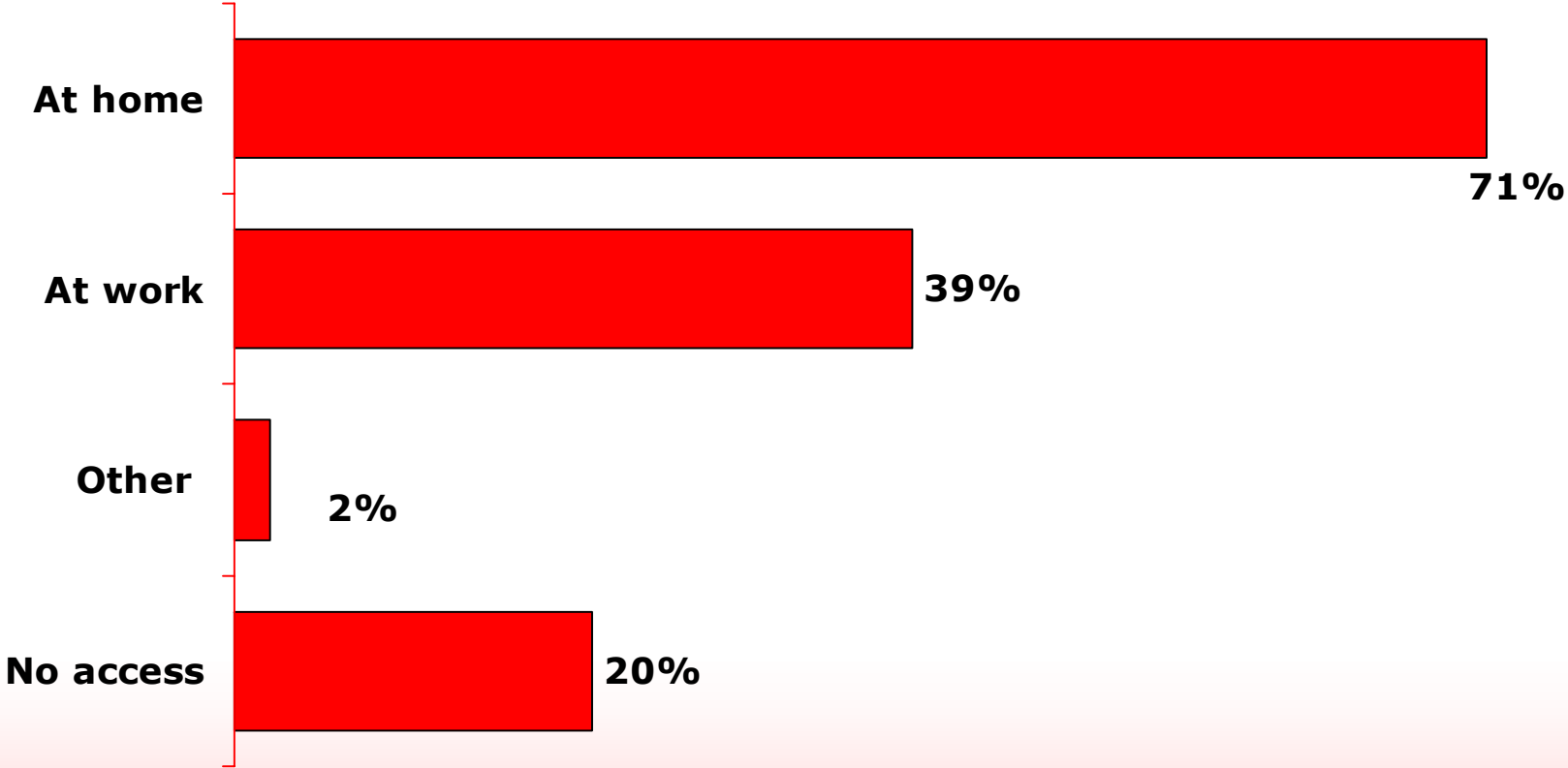
Cash : to everyone's satisfaction*



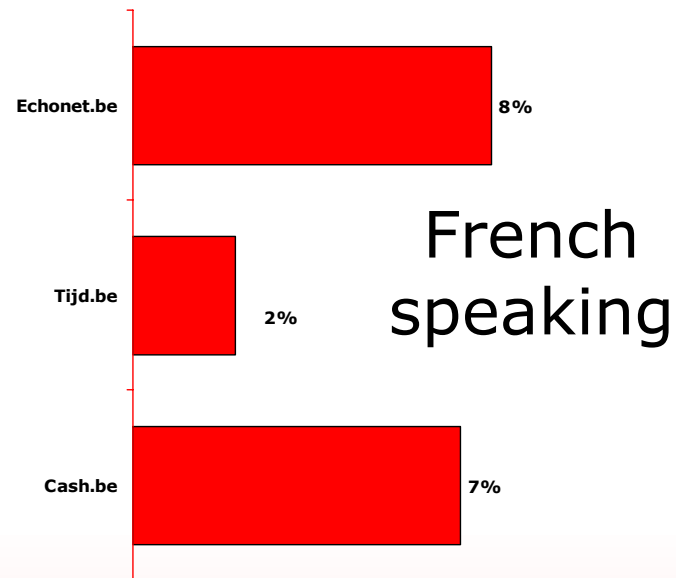
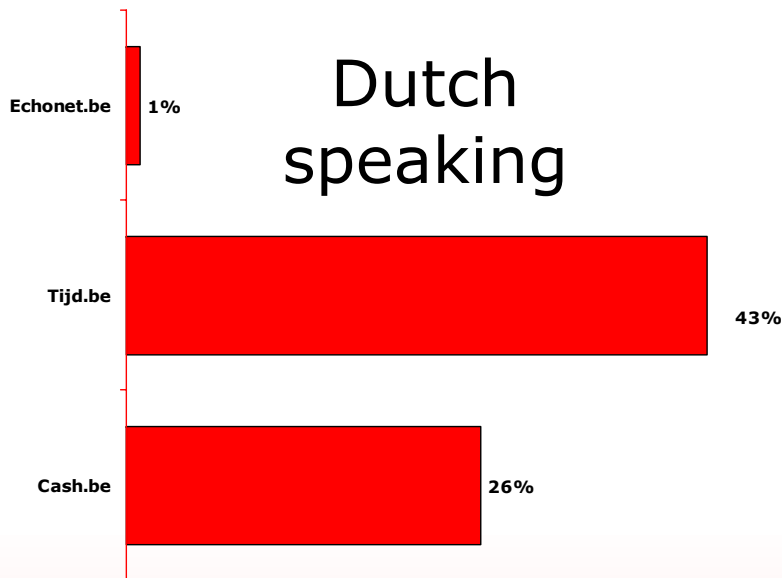
* Satisfied + very satisfied

Internet

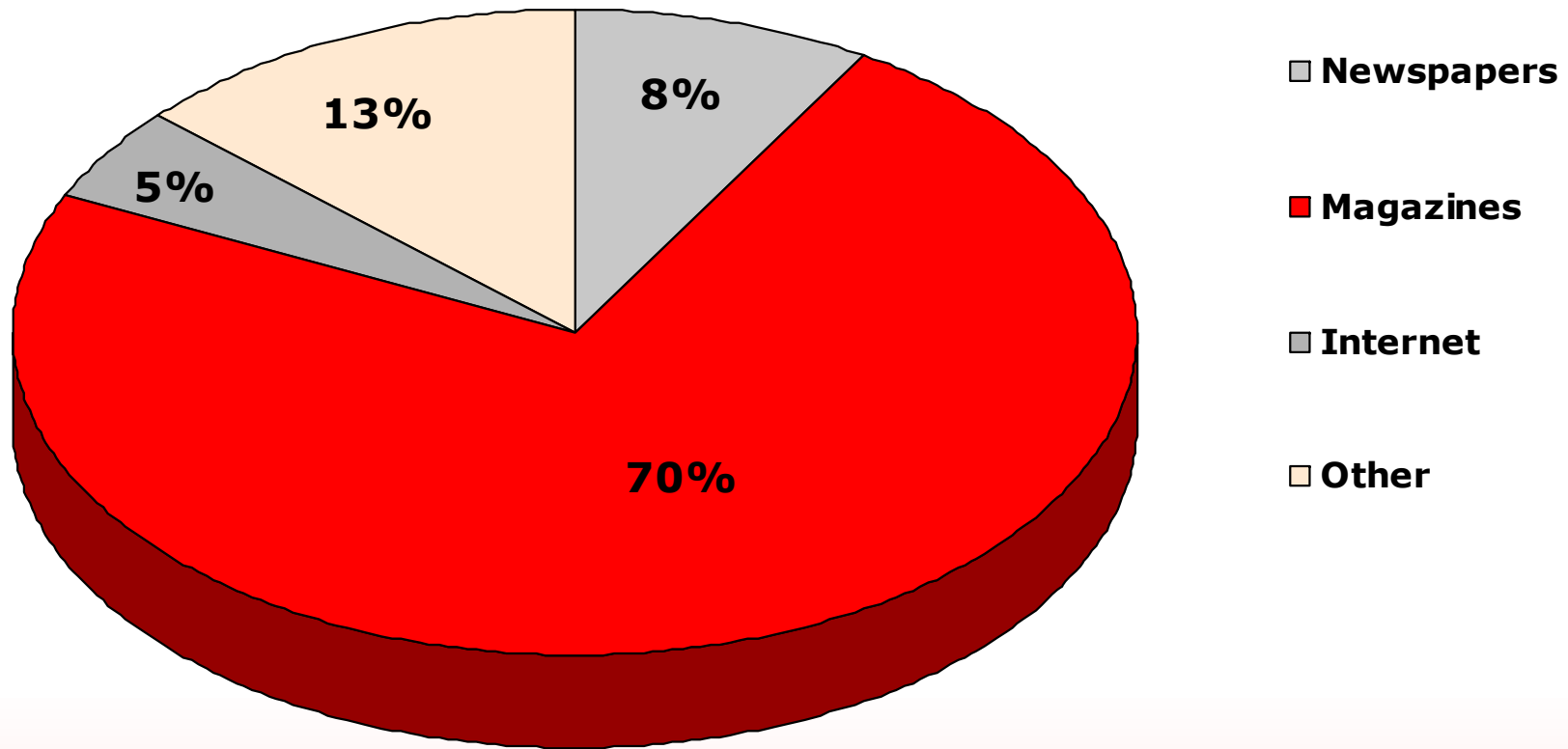
Internet Connection



Stock exchange sites that are consulted every day.

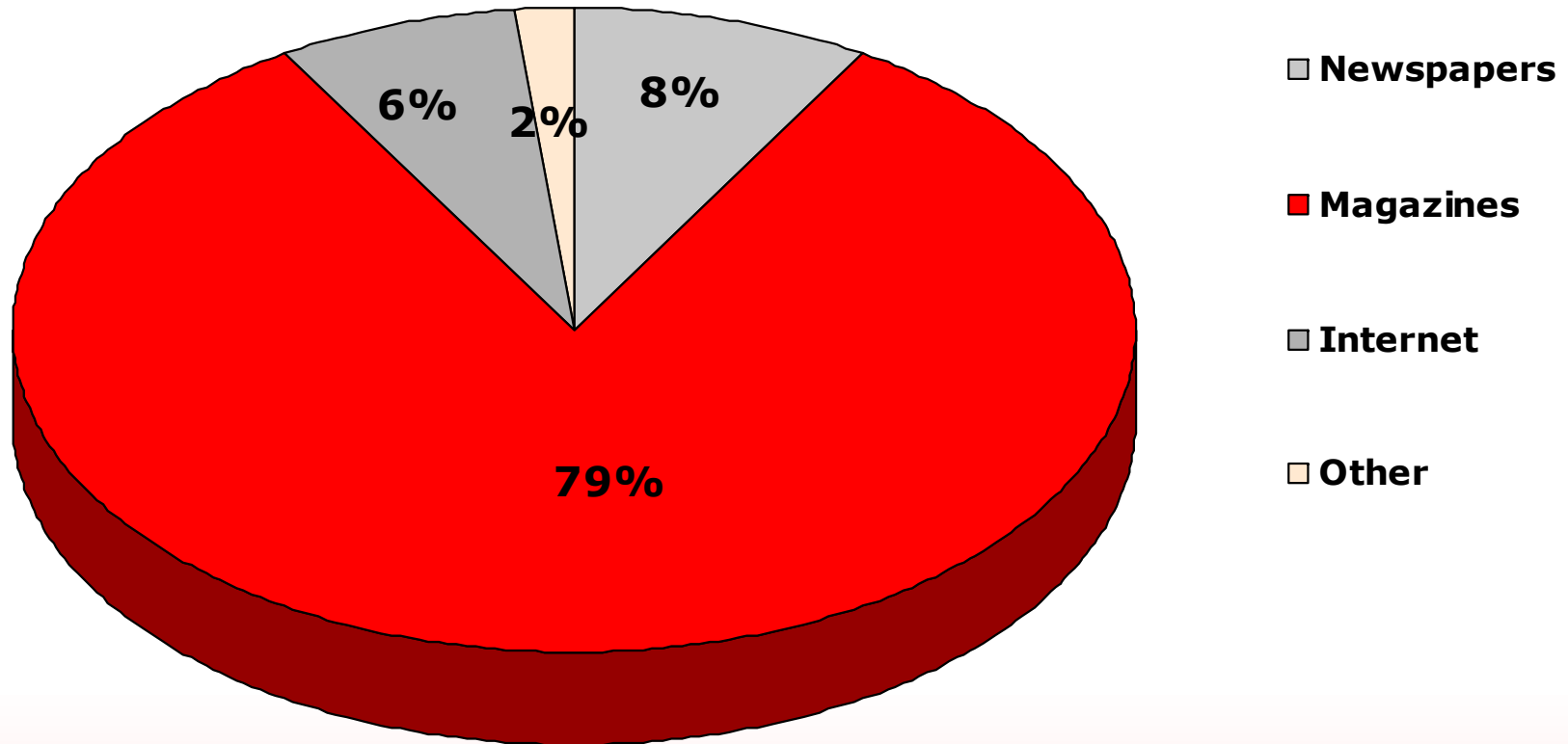


Best medium for financial advice



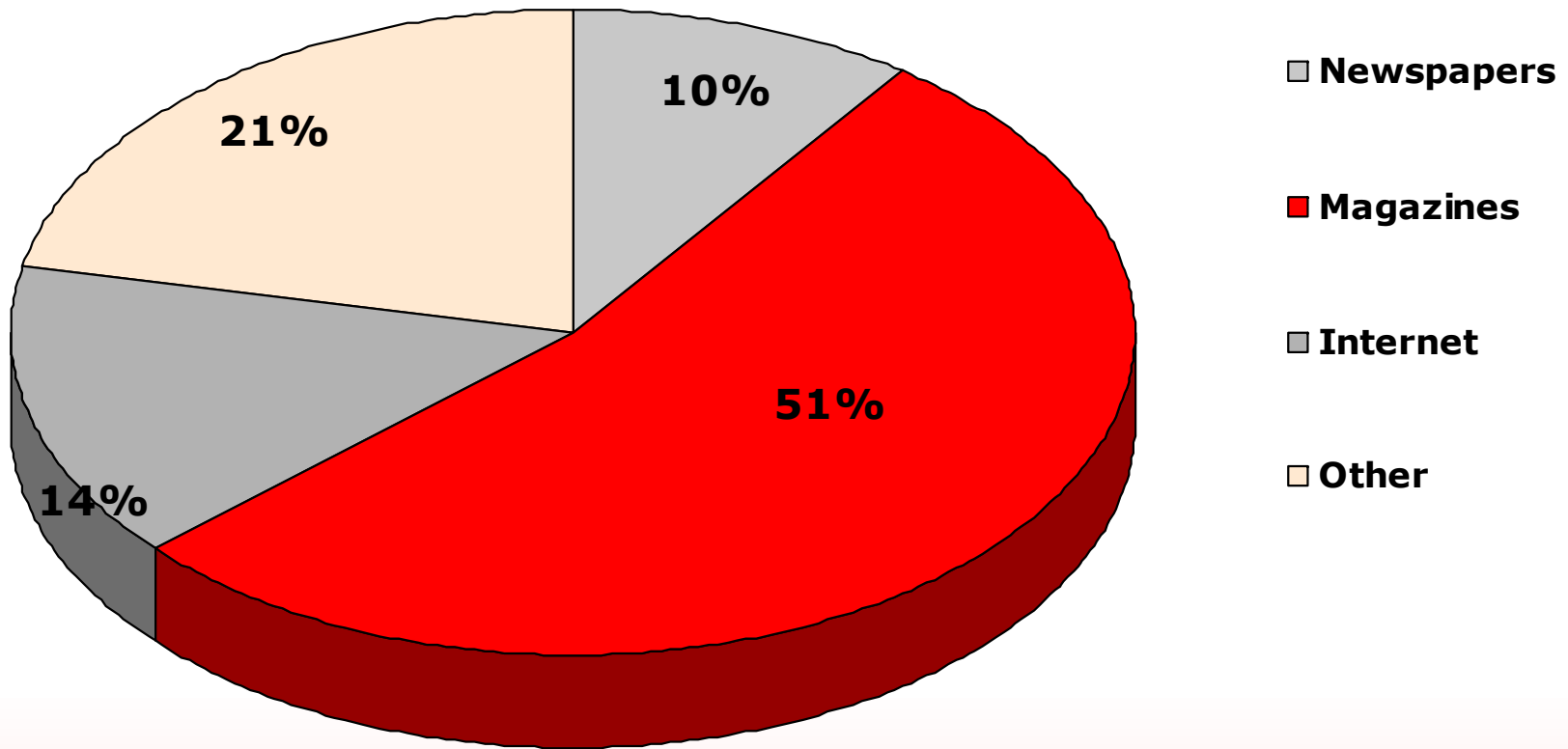
Especially magazines ...

Best medium for financial analyses



Especially magazines ...

Best medium for portfolio management



Also magazines ...

Financial Experiences

Cash!-readers are investors

How often do you undertake financial transactions for private aims?

- Each day 2%
- Several times a week 6%
- Once a week 8%
- 1/2 times a month 34%
- 3/4 times a year 34%
- Less often 10%

Cash!-readers are investors

How often do you undertake financial transactions for private aims?

- Each day 1%
- Several times a week 5%
- Once a week 9%
- 1/2 times a month 36%
- 3/4 times a year 37%
- Less often 10%

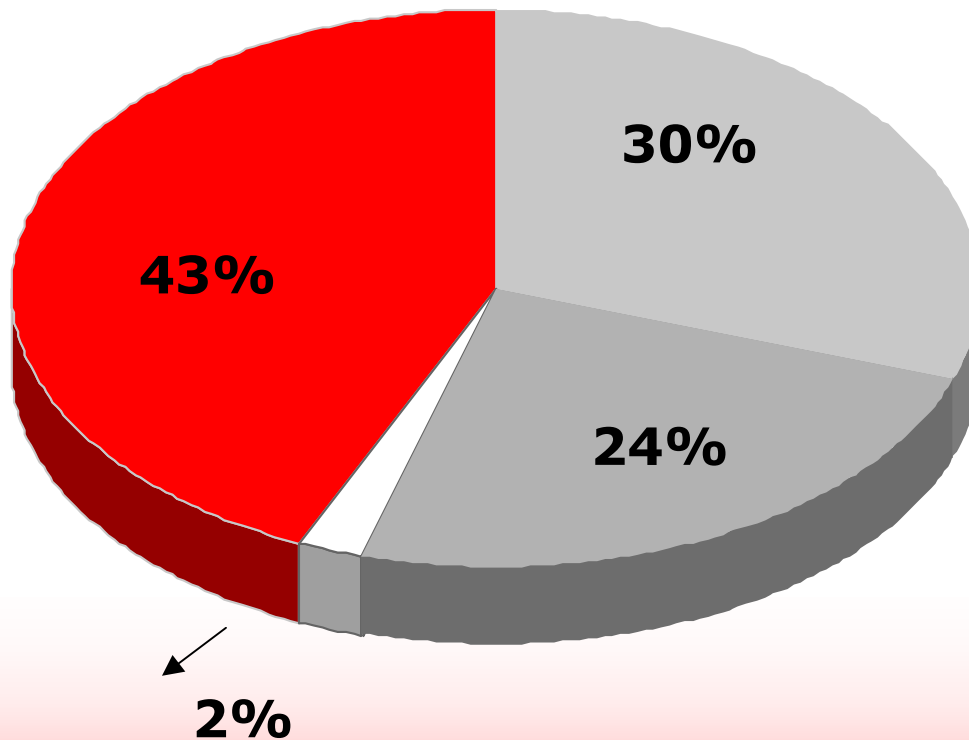
One's portfolio as/for ...

- A return On Investment 60%
- A capital investment 52%
- An extra pension 44%
- A conveyance of capital /for the children 29%
- A speculation 18%
- The acquisition of future goods 11%

One's portfolio as/for ...

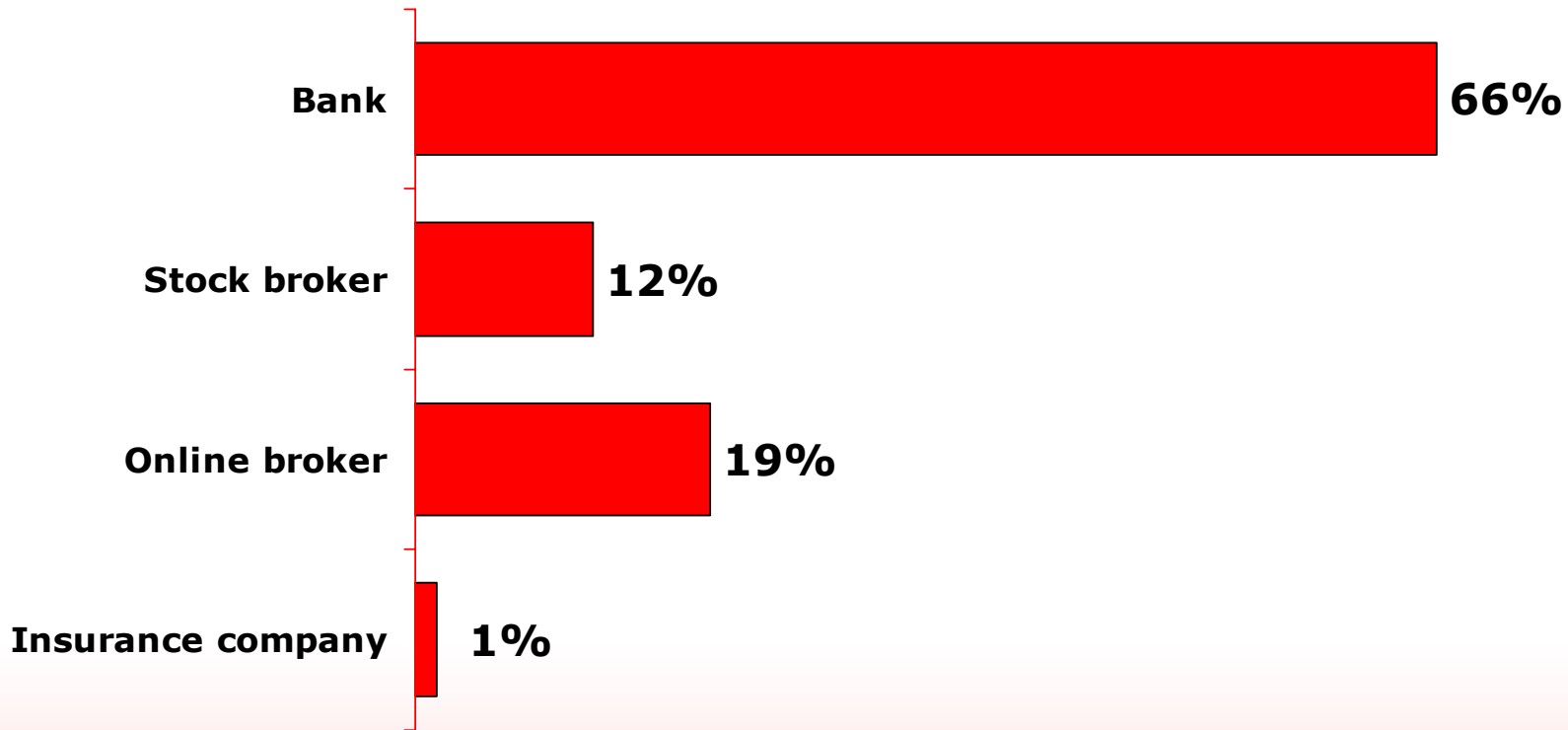
- A return On Investment 63%
- A capital investment 48%
- An extra pension 47%
- A conveyance of capital /for the children 35%
- A speculation 16%
- The acquisition of future goods 11%

Cash!-reader = independent

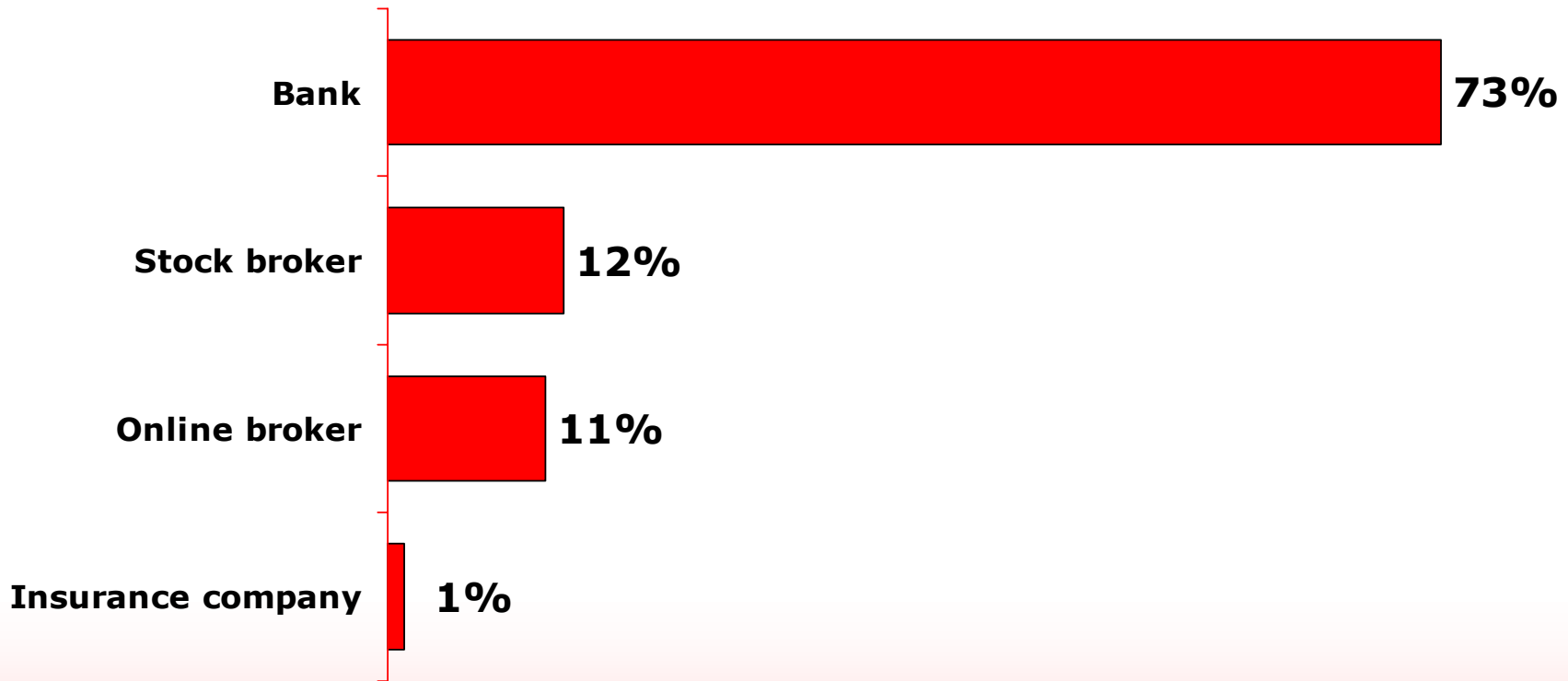


- Reader decides on portfolio, implementation by adviser
- Reader decides on portfolio, adviser gives advice
- Adviser takes all decisions and reports
- Reader invests independently

Which agent ?



Which agent ?



Financial means ...

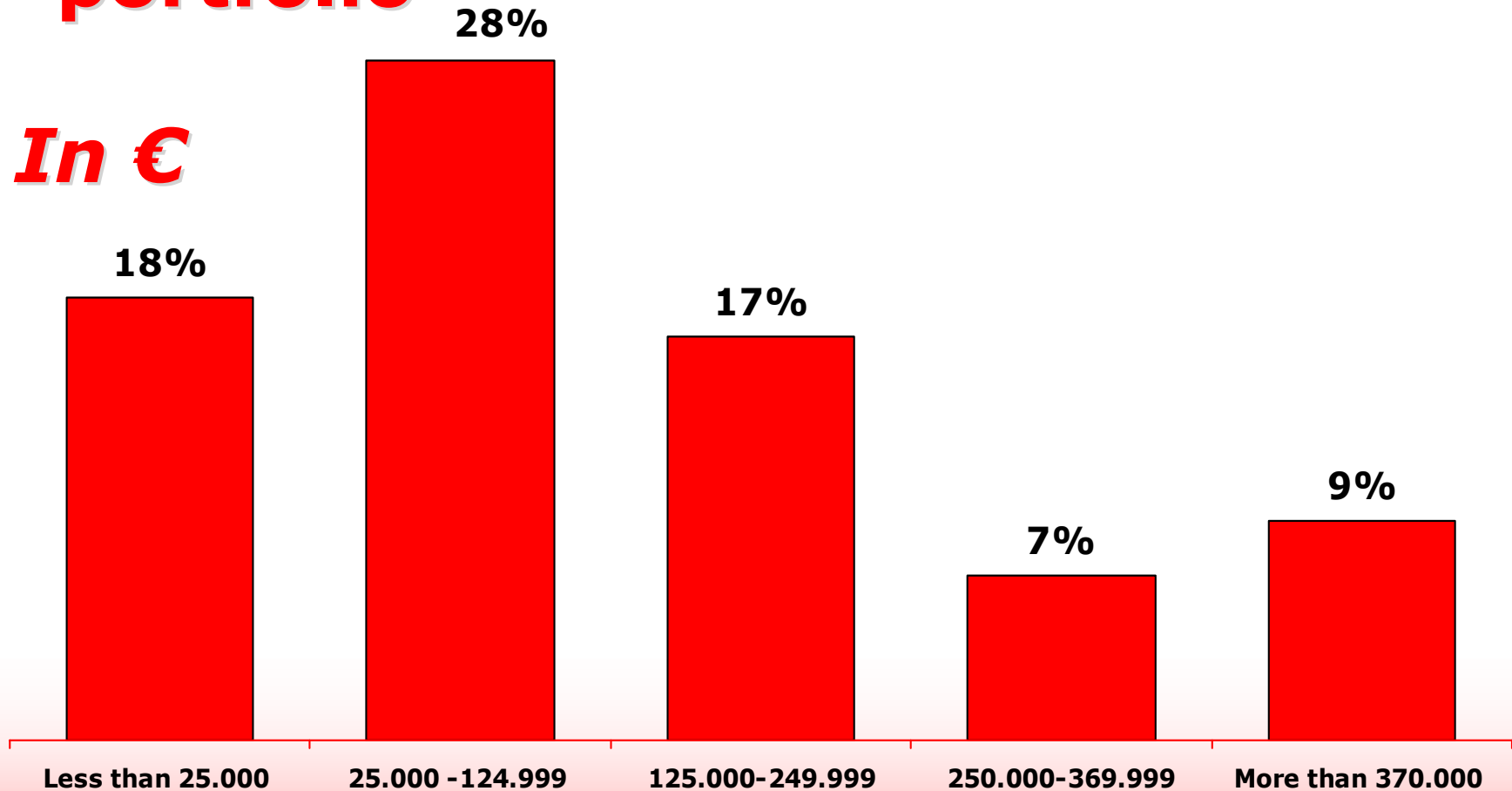
Shares	91%
Credit cards	86%
BEVEKS/ funds	64%
Bonds	57%
Life insurance	56%
A mortgage	34%
Real estate	33%
Coupon bonds	23%

Financial means ...

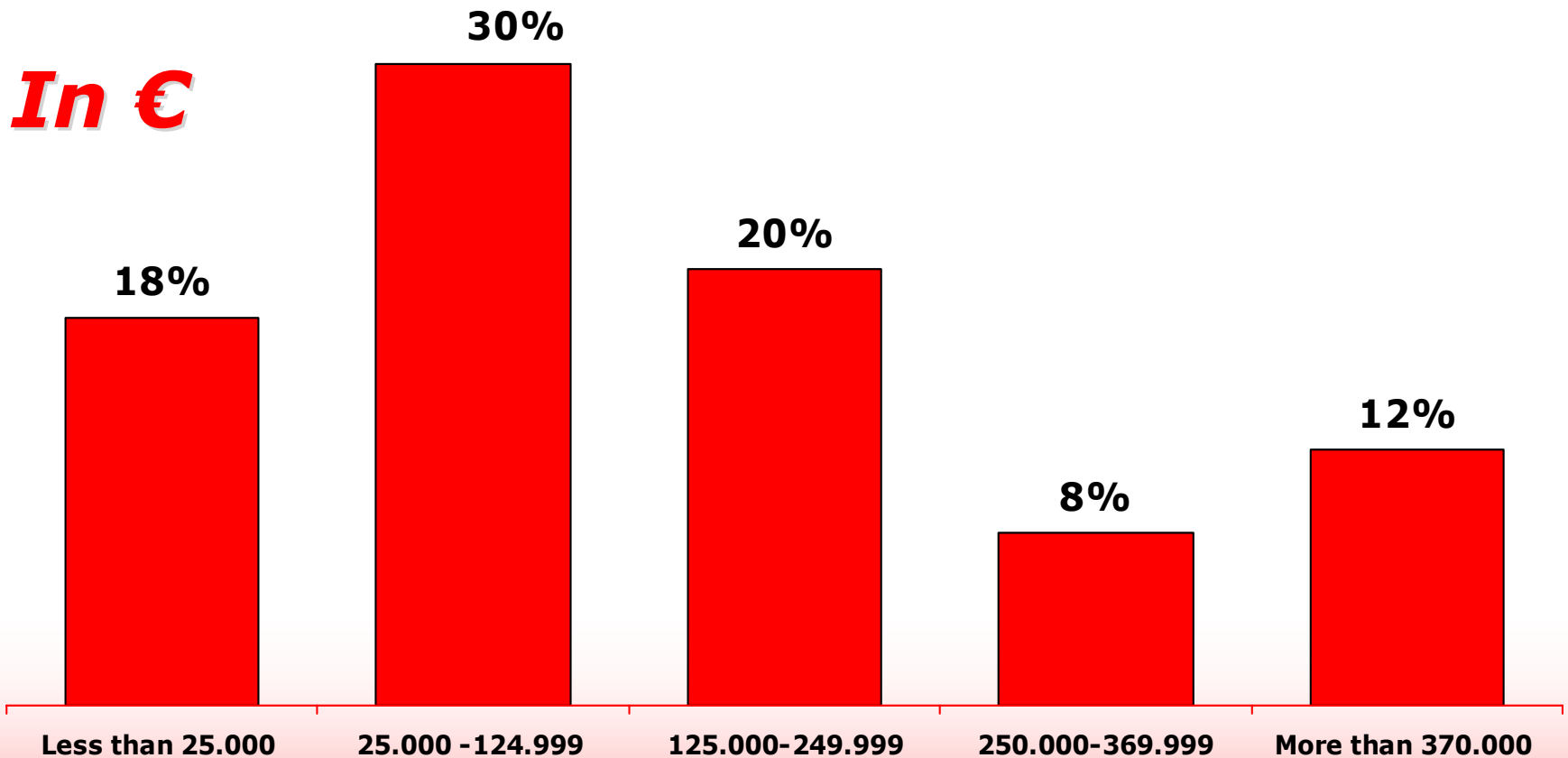
Real estate certificates	21%
State certificate	12%
Gold investments	15%
Options	12%
Warrants	8%
Art investments	8%

Budget of the Cash!-readers ' portfolio

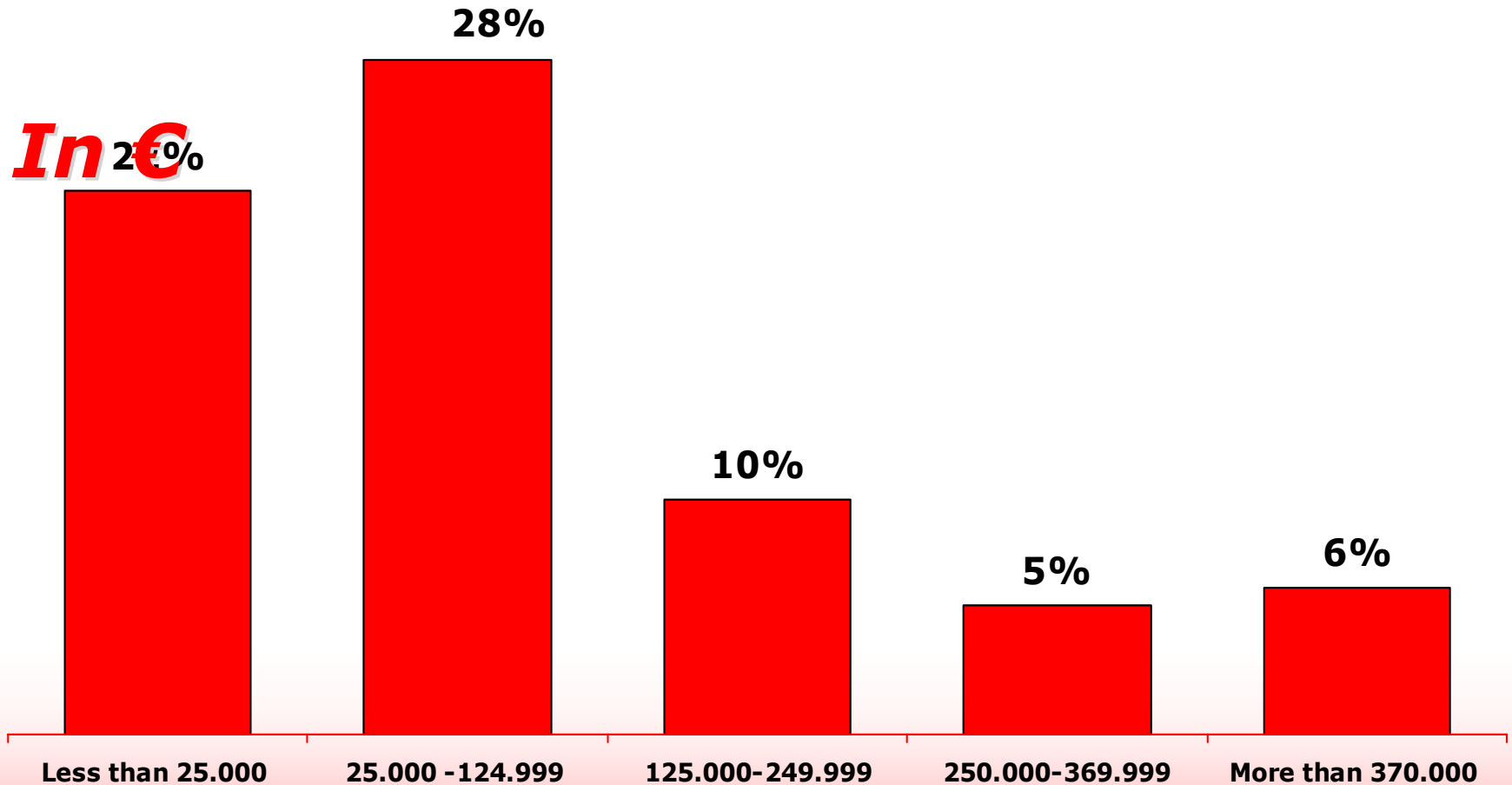
In €



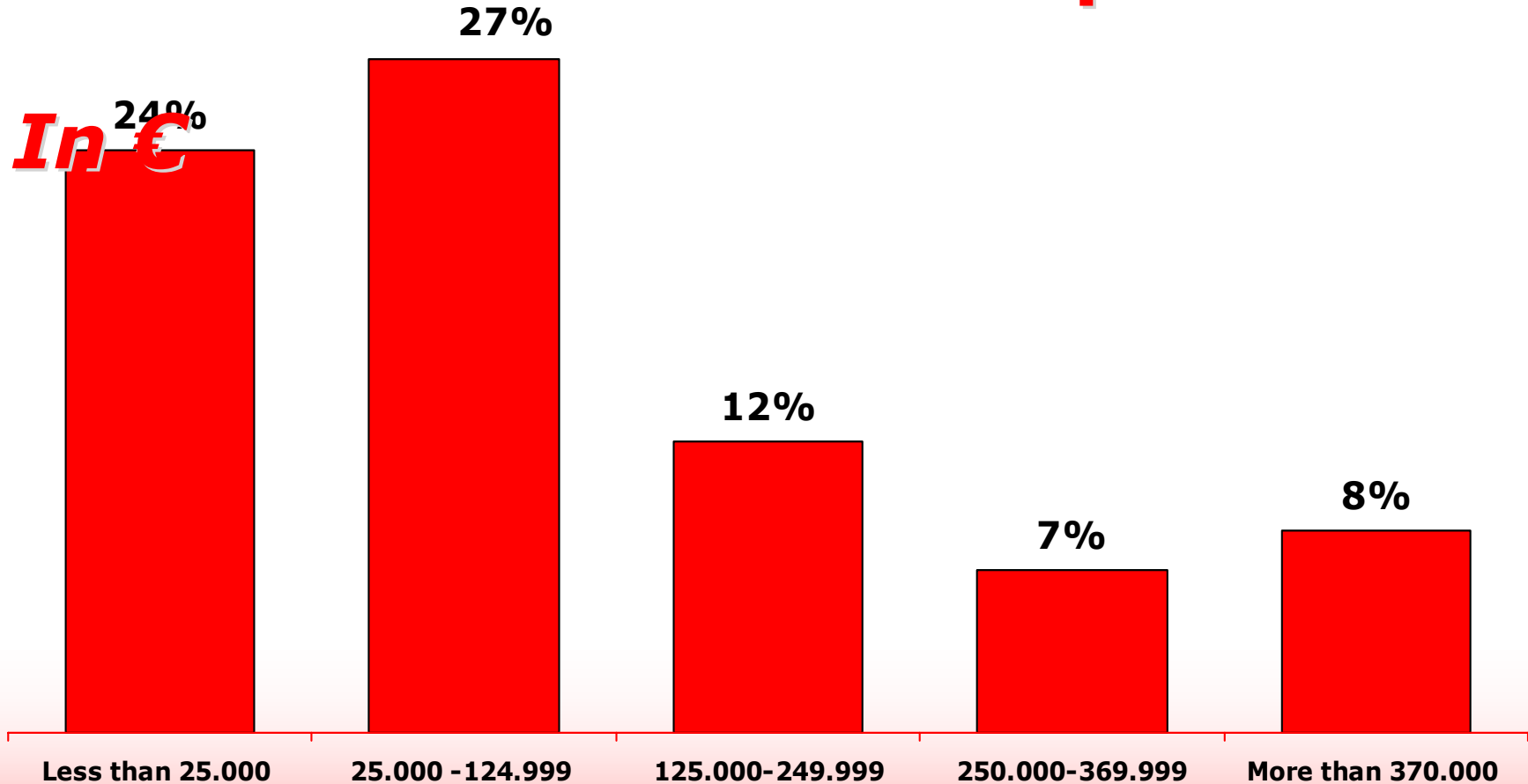
Budget of the Cash!-readers ' portfolio



Budget of the Cash!-readers 'roerende vastrentende' portfolio



Budget of the Cash!-readers 'roerende vastrentende' portfolio

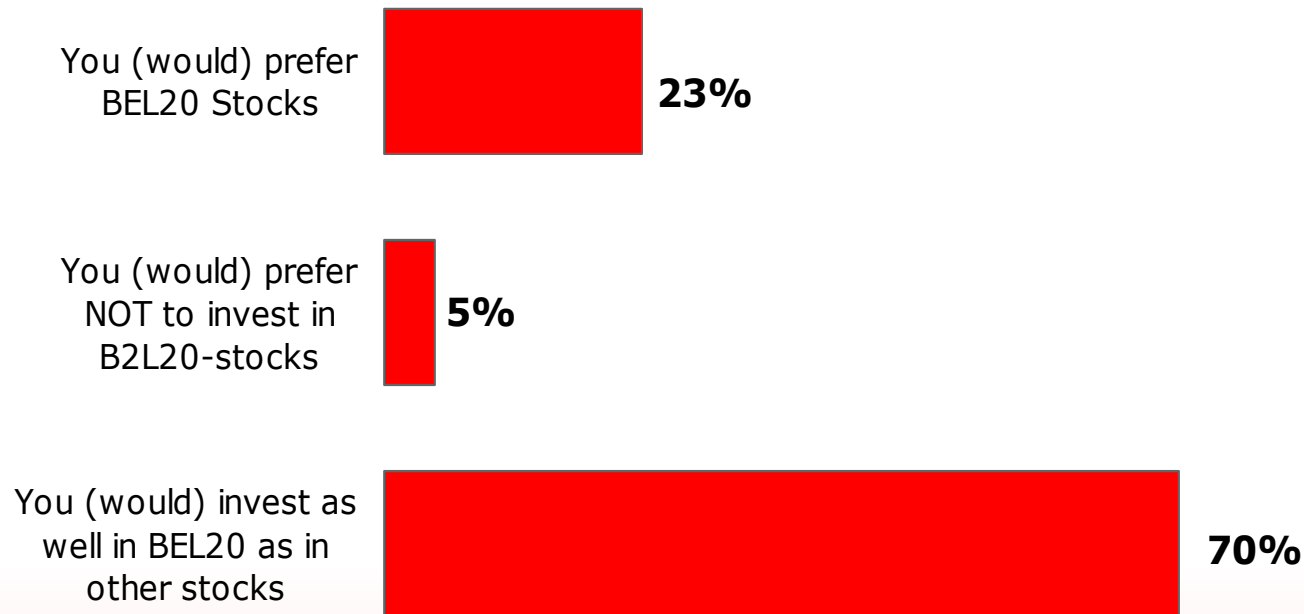


The reader's favourite stocks to invest on:

Euronext Brussels	96%
Euronext Amsterdam	44%
Nasdaq Europe	38%
Euronext Paris	37%
NYSE	26%
Frankfurt	21%
Other European Stock Exchanges	12%
Londen	10%
AMEX	9%
TOKIO	3%
Other Stock Exchanges	7%

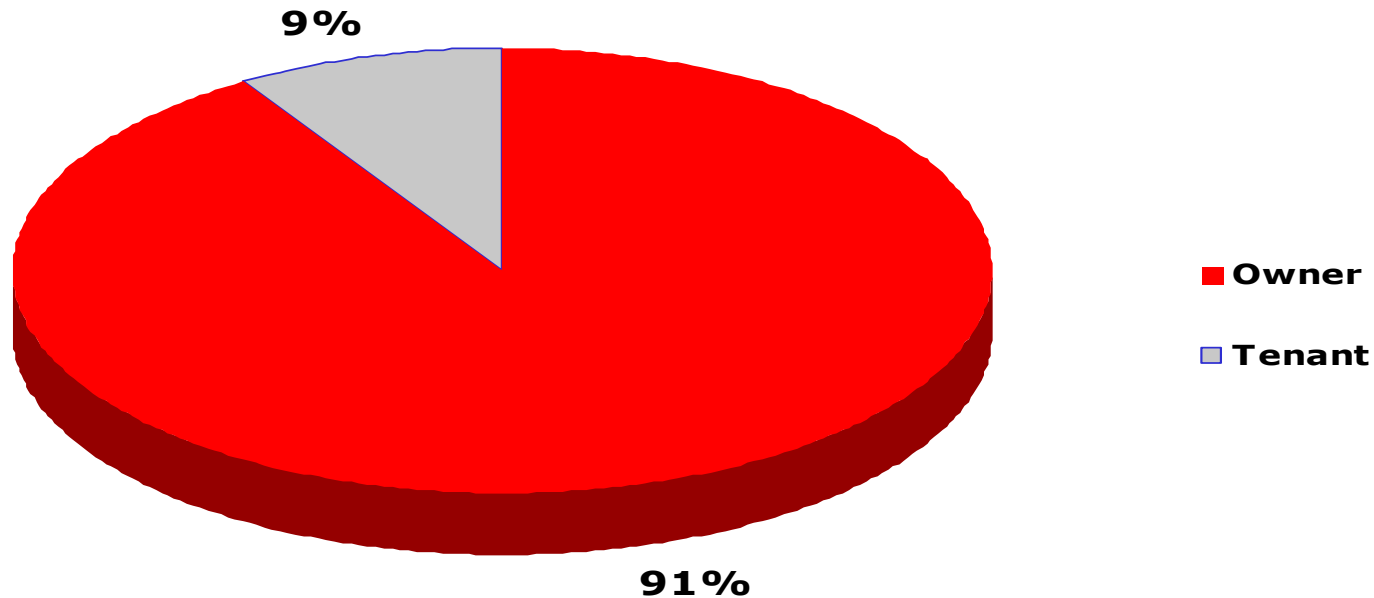
Base: respondents with portfolio

When you invest (or if you would invest) in Belgian stocks ...?



Living

The reader's residence ?



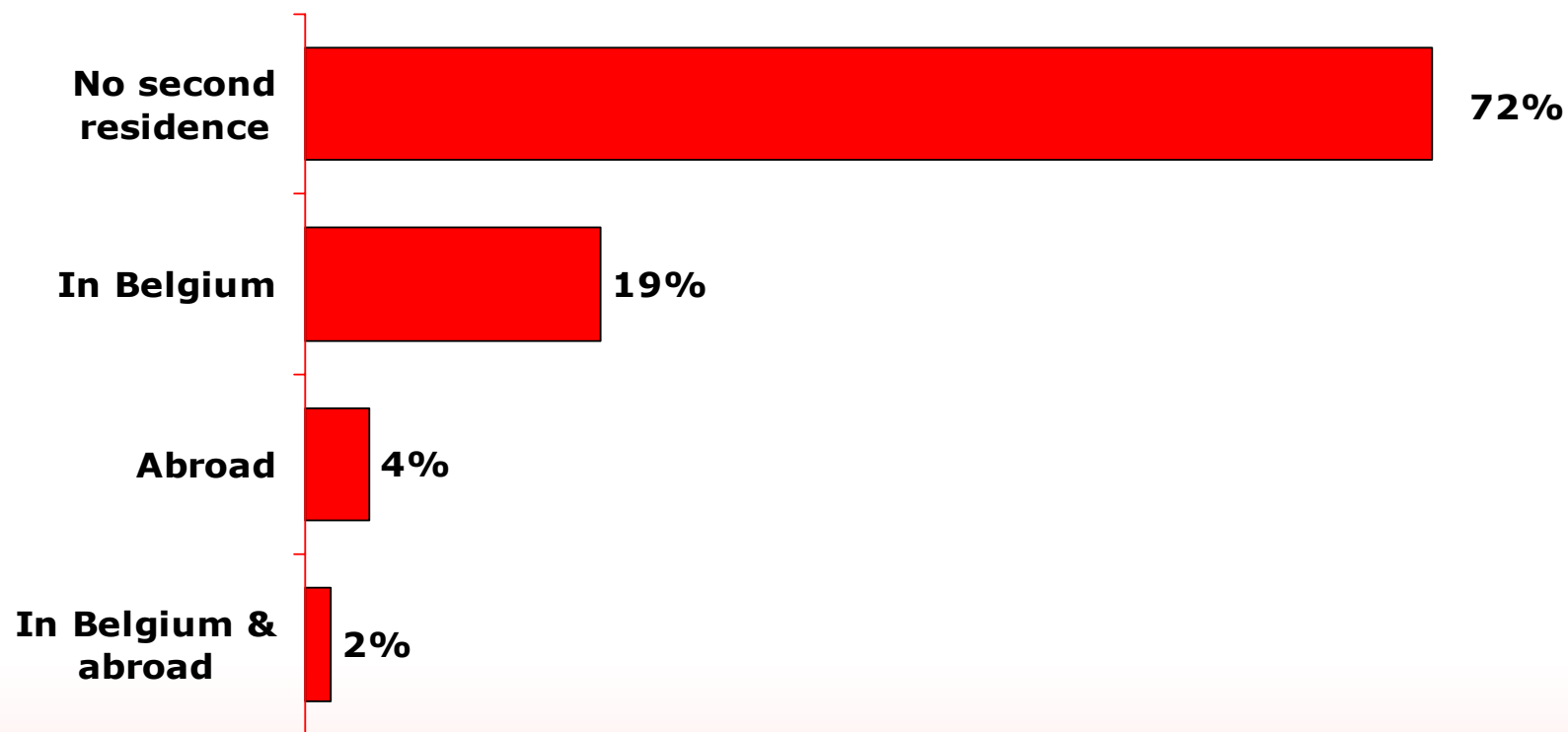
- Owner of a villa: 61%
- Owner of a terraced house: 18%
- Owner of an apartment: 12%

The value of the reader's residence ...

In €

Less than 75.000	1%
75.000-124.999	8%
125.000-249.999	34%
250.000-374.999	31%
375.000-499.999	14%
More than 500.000	9%

Second residence ?



CONCLUSION

Cash! is ...

- a reference for private investors
- a magazine for Top management
- a magazine that offers practical advice to increase one's private wealth

