

TuttoFondi STANDARD
& POOR'S

PROFILE

Editori PerlaFinanza S.p.A. is a Publishing Group specialized in high quality, independent and authoritative business and financial information. It was founded in March 2001 by a group of influential and highly experienced business/financial journalists (from Il Sole 24 Ore, La Repubblica, La Stampa) who have contributed towards the growth of Italian business information. They were joined by a group of managers, and in November 2001, Silvano Boroli become Chairman and shareholder.

Editori PerlaFinanza is a rapidly expanding group with 130 employees and contributors. Its efficient business units focus on meeting the increasingly complex needs of private and institutional investors, individual savers and professionals with paper or online editorial products.

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MONEY MONTHLY DEDICATED TO THE FAMILY

- ❑ Monthly entirely dedicated to managed investment. It focuses on the need for reference information regarding asset management and an easy guide for Italian families of savers and financial consultants (financial advisors, insurance consultants, etc.)
- ❑ First editorial project in Europe with direct and explicit partnership with Standard & Poor's
- ❑ 64 colour pages with tables showing Standard & Poor's ratings and indicators as well as important company case histories

THE MONEY MONTHLY DEDICATED TO THE FAMILY

Target

- 4.5 million families
- 9 million individual subscribers

Our target is mainly concentrated in central/northern Italy and consists of people who invest in managed investment services and products and who need a credible, clear and independent instrument of information, in order to make their own investment choices.

Research into distribution models in parallel with newsstands.

Creating value

- Newsstand distribution channel: institutional and business clients
- Parallel distribution in monitored and qualified chain, destined for a broad and specific target: families and family buyers for managed investment services and products.
- 250,000 copies distributed.

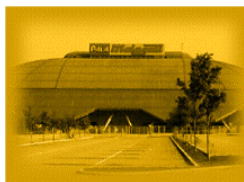
Parallel distribution:

An innovative model of a qualified distribution chain

- After a selection period, we decided to collaborate with highly qualified partners such as Publitalia '80 sport division and ForumNet
- Partner and official suppliers for Milan, Juventus, Roma, Lazio, Sampdoria, Genoa, Empoli, Atalanta



- Sponsor of Arene circuit with ForumNet



Parallel distribution:

An innovative model of a qualified distribution chain

➤ We have also reached favourable distribution agreements with other important bodies such as:

- Teatro Diners della Luna di Milano
- Forum di Assago, di Milano
- PalaLottomatica di Roma
- PalaMalaguti di Bologna
- PalaAlgida di Livorno
- BPA Palas di Pesaro
- Palatriccoli di Jesi