

The FT Audience in Asia

The FT – number one for reaching Asia's top executives in the ABRS 2004 survey

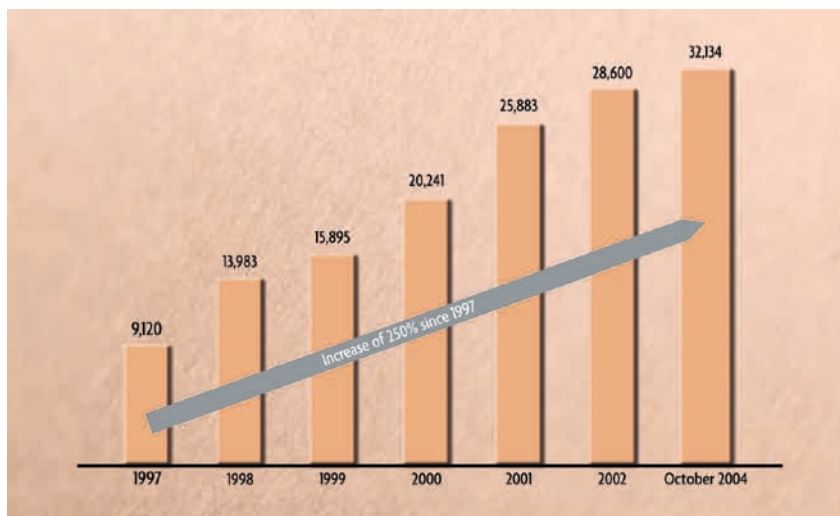
ABRS profiles the business lives and media preferences of the most senior executives across Asia.

As circulation continues to grow, the FT has seen impressive expansion, particularly in the key ABRS markets – Hong Kong, Singapore and South Korea – which are home to the lion's share of regional GDP. This expansion has increased the already high quality of readers of the FT in Asia.

This survey shows that the FT reaches Asia's élite – the most wealthy individuals, most successful business people and the most influential decision-makers.

The FT's circulation is increasing rapidly in Asia

The FT's impressive circulation growth in Asia has been further increased by the launch of the Asia edition (September 2003).



Sources: ABC 1997 - 2004



ABRS 2004

The FT reaches Asia's elite – the most wealthy individuals, most successful business people and the most influential decision-makers.

The FT reader in Asia

- 24% work in the financial industry (compared with 9% for the average ABRS executive).
- 21% own offshore investments (compared with 8% for the average ABRS executive).
- 31% own a luxury/executive car (compared with 20% for the average ABRS executive).
- 40% take 6+ international business air trips a year (compared with 22% for the average ABRS executive).
- 37% spend 15+ nights in a hotel abroad on business (compared with 23.4% for the average ABRS executive).

The FT has increased readership in key ABRS markets

Together, Hong Kong, South Korea and Singapore account for 73.7% of press ad expenditure in ABRS countries.* Since 2001, the FT has seen significant growth in all three key markets:

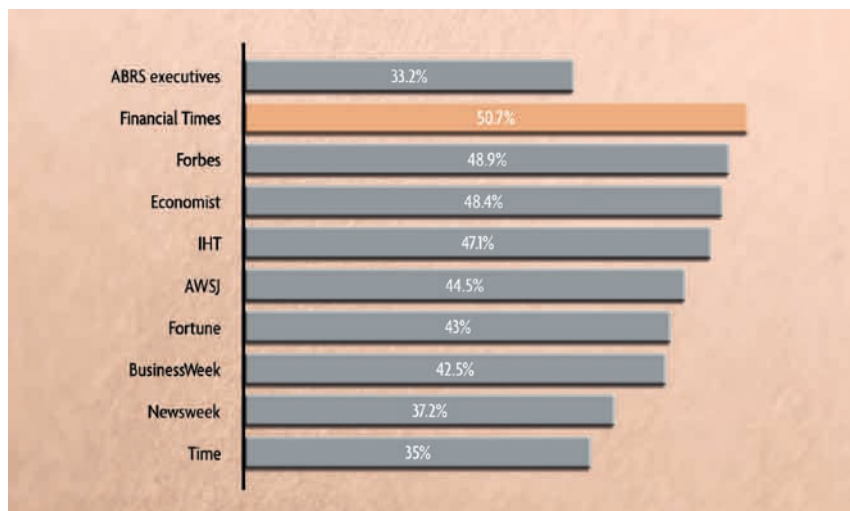
- Hong Kong – FT readership up 41%.
- South Korea – FT readership up 26%.
- Singapore – FT readership up 8%.

* Asia Pacific Marketing Pocket Book 2004, WARC

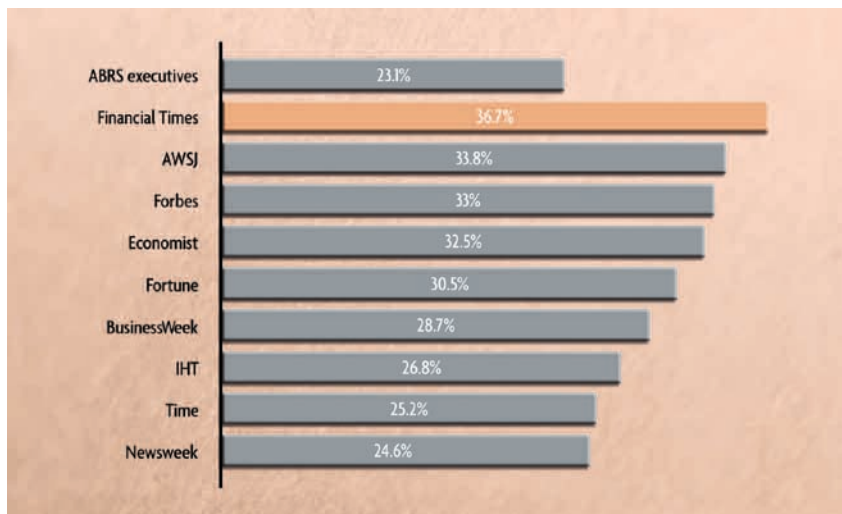


40% of readers take 6+ international business air trips a year.

The FT has the highest proportion of C-suite executives



The FT reaches executives with the greatest purchasing power*

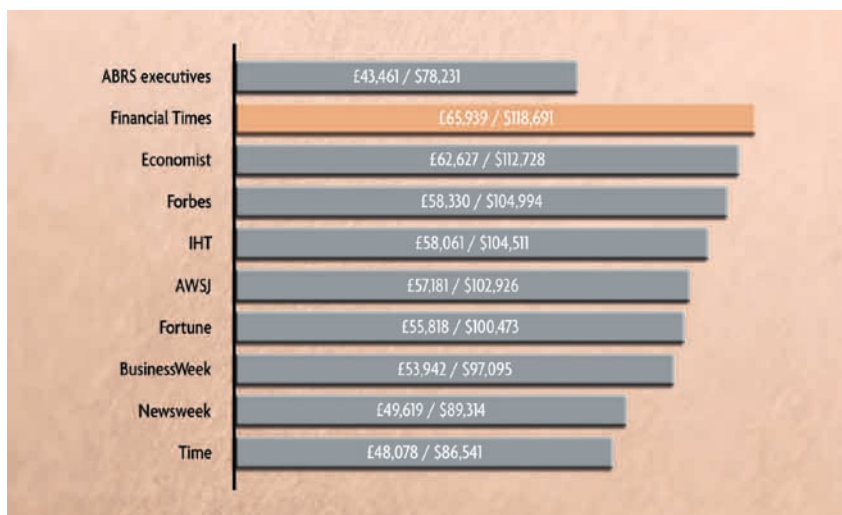


* Percentage of FT readers involved in purchase decisions £277,778+/US\$500,000+

- 37% of FT readers make purchase decisions valued at over £277,778+/US\$500,000+ compared with 23% of all ABRS executives.



FT readers earn more than readers of any other international publication



www.Zhongwen.ft.com
www.chinese.ft.com

- The average income of FT readers has increased by over 15% from 2001.
- FT readers are over one and a half times more likely than the average ABRS senior executive to earn over £83,334/ US\$150,000 a year.

The FT Audience in Asia



www.ft.com/home/asia



Japanese executives who read the FT are particularly high-profile in terms of earnings, influence and purchasing decision-making responsibility.

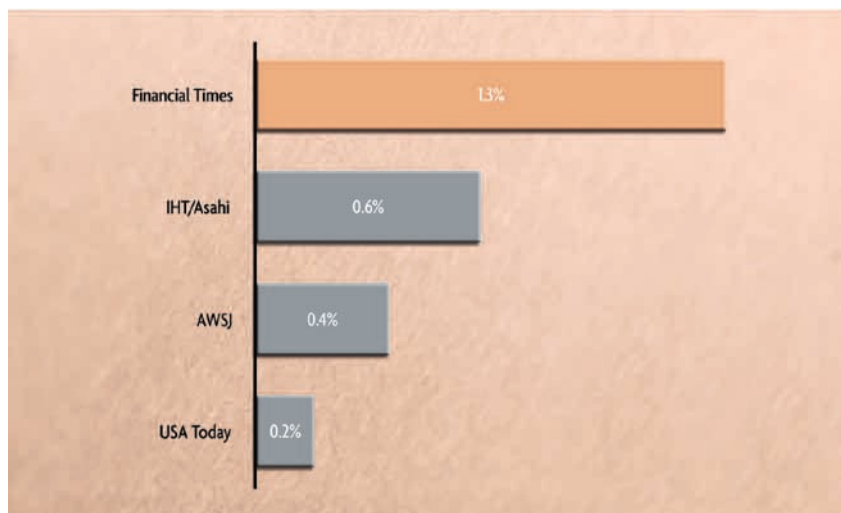
The FT – the number one in Japan in the JBRS survey

JBRS is the only survey to profile the most senior executives in Japan. The 2004 survey has expanded significantly since the last one in 2002, with the addition of executives working in companies of 250-300 employees. This brings the survey closer in line with other BRS surveys.

JBRS 2004 shows that the FT retains its status as the top international daily publication among these senior Japanese executives.

- The FT's readership is double that of the International Herald Tribune and 256% larger than that of the Asian Wall Street Journal.
- The FT is the most efficient way to reach senior Japanese executives, offering less copy wastage than our closest competitors.
- The average executive surveyed is wealthier and more senior than their counterpart on any other Business Readership Surveys worldwide.
- Furthermore, Japanese executives who read the FT are particularly high-profile in terms of earnings, influence and purchase decision-making responsibility.

With a reach of over twice that of its nearest competitor, the FT retains its position as Japan's top international daily



Sources: JBRS 2004