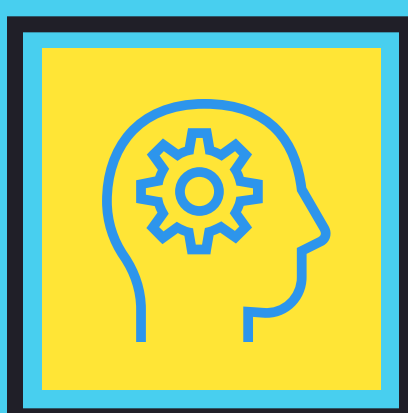


CONTENT SYNDICATION OVERVIEW 2017

001.



WHAT

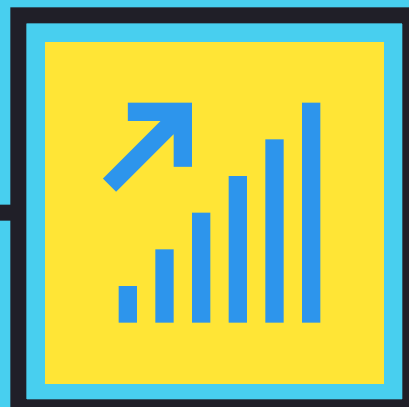
EXPERT INSIGHT INTO FINANCIAL MARKETS

FINSUM is the market leader in financial news summaries. It has a dedicated audience of financial professionals representing 20% of all financial advisors in the US. Founded by editor Duncan MacDonald-Korth, an Oxford academic and former Bank of America bond trader, FINSUM is written by authors with considerable market experience. It provides its readers expert insight into financial markets, and well-reasoned, considered advice for both personal and professional investors.

002.

WHY

MORE DEDICATED READERS



FINSUM grabs readers' interest and keeps it, turning first observers into dedicated readers in record time. It offers astute analysis of the day's financial news, commentary on the latest market movements, and advice and recommendations for future investments. It is a professional tool as much as it is a news site, and in an era of political drama and widespread media misinformation, it is reaching a growing audience, thanks to the quality and depth of its work. FINSUM will generate significant traffic gains and increase reader retention.

003.



VALUE

BUSINESS CASE FOR NON-PAYWALL PARTNER

Assuming publishing partner has *5m unique monthly viewers* and earns a *£5 CPM advertising rate*, FINSUM delivers:

200,000 page views + 400,000 ad impressions per day (with six stories)

REVENUE Creation: £2000 per day (400k impressions * £5 cpm)

004.

HOW

SEAMLESS DELIVERY OF CONTENT



FINSUM boasts high profile publishing partners, including NASDAQ, which host FINSUM's analysis, short news summaries, and original content on their site. We have a compatible and easily-integrated automated news feed which delivers our stories each day. With no manual work and easy set-up, NASDAQ utilizes this feed to deliver our high impact stories to their readers.

005.



THE BOTTOM LINE

SATISFIED READERS + INCREASED PROFITS

ULTRA-LOW COST
for premium financial news and analysis

INCREASE TRAFFIC
and reader loyalty

MORE CONTENT
with extra coverage of current financial affairs

BETTER ADVERTISING
with new financially-focused audience

STAY COMPETITIVE
with unique short summary format with commentary