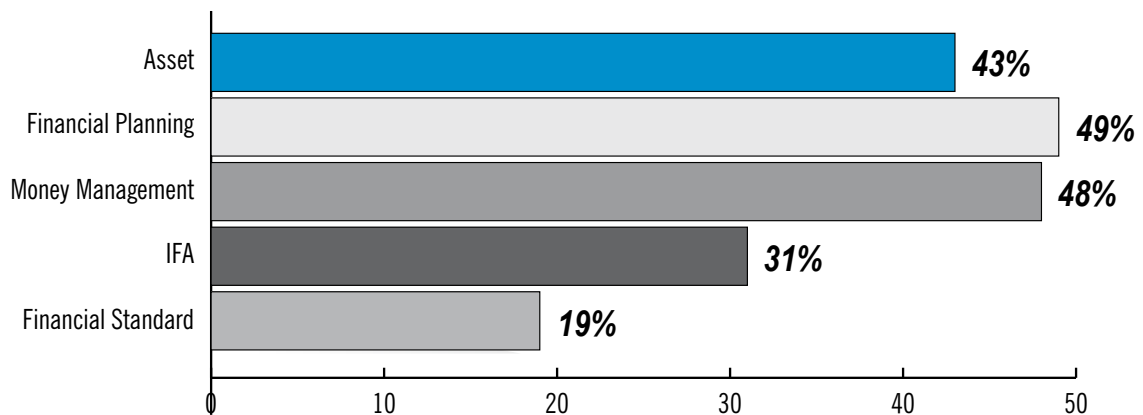


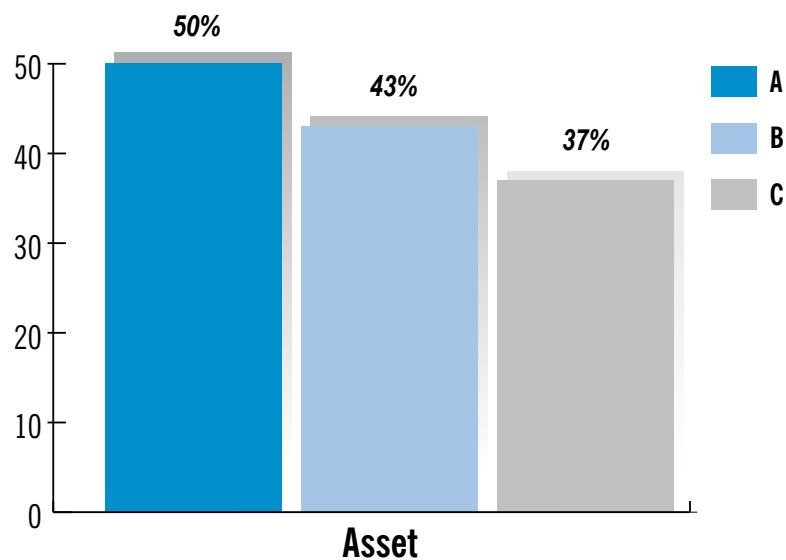
ASSET READERSHIP

Independent research by Marketing Pulse shows that Asset is read by nearly half of all Financial Planners/Advisers.



Source: Marketing Pulse, April - June 2010

Research also reveals Asset magazine is the equal highest reaching trade publication to Type A advisers.**



Financial Planners reached by adviser type (%)

Source: Marketing Pulse, April - June 2010

*Type A advisers come from independent dealer groups or have their own licence and their clients have an average of over \$200k funds under advice.

Type B advisers are predominantly independent and their clients have an average of \$100k- \$200k funds under advice.

Type C advisers predominantly have tied distribution and their clients have an average of under \$100k funds under advice.

**Financial planning also reaches 55%