

Corporate Communications Services

Web hosting – Create a Powerful Investor Relations (IR) Web Presence and Promote Greater Transparency

WHY USE THOMSON TO HOST YOUR IR WEB SITE:

- Over 8 years of experience in providing IR Web site solutions
- Thomson Financial manages over 2,500 Investor Relations Web sites globally
- History of continued innovation
- World class service & experience, with over 100 employees dedicated to front-line customer service
- Specialised teams of Account Management, Site Production, Product Management and Quality Assurance
- Ability to combine Thomson's world-class information, technology, service and financial strength to provide the best solutions possible

"By using Thomson we can delegate to a reliable party one of the crucial aspects of our IR function, disseminating corporate information in a timely, reliable, and cost-efficient fashion. In addition Thomson provides us with an informative, exhaustive, and appealing IR interface offering all relevant information to investors. Using Thomson saves time and money; it is a one-stop shop that is hard to beat.

The service level of Thomson is best in class: knowledgeable, responsive, and available at any time any place."

Hans Herlots, Director Investor Relations, IsoTIS

Why Choose Thomson?

Thomson Financial helps you leverage the full power of the Internet to maintain an up-to-date and effective online investor relations strategy. Our years of experience and proven operational, technological and service expertise in building, hosting and managing over 2,500 IR Web sites makes us uniquely qualified to offer best practices in Web disclosure.

Delivering a distinctive customer experience is our highest priority. Thomson provides, as standard, a dedicated Account Manager who specialises in IR Web site maintenance and updates your IR Web site. On top of this, you have access to fully staffed service offices in Boston, New York, San Francisco, London and Hong Kong.

In today's environment, an IR Web site is a mission-critical application and an important disclosure vehicle. An effective IR Web site with a section dedicated to corporate governance can promote integrity, compliance, maximise investor confidence and save you valuable time in communicating your corporate message to a broad audience.

Regulatory bodies and investors have grown more aggressive in their demands for fair and timely access to unfiltered company information. Companies are continually being challenged to think about the best way to get their story out directly to their investors. A comprehensive and automated IR Web site will ensure investors are receiving accurate, up-to-date information about your company.

Communicate Your Story

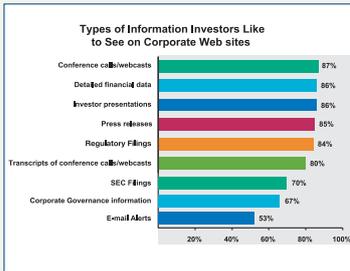
Thomson is dedicated to providing you with the latest technology and cutting-edge services with the highest level of reliability.

IR Web site Management

With a robust IR Web site, you can gain global reach, meet regulatory requirements and provide a rich, multimedia experience, whilst at the same time meeting investor needs, controlling your message and saving time. According to a recent study conducted by Hewitt Associates, 90% of the 500 CFO's surveyed believe outsourcing enhances shareholder value. Seventy percent reported that they decided to seek outside sources of talent or expertise that didn't exist within their firm, 64% outsourced so that they could concentrate resources on their core business, while 53% said that reducing headcount and related expenses was an important factor in their decision.

Corporate Governance Solutions

Corporate governance information has become a significant part of the investment decision at many institutions. According to McKinsey & Co. Global Investor Opinion Survey conducted in July 2002, almost two-thirds of investors reported that governance considerations may be a trigger to avoid investing in particular companies, and 80% responded that they would pay a premium for companies that are visibly well governed. Thomson has created a best practice corporate governance solution to help companies increase transparency and make information readily accessible to investors.



Source: Thomson sponsored study.

Content Distribution

Extend the reach of your company's message beyond your IR Web site, combat misinformation and ensure accuracy and consistency on the most-visited financial Web sites with Thomson's Enhanced Content Distribution service. Thomson compiles your IR content; financial reports, company profile, e-mail alerts and presentations in a central database and then "re-publishes" this content throughout the Thomson StreetEvents Network. Updates made on your IR Web site are automatically reflected, providing you with an efficient way to reach all of your investors with a consistent, direct-from-the-source message.

Interactive Documents

Thomson's unique conversion and e-distribution solution allows you to streamline investor communications, strengthen shareholder relationships and ease distribution of materials by converting your annual report and other financial documents to an interactive format.

This new format ensures your documents are more portable than HTML and less bulky than PDF, while adding a number of other valuable features including:

- Export financials directly to Microsoft Excel
- Easy-to-use drop-down menu navigation and keyword search
- A save-to-desktop and send-to-friend feature
- Reporting that allows you to track the effectiveness and audience reach potential of your document



British Airways relies upon Thomson to build, manage and host its Corporate Governance and IR Web pages.

For more information about Thomson's Web hosting Solutions please contact:

- UK: +44 (0) 20 7369 7819
- France: +33 (0) 1 53 32 39 74
- Germany: +49 (0) 911 926 990
- Sweden: +46 (0) 856 619 604
- tfcorporateurope@thomson.com

According to a Thomson sponsored study, 86% of respondents want to see detailed financial data when analysing a company.

According to an AIMR survey, 96% of investors seek a stock quote and chart on a company's Web site. Thomson recommends placing your stock quote above the fold on your IR home page. The minimum information that should be displayed is: ticker, last trade, change, volume, date/time, stamp and exchange.

According to the IR Newsletter survey, 81% of respondents have a section of their site dedicated to Corporate Governance. 86% of respondents said they post policy statements while 85% post their Board committee information and 79% post their guidelines.

According to the 2003 Nielsen Norman survey, financial analysts named press releases as one of the most important things they look for on a company's Web site.

According to the 2003 IR Magazine survey, e-mail is the preferred delivery method for corporate information. To prevent investors from being inundated with e-mails, allow them to specify the type of alerts they want to receive press releases, financial reports, SEC filings, etc.

Thomson recommends placing contact information on your home page or from a clearly accessible place. According to IR Magazine's 2003 survey, contact information is the 6th piece of information that institutional investors seek when they go to an IR web site.