

Insights. Opportunities. Value.



FSO Knowledge Xchange Corporate Membership
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www.FSOkx.com

- **FSOkx Publications**
- **FSOkx Research & Analytics**
- **FSOkx Events**

About FSO Knowledge Xchange



FSO Knowledge Xchange is an independent media and information channel focused on all aspects of the financial services sector worldwide. Through our various service threads, our objective is to provide actionable insights to key decision makers in domains such as Banking, Insurance, Capital Markets, and Information Technology.

Set up in 2004, FSOkx has earned a reputation for its credible and impartial coverage of issues pertaining to financial services industry. Our portal www.FSOkx.com has become an information staple for CEOs, COOs, strategists, analysts, and other key executives.

FSOkx and its various business units are spearheaded by highly experienced individuals from various sectors such as Financial Services, Information Technology, and Human Resources Management. Leading lights from the industry, academia, and media make up our Board of Advisors. To ensure the quality of content, we have an Editorial Advisory Council. The guidance from our Board and Council members enable us to be an authoritative voice on the global financial services sector.

Board of Advisors

David Weild, CEO, The National Research Exchange, Former Vice Chairman of Nasdaq
Dr S.P. Kothari, Head of the Department of Economics, Finance, and Accounting, and Gordon Y Billard Professor of Management at Sloan School of Management, Massachusetts Institute of Technology
Laurance Allen, Editor & Publisher ValueNewsNetwork.com

Editorial Advisory Council

Joseph W. Sack, Executive Vice President, The Bond Market Association
Dr S.P. Kothari, Head of the Department of Economics, Finance, and Accounting, and Gordon Y Billard Professor of Management at Sloan School of Management, Massachusetts Institute of Technology
Paul J.N. Roy, Partner, Mayer Brown Rowe & Maw
David Weild, CEO, The National Research Exchange, Former Vice Chairman of Nasdaq
Laurance Allen, Editor & Publisher ValueNewsNetwork.com
Aron Midownik, CEO, Cambrian Associates
William F. Gibson, CEO, IVY Creek Associates

Key Divisions



Under the umbrella of FSOkx, we have four business threads addressing the varied needs of the financial services industry.

FSOkx Events

FSOkx Events produces and promotes world-leading summits and conferences. These events invite participation from leading financial services firms, IT organizations, and service providers, as well as from independent observers, media representatives, and thought leaders.

FSOkx Publications

A unit responsible for our feature-rich portal www.FSOkx.com, which consists of offerings such as Daily Research Notes, news coverage, industry whitepapers, research insights, weekly newsletters, weekly commentaries, and the quarterly FSO Magazine.

FSOkx Research and Analytics

FSOkx Research & Analytics produces cutting edge proprietary research reports, vendor quadrants, client-sponsored research, and analytics tables.

FSOkx Careers

FSOkx Careers provides executive search, contract placements, contract to hire placements, and direct placements to the financial services sector and complementing industries such as research & analytics and information technology.

Readership and Reach



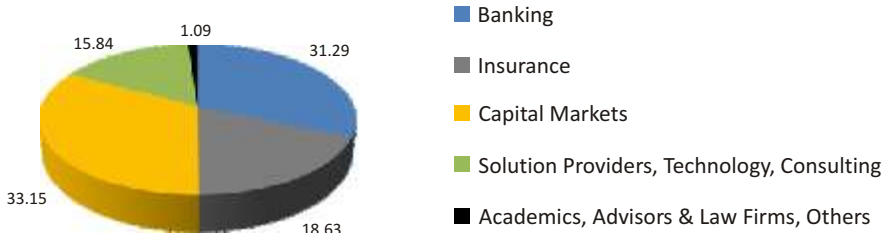
Average Monthly Stats for the year 2009

Our content and research reports have found an appreciative readership in the financial services domain. We make content that is applicable both on an immediate as well as long term basis. Our readership statistics confirm our position.

FSOkx Site Visitors and Viewers	
Hits	1 to 1.1 million
Page Views	58,000
Visits	7,500
Unique Visitors	4,900
Time Spent On Site	5-7 minutes

FSOkx Weekly News and Knowledge Bulletin eNewsletter has a readership of 55,400 opt-in subscribers.

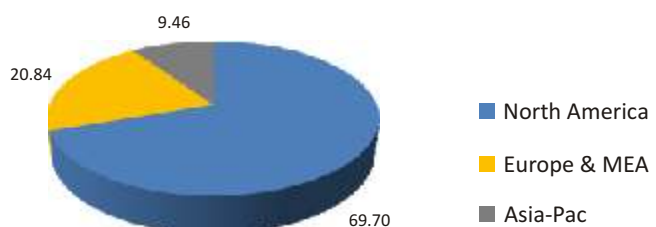
Breakdown by Industry



Through our portal, we have catered to the ever changing and demanding needs of financial firms, IT and BPO service providers to these firms, government officials, experts, and academics.

Our work is accessed in almost 80 countries, and our readership statistics are a testimony to the depth of our content and its relevance across the world.

Breakdown by Geography



FSOkx Corporate Membership Benefits



Benefits	Free	Individual Member	Customer Corporate (Banking, Insurance, Capital Markets)	Corporate Member (others)
Price	—	\$975	\$5,000	\$8,000
10 individual memberships			✓	✓
Individual login credentials	✓	✓	✓	✓
Access to basic online material	✓	✓	✓	✓
Personal File in directory		✓	✓	✓
Free newsletter	✓	✓	✓	✓
Full access to FSO online magazine		✓	✓	✓
Unrestricted access to FSOkx research reports		✓	✓	✓
Access to powerpoints, videos and podcasts of all past FSOkx events		✓	✓	✓
Announcement of member Press Releases			Five per quarter	Five per quarter
Text Link on Home Page of FSOkx			Two weeks Per quarter	
186x100 Banner on home page of FSOkx			Two weeks Per quarter	Two weeks Per quarter
Nominate one of the members to participate in editorial advisory council			✓	
Ability to post career opportunities on the career portal			✓	✓
Free passes to all the FSOkx events			✓	
20% Discount on all registrations to FSOkx events		✓		✓
Inclusion in Buyers guide Gold listing-one category				✓
Inclusion in Financial Services Directory listing			✓	✓

Contact

For additional information on our corporate membership packages, please get in touch with us at the following email address:

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