

CONSENSUS ESTIMATES

What does the investment community use?

In order to help investor relations professionals effectively benchmark earnings results against the expectations of the investment community, Ipreo researched the sources of consensus estimate data used by the main constituencies of the investment community (buy side, sell side, media). Our research led us to the following conclusions:

1. First Call (Thomson Reuters) is no longer the leading source for consensus data among the buy side and popular financial media outlets. Although First Call continues to be cited by a plurality of sell-side firms, it is by no means the de facto standard for the broader financial community.
2. A majority of the buy side sources Bloomberg data, which is used in various parts of their workflow, for sell-side estimates.
3. While over one third of sell side firms utilize First Call data, close to one quarter of them rely on FactSet.
4. Financial media outlets have begun to shift away from First Call, and now favor FactSet, Bloomberg and Zacks estimates.

As IR professionals, it may be worth re-visiting our sources for consensus estimates. The landscape for this type of data has changed over the last several years, and the status quo may not be the most effective means of benchmarking. For more granular information on the results of Ipreo's research, please refer to the commentary below and data.

Selected Buy-Side Commentary

"What source or sources do you use for consensus estimates and why?"

Analyst at a \$26.8B Hedge Fund

Sector Coverage: Industrials

"I use Bloomberg because it is very convenient. If IR was willing to aggregate and provide consensus as many European companies do, I would be happy to use it and would welcome that."

Analyst at a \$580.0M Investment Manager

Sector Coverage: Energy

"FactSet. It's a robust system that is much less expensive than Bloomberg. Capital IQ is fine, but it doesn't have real time pricing and some of the other things that I need."

Analyst at \$43.5B Investment Manager

Sector Coverage: REIT

"I use Bloomberg, because it is the easiest and most convenient."

Analyst at \$10.4B Hedge Fund

Sector Coverage: Industrials

"I use Bloomberg because it is just right on hand. I do not think there is really a discrepancy between different estimates."

Portfolio Manager at a \$102.0M Hedge Fund

Sector Coverage: Metals and Mining

"We use Capital IQ and look at the median estimate. We don't necessarily rely on it but we look at it."

Analyst at a \$5.1B Investment Manager

Sector Coverage: Industrials

"We look at Bloomberg more than anything else. We also look at FactSet, but Bloomberg is our primary source."

Analyst at a \$18.8B Investment Manager

Sector Coverage: Healthcare

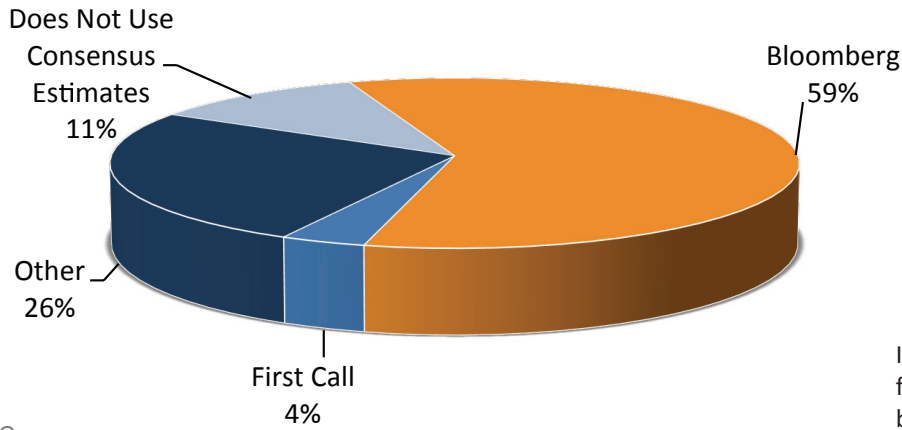
"We go with First Call. It is what my firm provides so that is the one I use. I really don't have a preference."

Analyst at a \$12.3B Investment Manager

Sector Coverage: Technology

"We use Bloomberg as our primary source for consensus estimates; however, we also have other specific sell-side analyst estimates, which we consider to be good sources."

Buy-Side Consensus Sources

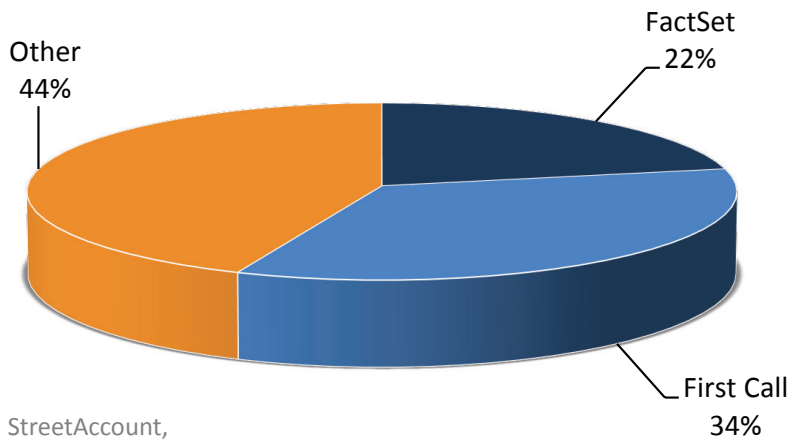


Other: FactSet, Capital IQ

Ipreo received feedback from 27 members of the buy side.

A majority of the buy side utilized Bloomberg.

Sell-Side Consensus Sources

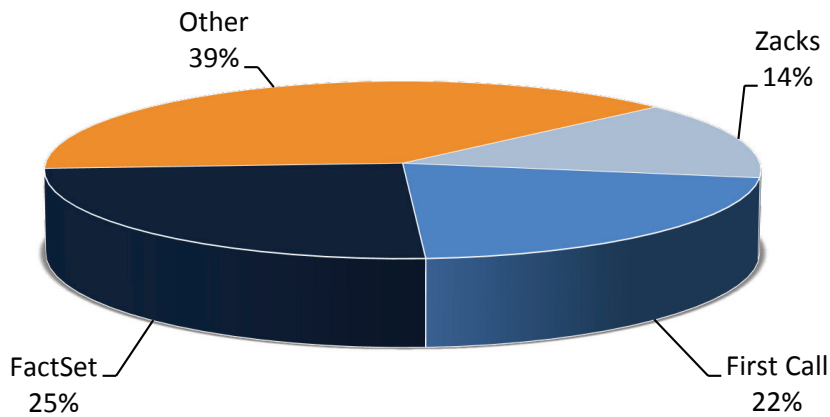


Other: Bloomberg, Capital IQ, StreetAccount, Reuters and in-house research

Ipreo drew data from analyst reports of several of the largest research firms on the Street.

The sell-side is split between FactSet and Thomson First Call

Media Consensus Sources



Other: Bloomberg, Standard & Poor's and Capital IQ

Ipreo collected data from the media sources listed on page 3.

The majority of media sources do not use First Call data. FactSet was cited 25% of the time, more than any other consensus source.

What Sell-side firms are using

Sell-Side Firms	Not FirstCall	First Call (Thomson Reuters)	Undisclosed	FactSet	Bloomberg	Capital IQ	StreetAccount	Reuters	In-house Research
<i>Cantor Fitzgerald</i>	✓			✓					
<i>Goldman Sachs</i>	✓			✓					
<i>Janney Capital</i>	✓					✓			
<i>JP Morgan</i>	✓				✓				
<i>KBW</i>	✓								✓
<i>KeyBanc Capital</i>	✓			✓					
<i>RBC Capital</i>	✓								✓
<i>Stifel Nicolas</i>	✓			✓					
<i>Sterne Agee</i>	✓			✓					
<i>Union Gaming</i>	✓			✓			✓		
<i>Wells Fargo</i>	✓							✓	
<i>William Blair</i>	✓			✓			✓		
<i>Deutsche Bank Research</i>	✓								
<i>UBS</i>	✓			✓					
<i>Bernstein</i>	✓								
<i>Barclays</i>		✓							
<i>BMO Capital</i>		✓					✓		
<i>Brean Capital</i>		✓			✓				
<i>Credit Suisse</i>		✓							
<i>Guggenheim</i>		✓							
<i>Morgan Stanley</i>		✓							
<i>Topeka</i>			✓						
<i>Argus</i>			✓						
<i>Nomura</i>			✓						

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What Media Sources are using

Media Sources	Not FirstCall	First Call (Thomson Reuters)	Undisclosed	FactSet	Bloomberg	Capital IQ	Zacks	Standard & Poor's
<i>Washington Post</i>	✓						✓	
<i>Bloomberg</i>	✓			✓	✓			
<i>Briefing.com</i>	✓					✓		✓
<i>Fox News</i>	✓						✓	
<i>MarketWatch</i>	✓			✓				
<i>Barron's</i>	✓			✓				
<i>Chicago Tribune</i>	✓				✓		✓	
<i>CNN</i>	✓			✓				✓
<i>Dow Jones</i>	✓			✓				
<i>Wall Street Journal</i>	✓			✓				
<i>Financial Times</i>		✓			✓			
<i>USA Today</i>		✓		✓			✓	
<i>CNBC</i>		✓						
<i>New York Times</i>		✓		✓				
<i>Yahoo Finance</i>		✓				✓		
<i>Seeking Alpha</i>		✓						
<i>LA Times</i>			✓					
<i>Flyonthewall</i>			✓					
<i>Google Finance</i>			✓					