

## Site Statistics

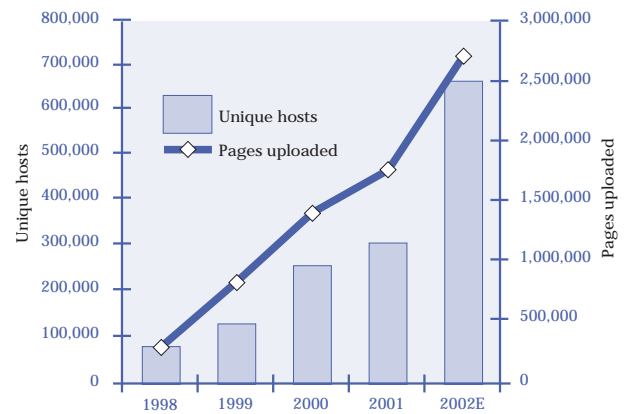
### ▶ Targeted and increasing bio/pharma audience!

Researchers and executives from more than 50,000 different organisations upload more than 250,000 pages each month. These users are predominantly active in the commercial bio/pharma sector and public research organisations. In addition, the site is regularly visited by investment institutions and associated service sector organisations, which use BioPortfolio's news, equities, directories and alert services to keep up-to-date with developments in the life science industries.

#### ▶ Traffic statistics

Growth in site traffic has been substantial over the 1998 to 2002 period, having risen to 670,000 unique hosts uploading 2.7 million pages in 2002. Traffic is projected to continue to increase at an accelerating rate in 2003 with the recent launch of the BioWeb and BioNews search engines, BioWatch & BioNews Monitoring Service, BioNewsCast, BioSupplies, BioProducts and enhanced Bio-Vacancy service.

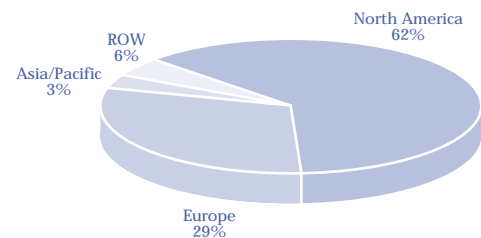
Figure 1. BioPortfolio traffic statistics (1998-2002)



#### ▶ Global demographics

BioPortfolio's site traffic reflects the importance of the major global pharmaceutical and biotechnology markets. North America accounting for 62%, Europe 29%, Asia/Pacific Region 3% and the Rest of World 9% of our visitors.

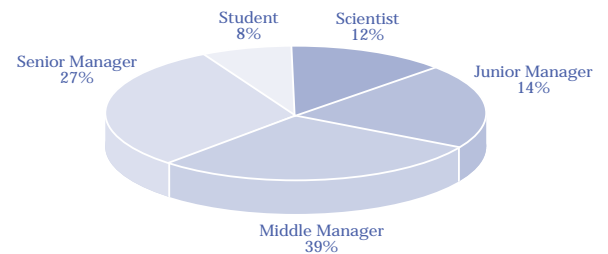
Figure 2. Geographic breakdown (March 2002)



#### ▶ Targeting the right people - Job function

In March 2002 the majority of our users were Senior and Middle Managers, 27% and 39% respectively. Senior Managers include CEO/CFO/President/Vice President/Managing Director and Middle Managers; Consultants, Sales Managers, Business Development Managers and Project Managers. Junior Managers represent 14%, Scientist 12% and Students 8%.

Figure 3. Job Function (March 2002)



#### ▶ The Motley Fool

"We recently promoted our Motley Fool Biotech Investing Seminar through BioPortfolio. We found a responsive, targeted group of attractive customers, and a solid partner in BioPortfolio who was eager and responsive." Tim Gallagher, Business Development, The Motley Fool, USA.

#### ▶ Interested?

Contact: [sales@bioportfolio.com](mailto:sales@bioportfolio.com)

#### ABOUT BIOPORTFOLIO

BioPortfolio Limited is a leading provider of business information products and solutions to the biotechnology sector.

The company serves millions of clients across pharmaceutical, life science and biotechnology markets with information to help generate competitive advantage.