



**Local Intelligence. Global Advantage.**

# INTRODUCTION

*ISI Emerging Markets* is a powerful tool for emerging markets business intelligence.

More than a website, *ISI Emerging Markets* delivers hard-to-get news, company and financial data direct from the emerging markets to thousands of emerging markets specialists around the world.

*ISI Emerging Markets* carries materials from more than 5000 information providers covering 12000 publications and news sources with content including financial markets data, macroeconomic analysis, quotes from the equity markets, legal and regulatory information and economic forecasts and statistics. Information is delivered in English and in local languages.

## GEOGRAPHIC SCOPE

The *ISI Emerging Markets* service covers the following emerging countries throughout Europe, Asia, Latin America, the Middle East and Africa.

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Paraguay  
Peru  
Uruguay  
Venezuela  
Central America

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Croatia  
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Romania  
Serbia  
Slovenia  
Turkey

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Estonia  
Hungary  
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Lithuania  
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Russia  
Slovakia  
Ukraine

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Armenia  
Azerbaijan  
Georgia  
Kazakhstan  
Tajikistan  
Turkmenistan  
Kyrgyzstan  
Uzbekistan

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**ISI Products**

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Our flagship product, the Emerging Market Information Service aggregates and produces unique content including full-text news articles, financial statements, industry analyses, equity quotes, macroeconomic statistics, and market-specific information.  
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## USERS

Subscribers are emerging markets specialists and others from financial institutions, multinational corporations, institutional investors, consulting firms and other organisations. *ISI Emerging Markets* currently has over 18,000 high-ranking users from more than 1500 organisations including all the leading international banks and many of the world's largest multinational investors.

# ISI EMERGING MARKETS CONTENT

Each of the country sections includes the following content:

- **News** from primary international and local sources including ISI Emerging Markets' proprietary IntelliNews;
- **Company and Industry Information** features corporate profiles, financial statements, earnings estimates, industry and analyst reports, including coverage of privatization issues and selections from the Investext database;
- **Financial Markets** provides comprehensive daily quotes from the equity and debt markets and foreign exchanges;
- **Macroeconomic** section includes analyses, economic forecasts and macroeconomic statistics;
- **Legal & Current Affairs** featuring regulatory databases and information on politics and current events, accounting and taxation, and opinion polls.
- Selections from the Economist Intelligence Unit's ViewsWire.

The screenshot displays the ISI Emerging Markets website interface for Hungary. At the top left is the logo and name 'ISI EMERGING MARKETS' with the website URL 'www.isi-emergingmarkets.com' and 'A Euromoney Institutional Investor Company'. The main header includes a 'Hungary' dropdown menu, a search bar, and navigation links: Home, Help, New Publications, User Guide, Email Alert, RSS Feeds, Internal, LOGOUT. Below the header is a secondary navigation bar with categories: Search, News, Company, Industry, Macroeconomics, Financial Markets, Legal, Research, Sources, Tenders (bela), MjSI. The main content area is titled 'News [All Languages - English - German - Hungarian]' and shows a list of news items for July 23, 2007. The 'NewsWatch' sidebar on the right is categorized by 'Political', 'Company', 'Industry', 'Financial Markets', and 'International', with sub-sections like 'Fidesz leader Orbán calls for new right', 'Economy minister Janos Koka to resign by end of year', 'Dale Pays for Zalabaromfi Before Deadline', 'S&P to maintain oil group MOL's investment grade ratings', 'Office vacancy rate falls by 0.4pps q/q in Q2', 'Electricity Consumption Drops On Friday', 'Central bank will not cut interest rate, say most analysts', 'Quarter of investment funds yield over 10%', and 'EU Releases Stored Corn In Hungary'. At the bottom of the sidebar are buttons for 'View Selected Articles', 'Select All', 'Add RSS feed', and 'What is RSS?'.

## **SUBSCRIBER AND MEDIA COMMENTS**

“If it's not on ISI Emerging Markets, it's not worth knowing.”

***AIG***

“ISI Emerging Markets is the first place I go everyday. If I can't find it on ISI Emerging Markets,

I get really worried because I can't think of where I could find it.”

***HypoVereinsbank***

“We use ISI Emerging Markets more than any other service. It is our number 1 information resource.”

***Booz Allen***

“ISI Emerging Markets Inc. ... is the granddaddy of the Internet-based emerging markets data providers...”

***Wall Street & Technology***

“ [The ISI Emerging Markets service] is a ‘must’ for all serious east European investors.”

***European Bank for Reconstruction and Development***

“One of the most innovative online business services.”

***The Moscow Times***

“There are plenty of websites which will keep you abreast of events in Russia...

To see what the professionals make of the information, sneak a peek at the site run by ISI Emerging Markets, Inc.”

***The Independent***

“ISI Emerging Markets’ unique and proprietary data give you a view of the ever-changing emerging markets directly from the front lines.”

***Dow Jones Investment Advisor***

### ***Awards and Reviews***

Rated as one of the leading news and information websites for 1998;

“More than a Web site, ISI Emerging Markets has become a premier packager of information about emerging markets world-wide.”

***Central European Economic Review***

Named “Number One European Web Site for Business” for 1996

***Wall Street Journal Europe***

Rated as “One of the Twelve Best Internet Information Sites”

***Euromoney***

“Perfect Scores” in all categories including Ease of Use, Features, and Value for Money; cited as a

“Must have” for emerging markets specialists

***Information World Review***