

## APRIL II - 2011 ISSUE

Pages 2 - 5

### Member News:

- Equifax steps up focus on retail sector in the USA
- Equifax small business credit reports are now available on Biz2Credit's Online Platform
- CRIF Poland launches risk pilot to help businesses and financial institutions
- 'Wer liefer was?' is the first European B2B directory to leverage Crowdsourcing
- CRIF lending solution USA signs up Credit Union and banking clients
- D&B and Microsoft launch D&B360<sup>(TM)</sup> solution for Microsoft Dynamics® CRM
- Qatar Central Bank awards credit bureau contract to D&B Same
- Bisnode acquired remaining minority holding in business check
- Bisnode divests Non-core operation in the Netherlands

Pages 6 - 8

### Industry News:

- Qatar: Credit bureau will not impose curbs on banks
- Experian QAS bulk address verification and QAS transactional address verification now available on Salesforce.com
- FICO and iSphere partner to deliver analytic solutions in the Philippines market
- FICO and Saksoft partner to deliver analytic solutions in India
- FICO announces cost reductions to drive profitable growth
- Coface focuses on core business

Pages 9 - 10

### News from China:

- Alibaba experiments with events in China
- Alibaba and Global Sources: A comparison
- Baidu launches online employment websites
- China Finance fourth quarter 2010 results disappoint investors

Page 11

### People on the Move:

- Experian appoints head of identity & fraud for EMEA region
- Graydon UK appoints Keith Jones as managing director
- Moody's announces key appointments to shore up corporate governance and compliance

## Preview of Topics Covered in the May I – 2011 Issue of the BIIA Newsletter:

**BIIA Business Information Forum 2011:** We promised more reporting on the BIIA Forum 2011, which will be the lead story in the next issue.

- The 'future of trade credit and the implications on information' was discussed intensively.
- The 'G20 SME access to finance issue' was hotly debated. Providing access to finance for SME requires the elimination of asymmetries in information, which should provide ample opportunities for information providers. However there are significant infrastructure bottlenecks – availability and reliability of public sector information – corporate and collateral registers. Many of our members and guests contributed to the discussion for which we were grateful.

**First Quarter 2011 Earnings Reports:** As the industry is coming out of the recession we will be examining the performance of various key players.

## MEMBER NEWS

### Equifax Steps Up Focus on Retail Sector in the UK

#### Mark Fairbairn appointed as new Head of Retail Sales to support ambitious growth plans

London, 4th April 2011 – Leading consumer credit and business risk management and marketing services provider, Equifax, is stepping up its focus in the Retail sector with the appointment of a new Head of Retail Sales.

Equifax already has a very well established client base and track record in the Retail marketplace, working with major names in the burgeoning home and internet shopping sector, and specialist retail finance providers. The appointment of Mark Fairbairn is designed to further grow the company's penetration in this crucial sector for the UK economy. In particular, Mark will be helping customers to exploit Equifax's broad depth of consumer credit data, fraud prevention services, and its respected consulting and analytics capabilities. *Source: Equifax United Kingdom - [To read the full story click on the link](#)*

### Equifax Small Business Credit Reports Are Now Available on Biz2Credit's Online Credit Platform

#### Extensive Small Business Credit Information Available through Online Lending Platform

**EquifaxInc.** (NYSE: EFX), a global leader in business and information solutions, and **Biz2Credit**, the #1 online credit resource for small businesses, today announced that entrepreneurs can now download the *Equifax Business Credit Report* on [www.biz2credit.com](http://www.biz2credit.com). The report provides a view of a small business's credit health and enables them to see the information utilized by lenders to make credit risk decisions.

Through this partnership, Equifax's extensive small business credit information will be incorporated into Biz2Credit's evaluation process, providing more business financing insight and options to entrepreneurs looking to start or grow their businesses. Small business owners gain a clear view of their business credit position when they are utilizing Biz2Credit's simple-to-use online lending platform.

In addition, through its exclusive relationship with the Small Business Financial Exchange (SBFE), Equifax is able to offer financial credit information not available through other sources. This combined with other Equifax data creates a powerful picture of a small business' financial position.

#### About Biz2Credit

Founded in 2007, Biz2Credit ([www.biz2credit.com](http://www.biz2credit.com)) connects small business owners with lenders and service providers, thus empowering them to effectively compete with big businesses and grow their enterprises. Biz2Credit matches small businesses with credit solutions based on online profiles that can be completed in less than five minutes in a safe, efficient, price-transparent environment. Its network consists of 50,000 users and 300+ lenders, as well as credit rating agencies such as Equifax, and major small business service providers including HP. Biz2Credit was ranked the top financing resource by *Entrepreneur* magazine in 2009. Having secured nearly [\\$400 million](#) in funding for small businesses throughout the U.S. and currently processing 3,000+ loan applications monthly, Biz2Credit is widely recognized as the #1 credit resource for small businesses.

*Source: [Equifax Press Release](#)*

## MEMBER NEWS

### CRIF Poland Launches Risk Pilot to Help Businesses and Financial Institutions

CRIF Poland announced the launch of Risk Pilot, a new solution enabling Polish financial institutions, service providers and businesses to rapidly and effectively monitor their client portfolio. Thanks to Risk Pilot, it is now possible to monitor the behavior of customers as well as receive information on significant variations in their risk profiles by making use of an integrated platform which automatically collects information from different data sources, such as BIG (Biuro Informacji Gospodarczej) or any other external source.

Risk Pilot can bring real advantages to organizations by:

- Making the credit monitoring system much more effective and controlled
- Allowing the implementation of the most suitable actions for customers in real time, thanks to notifications from external data sources of changes to the credit profile
- Amplifying, automating and standardizing operations related to the acquisition of external information, with a notable reduction in the impact on the organization's internal system from an IT point of view
- Enabling constant and immediate availability of the collected information, with the possibility of extracting data for assessments and analysis
- Keeping the same operational methods that are already in place, without affecting existing internal procedures
- Providing a user friendly web browser interface with the possibility of A2A integration with existing internal systems.

"The easy to use Risk Pilot dashboard set with different levels of control will enable risk managers to have a complete view of the risk of the whole client portfolio and receive real time notifications whenever any significant changes occur. This is also in line with the Basel 2 directives which underline the need to rapidly obtain information on any variations to customer credit profiles, including information from external data sources" said Piotr Korzeniewski, Business Development Manager of CRIF Sp. Z o. o. "In a market where having the right information at the right time means gaining a competitive advantage, it is essential to have monitoring tools to promptly manage customers, as well as their creditworthiness". Source: CRIF Press Release

### "Wer liefert was?" is the first European B2B Directory to Leverage Crowdsourcing

Users of Europe's leading supplier search engine can now actively contribute their knowledge about changed company data by using the function "Change company entry". With this, they can help other users as well.

With this new functionality, "Wer liefert was?" is the first supplier in a B2B environment to implement an innovative crowdsourcing technology. It supports users to actively contribute their personal knowledge about changed company information - like a new contact person or an updated postal address. After "Wer liefert was?" has thoroughly checked the changes for plausibility and data quality, they will be immediately published online. This way, all people using "Wer liefert was?" for a commercial search benefit from up-to-date company entries in the database. *"Wer liefert Was?" (Who supplies what?) is a Bisnode company - Source: Bisnode Germany*

## MEMBER NEWS

### CRIF Lending Solutions USA Signs up Credit Union and Banking Clients

CRIF Lending Solutions USA has added several new financial institutions and credit unions to its customer list. Recently signed clients include Coastal Federal Credit Union, First Citizens' Federal Credit Union, Community Resource Credit Union, Commonwealth Central Credit Union, Texas Partners Federal Credit Union, IBM Southeast Employees' Federal Credit Union, Taleris Credit Union, and E Federal Credit Union, among others.

Over 520 of the nation's top financial institutions and lending organizations now rely on loan origination technology, outsourced loan processing services, and analytics solutions offered by CRIF. Key product and service offerings include:

- **Loan Origination** – From highly configurable, customizable loan origination systems to 'plug and play' lending solutions, APPRO, Magnum and Teres cover the spectrum. Hundreds of financial institutions and lending organizations around the country depend on these products from CRIF Lending Solutions for their lending automation and loan origination needs.
- **Outsourced Loan Processing Services** – Financial institutions throughout the United States rely on the CRIF Lending Solutions brands Aimbridge and FLS Services to provide outsourced loan processing services, including turn-key individual and aggregated lending programs, document image management, market consultation, dealer management, and custom-branded online auto shopping and financing portals.
- **Analytics** – The nation's largest financial institutions and credit card processors rely on the data aggregation and automated decision technologies offered by Magnum. These leading technologies in concert with the expertise of CRIF's scorecard development and business process re-engineering services result in a one-stop comprehensive analytics solution.

"As the CRIF Lending Solutions family continues to expand, we have become an invaluable partner in helping financial institutions succeed in this highly competitive marketplace," said Larry Howell, Chairman of CRIF Lending Solutions. "Our portfolio of application origination software and services can help financial institutions of any size grow loan volume and deposit accounts, while increasing efficiencies." *Source: CRIF Lending Solution*

### D&B and Microsoft Launch D&B360(TM) Solution for Microsoft Dynamics(R) CRM

D&B (NYSE: DNB) has agreed with Microsoft to integrate [D&B360™](#), D&B's Data-as-a-Service (DaaS) solution, with Microsoft Dynamics CRM in both on-premise and on-demand environments. D&B360 will deliver data that has been optimized for enhanced accuracy and completeness - a competitive advantage that increases effectiveness at every stage in the sales, marketing and customer service lifecycle.

D&B360 is D&B's cloud-based, on-demand solution that provides data management, cleansing and enrichment capabilities, seamlessly integrating D&B data and other essential business information into CRM applications and other critical customer applications. Through this relationship with Microsoft, D&B360 will deliver B2B customer and prospect details directly into the hands of sales and marketing professionals. D&B360 is the only DaaS solution that offers D&B's unparalleled business data, including the world's largest database of more than 195 million businesses, 53 million business contacts and Hoover's company research — along with relevant social media and news feeds. *For more on D&B360 go to [www.dnb.com/360](http://www.dnb.com/360)*

## MEMBER NEWS

### Qatar Central Bank awards Credit Bureau to D&B SAME

Qatar Central Bank announced that preparations are under way to inaugurate "Qatar Credit Bureau". "Dun Bradstreet Same" has awarded a contract to provide an integrated solution to the Qatar Credit Bureau which will process data on individuals and companies.

The Bureau will help to support the sustainable growth of credit in the State of Qatar, relying on customer data and risk-based methodologies; it will also provide the Bank and the banking sector with analytical data to support the implementation of advanced techniques in risk management as outlined in "Basel II" Accord.

Qatar Credit Bureau's future vision implies the progressive development of the Bureau to become an economic information center, which draws upon the analytical insights of all the fundamental economic sectors so as to promote the management of the economy in the country.

The establishment of Qatar Credit Bureau constitutes a major and distinctive turn for the benefit of the national economy and the banking sector. **Source:** [Qatar News](#)

### Bisnode Acquired Remaining Minority Holding in Business Check

Bisnode has exercised its option to acquire the remaining minority holding of 49 per cent in Business Check AB, a supplier of credit solutions in Sweden. Through the acquisition, Bisnode is following its strategy to operate through wholly owned companies with good growth potential.

Together with the entrepreneur Jan Erik Windström, Bisnode launched Business Check in 2004 with a segmented range of services for the Swedish credit information market. Today Business Check provides credit and business information to small and mid-sized companies in Sweden. Business Check, with 38 employees based in Gothenburg, has shown good growth and strong profitability from the start.

"Business Check is an excellent example of how Bisnode expands in existing markets by reusing data and through a strongly segmented offering. Business Check is also a concept that creates synergies and international growth opportunities. We have recently launched a similar offering in Germany by copying the business model and platform and are now planning for further expansion in Europe," says Johan Wall, President and CEO of Bisnode. **Source:** [Bisnode Press Release](#)

### Bisnode Divests Non-core Operation in the Netherlands

Bisnode has divested a part of WDM Netherlands focusing on IT-related database hosting for fundraising organisations. The divestment is a result of Bisnode's strategy to focus on core business. The divested business unit RDMS has 14 employees. The decision to divest is a result of the strategic process to focus on the core offering of direct marketing services within consumer information. "The divestment is in line with Bisnode's strategy, and is resulting in a stronger and clearer core offering in the Netherlands", says Johan Wall, President and CEO of Bisnode.

WDM is a provider of direct marketing services, collecting and using data that enables customers to find, manage and reach clients in the most profitable way. WDM Netherlands has 61 employees based in Nieuwegein. **Source:** [Bisnode Press Release](#)

## INDUSTRY NEWS

### **Qatar: Credit Bureau will not Impose Curbs on Banks**

The Qatar Credit Bureau was inaugurated recently by HE the Prime Minister and Foreign Minister Sheikh Hamad bin Jassim bin Jabor al-Thani in a ceremony attended by HE the Qatar Central Bank Governor Sheikh Abdullah bin Saud al-Thani. Last year, the Qatar Central Bank awarded the Dun Bradstreet company to provide an integrated solution to the bureau comprising both the individuals and the corporate sector.

Qatar Credit Bureau CEO HE Sheikh Bandar bin Mohamed bin Saud al-Thani said the QCB will neither interfere in the granting of credit facilities to individuals nor impose any restrictions on banks. He stated its role will be to provide credit information to the banks to assist them in making decision on how to deal with their customers.

Speaking at a press conference Sheikh Bandar said the role of the QCB will be to provide the banks, corporate and financial institutions with credit information that can assist them in the provision of credit services while reducing their credit risk. He further stated the bureau will provide information and help in improving the performance of the local credit market, stressing that the granting of a service requested by clients is subjected to the policy adopted by the banks.

The QCB does not have a supervisory role on the implementation of information it provides and its role is only to make such information available to its members in the banks and financial institutions, he said, adding that the supervisory authority for banks and financial institutions is the responsibility of the Qatar Central Bank.

HE Sheikh Bandar bin Mohamed bin Saud al-Thani said the QCB rendered its first service, which is a credit report. The report gave the banks access to customer data including individuals' employment history and their credit facilities granted as well as their capability to pay back among others. The QCB CEO said the bureau will provide, during the next few months, credit rating, a service to gauge the credit situation of a certain client (high, medium or low risk), and in later stages it will present a service on monitoring customer accounts and control of financing portfolio of financial institutions, as well as reports on fraud cases.

He said that the QCB currently has 12 members representing the banks under the supervision of the Qatar Central Bank and finance companies in the country, pointing to the accession at a later stage of other financial institutions such as telecommunications companies and insurance companies and service companies.

He explained that banks under the Qatar Financial Centre are not currently members of the bureau because they are not subject to authorisation by the Qatar Central Bank.

Qatar Credit Bureau's future vision implies the progressive development of the bureau to become an economic information centre, which draws upon the analytical insights of all the fundamental economic sectors so as to promote the management of the economy in the country. *Source: [D&B SAME and Gulf Times](#)*

### **Experian QAS Bulk Address Verification and QAS Transactional Address Verification Now Available on Salesforce.com**

BOSTON, MA -- (Marketwire) -- 04/06/11 -- Experian® QAS®, a part of Experian Marketing Services announced the release of two new products on salesforce.com's AppExchange 2: QAS Bulk Address Verification and QAS Transactional Address Verification. *Source: [pr - nside.com](#)*

## INDUSTRY NEWS

### FICO and iSphere Partner to Deliver Analytic Solutions in Philippine Market

**Manila, Philippines—April 11, 2011**—FICO (NYSE:FICO), the leading provider of analytics and decision management technology, will partner with iSphere Global to introduce FICO's predictive analytics and decision management solutions in the Philippines, initially to financial services companies.

Together, FICO and iSphere Global will help local banks grow their credit card portfolio without taking on unreasonable amounts of risk. The distribution agreement covers FICO's decision management solutions and custom analytics – including [FICO™ TRIAD® Customer Manager](#), [FICO™ Blaze Advisor® business rules management](#) and [FICO™ Falcon® Fraud Manager](#) – in combination with iSphere Global's technology, products and systems integration services. *Source: [FICO Press Release](#)*

### FICO and Saksoft Partner to Deliver Analytic Solutions in India

*Partnership combines leading-edge analytics and decision management with business intelligence and risk management expertise*

**FICO (NYSE:FICO)**, announced an agreement to market solutions jointly in India. The distribution agreement covers FICO's decision management solutions and custom analytics – including FICO® TRIAD® Customer Manager and FICO™ Blaze Advisor® business rules management – in combination with Saksoft's technology, products and systems integration services.

**Saksoft** is a leading provider of Information Management Solutions to successful companies around the world. We deliver success to the enterprise by helping to consolidate, organize and manage the huge volume of data collected by your business. Working with data sources that are often disparate and complex, we make accurate, high quality, relevant information readily available to the people that need it. And by being better informed, they are empowered to make key decisions and implement strategies for making the enterprise successful. *Source: [FICO Press Release](#)*

### FICO Announces Cost Reductions to Drive Profitable Growth

FICO (NYSE:FICO), announced in February a cost reduction program as part of its ongoing reengineering program designed to concentrate resources in areas with the greatest potential for growth and profitability. The company is also revising upward fiscal 2011 earnings guidance.

The company expects to reduce operating expenses through staffing reductions, facility consolidations, and reductions in discretionary spending. In connection with these actions, the company expects to eliminate approximately 200 positions and record a pre-tax restructuring charge of approximately \$10 million in the second quarter of fiscal 2011, or \$0.18 per share. Specific actions include: Integrating and streamlining the sales and professional services organizations, eliminating redundant management layers while preserving client-facing staff. Concentrating research & development resources in areas with the greatest potential for growth. Continued rationalization of the product portfolio. Reducing finance, legal and human resources corporate expenses. Curtailing certain marketing activities and reducing discretionary costs. *Source: [FICO Press Release](#)*

## INDUSTRY NEWS

### Coface Focuses on Core Business

In €M	2009	2010	Change	
			ME	%
<b>Total turnover</b>	1,563	1,622	59	4%
⇒ Credit insurance	1,249	1,311	61	5%
⇒ Factoring	102	121	19	19%
⇒ Services	212	190	- 22	- 10%
Claims expenses	1,040	602	- 438	- 42%
Loss ratio	98%	53%	- 45 pts	
<b>Current operating profit</b>	- 249	154	+ 403	
Other non-recurring expenses	0	- 48	- 48	
<b>Operating profit</b>	- 249	106	+ 355	
<b>Net profit</b>	- 163	61	+ 224	

The new CEO Jean-Marc Pillu stated: “After a difficult 2009, Coface’s operating profit improved by €355 million in 2010, bolstered by a 45-point improvement in the loss ratio and faster expansion in credit insurance, our core business. This very positive trend was accompanied by a significant increase in exposures provided to our clients to support their development,”

Consolidated premium growth was up 4% from 2009. Loss ratio declined from 98% in 2009 to 53%. Growth came from two key markets, Germany up 12.5% and the Americas growing at 11.2%. Premium growth in Asia seems to be still anemic with a below average growth of 3.7%. Factoring services (7% of total revenues) grew an impressive 19% indicating an increasing trend in a shift to alternative financing by businesses rather than relying on bank loans. Services (commercial credit information and debt collection) declined by 10% which more than reported by its peer groups. **In 2010, Coface booked €48 million in non-recurring expenses as a result of its efforts to enhance productivity and strategically refocus on higher added-value businesses.**

**Coface also announced a strategic reorientation to refocus on its core business, which is credit insurance.** It will exploit opportunities in factoring services which offer a high level of synergy with credit insurance. In regard to the services segment Coface plans a gradual reduction of low value-added services. It will also cancel the European ratings agency project, however, as part of its credit insurance business; Coface will continue to issue private ratings on companies, which cannot be used for regulatory purposes. **Source: Coface Press Release**

**Strategic Implications:** This announcement puts an end to two ‘hobby horses’ of the previous CEO Jerome Cazes: His first aim was to build a global commercial credit information business as an alternative to D&B. His second aim was to create a European rating agency as a credible alternative to Fitch, Moody’s and Standard & Poor’s. Last year Cazes openly criticized the credit rating industry for their role in the global financial crisis indicating that he could create a better alternative. Obviously his shareholders did not buy into such a strategy.

By exiting the commercial credit information business it will raise the specter of a competitive realignment in Europe. One wonders were Coface largest information assets (Graydon and SCRL) may end up. Disinvesting the many minority interest all over the world may take a bit longer. There is also Coface’s investment in the EASY Number (a unique business identification number) which was launched several years ago with its partner Creditreform. According to the EASY Number Website approximately 60 million records have been assigned an EASY Number. D&B announced recently that its D-U-N-S numbered global data file has now reached over 215 million records.

## NEWS FROM CHINA

### Alibaba Experiments with Events in China

*Xiamen, 25<sup>th</sup> March:* The Alibaba Group continues to experiment with face-to-face events. The Online Products Fair 2011 held in Xiamen last week was co-organised by the Xiamen Bureau of Commerce, the China Electronic Commerce Association and Alibaba.

The event lasted three days and was held at the Xiamen International Conference and Exhibition Centre. The event was designed to give small- and medium-sized enterprises (primarily selling on Alibaba's Taobao platform) a chance to participate in an offline event. Alibaba reports that 37,000 individuals and SMEs in Xiamen operate online stores on Taobao and there are an additional two million registered Taobao buyers in Xiamen. **Source:** *Business Strategies Group* - [www.bsgasia.com](http://www.bsgasia.com)

### Alibaba and Global Sources: A Comparison

***Looking through the recent earnings releases of both Global Sources and Alibaba.com, it is clear that these two companies are continuing to compete less and less for the same suppliers.***

Global Sources and Alibaba.com have been going in separate strategic directions for some time, but the key metrics in 2010 confirm that fact.

**In 2010, Global Sources generated US\$93.9 million in online revenues** - that is about 50% of total revenues (US\$194 million). The other 50% was generated by its exhibitions business (US\$69.5 million), print (US\$25.8 million) and miscellaneous (US\$4.9 million).

**Of Alibaba.com's online revenues were approximately US\$780 million.** Total revenues were US\$846 million. The remaining US\$65 million were not from operations.

If one makes some rough, back of the envelope calculations: Global Sources posted US\$94 million in online revenues. **If we estimate that the average supplier paid RMB 40,000** (US\$6,000) in 2010 to post its products online. That results in approximately 15,700 paid suppliers on the Global Sources.com platform. Alibaba.com had nearly 810,000 paid suppliers in 2010 – but that figure includes suppliers on both the International and the China platform. If we just look at the International platform, Alibaba.com, there were almost 132,000 paid suppliers. Even if there were perfect overlap, which there is not, that would mean that just 12% of Alibaba.com's suppliers were also on Global Sources. Alibaba.com reports that there were 132,000 paid suppliers on its International website which generated revenues of US\$494 million. That results in an average of US\$3,740 (RMB 24,500) per supplier.

**Therefore one can conclude that Alibaba.com has 132,000 suppliers paying RMB 24,500. Global Sources.com has 16,000 paying RMB 40,000. In all likelihood, these two companies are not going after the same suppliers.** Alibaba is trying to build an SME ecosystem through its subsidiaries Alibaba.com, Alipay.com, Taobao.com, AliExpress and AliLoan. Global Sources is targeting larger, more established exporters who are interested in its multi-media platform (exhibitions, online, print, private buyer events).

With each passing quarter, it is clear that these two companies are not exactly knocking on the same doors across China. And arguably, Alibaba.com doesn't knock on doors at all, but that is another story... **Courtesy Mark Cochrane, Business Strategies Group, Hong Kong, a director of BIIA**

## NEWS FROM CHINA

### Baidu Launches Online Employment Websites

Baidu Inc. recently launched two online employment Web sites, namely, [rencai.baidu.com](http://rencai.baidu.com) and [job.baidu.com](http://job.baidu.com), helping jobseekers to look for jobs and companies to recruit talents. Jobseekers who already have registered on the platforms of 51job Inc. (Nasdaq: JOBS), Zhaopin.com and Chinahr.com could copy their online resumes to the Web sites of Baidu.

Earlier, Baidu has forayed into the online employment market through its open platform. Ten Web sites have joined the open platform, including 58.com and Ganji.com, two classified information providers.

Source: [Quote.com](http://Quote.com)

### China Finance Fourth Quarter 2010 Results Disappoints Investors

*Ryan C. Fuhrmann, CFA commented recently in Investopedia* on the fourth quarter and full year results of **China Finance Online** (Nasdaq:JRJC) stating that the company disappointed investors with anemic sales growth during its fourth quarter. Cash flow generation again picked up and was at impressive levels, but investor interest in the stock will likely remain negligible until the top line starts to consistently expand.

**Fourth Quarter Revenues** fell 1.3% to \$14.8 million, despite a 44.3% jump in registered users to 20.2 million. Active paid subscribers also grew 32.3% to 156,000 and advertising revenue grew a healthy 14% [year over year](#), while revenues related to providing brokerage-related services jumped 65.8%. Sales to institutions held firm which means that individual subscription revenue was the primary culprit for the total top-line decline.

**Costs of sales** rose 3.4% from 2.28 million in the three months ending December 13, 2009 to 2.35 million in the current quarter. This helped to send [gross profit](#) down 2.2% from \$12.72 million to \$12.43 million, and though management was able to reduce operating expenses by 10.5%, operating income was still negative at \$1.18 million.

**Full-year sales increased 11.4%** to \$59.7 million while [operating income](#) was a negative \$1.5 million. Interest income and an investment gain did push net income into positive territory for the full year as net earnings reached \$1.9 million, or \$0.09 per [diluted](#) share. Operating cash flow also again reached positive territory at \$73.8 million. Subtracting out minimal [capex](#) of \$173,000 left free cash flow at \$73.6 million, or more than \$3 per diluted share.

**Outlook:** For the coming year, management currently projects net sales of \$58 million and [non-GAAP income](#) of \$3 million, or approximately 13 cents per diluted share. They also mentioned that they would be cautious with views on guidance due to "fluid macroeconomic conditions" and a sluggish Chinese stock market. They also see their ability to obtain and retain users as their competitive advantage going into the future.

China Finance has not grown sales or net income consistently for some time, but is again generating solid cash flow from its operations. Its business model resembles that of **Thestreet.com** (Nasdaq:TSCM) or the finance sections of **Yahoo** (Nasdaq:YHOO) and **Google** (Nasdaq:GOOG), with the goal of motivating users to pay subscriptions for premium online content. [Source: Investopedia](#)

## PEOPLE ON THE MOVE

### Experian appoints Head of Identity & Fraud for EMEA region

Experian appointment of Tony Connell as its first Head of Identity & Fraud for Europe, Middle East and Africa.

Reporting to David Groom, EMEA Managing Director for *Experian Decision Analytics*, Connell will be responsible for Experian's broad range of identity, authentication and fraud prevention services throughout the region, ensuring their uptake, relevance and that they deliver value for customers and partners.

Connell joins Experian from Visa Europe, where he was Vice President of Risk Product Management. Previously he worked at Jaywing DMG and Fair Isaac Corporation, across a range of product management, marketing and business development roles in the fraud and risk arena. **Source: Experian**

### Graydon UK appoints Keith Jones as Managing Director

London, 4<sup>th</sup> March 2011: Graydon UK, the commercial credit reference agency, today announced the appointment of Keith Jones as its new Managing Director.

Mr Jones, who will join Graydon UK officially on 3rd May 2011, arrives from Royal Mail where he was Head of Data, responsible for leading the development of innovative products to support the extraction of revenues from the Royal Mail's database.

Prior to joining Royal Mail, Mr Jones was UK and European Managing Director of Abacus, a data and research provider to the direct marketing industry and Commercial Director of data capture and management company Qbase. **Source: Graydon International**

### Moody's Announces Key Appointments

**Jorge Bermudez** has been elected to its board of directors. The election is effective April 19, 2011. Mr. Bermudez will serve as a member of the Audit Committee and the Governance & Compensation Committee of the Board.

**Blair Worrall** has been promoted to Senior Vice President, Internal Audit for the Corporation, responsible for internal monitoring of Moody's financial, technology and operational activities to support compliance with regulatory and corporate standards.

**Carlton Charles** has been promoted to Senior Vice President, Treasurer and Chief Operational Risk Officer, for the Corporation.

**Comment:** *These appointments appear to be part of an effort to beef up Moody's corporate governance and compliance organization and to reduce the risk of being exposed to legal actions by investors*

#### Business Information Industry Association Asia Pacific – Middle East Ltd.

1101 Wilson House, 19-27 Wyndham Street, Central, Hong Kong

Telephone: +852 2525 6120; Fax: +852 2525 6171; E-mail: [biiainfo@biiia.com](mailto:biiainfo@biiia.com) Home Page: [www.biiia.com](http://www.biiia.com)

Certificate of Incorporation: 979425