

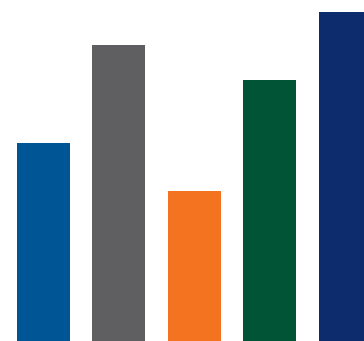
In today's ever-changing business environment, corporate executives are exploring ways in which the investor relations function can add greater value to their organizations. To this end, they are transforming their organizations by supporting their regulatory reporting with insights to investor behavior which in turn help to make informed strategic business decisions.

At Dubai Financial Market (DFM) we recognize the importance of gaining a deeper understanding of your Company shareholders and as a result have developed the DFM Electronic Shareholder Analysis Report (eSAR) enabling listed companies to monitor their investors' behavior.

## How the DFM Electronic Shareholder Analysis Report (eSAR) supports listed companies?

eSAR is a web based interactive reporting tool for measuring, monitoring and analyzing the investment activity of listed company shareholders in terms of investor behavior, share price movement and broker performance to maximize effectiveness and optimize the returns - both financial and strategic.

Understanding share performance allows listed companies to be more efficient in defining corporate strategy and long-term vision.



A web-based  
interactive reporting  
tool to analyze  
investor behavior

A first-of-its-kind in the region  
from a stock exchange

### Gain deeper understanding of your Company shareholders and discover:

- How your share is performing within your industry sector and on the DFM General Index?
- What is your total market value (daily, weekly, monthly, quarterly, annually)?
- Who are your High-Net-Worth (HNW) Company Shareholders?
- Who are your top buyers and sellers?
- What is their geographical location and frequency of investment?
- Who are the top performing brokers dealing with your Company shares?
- How your Company and its investors have performed historically?

## Analyze **Stock Matrices**

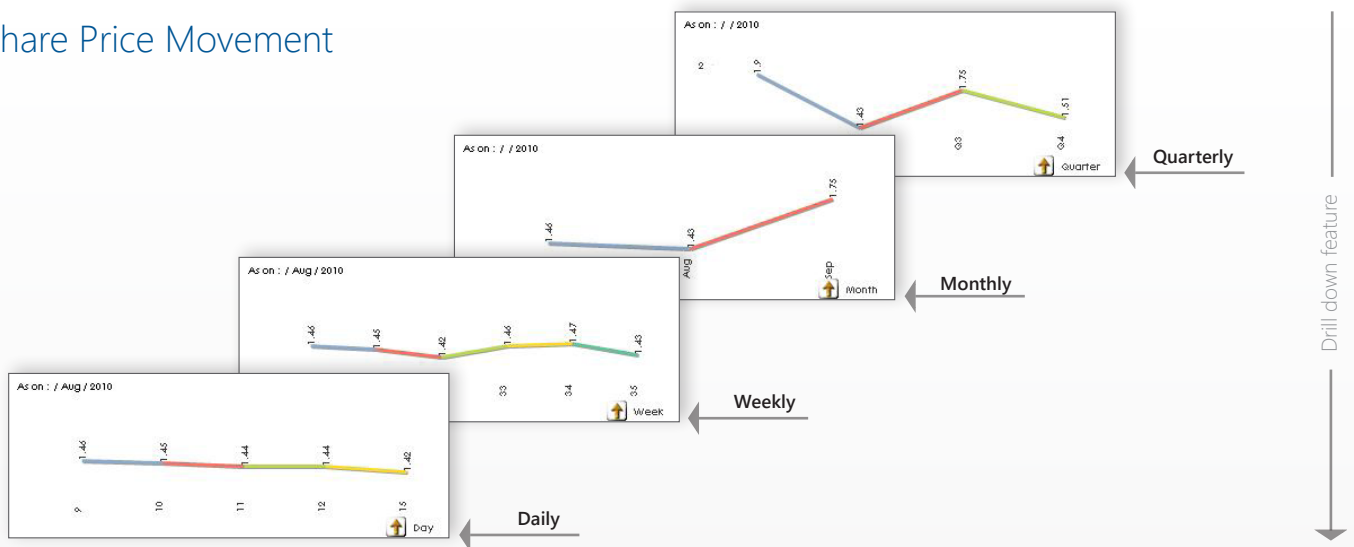
Provides in-depth technical analysis on stock performance with current market price and 4-year trend analysis of:

- Market capitalization
- Outstanding shares
- Trade value
- Trade volumes
- Trade counts

The drag & drill feature enables you to drill down from year to quarter, quarter to month, month to week and week to daily performance.



## Share Price Movement



## Analyze **Investor Portfolio**

Efficiently track your Company's high performing investor portfolio categorized according to the retail versus institutional mix, including the names and holding composition of your top shareholders.



## Analyze **Trading Activity**

Evaluate investor trading behavior on both the buy and sell side; by value, volume, frequency and geographical composition of active investors.

## Analyze **Industry Sector**

Advanced comparative visualization of share performance by sector and the DFM General Index.

Provides detailed industry overview of index, trade value and volumes over a specified period going back 4 years.



## Analyze **Broker Performance**

Review your market trading activity by most active broker (buy-side and sell-side) going back three years to better understand and leverage key relationships with brokers and key investors.



## Integration to Microsoft **Word/Excel/PowerPoint**

Simply right click and export data to excel either in raw tabular format or in graphical representation.

Copy to clipboard as an image to transfer and embed into your presentations or reports.

## How to Obtain the Service

1. Contact DFM Issuer Affairs, Business Development Division, Dubai Financial Market, T: +971 4 305 5315; E: issueraffairs@dfm.ae
2. Upon completion of the 'DFM Electronic Shareholder Analysis Report' Service Agreement, the secure website details including the username and password will be sent to the designated user.

For enquiries, please contact:

Issuer Affairs  
**Dubai Financial Market**  
 T: +971 4 305 5315  
 E: issueraffairs@dfm.ae  
 W: www.dfm.ae

## How to Get Started

The 'How to Use' tab provides an easy approach to understand the functionality and how to go about efficiently using the report system.

**To Make Selections**  
 To make a selection click on the data value you want to know more about. The selected data value turns green. Values compatible with the selection are white and unrelated values are gray. To select more than one item in the same listbox, hold the CTRL key down while selecting additional values.

**Clear Selections**  
 To clear all selections click on the "Clear" button from the tool bar.  
 To clear selections in a specific field, click the eraser icon on the list box.

**Search**  
 Click on list box title bar, or click the magnifier icon. Start typing the value or number you wish to find. Press enter or click on a value to select. Also, use a search object.

**Minimized Icons**  
 Double click on minimized icons to launch. Hover with cursor over minimized icon to view entire title.

**Cycle & Drill Buttons**  
 If available, click on cycle button to display other dimensions, or drill down button to drill down to the next variable in the chart.

**Printing and Exporting**  
 Click the corresponding icon at the top right of the window.  
 (To print click , to export, click )

**To Navigate Between Sheets**  
 To move between sheets click on the sheets tab at the top.

Year	Share Price
2000	5
2001	1.25
2002	1.88
2003	1.51
2004	0.84
2005	0.346

The Dubai Financial Market is also happy to provide training for the users upon request.

