

Advertiser Data
Finance Vertical
(Confidential for recipient only)

Advertiser analysis: Loans

	Average monthly PPC results
Average number of monthly clicks:	123,539
Average number of monthly impressions:	4,366,759
Click Through Rate (CTR):	2.50%
Average Cost per Click (CPC):	£4.59
Average monthly PPC spend:	£567,044
Average conversion rate:	18 – 25%
Impression share (of market top 5)	19.5%

Period 8th June 2008 to 8th July 2008

Advertiser analysis: Mortgages

	Average monthly PPC results
Average number of monthly clicks:	124,687
Average number of monthly impressions:	2,737,317
Click Through Rate (CTR):	4.49%
Average Cost per Click (CPC):	£1.66
Average monthly PPC spend:	£206,981
Average conversion rate:	7% - 15%
Impression share (of market top 5)	22%

Period 8th June 2008 to 8th July 2008

Research Analysis Finance Sector

Mortgage buyers apply online

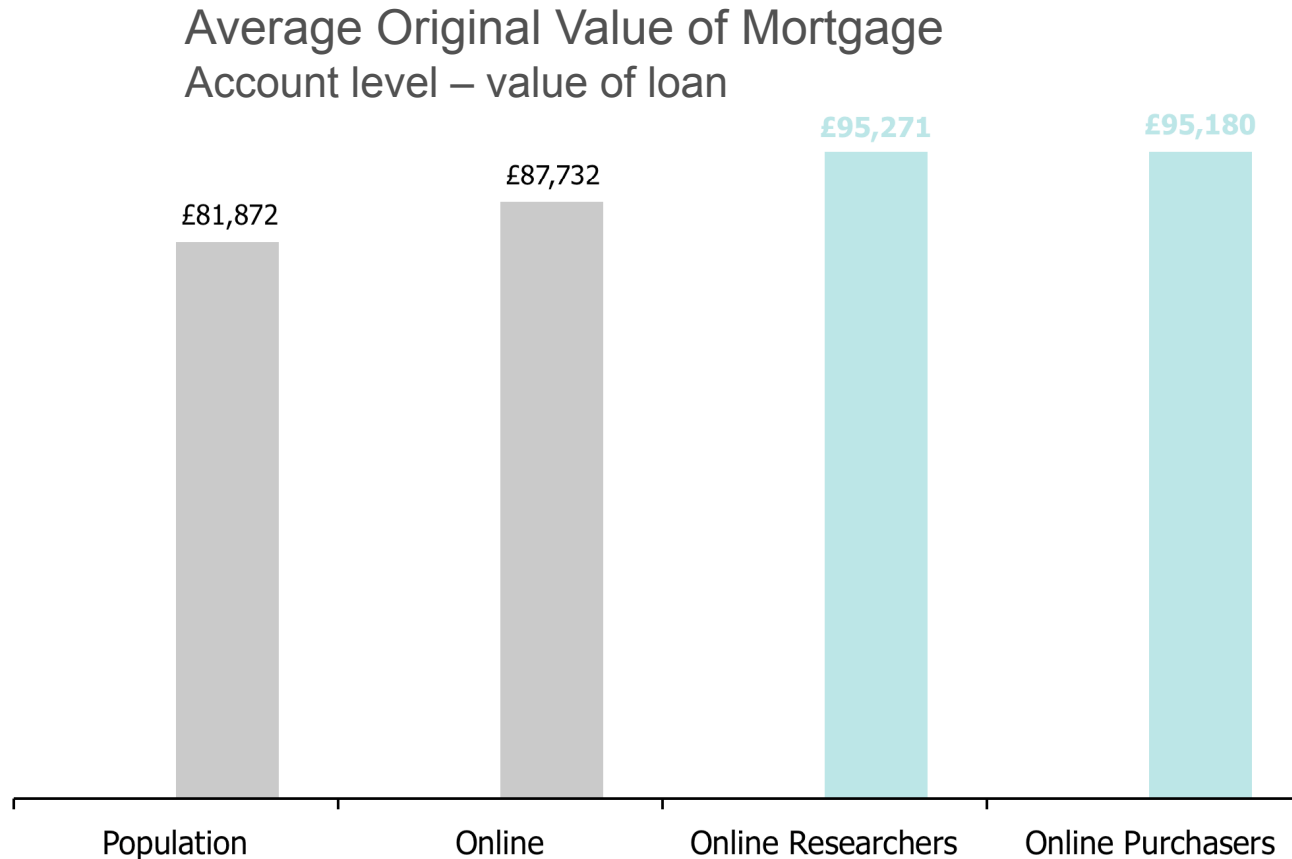
1 in 10 UK consumers researched mortgages online in the last 12 months (1)

46% of UK mortgage buyers bought/ applied for their most recent mortgage online (2)

1.3M UK consumers obtained a mortgage quote online last year (3)

Source: 1. Office for National Statistics - UK, "Internet Access 2007: Households and Individuals," August 28, 2007; 2. Forrester, Who Researchers & Buys Mortgages Online; 3- GFK Financial 2007

Online applications have higher mortgage values

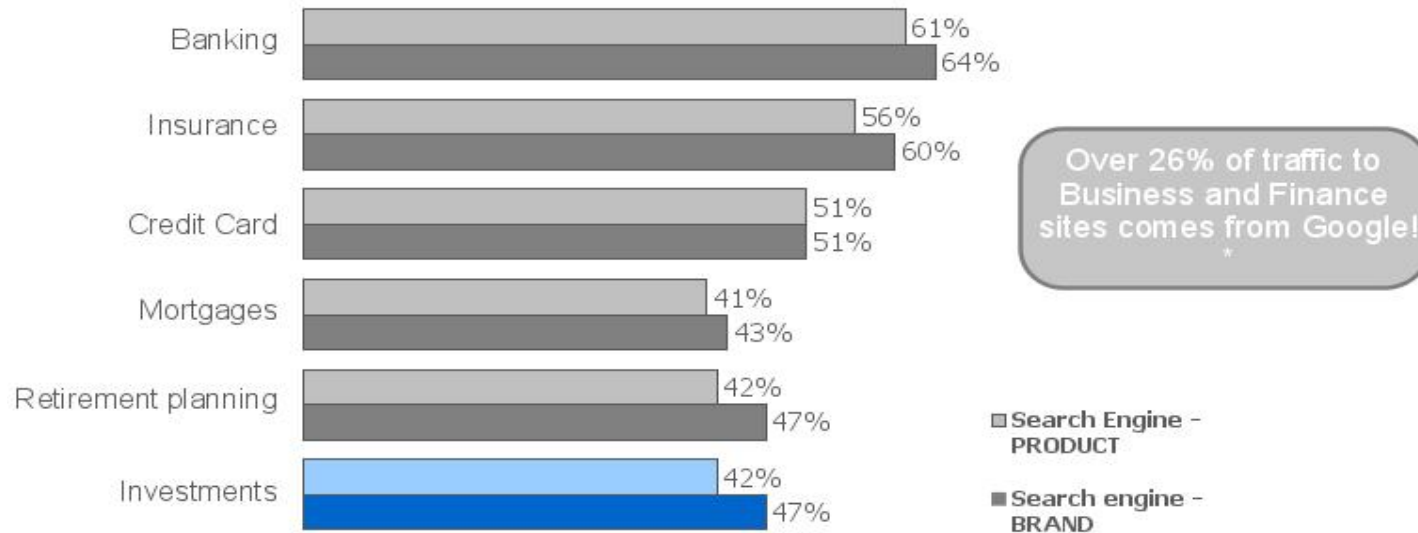


Source: GFK "UK Finance Sector Consumer Study" (FRS data) June 2007

Importance of Search to Marketing Mix

Search is main method of finding websites

% of people looking for financial products online that use or would use search engine to find web sites that offer the following products:



Source: GfK 'UK Finance Sector Consumer Study' (FRS data) June 2007; Hitwise.co.uk Competitive Intelligence for rolling 4 weeks ending 30/12/2007

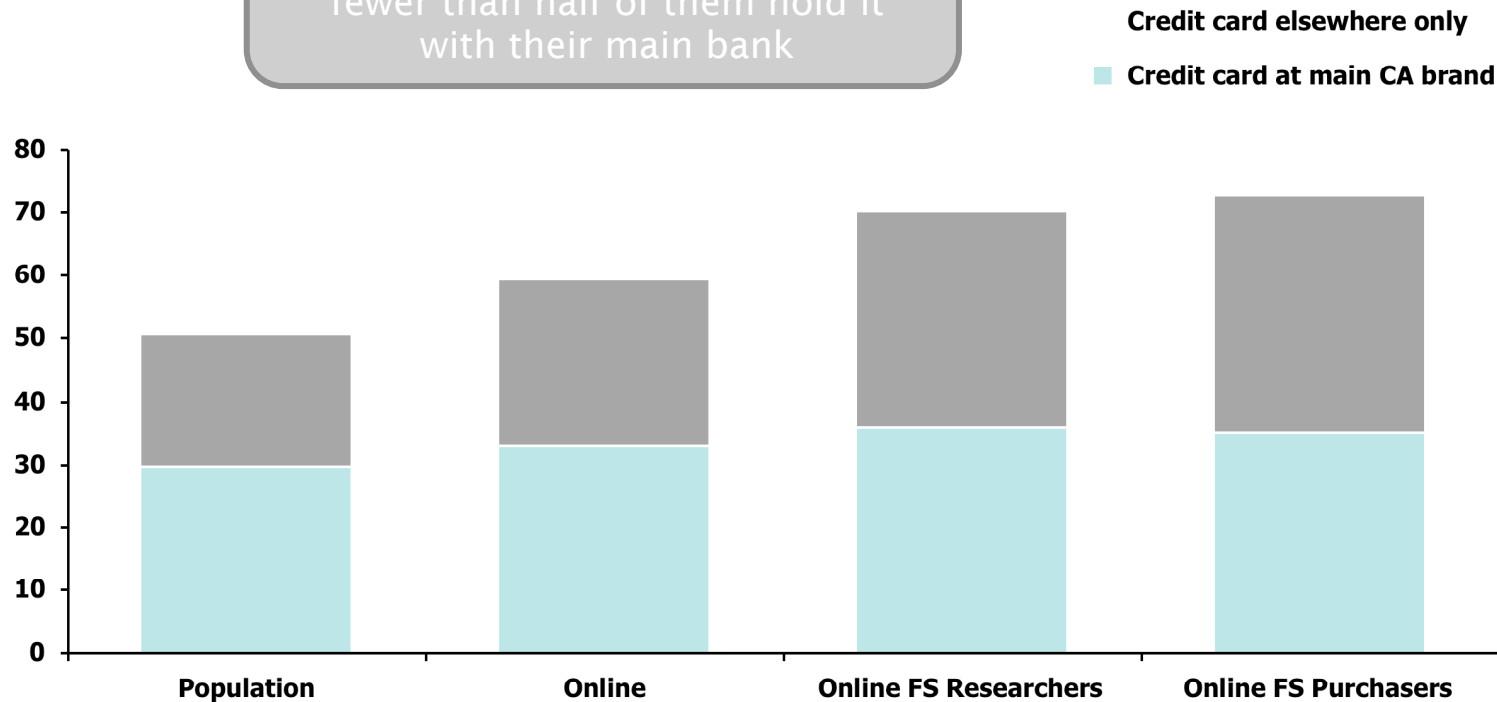
Google Confidential and Proprietary

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Credit card holding is higher among online users

Share of wallet - % of main current account customers with credit cards

Despite almost 70% of Online purchasers having a credit card, fewer than half of them hold it with their main bank



Source: GFK "UK Finance Sector Consumer Study" (FRS data) June 2007

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