# Informa

Lloyd's List Group: Legacy to Leap

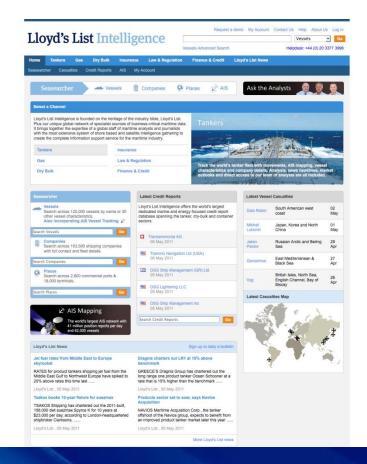
> Matthew Horsford eMedia Director - IBI

informa

### Lloyd's List

# Lloyd's List Intelligence







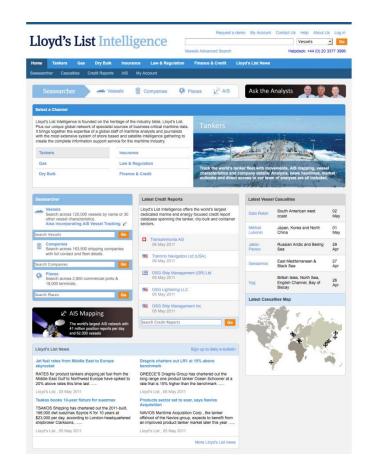
### Lloyd's List

- The world's leading maritime newspaper
- 275 years old
- Exclusive and breaking news
- In-depth features and profiles
- One of Informa's strongest brands



### Lloyd's List Intelligence

- Unrivalled Vessel, Company and Ports data
- AIS vessel mapping / tracking (62k vessels)
- Market-leading vessel casualty reporting service
- 14k Credit Reports



# LLI - Vessels, Companies & Places data

#### Vessels

- Global database of vessels
- Detailed ownership records, movements, AIS Sightings, Fixtures & Incidents

#### **Companies**

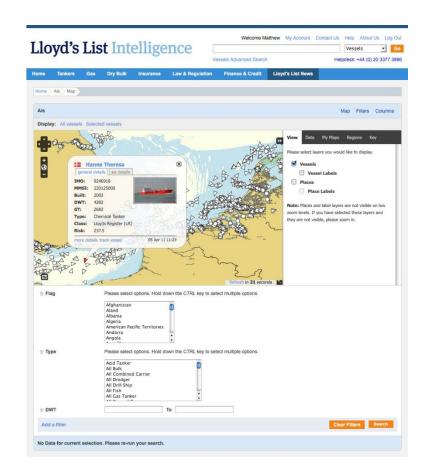
- Over 160,000 companies
- Detailed fleet ownership
- Senior management info

#### **Places**

- 2,800 ports & 19,000 terminals listed
- Vessel movements (entering/departing), including AIS sightings

# LLI - AIS Tracking & Mapping Service

- 41 million position reports per day
- Over 62,000 vessels on line
- Over 450 AI receivers deployed globally
- Live coverage of nearly 7000 ports and terminals in over 100 countries



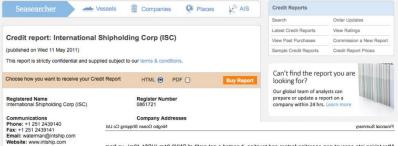
#### **LLI - Casualties**

- Casualties are split into various categories: Serious, Seizures & Arrests and Detentions
- Each vessel then has detailed information on the various activity linked to that vessel.
- Casualty archive back until 1990
- Casualties can be viewed using AIS mapping



#### LLI - Credit Reports

- 14,000 online credit reports
- 4,500 new and updated credit reports added every year
- Bespoke reports prepared on behalf of customers



Incoporation Date 20 October 1978

Incoporation Style

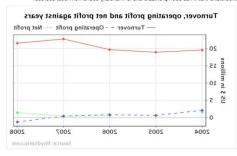
**Publicly Listed Compan** 

After taking into account non-operating factors and taxation, it posted a net profit of CNY9.81m (USS1.43m), up from CUYY3.7m (USS0.43m) in 2007. We understand that the bottom line was boosted by the disposal (or re-valuation) of assets, although details have not been made known to us.

NOSC's balance sheet at the end of 3008 indicated a slightly weak current ratio of 0.89:1 (down from 1.13:1 at 2007), translating into a capital deficit of CNY1.14m (USS0.17m), as opposed to a surplus of CNY6.21m (USS0.85m) one year before. However, we note that cash and cash equivalents nearly doubled to CNY16.37m (USS2.29m), implying no cash flow problems. Fixed assets nearly doubled to CNY63.55m (USS9.27m), for unknown reasons. However, the increase may partly be attributable to the re-valuation of its assets before the ownership alteration. Long-term liabilities upmade from CNY11.87m (USS1.62m) to CNY27.84m (USS4.06m), whilst total shareholders' equity rose by 26% to CNY26.65m (USS6.35m), whilst total shareholders' equity rose by 26% to CNY26.65m (USS.35m), yielding a comfortable gearing ratio of 0.431. Management claimed that the new parent group has injected more than CNY100m (USS1.4.60m) into the business, although we understand that this may appear in the books of its immediate parent company.

It is reported that the competition on the China-Japan and China-South Korea lines had been extremely flerce for many years, even before the substantial market downtum in the last quarter of 2008. Zero and even negative theight rates are not unusual in low seasons, although seasonal fluctuations are very obvious in this sector. We understand that most companies in this sector have been struggling to break even, and some small companies have been forced out of the market. It is commendable that NOSC had managed to maintain its profitability up to 2007, which is probably aftroutable in part to its established relationships with reputable shippers in the region and support from the local covernment.

On a positive note, the comparable bunker prices have dropped to US\$378 per tonne so far in 2009, thus easing the pressure on NOSC's operating costs to some extent; and China's economic stimulus measures appear to be working, with its economic growth for 2009 forecast at 8%, which may bring more business opportunities. Furthermore, it is comploting that NOSC now forms part of the state-controlled Ningbo Port Group. We hold no accounts for the latter group, but understand that it has been profitable and is inancially sound from local sources.



Lloyd's List Intelligence I purchased by: andrew.luxton@informa.com An informa business

This report is strictly confidential and supplied subject to our terms and conditions

### Who buys and why?

#### **WHO**

- Ship owners / operators
- Commodity brokers / traders
- Investment firms
- Insurance firms
- Governments and Regulators

#### WHY

- Assess Risk
- Global trade flows
- Credit assessments
- Commodity volumes
- Competitor intelligence
- M&A activity
- Market tracking

#### Our customers









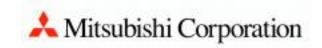












### Competitors













# Lloyd's List in 2009





### Lloyds List Intelligence in 2009

- Multiple products formats –
  PDF, CD-Rom, Fax, online etc
- Price complexity 100+ prices
- Multiple platforms & databases
- Data, analysis & news teams in silos
- Services lacked customer perspective – complex and difficult to use

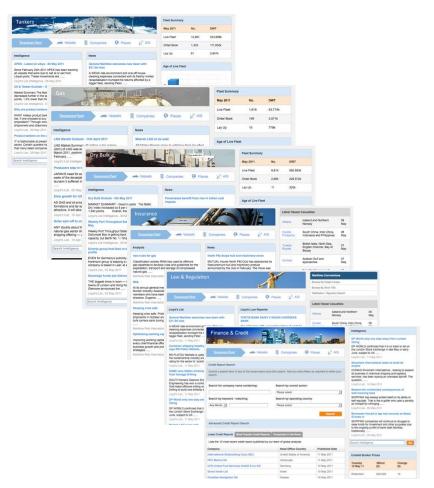


# 2009/10 – Strategic Decisions

- Investment to move all our services online
- Consolidate 30+ data sources onto 1 platform
- Refresh and reposition the Lloyd's List brand for both news and data
- Focus on high quality journalism, exclusive & propriety data, industry expertise, cutting-edge online tools and delivery
- Cutting edge tools and functionality
- Move customers to enterprise agreements

### 6 new ways to view our content

- Tankers
- Gas
- Dry Cargo
- Insurance
- Law & Regulation
- Finance & Credit



#### Content Breakdown

#### Channels

Tankers Dry Bulk Gas Insurance Law & Regulation Finance

#### Core Services



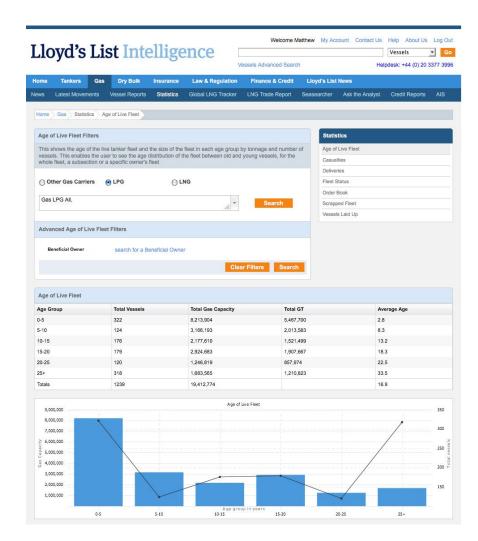
#### LLI - Gas channel

#### Key services:

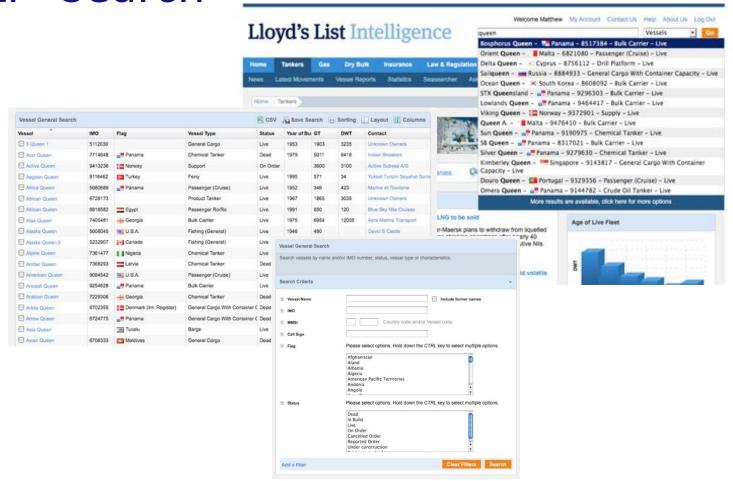
- Gas tanker movements
- 2. Gas vessel reports
- 3. Gas fleet statistics
- Global LNG tracker
- 5. LNG Trade Report
- Fortnightly Gas market outlook analyst reports

#### **Includes:**

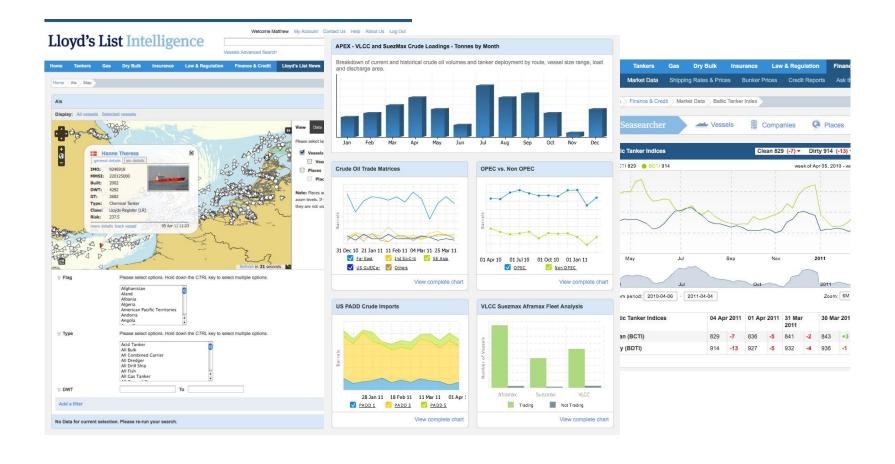
43 NEW gas specific data views



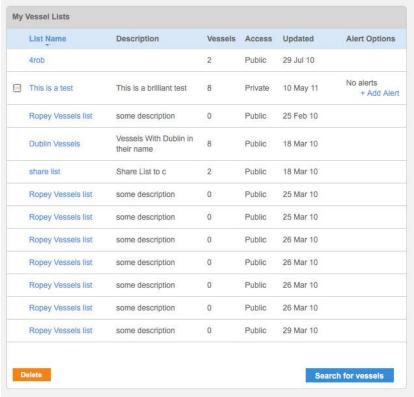
#### LLI - Search

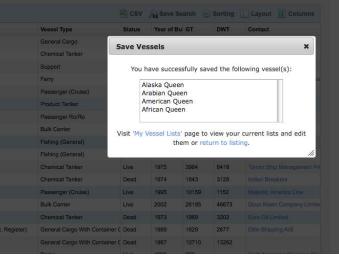


#### LLI - Data visualisation



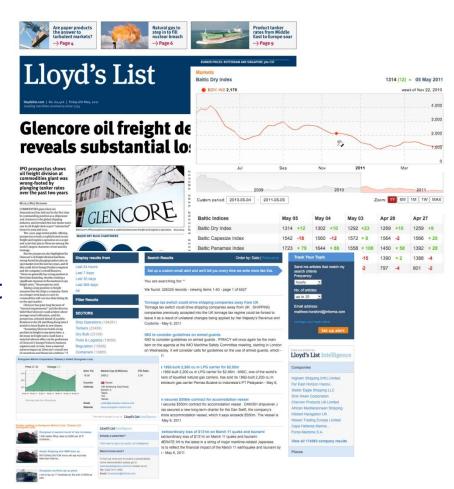
#### **LLI - Advanced Tools**





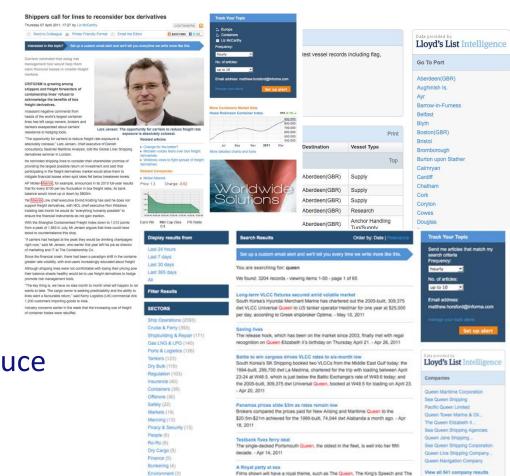
### A new Lloyd's List

- Redesign of the newspaper and website
- Enhanced online data
- Online-first publishing
- Regional home pages
- Flexible Content Management
  System
- Online only subscriptions (print is a bolt on)



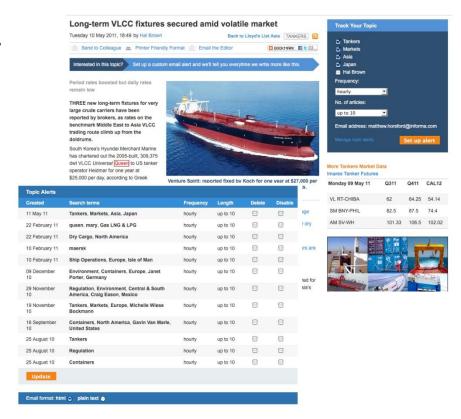
# Integrating LLI data into Lloyd's List

- Vessel
- Ports
- Companies
- Casualty
- Movements
- Journalists and analysts
   working together to produce
   exclusive content from
   proprietary data

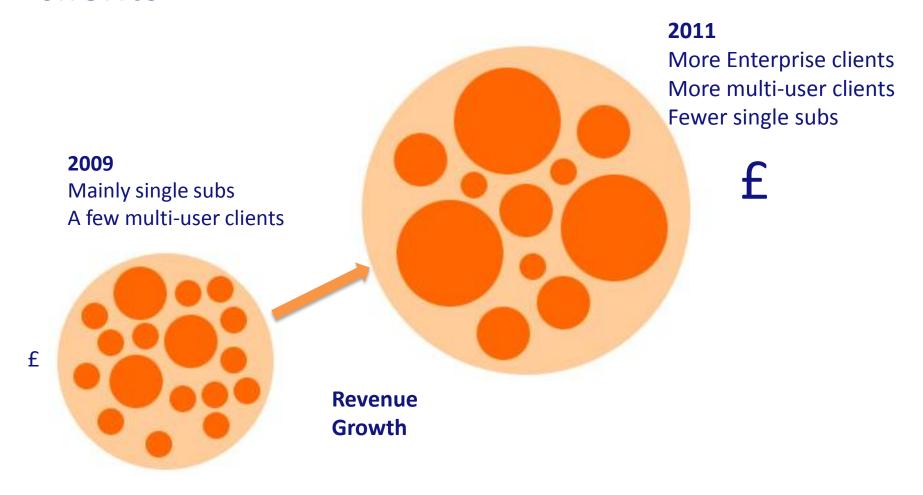


### **Email Alerts & Mobile Delivery**

- Email is still a key usage driver
- Daily, Topic and Sector based alerts
- An introduction to Track Your Topic
- Mobile optimisation



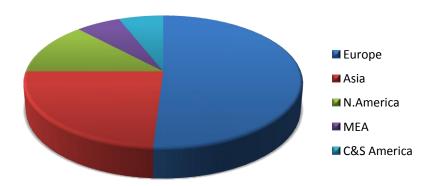
# Revenue growth through changing profile of clients



### Online Subscriber Usage

- 120,000 unique visitors p/m
- 1,900,000 page impressions p/m
- 2,100,000 searches so far in
  2011
- Online subscribers usage has doubled

#### Geographic customer breakdown



### A glimpse into the future...

- Additional channels
- Enhanced data sets (Datamonitor / Agraetc)
- Regional variations (e.g. Asia)
- Further integration between Lloyd's List and Lloyd's List Intelligence
- Mobile and tablet solutions

