

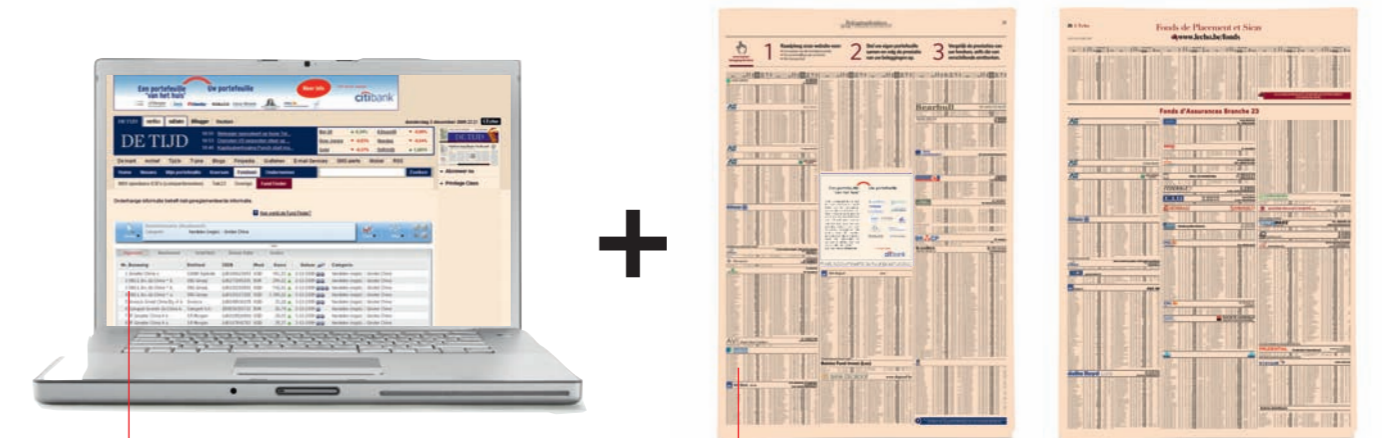


DE TIJD | L'ECHO
THE MOST IMPORTANT BELGIAN FUND MARKETPLACE
WHERE FUND INVESTORS AND FUND MANAGERS/DISTRIBUTORS MEET | RATES 2010

- Only business & finance newspapers in Belgium
- The most complete funds overview on the Belgian market
- The reference for private and institutional investors
- Independent, reliable source
- Qualitative in-depth information by analysts
- Large influence on investors' choice for new and existing products

SITES

NEWSPAPERS



NEW:
 Your funds on the Lecho.be/Tijd.be 'find finder',
 The search and evaluation tool for funds

Your funds in the business pages of L'Echo/De Tijd

RATES 2010 (in EUROS, excl. VAT)

	National	De Tijd	L'Echo
funds*(sites + newspapers)	87 euros / month	45,50 euros / month	41,50 euros / month
info line (newspapers)	87 euros / month	45,50 euros / month	41,50 euros / month
logo and header (newspapers)	5.990 euros / year	3.200 euros /year	2.790 euros / year

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Give a **boost** to promoting **your funds**

THE SPECIFIC FUNDS HOMEPAGE AND THE 'FUND FINDER'

On the websites Tijd.be and Lecho.be, the investment funds are being included in the main navigation menu and given their own homepage. On www.tijd.be/fondsen and www.lecho.be/fonds, investors will find the most recent articles on the industry, rankings of the best performing funds, and a completely new search and evaluation tool: the 'Fund Finder'. Furthermore the Fund Finder is a performant search and evaluation tool. It allows every investor to compare funds and to display the results of these comparisons visually. It is also possible to quickly and accurately create rankings based on fund size, performance over various terms and kind or type of fund. With over 6.200 investment funds, the 'Fund Finder' offers the most complete overview on the Belgian market.



Your communication on the funds homepage

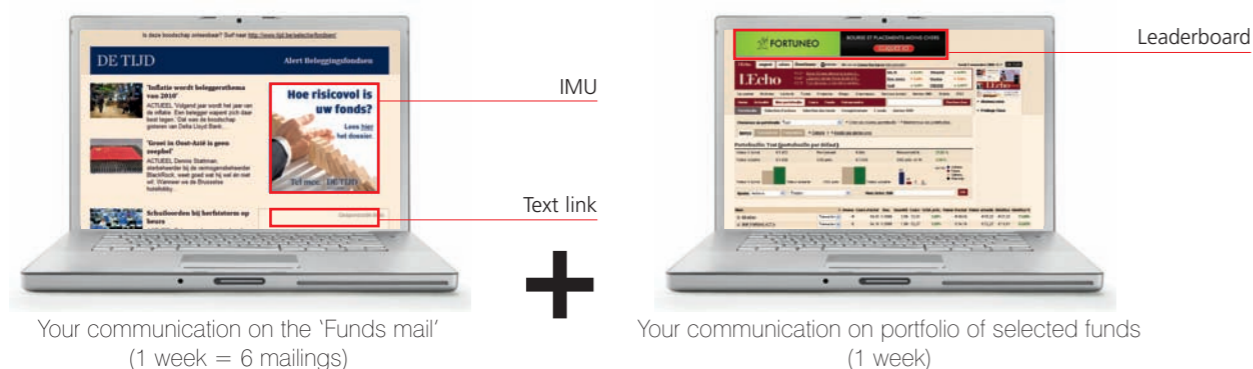
Your communication on the 'Fund Finder'

RATES 2010 (in EUROS, excl. VAT)

1.000 euros / day

THE DAILY FUNDS MAIL TO INVESTORS ('FUNDS MAIL')

Each day, an e-mail devoted to funds ('Funds mail') is sent to 34,000 investors. It provides them with an insight into the net asset value of the funds included in these investors' portfolios and contains links to the most recent articles published about funds in L'Echo and De Tijd.



Your communication on the 'Funds mail'
(1 week = 6 mailings)

Your communication on portfolio of selected funds
(1 week)

RATES 2010 (in EUROS, excl. VAT)

5.000 euros / week

FUNDS DEVOTED E-MAILING

The Lecho.be/Tijd.be web sites are the leading Belgian business sites and therefore the information source par excellence on the world of business. These two sites can count on the visits of 210,000 single visitors per working day*. For direct contact with potential investors and to give a boost to your advertising campaign, try the Lecho.be/Tijd.be web sites' e-mailing exclusively devoted to funds.

* Source: CIM Metriweb October 2009



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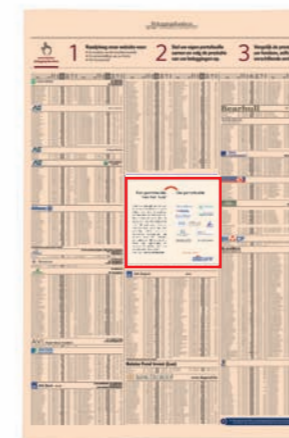
Tijd.be Lecho.be	Number/addresses	discount	Price/address
E-mailing	< 20,000	-	0,65 EUR
E-mailing	< 20,000	5%	0,61 EUR
E-mailing	> 30,000	10%	0,58 EUR
E-mailing	> 50,000	15%	0,55 EUR
E-mailing	> 70,000	20%	0,62 EUR
E-mailing	> 100,000	30%	0,45 EUR

Your communication via a funds devoted e-mailing

THE NEWSPAPERS' FUNDS PAGES

L'Echo and De Tijd are the only Belgian business newspapers. They are the reference for all economic and financial communication. Each day, they reach some 202,000 potential investors*. Reach out to these potential investors directly by placing your advert in the middle of one of our pages devoted to funds. An exclusive position which will not go unnoticed!

* Source: CIM Metriweb October 2009



RATES 2010 (in EUROS, excl. VAT)

'Island' advert

4.000 euros / day

Your communication on the newspapers' funds pages