

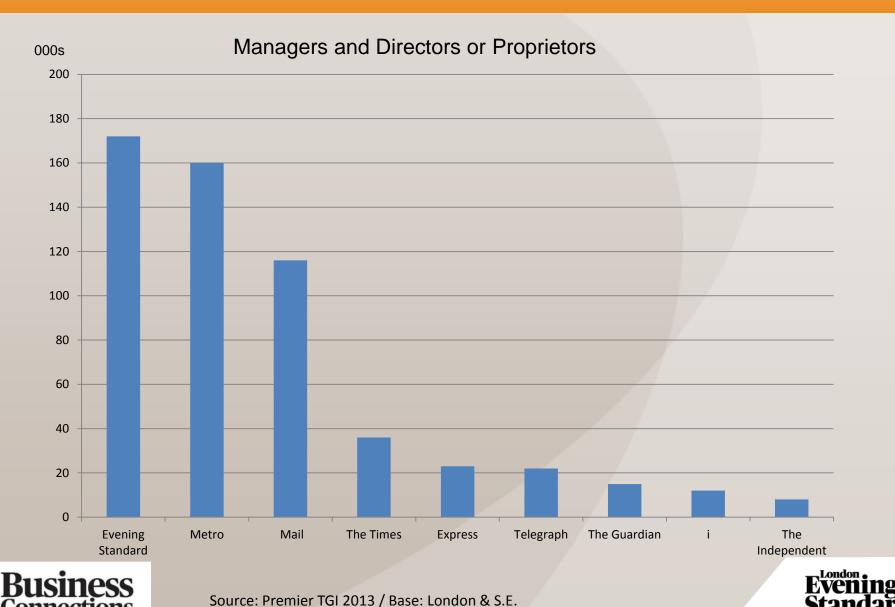
Executive Summary

- An exciting business communications concept for London's SME community
- Powered and supported by the London Evening Standard
- Delivering a multitude of benefits to members from access to rich content to topical events and member promotions
- An interactive year round digital business community and hub
- An annual series of free, topical events and workshops designed to meet the needs and interests of businesses in London
- Series speakers to be key figures from leading business, government and entertainment sectors
- Online networking forum's and blogs
- Significant in-paper coverage for Business Connections and its Partners
- Sponsor driven promotions, rewards and loyalty schemes

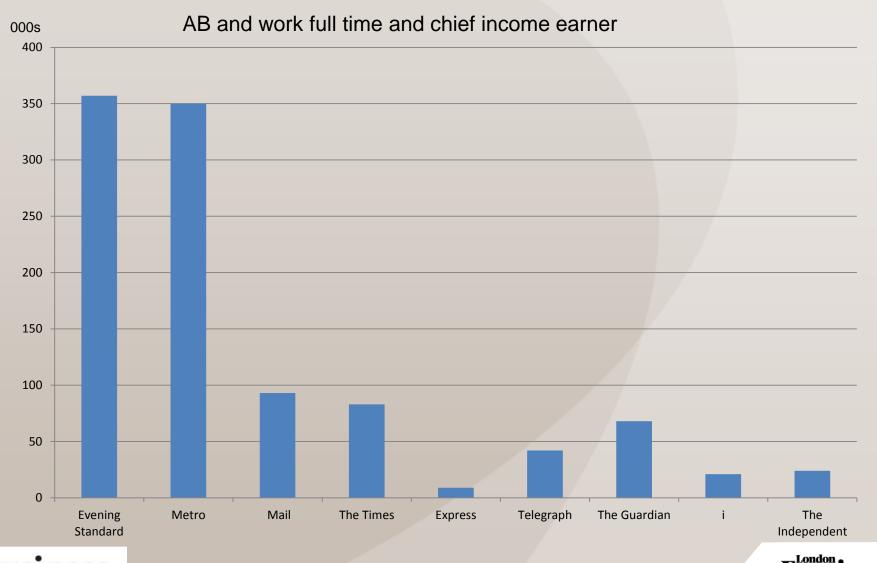




Why the London Evening Standard can credibly take a lead in this area...



Why the London Evening Standard can credibly take a lead in this area...



Business Connections

Source: Premier TGI 2013 / Base: London & S.E.



About Business Connections

- An exciting new business communications concept for London
- Delivers a multitude of benefits to members, including access to;
 - rich and exclusive content
 - free, topical events
 - member promotions
 - networking opportunities
- An interactive year-round digital business community and hub
- Targeted at SMEs across London and the South East







Business Connections concept



An annual series of topical events (4 per year).





24 hr Interactive
Business
Connections
Digital 'Hub'





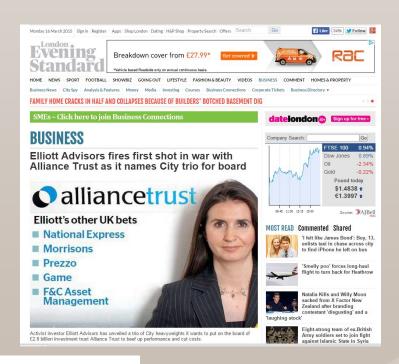
Driven by the London Evening Standard – the capital's leading newspaper

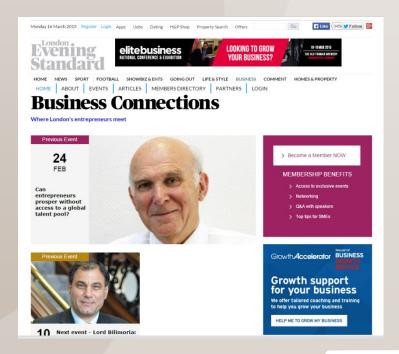




About the Business Connections Hub

- The hub will be the central home for Business Connections www.standard.co.uk/businessconnections
- This dedicated channel hosts all relevant SME content from the Evening Standard and Independent newspapers.









About the Business Connections Hub cont...

- Business Connections event coverage will be available exclusively for members
- The entry point for membership and Business Connections events
- Data capture systems will provide partners with access to SME databases
- Integrated sponsor driven content



Online integration examples from 2011 Film Awards



Example inclusion in email to Evening Standard database





Business Connections events

- A key element within this concept is a series of must attend events
- Events will focus on information sharing and networking, with content from these events being shared online
- 4 events a year; industry driven, specific & relevant topics at each event
- High profile speakers and circa 500 attendees per event
- Free to members and £50 to non-members









Business Connections – Event Schedule

 Business Connections events take place at the Senate House.

Recent event speakers include:

- Theo Paphitis
- James Caan
- Jo Malone
- Jacqueline Gold
- Karan Bilimoria
- Vince Cable

Upcoming event speakers include:

- James AverdickFounder of Gu May 2015
- Touker Suleyman
 New Dragon on Dragons' Den Sept 2015
- Michelle MoneFounder of Ultimo Nov 2015
- Hosted by Chris Blackhurst, City Editor of the Evening Standard and Independent















Business Connections Membership

Membership:

- Annual corporate membership available for £50, including access to all Business Connections events
- Principally aimed at SME audience but open to all types of business and individuals, with some events and contents aimed at specific sub-groups
- ABC 1 demographic of business owners and senior decision makers from London businesses
- Current Business Connections database stands at 2,300.

Join the **Business Connections** network

Supporting SMEs across London



Are you a small to medium-sized enterprise in London or the South East looking for ways to help your business grow? The London Evening Standard is here to help. Business Connections is our new members-only platform dedicated to SMEs and annual membership is great value at only £40. Find out more at es-bc.co.uk







Business Connections Membership

Breakdown of members:

Our members come from over 200 different sectors, this is a list of the top 15.

| % | Sector |
|--------|---------------------------|
| 23.45% | Business Services |
| 8.43% | Media |
| 5.33% | Communications |
| 4.53% | Retail |
| 4.45% | Legal |
| 3.66% | Banking |
| 3.66% | Professional Organisation |
| 3.58% | Education |
| 3.58% | Hospitality |
| 3.34% | Real Estate |
| 3.18% | Health & Beauty |
| 2.23% | Entertainment |
| 1.83% | Mining & Construction |
| 1.83% | Transportation |
| 1.35% | Wholesale |

Breakdown of the top 5 positions held by our members within their businesses:

| % | Position in Company |
|--------|------------------------|
| 18.62% | CEO/ Managing Director |
| 18.48% | Director |
| 16.82% | Owner/ Sole Proprietor |
| 8.05% | Senior Manager |
| 5.19% | Partner |





Business Connections – Print Platform

- Dedicated editorial support
- Content will focus on being advisory; promoting positive, educational and motivational editorial
- We will campaign on relevant issues
- Leading entrepreneurs will partner with us offering guidance and inspiration as columnists
- 'How to...' guides, taking readers through every stage of development from start up to flotation
- Themed business specials
- Quarterly supplements and monthly DPS articles are being discussed but will be at an additional cost



Carrying a torch Locog chief executive Paul Inaugural **London Evening** event last night

Games chance small firms can grasp

SMALL and medium-sized businesses still have time to take advantage of the boost that the Olympics will give to

This was the message for a gathering of London's small and medium enterprises at last night's inaugural London Connections event.

Locog chief executive Paul Deighton held aloft the Olympic torch and said it was an example of how small



businesses can get involved. "This very torch was designed in Shoreditch by an SME. engineered in Basildon by an SME, and made in Coventry by another SME." he said. "This is

what can be done." Hosted at the Emmanuel Centre in Westminster, Adrian Moorhouse MBE - the Olympic

Gold Medal winner and now businessman, Vernon Everitt, managing director of marketing & communications for Transport for London, and Neil Crockett. managing director for London2012 at Cisco Systems, helped advise the small businesses attending the event on how to get the most out of

Video and pictures: standard. co.uk/businessconnections



Example editorial article that ran following the first event in March





Sponsorship opportunities

- Print Circulation (source: ABC Feb 2015)
 - Evening Standard 878,000
 - The Independent titles 338,000
 - i 279,000
- Monthly Digital Traffic (source: site catalyst Feb 2015):
- Standard.co.uk:
 - 25m Page impressions
 - 6.5 m Unique users
- Independent.co.uk:
 - 170 m Page impressions
 - 47 m Unique users
- es-bc.co.uk:
 - 13,533 page impressions





Sponsor Advertising opportunities – example integration

50/Business



THE INDEPENDENT

ss Connections... Parvirt Drocor acks are hastnesses Join our growing SME network at-es-bccouk

If StartUp High Street is to work the road must be clear

community groups policy. As it turns our, some of the

en the Prime gerbusinesses. The group's latest ini-fainteer first began slating about the filly oldery, one assumed between the high rates of shopy acancles on the coursery's high streets and the increasing number of small retailers starting our for the first time. The former need tenants, but the latter landlords of empty commercial don't necessarily have the revenues, or

the connidence, to take on leases.

Startly High Street will aim to give
small retailers an opportunity to try
hawking their wares on the high street
by placing them into some of these
empty premises for short periods,
sometimes by hemselves, sometimes polity. As it turns our, some of the most interesting examples of what might be dearthed as big society in the white was eith their later quee.

Shartly his hatch has deart examples of what might be dearthed as big society in the white was eith their later quee.

Shartly his hatch has deart examples of the problem of th

business trading from physical premises without them having to make a commitment to doing so on a perma-ners basis. For those for whom the experience is a positive one, this will presumably follow in due course. The scheme makes sense for the

To be successful the scheme is going to need some publicsector support

premises too. Some shops are empty because landlords can't find tenants, while others are waiting for planning permission from local authorities for change of use or conversion. StartUp Britain will pay landlords a rent to use their shore, plus there's the benefit of via sponsorship from a handful of hig-street retailers some experience of shoppers genting used to the idea that a real difference.

High Street is going to need some pub-lic sector support, which is where one begins to worry about its prospects That support isn't necessarily financial, it's more facilitative (which is where the state's record isn't always so great). So, for example, local authorities will need to be supportive about allowing thes retailers to trade—waiving planning

retailers to trade—wateing planning permission restrictions, say. Let's put it this way. If the state is going to leave it to volunteers to de-liver its stated desire of boosting en-repreneuralism, it must all least have the decency to get our of the way. If local authorities play ball, and the scheme gets a full wind from other rubble sector bodies. Stattly High Street is an idea which might buy make



Inventing games for a job ... it doesn't get much better



then I started seeing people making a fortune producing the same sort of games for smart-phones and tablets and I knew I adtogo it gione.

7 went on holiday and came up 1 went on holiday and came up with bloas for 80 to 100 games. We bunched in June 2010 with Flick Football, in the run up to the World Cup, and it proved very popular. We had revenues coming in affir yet at month "We've launched iots more games and business has taken off — we've had 32 million downstoods in 160 countries. Only

ownloads in 150 countries. Only 23 per cent of our sales are from the UK We've been lucky too ne popular game, Paper Glider was the 10 billionth download from Annie's Ann Store which not us all sorts of publicity trade association, a great honour We've lots more to do, but above

Appointments

Business Development - Associate Vice President London Based

The tile-requires preparation of the annual business develops plan for approval by the board, developing and implement strategies for our new products and services as well determining opportunities by enalyzing our business portfolio e ideal candidate will proseco

Legal Notices

Investment AIM's new issues raise hopes of recovery

s the Alternative estment Market finally glimpsing some light at the end of the tunnel? After a dismal course of quarters for initial public offerings, the second better, reports Ermst & Young, with 11 new issue on Aim compared to only five over the three month to the end of March. The nature of those is-

ing, says the accountant This was one of the most diversified Aim performances that we have seen

bryears," it says. "Nine of Commodities

the II companies to list were non-natural resource Sirius boss back with gold venture Richard Pouldon is well-known in the commodities sector as the former bose of Situs Minerals, the postals business that grew in value from Dunes of Direction of Common of the Common of

Connections

All hail the King who helped London music find its Mobo

Spanier

GROWTH CAPITAL HOW LONDON'S ARE BUCKING THE ECONOMIC GLOOM

entrepreneur. Iaised in a council house in Kithurn, sheloft school at 15 without colifications but was wor putting on smart yazz and sout gaps in the lighties. By IV, she had bought her

first property.

With drive like that, h's no surprise that King, the eighth of time children by an Irish mother and Ghanskin fasher, would go on to create a business dedicated to the music she lows. That is More Organisation (Moreowas originally an acrosym of Mucic Offiliade Origin).
Fitunded in 1996, Mobolis now one of the base knows branch as the fittest the best-known branch in the twests mask: indistry, thanks to its annual televised awards, which are regarded as the most presignous for rep-top, regate, one. Kir'll Joz. and gostnet. For King, who is speaking at the tions event on Wednesday, Mobo was

an obviousides.

She had men bande each as Soul El Soul caserge with a new, distinctive British sound — "the music tantscape was changing it Lander", years on a secence to be giving them recognition.

"I set there was a luge gap in the mar-lession, the water's content for." One resign the Maho Assents budger | Fermand 1006

One reason the Mobol wards hadan immediate impact in time into year was relievision. During her eventles. King had juggled less of jobs to make enab meet, including IV producible. That gave her the confidence to approach the broadcaster IWT.

Beamzally the firm give her the groen

nusic contacts. ger Lionel Hictie and para musibusicised him and he came.

As the talks, her account is inter-spersed with frequent chackles which makes the process sound effortion.

But the case.

n the early days of Moto. Her distermination paid off as Mobo



arked Tony Digit to the first Make and he came Henri Dichte, helms, perfec

staff: 10, rising to as many as 500 temporary workers for awards Business idob "My mether. Not being

hirting revenues — this is key," some Eng. "We've become a powerful cul-tural and social movemen." She till two tracked in Bern-ers Street. Soho, but stresses it is a team effort, she has around to regular employees but 10 regular employees by when the awards are tak-ing place as many as 500

The fact that many recent stars make

Mobies have ration place at many top vermes, including the Royal Albert Hall amount to in careenwich, fin 2009, the

first time to Clasgom.

Karpey in tensory "youngues" in Classotan) left home is such an oarly ago
hothocorevish in this such that hothocorevish in the such as the such that hothocorevish in the such that hothocorevish in the such that hothocorevish in the such that hothocorevish is not such that hothocorevish in the such that hothocorevish is not such that hothoco

Dant at new co-organic

Business Connections

ten star Doug Richard and restaurateur Direr Psyton at The event is a guide to mining

capital and growing your small or medium-sized enterprise. The first part of the oversing will be chained by Evening Standard City Editor Asmes A shoon when each speakerwill give a presentation on stage and then answer messions from the floor nower questions from the floor. There will then be a networking

specials for with and canapas and other to one advice. The event runs from 7 pm-930pm and floors open at 6.10pm, Admission is free for Business

nlowhit is END our year or

David Prosset on how .tomourgrowing.askir.network at en-borousk

make mistakes, you certainly learn were calcidy." There have been other challenges

wher to September Handels. Americal Signers, 1984 Spragneth occurs of the overn were about 1986 See Lean 1997. To John Son 1986 See Lean 1997. To John Son 1986 See Lean 1997. To John Son 1987. The John Son 1987. With these the those, so many things canggo young. Sheed arms, Son is present of the creation for which has to recorded and MET. We're given many artists their first break. No last see has recorded and MET. We're given many artists their first break. No last see how comes at the Nebo-Navarick, they share given to his good and the see how comes at the Nebo-Navarick, they have given to his good and the see how comes at the Nebo-Navarick, they have given to his good and the see how comes at the Nebo-Navarick, they are given to his good and the see that the see has the see that the seed of the see look you can see the most successful artistshare been thoowwh have been uniquely bithin - formit cose bradesard soul it Soul to Corrame Barky Sac and grame, drawn if has said dath sony. There's no admiger of thing stemporting the Mouras she said own a propriet the Mouras she said own a propriet to the said of the said of the Toward Hiddan Asked for the rady for energementary King says. "I don't think in the rad as accessed uning party, success."

mie - self-belief, peneverance and Cot earnel-besteesp

most firms I approach are happy with the status quo?



IAM a business development manager for a recruitment firm providing payrell solutions for toutractors. I cold callmore than 100 companies a week buttoost companies are harmy with their suppliers. How do you Sanjay Tailor, www.n-save.com

client knowledge and market limeligence whenever you make an approach. The first finding demons in hystness development is hopely mornant but isomen next husinessyou talk to and ask such questions as, what do they fice about choose them in the first place? What could be improved our manway you can define the need first. Also, thinkabout what is special.

about your service and where you can add ratus. Know your market - many no cratismo na firma aro estan para bianar bushnessy hich miahi non



Sponsorship opportunities

- Print
- 5x7 strips on:
 - The Evening Standard business page = £4,200 +VAT per insertion
 - On The Independent SME page = £2,100 +VAT per insertion
 - On i business page = £2,100 +VAT per insertion
- Online:
- Advertorial on Business Connections hub = £5,600 +VAT
- Co-branded Traffic Drivers to drive users to the hub = £10cpm
- Traffic drivers can appear run of Business sections in Independent or Evening standard websites.







Sponsorship opportunities

- At Event
- Goodybag to be handed to all delegates on entry to a Business Connections event = £4,500+VAT
- Exhibit Stand to be present in networking room throughout event = £7,500+VAT
- Logo to be present on screens and banners throughout a business connections event = £3,500+VAT
- Masterclass 15min masterclass session in auditorium, post guest speaker theme and expert to be provided by sponsor = £15,000
- Surgery sector specific one-on-one session with selected delegates = £15,000





Partnership Structure

One exclusive Partner per Quarter

Quarter 1
Jan – Mar 2015 **£50k net**

Quarter 2
Apr – Jun 2015 **£50k net**

Quarter 3
Jul – Aug 2015 **£50k net**

Quarter 4
Sep - Dec 2015 **£50k net**

or £175,00 net for 1 Year





Sponsorship Rights include

Status & Designation

- Eg. London Evening Standard Business Connections in association with
- Presenting Partner composite logo
- Support Partners will be used wherever possible and appropriate alongside composite Business Connections/Presenting Partner logo
- Exclusivity within your defined and agreed sector

Business Connections Hub

- Advertising on Business Connections Hub
- Comment opportunities in Hub editorial features
- Opportunities to contribute sponsor commissioned research and content
- Inclusion in all Business Connections related advertising

At Event

- Extensive on-site branding and promotional opportunities
- Speaking opportunities and introductions to other speakers
- Opportunities to run sponsor led workshops and breakouts groups
- Brand mentions and thanks by event host
- Tickets (brand logo), networking and data capture opportunities

In newspaper

- Sponsors to be included in all Business Connections newspaper advertising and editorial coverage
- Sponsor led advertising strip every
 Monday in the London Evening Standard
 and The Independent + Comment
 column –see next tile**
- Comment opportunities

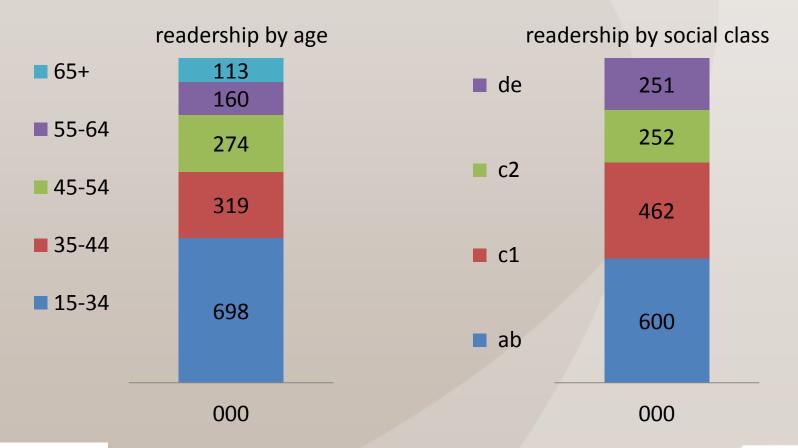






Why the Evening Standard?

• The Standard has a massive working and upmarket audience - 1.3m readers under 55 years old and 1.1m ABC1s (68%):





Evening Standard standard.co.uk

Why the London Evening Standard?

- An established and well respected Business editorial team.
- Existing editorial support of SMEs through Growth Capital.
- In-depth coverage which looks beyond the headline news to unravel complex business issues.
- Daily editorial includes:
 - analysis and commentary
 - share listings
 - city comment
 - market round-up
 - tomorrow's agenda
 - business in brief
 - market reports
 - high profile interviews.

Evening Standard wins Newspaper of the Year

20 May 2011





The Evening Standard has capped an unprecedented year of recognition and achievement by being named Daily Newspaper of

The London Press Club award, one of the most prestigious in British journalism, was presented by the Duchess of Cornwall to Editor Geordie



Standard's Lucy Tobin is named Young Journalist of Year

Evening Standard 28 Jul 2011

Evening Standard City reporter Lucy Tobin has been named Young Journalist of the Year at DLA Piper's inaugural media awards

At the ceremony, held at One London Wall in Barbican, judges said Tobin, 25, had been chosen from a list including journalists from The Times and Financial Times because she had made a significant contribution to news reporting in the previous 12 months

This year Tobin - who is part of the Standard's Olympics team - was highly commended as Journalist to Watch at the Wo Like this content on Facebook Regional Journalist of the Year at the HeadlineMoney awards for financia







The London Evening Standard



- Launched in 1827 the London Evening Standard is an independent, fresh and forward-looking newspaper, renowned for setting the agenda
- The Standard's award-winning journalists bring the latest news, city, and sports coverage to readers
- Top columnists, quality feature writers and the latest arts reviews also make the Standard essential reading for Londoners
- Daily features provide advertisers and clients the opportunity to reach their desired target audiences with advertising surrounded by relevant editorial.





The London Evening Standard Audience





The quality of our readership profile has been maintained and our reach of 15-44 year olds has grown:

| •Evening Standard Circulation | 690,473 |
|-------------------------------|-----------|
| •Readership | 1,565,000 |
| •ABC1 Adults | 68% |
| •15-44 year olds | 65% |
| •Male | 62% |
| •Female | 38% |



