

## UBS Investment Research

### Alpha Preferences - US

## Changes to US Alpha Preferences

### ■ Adding ACTV to Most Preferred (Analyst: Brian Pitz)

Adding Active Network (ACTV) to the Most Preferred list. With its sizeable recurring revenue stream and modest annual revenue churn, we have a positive view on near term earnings. ACTV is the leader in a large and highly fragmented market with low levels of penetration, and while it has built strong competitive moats based on scale, technology, and deep domain expertise, we expect the company to make some acquisitions to further build out its platform.

5 December 2011

[www.ubs.com/investmentresearch](http://www.ubs.com/investmentresearch)
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Table 1: US Alpha Preferences Most / Least Preferred

Action	Preference	Stock	Ticker	Analyst	Rating	Price Local cc	Market Cap
Add	Most	The Active Network, Inc.	ACTV	Brian Pitz	Buy	12.50	677.50

Source: UBS; as of 2 December 2011

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Forecast earnings and corporate financial behaviour is difficult because it is affected by a wide variety of economic, financial, accounting, and regulatory trends, as well as changes in tax policy

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### UBS Investment Research: Global Equity Rating Allocations

UBS 12-Month Rating	Rating Category	Coverage <sup>1</sup>	IB Services <sup>2</sup>
Buy	Buy	59%	35%
Neutral	Hold/Neutral	35%	33%
Sell	Sell	6%	14%
UBS Short-Term Rating	Rating Category	Coverage <sup>3</sup>	IB Services <sup>4</sup>
Buy	Buy	less than 1%	0%
Sell	Sell	less than 1%	20%

1:Percentage of companies under coverage globally within the 12-month rating category.

2:Percentage of companies within the 12-month rating category for which investment banking (IB) services were provided within the past 12 months.

3:Percentage of companies under coverage globally within the Short-Term rating category.

4:Percentage of companies within the Short-Term rating category for which investment banking (IB) services were provided within the past 12 months.

Source: UBS. Rating allocations are as of 30 September 2011.

### UBS Investment Research: Global Equity Rating Definitions

UBS 12-Month Rating	Definition
Buy	FSR is > 6% above the MRA.
Neutral	FSR is between -6% and 6% of the MRA.
Sell	FSR is > 6% below the MRA.
UBS Short-Term Rating	Definition
Buy	Buy: Stock price expected to rise within three months from the time the rating was assigned because of a specific catalyst or event.
Sell	Sell: Stock price expected to fall within three months from the time the rating was assigned because of a specific catalyst or event.

**KEY DEFINITIONS**

**Forecast Stock Return (FSR)** is defined as expected percentage price appreciation plus gross dividend yield over the next 12 months.

**Market Return Assumption (MRA)** is defined as the one-year local market interest rate plus 5% (a proxy for, and not a forecast of, the equity risk premium).

**Under Review (UR)** Stocks may be flagged as UR by the analyst, indicating that the stock's price target and/or rating are subject to possible change in the near term, usually in response to an event that may affect the investment case or valuation.

**Short-Term Ratings** reflect the expected near-term (up to three months) performance of the stock and do not reflect any change in the fundamental view or investment case.

**Equity Price Targets** have an investment horizon of 12 months.

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**Company Disclosures**

Company Name	Reuters	12-mo rating	Short-term rating	Price	Price date
The Active Network, Inc. <sup>16</sup>	ACTV.N	Buy	N/A	US\$12.50	02 Dec 2011

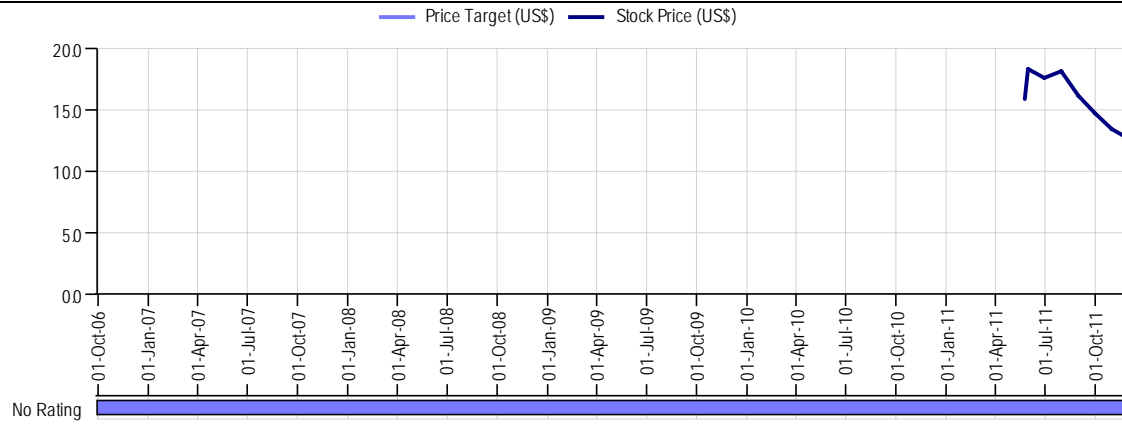
Source: UBS. All prices as of local market close.

Ratings in this table are the most current published ratings prior to this report. They may be more recent than the stock pricing date

16. UBS Securities LLC makes a market in the securities and/or ADRs of this company.

Unless otherwise indicated, please refer to the Valuation and Risk sections within the body of this report.

The Active Network, Inc. (US\$)



Source: UBS; as of 02 Dec 2011

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