



"We are absolutely delighted that IIR have chosen to support the British Olympic Appeal through the offer of their two flagship products. The funds raised through this online auction will go a long way to help Team GB reach the starting line as best prepared as they possibly can be, ready to perform to the best of their ability."

Matt Pinsent CBE

Vice Chairman, British Olympic Appeal, BOA Beijing 2008

Dear market professional,

Auction of research services to support Team GB in Beijing 2008, and join our Olympians at the Gold Ball

Independent International Investment Research Plc, a member of the BOA Appeal Council, is proud to support **The British Olympic Appeal, Beijing 2008**.

In around six months time our sportsmen and women will gather in Beijing to represent our country on the world's sporting stage to compete in the Games of the 24th Olympiad. The British Olympic Association (BOA) is exclusively responsible for the selection, preparation, management and leadership of Team GB at each Olympic Games. In July it will send a fully prepared team of some six hundred athletes and supporting staff out to Beijing.

The BOA receives no government or lottery funding, nor can it generate income through sponsorship, since the sponsorship rights are owned by London 2012. The BOA relies heavily on fundraising to ensure that Team GB athletes can properly prepare and focus solely on their performance.

It will cost the BOA approximately £18,000 to support each athlete. The Fundraising Appeal aims to raise £3 million to contribute towards an overall cost of £5 million in Beijing. These costs are based on pre-games research, reces and site-visits, acquiring and managing preparation camps for Team GB in Macau, Quingdao and Hong Kong, all Team GB travel and accommodation, kit, equipment, medical support and assistance.

IIR invites you to **submit a bid** for an annual licence to each of its two **flagship products**:

1. **Global Research** – our full research library which covers over 400 international companies. This includes investment research reports in PDF format, short-term trading strategies, access to our analysts and access to our financial models. Our regular subscription price is **US\$90,000**.
2. **GEO Monitor™** – our research coverage of global IPOs, comprising a weekly calendar, intra-day news alerts, and a preliminary research report on each offering at the opening of the subscription period, and access to the analysts. Our regular subscription price is **US\$40,000**.

Full information on these research products is available at www.iirgroup.com

Our objective is to support four athletes to Beijing. Here's how it works.

1. **Take a look** at our research for the next month – send an email to vinh.cam@iirgroup.com to get switched on through your chosen research delivery portal
2. **Ask us** any questions you wish about the service during the month
3. **Submit your bid** for one or both research products to events@boa.org.uk by 1st July 2008
4. All bidders will be contacted by phone and invited to improve their bids until a highest bid is achieved. **The reserve prices are GBP £45,000 and GBP £20,000 respectively.** For the successful bidders, an invoice will be submitted from the British Olympic Association, either to your firm directly or to your preferred directed commission broker.

In addition, the highest bidder for each research product will be invited to bring a party of eight (your choice of family, staff or clients) to the **Olympic Gold Ball** on Wednesday 8th October, to welcome back Team GB's athletes from Beijing, beneath the diplodocus in the magnificent Central Hall at the Natural History Museum in London. This dinner event will be hosted at each table by a returning Olympian.

If you would like to join us and support the British Olympic Appeal in any other way, please contact appeal@boa.org.uk or go to www.olympics.org.uk/supportus for further information, or call me directly at my office (numbers below).

best,

Shane Smith

Chairman and Chief Executive Officer

Independent International Investment Research Plc (LSE: IIR)

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