

About Stockgroup Information Systems Inc.

Stockgroup Information Systems Inc. is a financial media company that serves financial institutions, media publishers, public companies, and advertisers. The Company also helps retail investors create and manage their personal wealth by delivering an unparalleled breadth of aggregated news and information, portfolio management and analysis tools, and a forum for capturing user-generated content.

An established leader in collaborative content and the technologies that support the propagation of and communication amongst social networks, Stockgroup operates StockHouse.com, an online financial portal that includes the BullBoards™ message board – Canada’s largest community of active investors. StockHouse customers, both professional and non-professional investors, use the forums to share information to gain market advantage and become more successful investors.

Stockgroup’s technology platform is the foundation upon which its two primary revenue streams – advertising and licensing – are built.

Advertising

A highly established and recognized brand in Canada, StockHouse.com monetizes users through advertising and subscription sales. StockHouse and BullBoards offer advertising agencies and media buyers access to a high traffic site, targeted user demographics, and product development geared at expanding the StockHouse brand and capturing a larger user base.

Licensing

Stockgroup offers a robust suite of licensed products to financial institutions, media publishers, and public companies. Stockgroup solutions include near-professional portfolio management tools and analytics that are more cost efficient and customizable than many professional portfolio management tools on the market.

A synergy between Stockgroup’s two primary revenue streams is created when near-professional portfolio management and analysis tools are introduced to the retail investor on StockHouse, and social networking, user-generated content and collaborative technologies are incorporated into Stockgroup’s licensed products. The introduction of affordable near-professional tools on StockHouse attracts a broader user base, deepening advertising value. The social networking, user-generated content and collaborative technologies on StockHouse translate into high value content and differentiated products for the customer bases of Stockgroup’s brokerage, banking and publishing clients.

