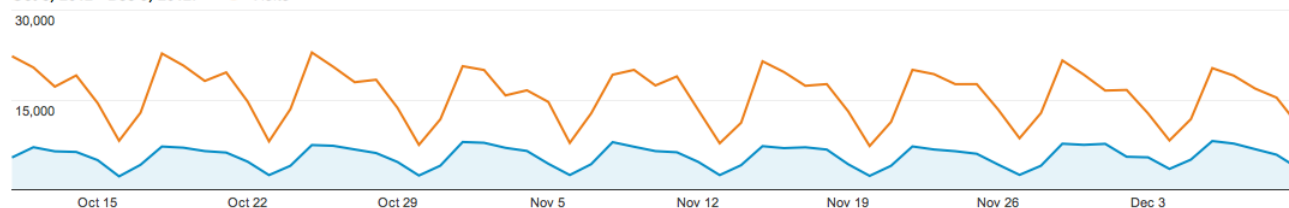


## Use of Study direct

Oct 11, 2010 - Dec 10, 2010: ● Visits  
Oct 8, 2012 - Dec 9, 2012: ● Visits



This chart compares the number of hits on Study direct between 11 Oct 2010 and 10 Dec 2010 with the comparable period between 8 Oct 2012 and 9 Dec 2012.

The regular peaks and troughs represent weekdays and weekends.

	all hits	hits from mobiles	% mobile
11 Oct 2010 to 10 Dec 2010	342,703	5,981	1.7%
8 Oct 2012 to 9 Dec 2012	983,863	96,366	9.8%

Overall activity on Study direct has increased almost 3 times from the 2010 period to the 2012 period.

Even more marked is the increase in mobile usage which increased 16-fold from 2010 to 2012.

If we look at the number of pages being viewed for each visit, this has increased from an average of 1.2 pages per visit in 2010 to an average of 5.5 pages per visit in 2012 with a mean duration of 5.9 minutes. This suggests that our users are engaging for longer when they visit Study direct.