

## Heading to 60% of the banking system and 40% of the leasing sector with **FLASH REPORT®**

### Preamble

In pursuing our mission goal - *to assist you in risk management of your wealth or business* - we continuously monitor the publicly available information of our visitors, such as their IP addresses and hostnames.

### Visitors

Since February 2006, when we launched the first version of Flash Report, the number of users has increased significantly every year.

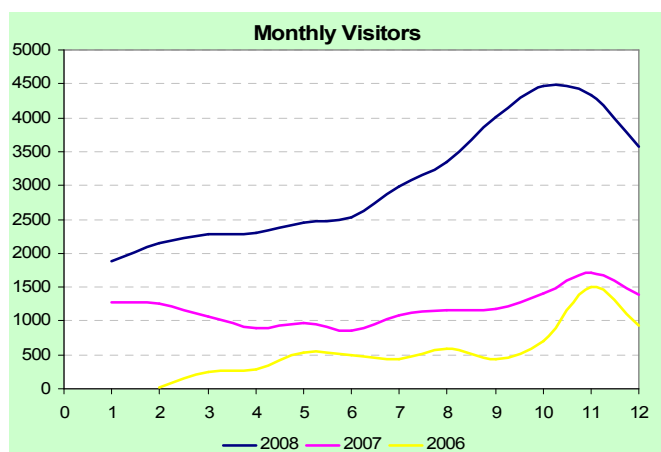


Table 1 | Number of Visitors

Every month, around 4,000 users, from over one thousand unique IP addresses, come regularly on MarketAlerts.ro (see [traffic.ro](http://traffic.ro)).

### Users by Number

According to our research, banks and leasing companies are our top users:

Business	Weight
Banking	22.4%
Leasing	17.6%
IT	9.4%
Telecommunication	9.4%
Auto dealer	7.1%
Consultancy	4.7%
Financial services	3.5%
Mobile operators	3.5%
Construction	2.4%
Energy	2.4%

Table 2 | Breakdown of users

Thus, the financial sector, banks and leasing companies, increased its weight from 28%, in 2007, to 40% last year.

Financials services, telecommunications and energy sectors are the new entries in 2008 Top.

### Users by Market Share

The exposure of our reports on the banking and leasing sectors continued to increase last year by expanding with another 7% on the banking system and almost 11% of the leasing market.

Business	Market Share
Banking	57.3%
Leasing	38.8%

Table 3 | Market Share of Users

### Subscribers by Market Share

Although the VIP subscriptions account for 77% of total accounts, the banks and leasing companies opted exclusively for VIP accounts.

The key players on financial market, who subscribed already to our services, have a cumulative market share between 1/5 and 1/3 of the markets they operate in.

Business	Market Share
Banking	35%
Leasing	20%

Table 4 | Market Share of Subscribers

### Annotations

For this report purposes, we have processed 2007 market share data based on Total Assets for banks and T/O for leasing companies.

### Contact

Should you have any inquires about this research or about our services, please email us at [Office@MarketAlerts.ro](mailto:Office@MarketAlerts.ro)