IEEE 2011
Region 8 Sales Overview

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IEEE Global Sales & Customer Operations
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2011 IP business summary...

- On target to deliver $180.6 million in IP sales
- IEEE Enterprise & eBooks strongest contributors to date
- IEL forecast $1 million under budget
  - But $9 million over 2010
- New int’l business = biggest issue
  - Arab Spring, Mexico consortium, European debt, cancellations
- NM print subs down $1.3 MM vs. budget
- 2011 results will come down to the wire in December
Key IEEE Product Sales Trends
2002-2011B in $ millions earned sales / 230% growth in 10 years

Source: IEEE Sales & Marketing 2011
2011 Sales: print versus online

- Print: 7%
- Online: 93%
### STM industry sales growth 2008-2011 projected

<table>
<thead>
<tr>
<th>Year</th>
<th>STM industry average</th>
<th>IEEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>6.8%</td>
<td>8.6%</td>
</tr>
<tr>
<td>2009</td>
<td>1.7%</td>
<td>7.6%</td>
</tr>
<tr>
<td>2010</td>
<td>2.5%</td>
<td>9.7%</td>
</tr>
<tr>
<td>2011F</td>
<td>4.8% projected</td>
<td>4.6% forecast</td>
</tr>
</tbody>
</table>

Source: Outsell March 2011; IEEE Sales & Mktg 2011
IEEE Sales by Region

2001

- NA: 50%
- APAC: 19%
- EMEA: 19%
- LA: 5%

2010

- NA: 35%
- APAC: 32%
- EMEA: 29%
- LA: 4%
IEEE Sales by Customer

2001
- Univ: 74%
- Corp: 20%
- Gov't: 6%

2010
- Univ: 68%
- Corp: 21%
- Gov't: 11%
IEEE Xplore Downloads*

- YTD downloads are 1.3% greater than the same 6 months of 2010
- Monthly Average to Date: 7.6M compared to 2010 at 7.3M, 2009 at 6.7M

* All Users: Individuals & Institutional

Source: NetInsight

Scale begins at 4M
Xplore Usage by Country

The top 10 countries accounted for 72% of all downloads

<table>
<thead>
<tr>
<th>Country</th>
<th>Jan-11</th>
<th>Feb-11</th>
<th>Mar-11</th>
<th>Apr-11</th>
<th>May-11</th>
<th>Jun-11</th>
<th>% Chg</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>1,448,673</td>
<td>861,263</td>
<td>1,873,508</td>
<td>1,506,049</td>
<td>1,551,439</td>
<td>1,346,124</td>
<td>-13%</td>
<td>18.5%</td>
</tr>
<tr>
<td>United States</td>
<td>1,218,518</td>
<td>1,184,057</td>
<td>1,368,405</td>
<td>1,268,989</td>
<td>1,121,769</td>
<td>1,122,840</td>
<td>0%</td>
<td>15.4%</td>
</tr>
<tr>
<td>India</td>
<td>1,074,505</td>
<td>923,012</td>
<td>1,049,320</td>
<td>778,016</td>
<td>780,405</td>
<td>842,156</td>
<td>8%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>451,270</td>
<td>368,120</td>
<td>599,115</td>
<td>612,667</td>
<td>589,577</td>
<td>459,001</td>
<td>-22%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Korea (South)</td>
<td>383,416</td>
<td>266,214</td>
<td>407,247</td>
<td>342,136</td>
<td>337,887</td>
<td>354,173</td>
<td>5%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Japan</td>
<td>188,401</td>
<td>159,598</td>
<td>131,461</td>
<td>188,211</td>
<td>209,065</td>
<td>271,549</td>
<td>30%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Great Britain (UK)</td>
<td>262,808</td>
<td>271,628</td>
<td>355,058</td>
<td>253,075</td>
<td>286,201</td>
<td>264,927</td>
<td>-7%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Iran</td>
<td>241,642</td>
<td>279,445</td>
<td>129,270</td>
<td>236,965</td>
<td>309,327</td>
<td>251,894</td>
<td>-19%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Germany</td>
<td>204,957</td>
<td>188,287</td>
<td>220,607</td>
<td>185,591</td>
<td>244,241</td>
<td>203,023</td>
<td>-17%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Canada</td>
<td>219,686</td>
<td>213,448</td>
<td>242,343</td>
<td>198,107</td>
<td>196,458</td>
<td>200,093</td>
<td>2%</td>
<td>2.7%</td>
</tr>
<tr>
<td>All Others</td>
<td>2,150,230</td>
<td>2,059,521</td>
<td>2,360,941</td>
<td>2,056,770</td>
<td>2,101,259</td>
<td>1,968,265</td>
<td>-4%</td>
<td>27.0%</td>
</tr>
</tbody>
</table>

Source: NetInsight
IEEE Sales in Region 8 = 25% in US$ millions

2011 Total Sales = $180 million
Xplore Usage in Region 8 = 24% in millions

July 2011 Xplore Downloads = 7.1 million

- Region 8: 1.7 million
- All other regions: 5.4 million
Projects in 2011

- UK consortium of England, Wales, N. Ireland
  - Growth from 60 schools to ~ 100
  - Existing renewing universities plus new schools
Projects in 2011

- Hungarian consortium finalized August 2011
  - 9 schools take ASPP
  - 1 takes IEL
  - Potential upgrade for all schools to IEL
Projects in 2011

In Germany, Max Planck institutes (all) take IEL from 2011 - 2014
Projects in 2011

- Saudi Arabia increases its IEL consortium to 22 schools
Projects in 2011

- Greece renews its ASPP consortium
Projects in 2011

South African consortium established in 2009
- 14 universities now participate
- Expanding efforts to Botswana, Zimbabwe, Zambia, Nigeria & Uganda
- IEEE Section (at the time (2009/2010)) led by Saurabh Sinha