



Social Media Survey 2011_



The Use of Social Media by European Investment Professionals

DES
Deutsche EuroShop

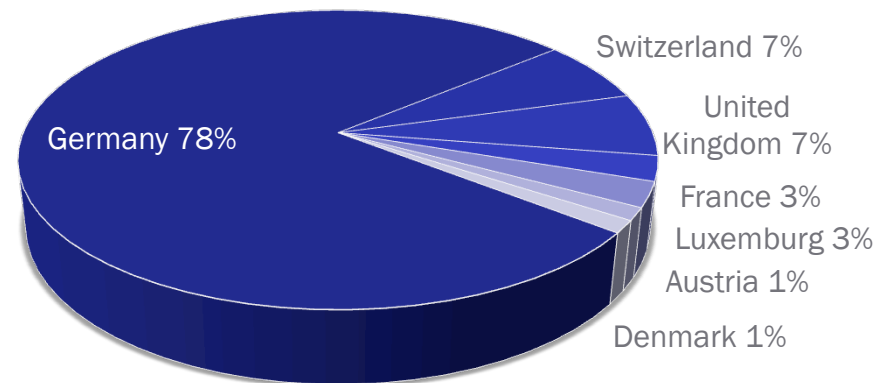
 **DVFA**

Deutsche Vereinigung für Finanzanalyse und Asset Management

Survey Background

DVFA – Society of Investment Professionals in Germany and Deutsche EuroShop – The Shopping Center Company invited 1,587 European* investment professionals by email to take part in an online survey running from 9 March to 11 April 2011. 74 respondents finished the complete survey with 18 questions. This corresponds with a response rate of 4.7%.

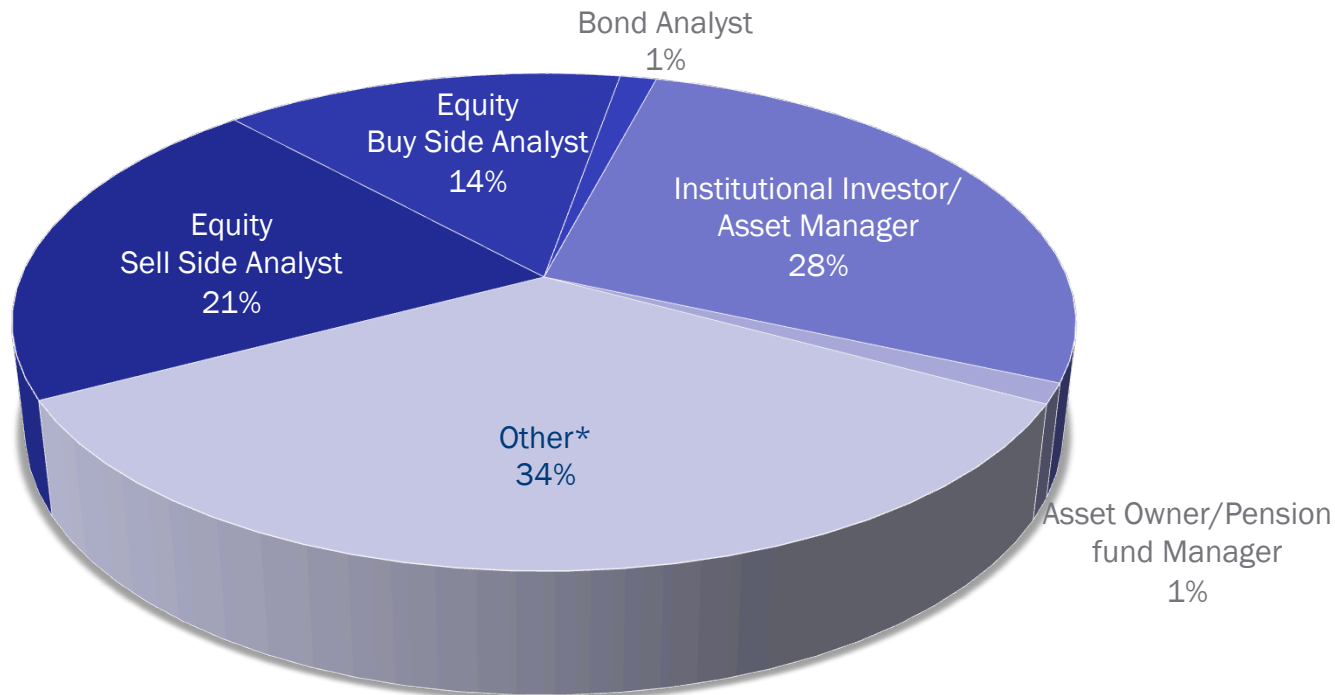
Country split of the respondents:



*= investment professionals in the following countries were invited: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Iceland, Italy, Liechtenstein, Luxemburg, The Netherlands, Sweden, Switzerland, Spain and the United Kingdom

1. Statistic Data: I am ...

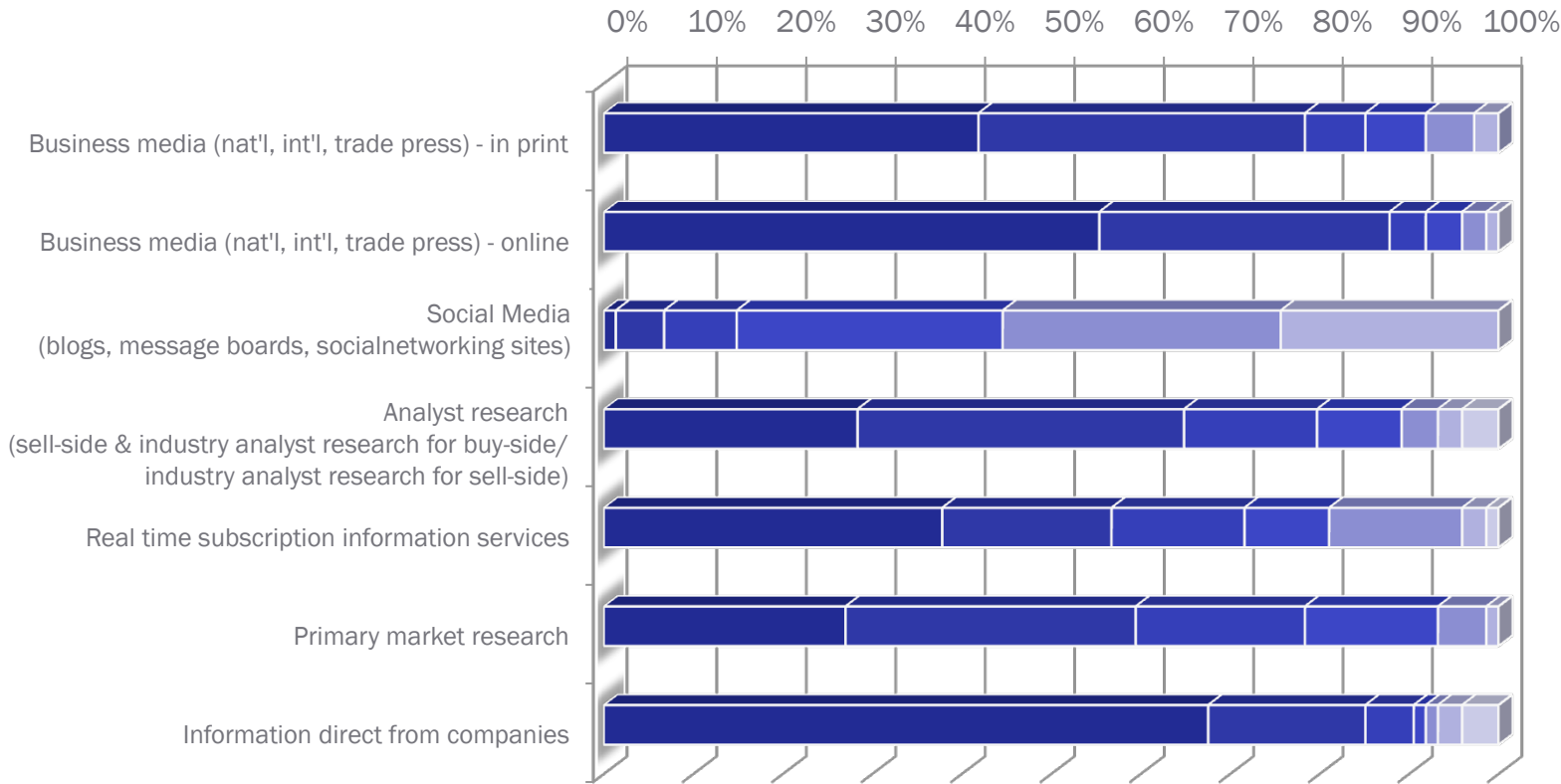
Most respondents are analysts (36%), followed by a group with mixed functions (34%) and investors (29%).



*= Advisor, Auditor, Broker, Consultant, Corporate Finance Key Account Manager, ECM expert, Economist, Equity research, Equity Sales, ESG Analyst, Investmentbanker, Market Maker, Portfoliomanager, Relationship Management, Retired, Sales Asset Management, Syndicate + Portfolio Management, TA Controlling, Trader

2. Do you read postings on the following for company or business information?

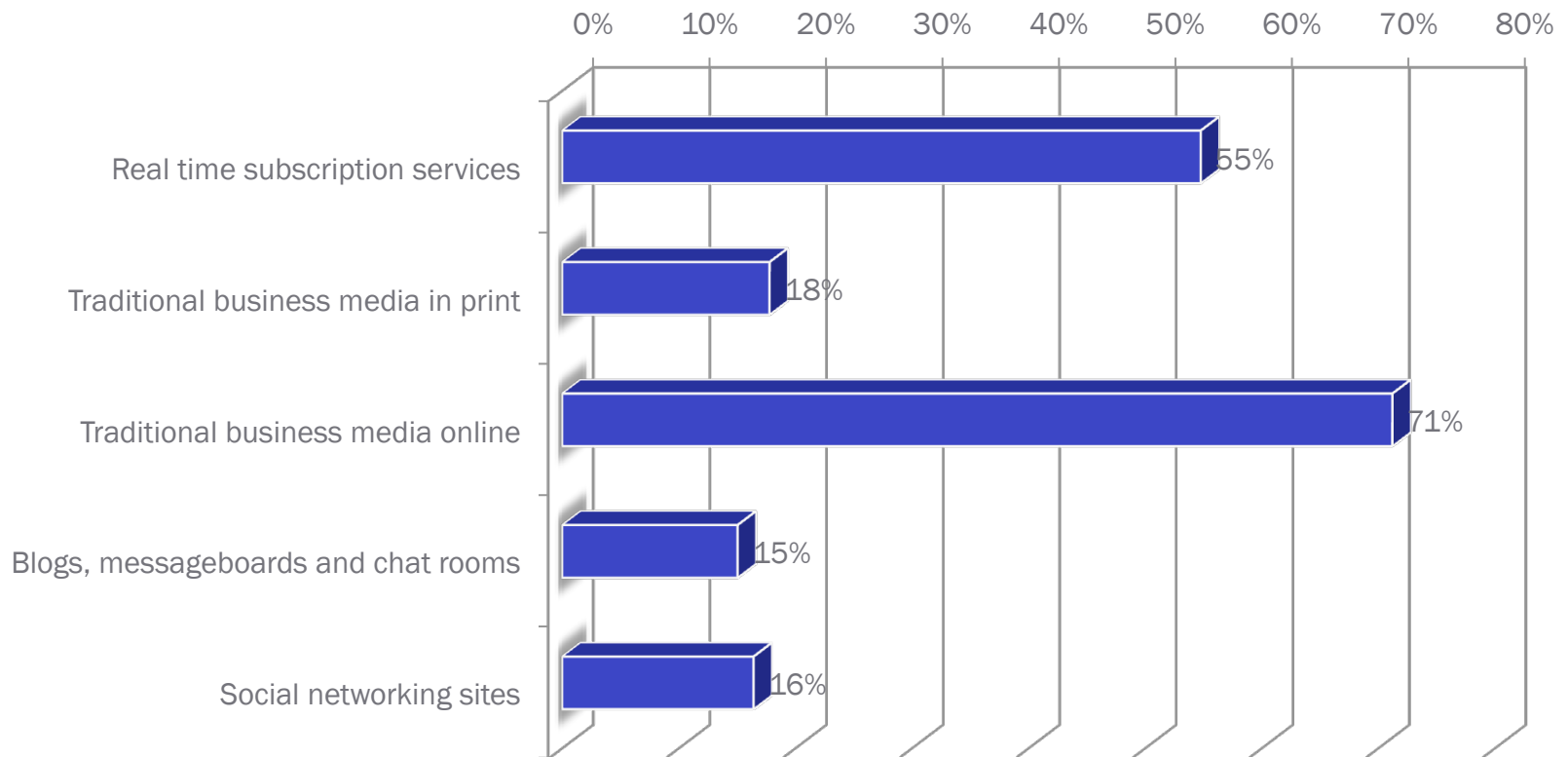
45% see Social Media as at least partly important, all other sources are seen as more important.



■ very important ■ important ■ rather important ■ partly important ■ not that important ■ not important at all ■ don't know

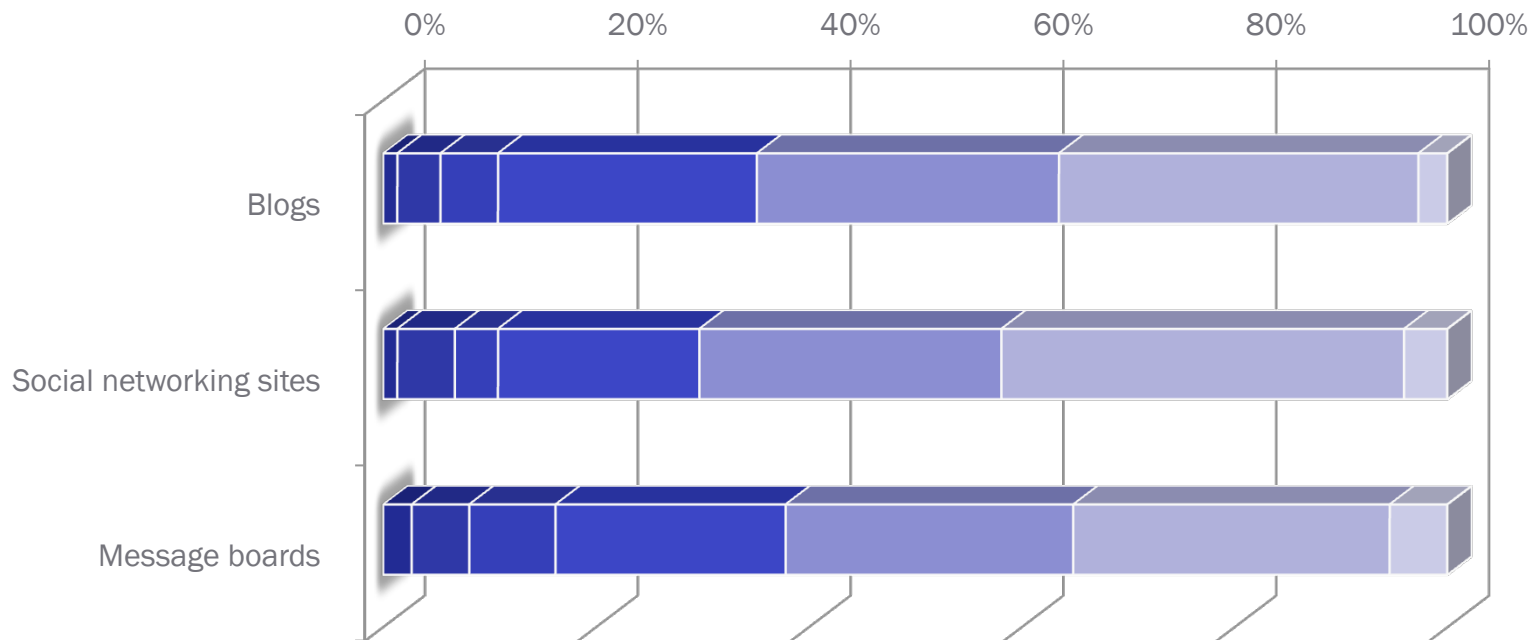
3. Which information sources have become more important to you in your job over the past years?

For 71% websites of business media became more important information sources, social media for 16%.



4. Please rate the following information sources according to whether they provide information which is useful for your investment decisions or recommendations.

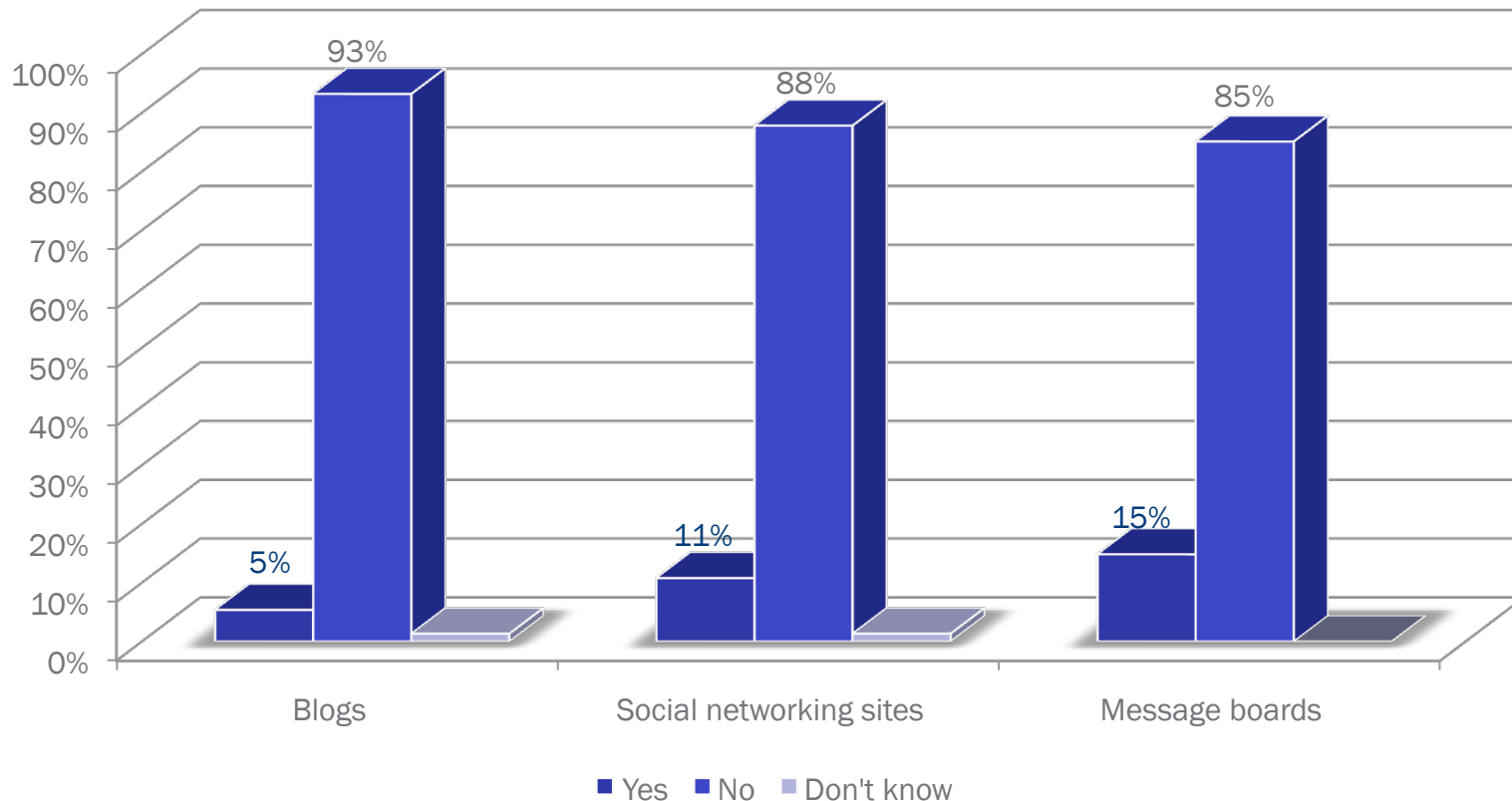
38% see message boards as at least partly important, blogs and social media are seen as less important.



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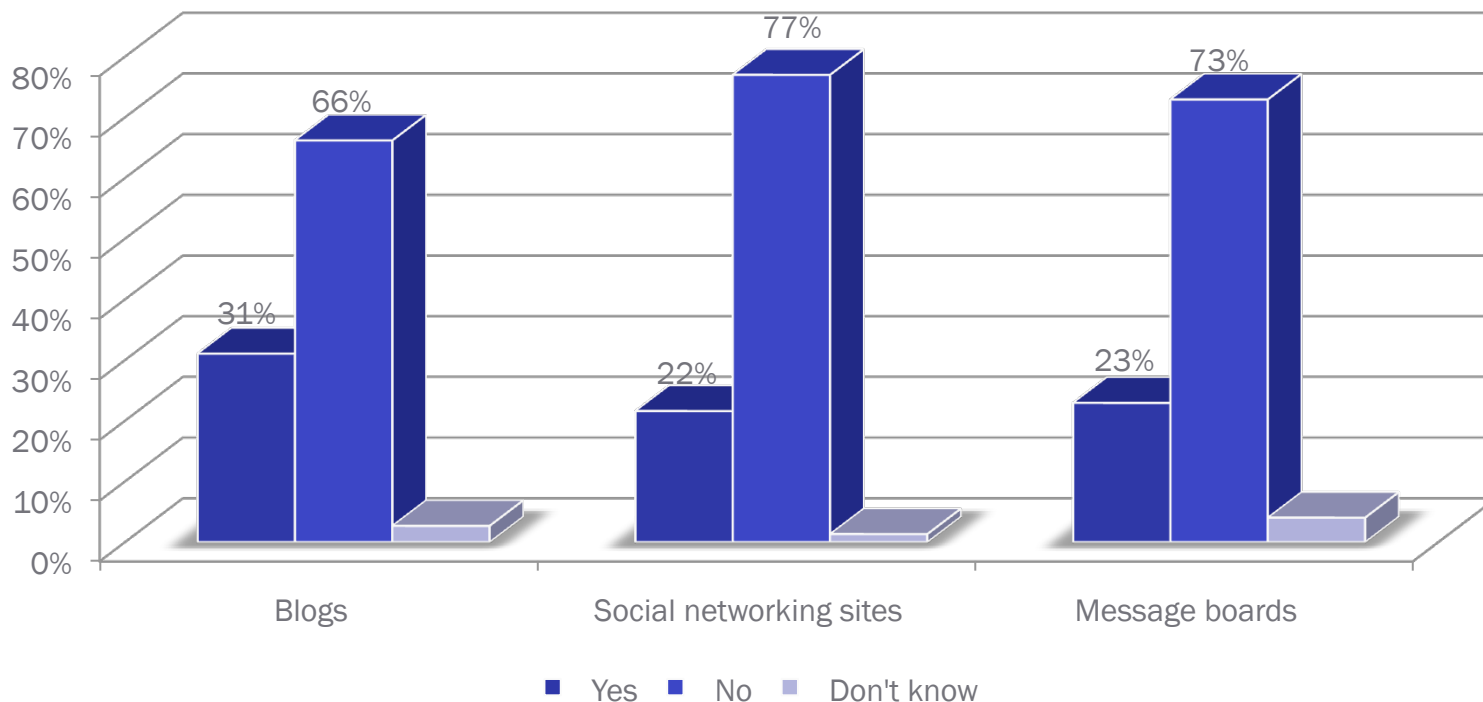
5. Do you post business or investment information in any of the following ways?

If investment professionals write posts they prefer message boards to social media and blogs.



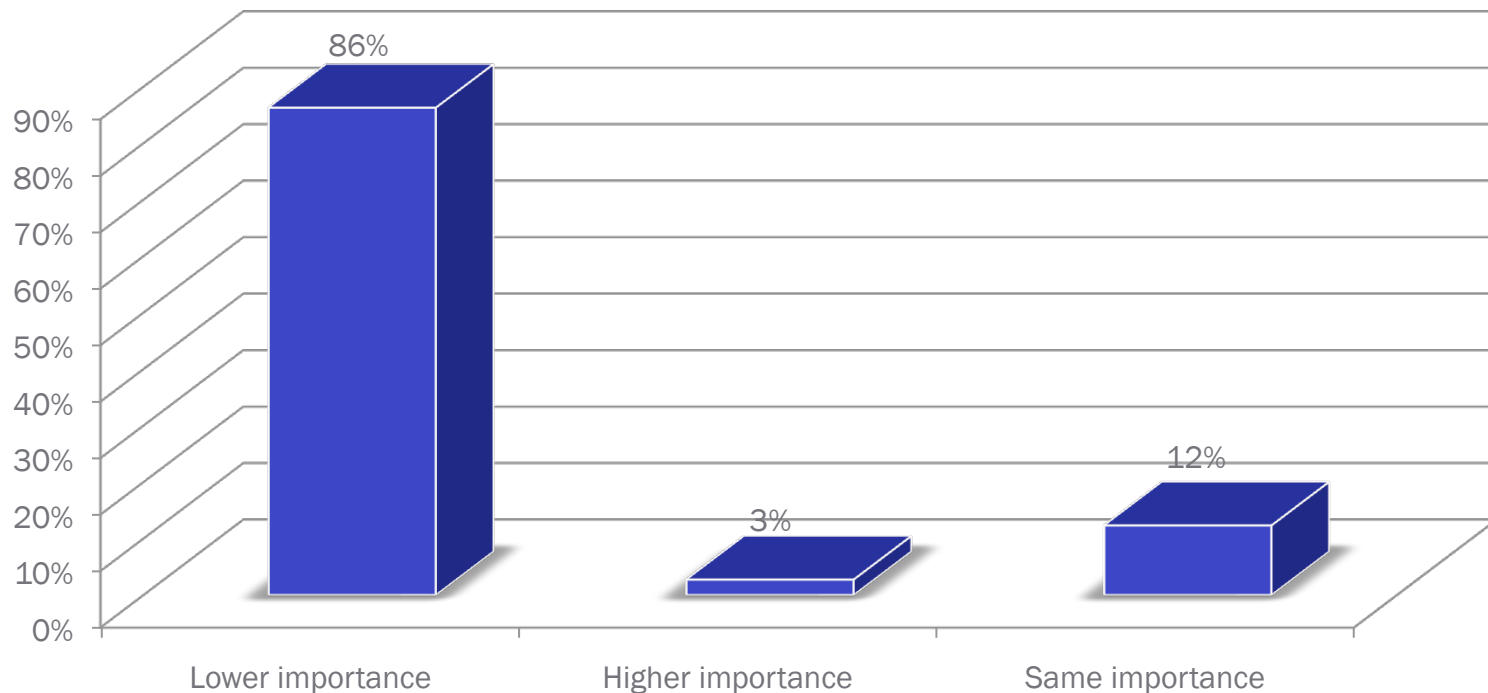
6. Have you ever read any information posted on a blog or social networking site that has prompted you to investigate an issue further for your work?

31% of the respondents were prompted by blogs to make further investigations on an issue.



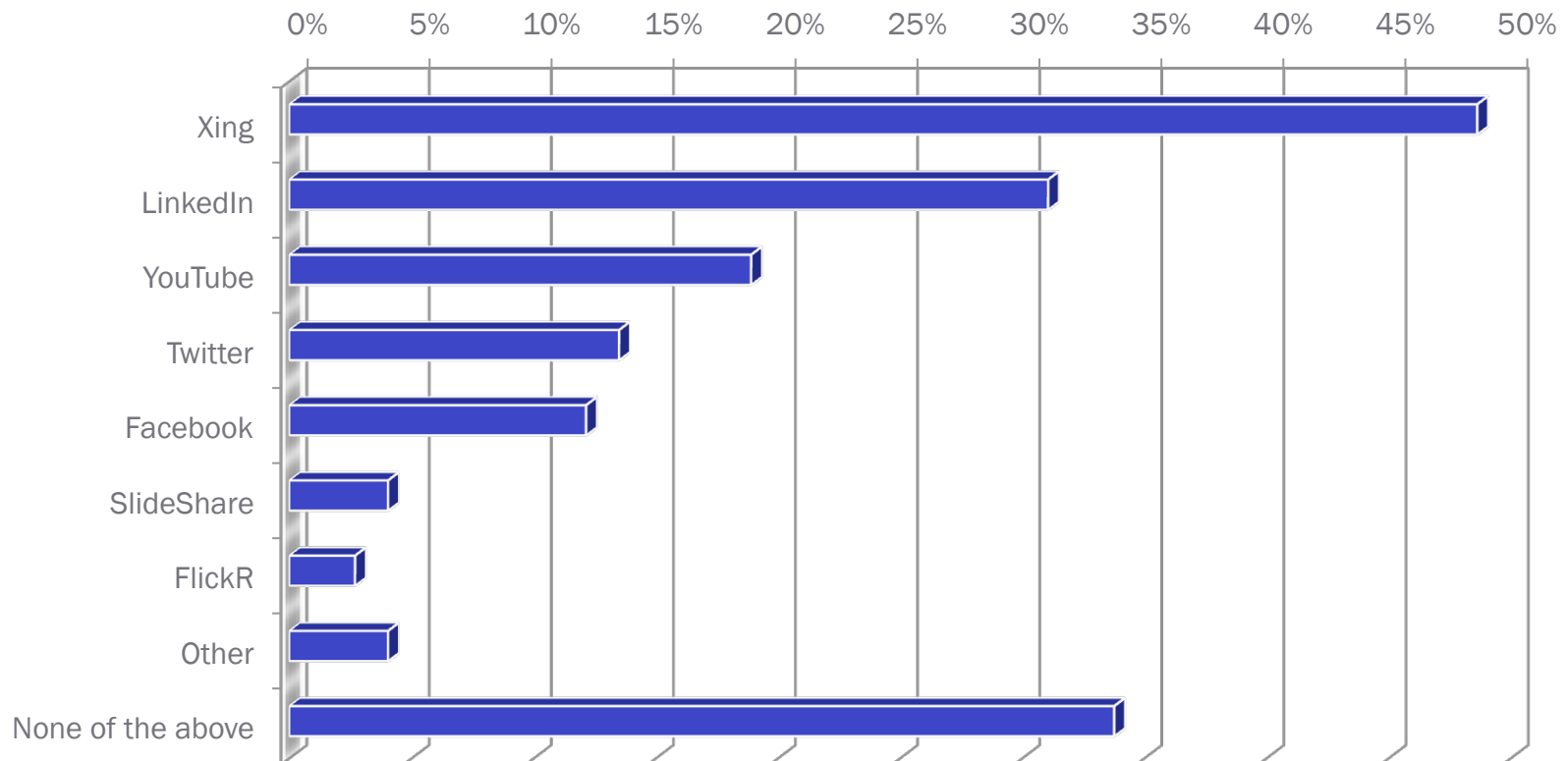
7. How do you consider the importance of information posted on social media in relation to other information sources (e.g. press releases, presentations etc.)?

86% consider the importance of traditional sources higher than the importance of social media.



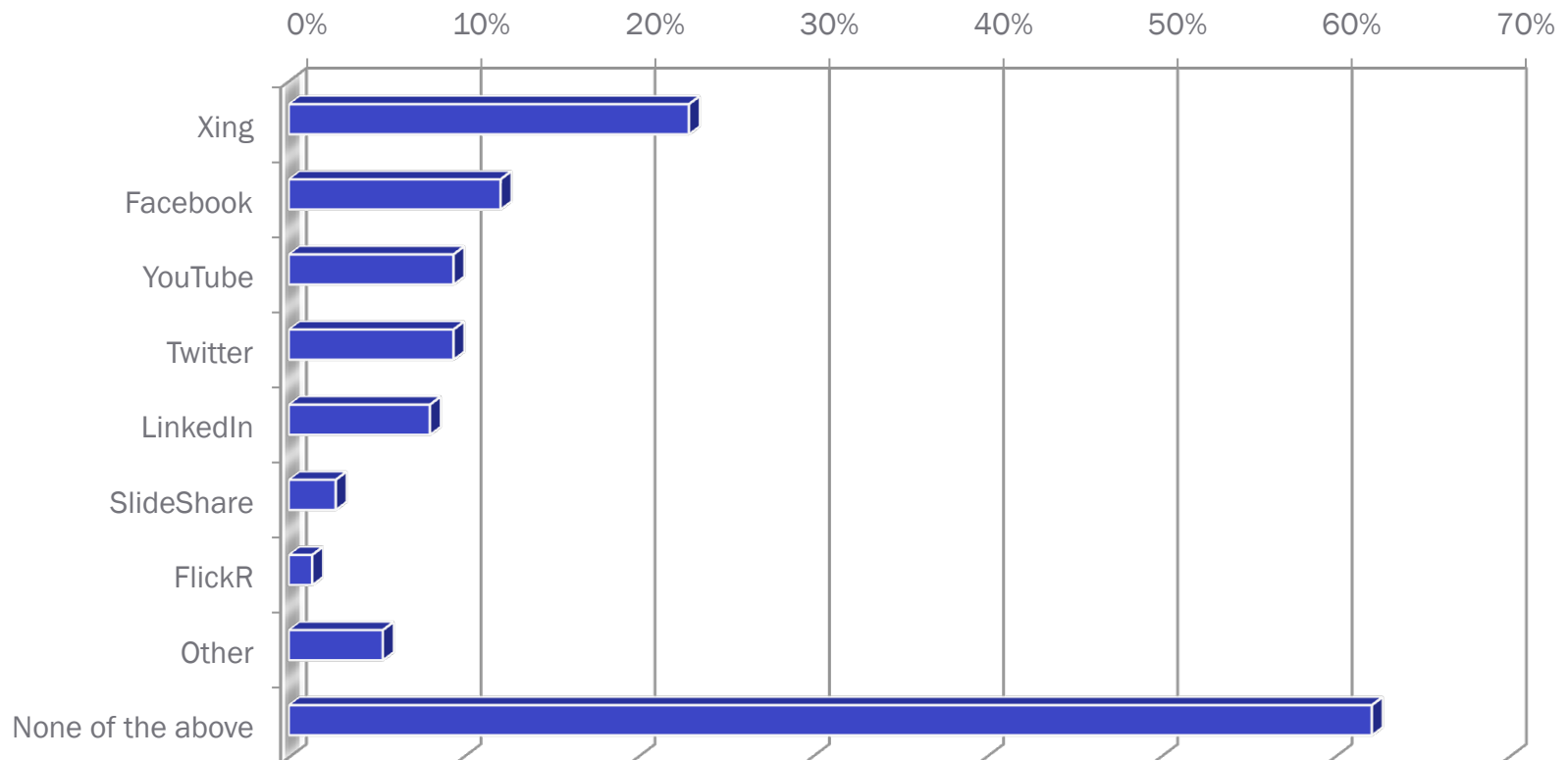
8. Which of the following social media platforms do you use (for professional reasons)?

49% of the respondents use the business network platform Xing, 31% LinkedIn, 34% none of the mentioned.



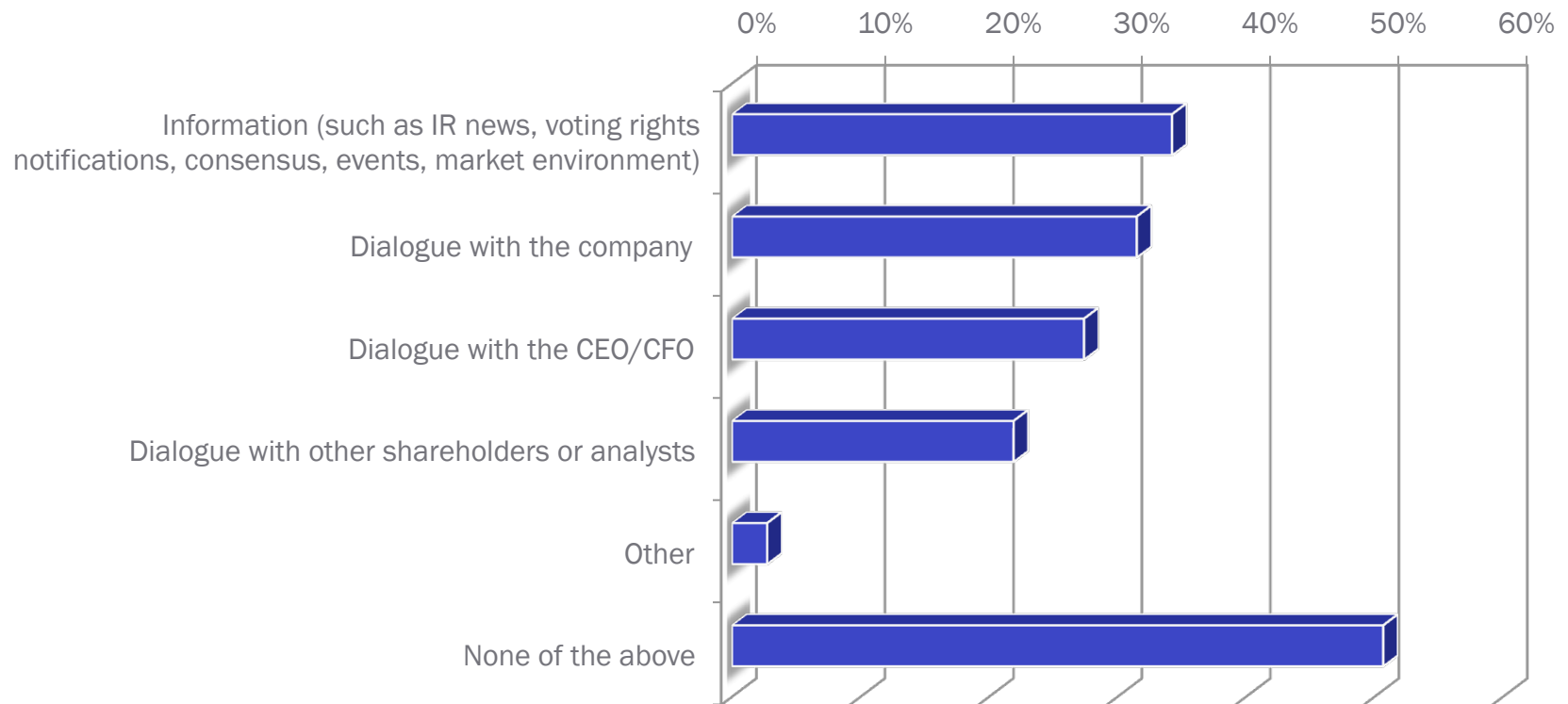
9. On which of the following social media platforms would you like companies to communicate through?

Most of the respondents (62%) do not expect companies to communicate through social media.



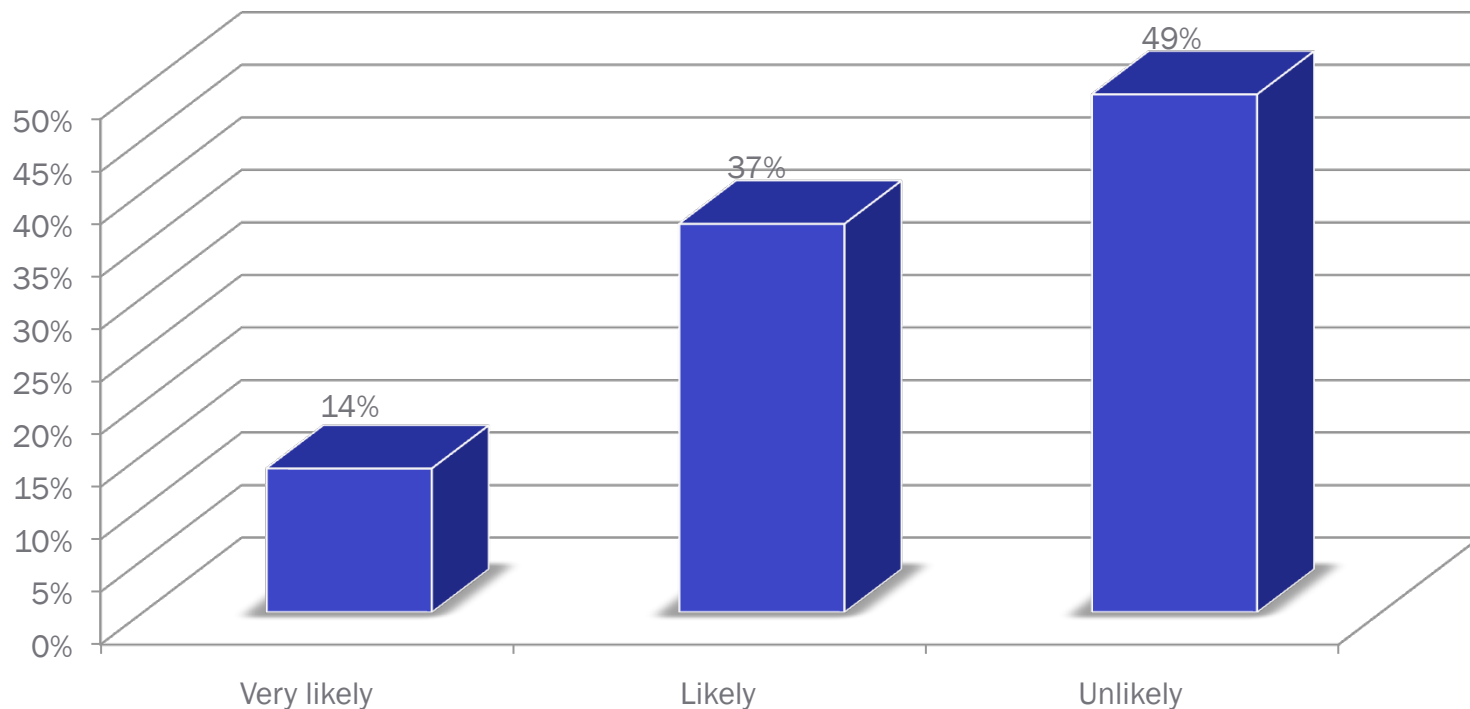
10. What types or items of company communication should be offered on social media platforms?

49% of the respondents see social media as channels for information distribution and dialogue.



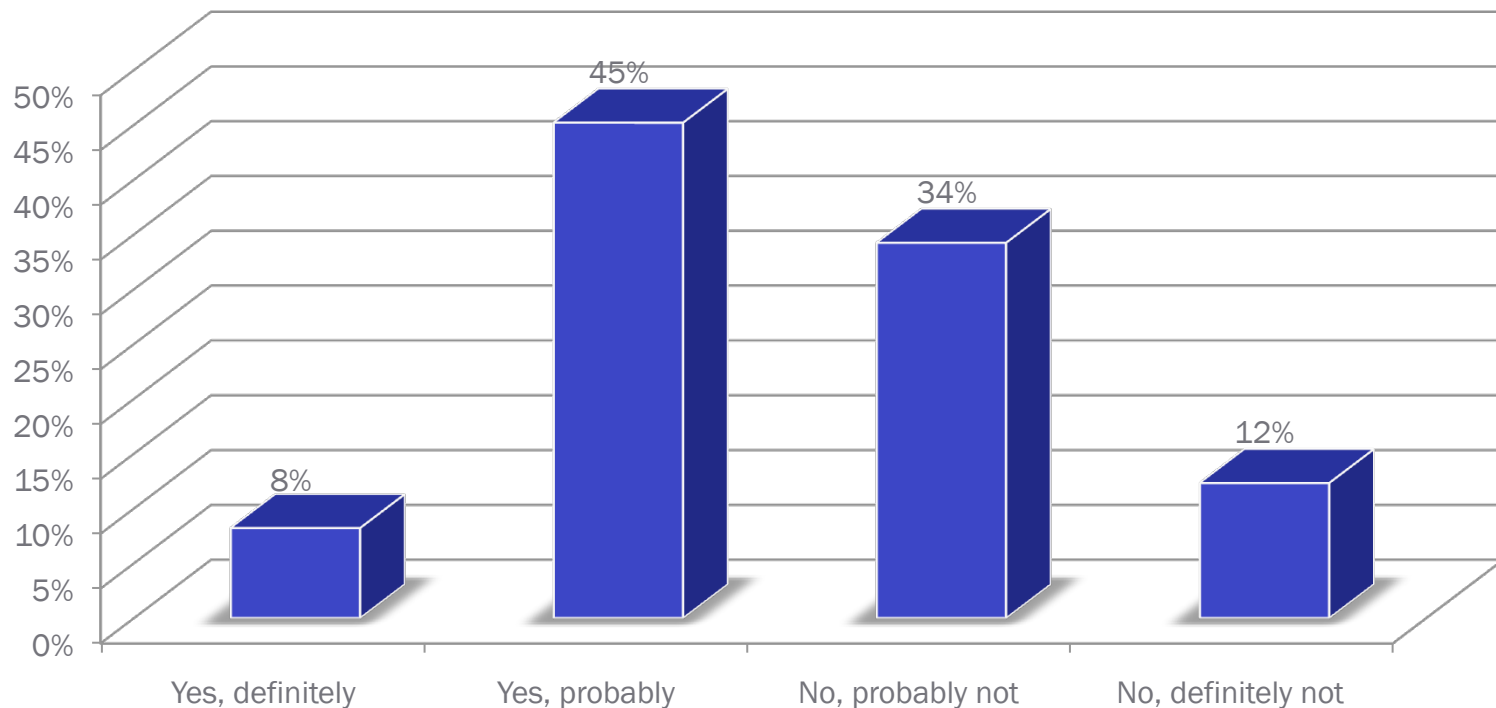
11. If companies (CEOs, CFOs, IROs) were to use social media platforms to engage with the investment community, how likely would you use these channels?

For a slim majority (51%) the use of social media could be triggered if companies use it to engage.



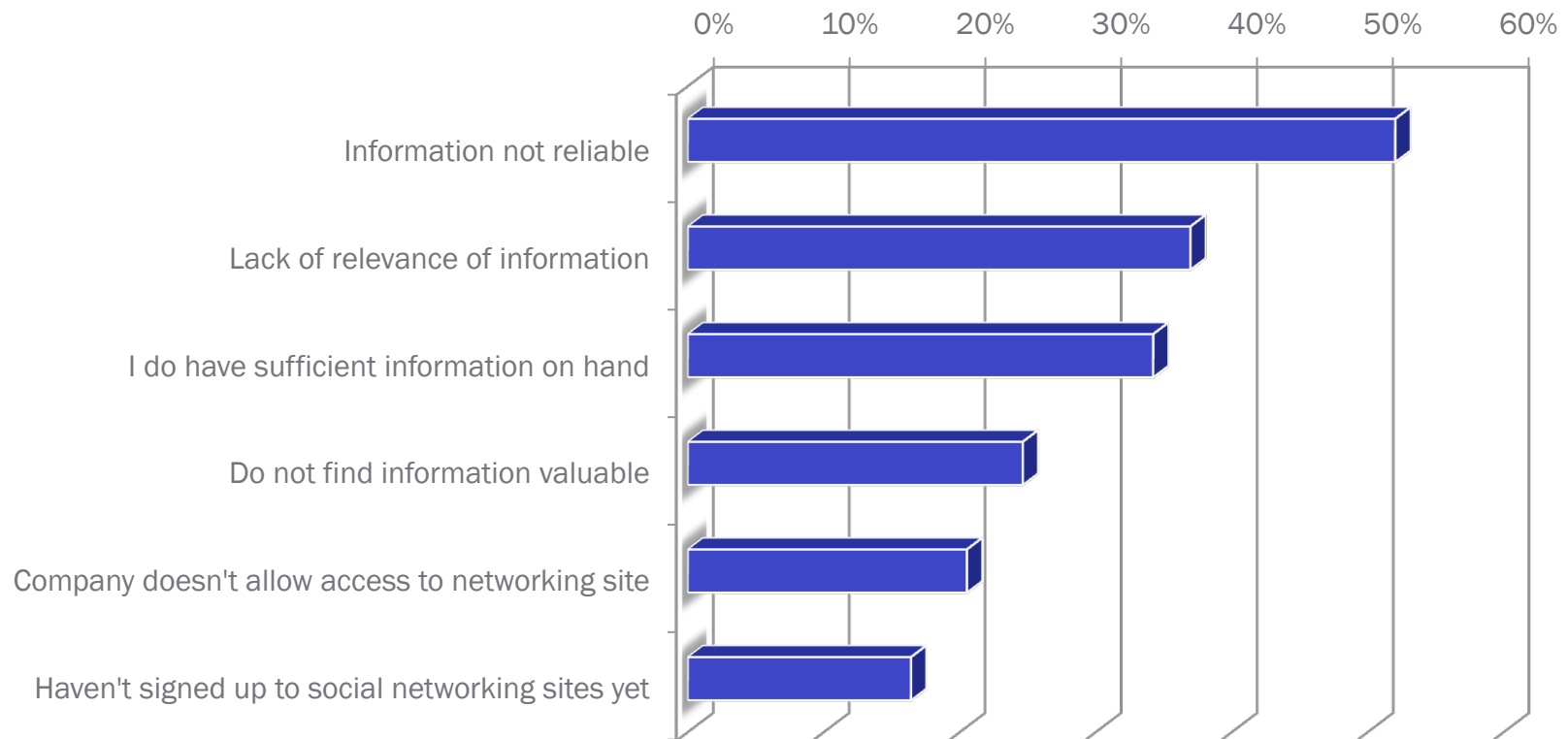
12. Do you think that New Media such as blogs and social networking sites will play an increasingly important role in investment decisions in the future?

53% of the respondents see the importance of social media for investment decisions to increase.



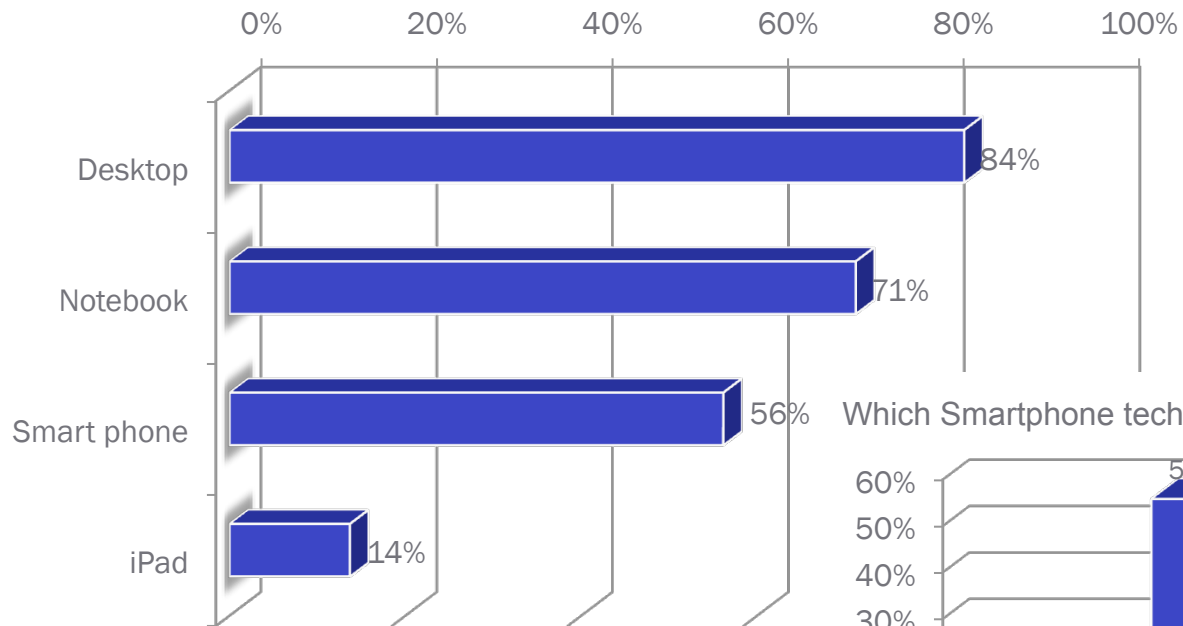
13. What are reasons why you have not used information from a social networking site in your job in the past year or so?

52% of the respondents are sceptical about the reliability of the information on social media platforms.

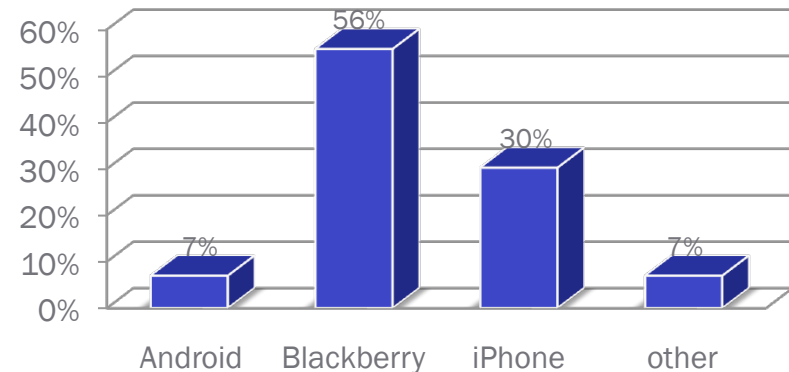


14. What hardware do you use?

Desktops are the preferred hardware solutions (84%), 56% use Blackberry as smartphone.

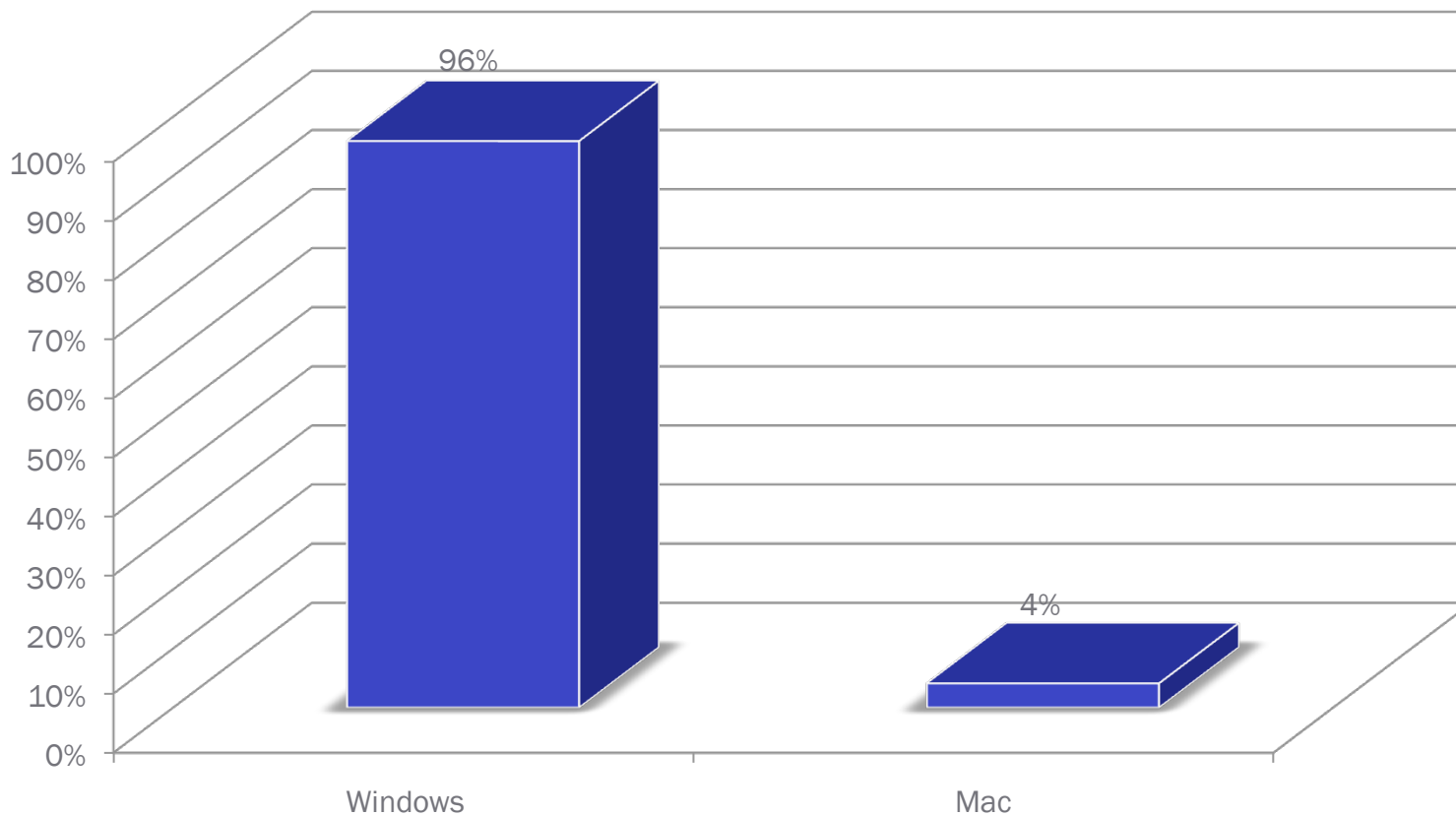


Which Smartphone technology?



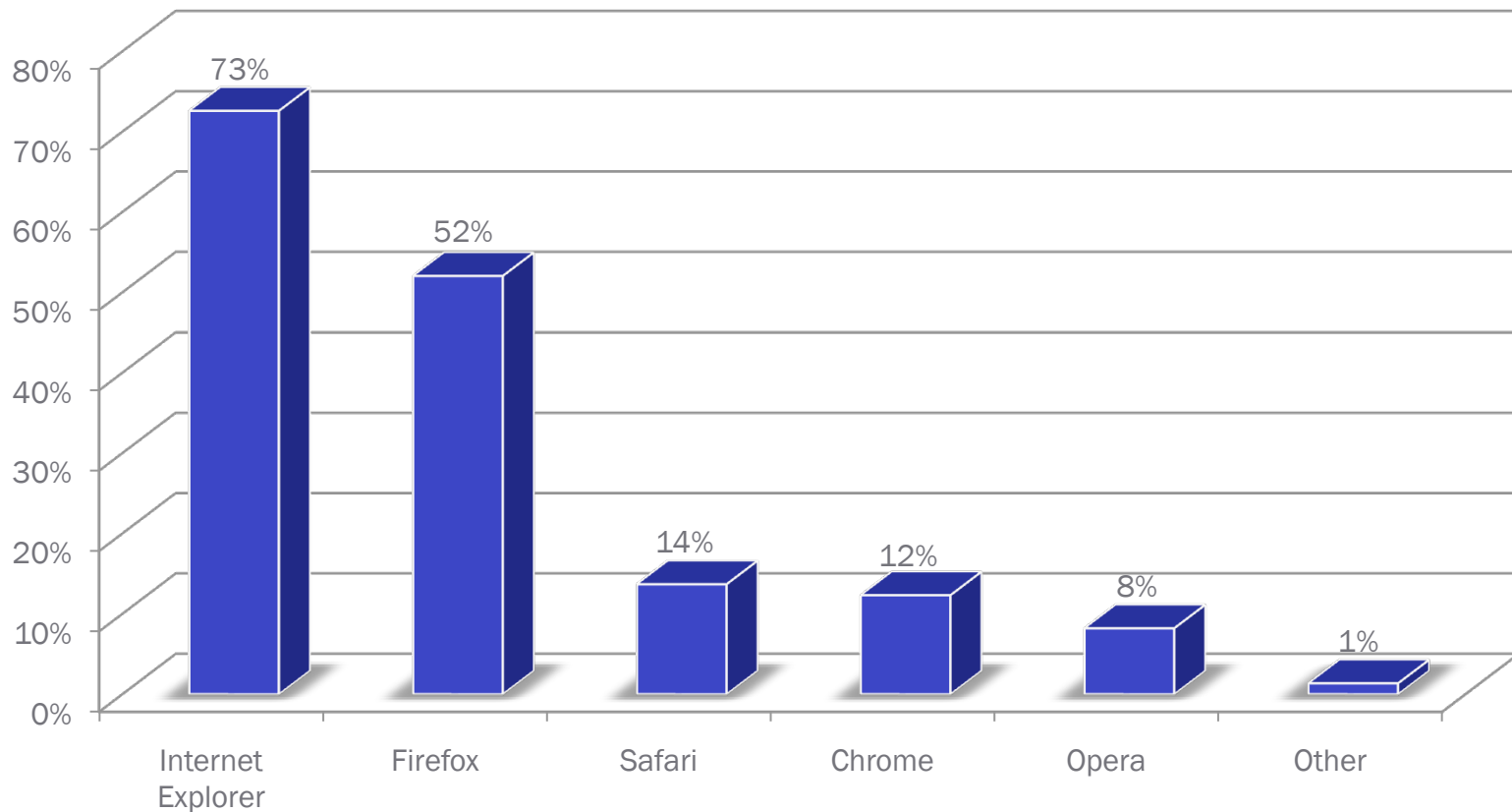
15. What operating systems and software do you use?

Windows is installed on 96% of the systems the respondents use.



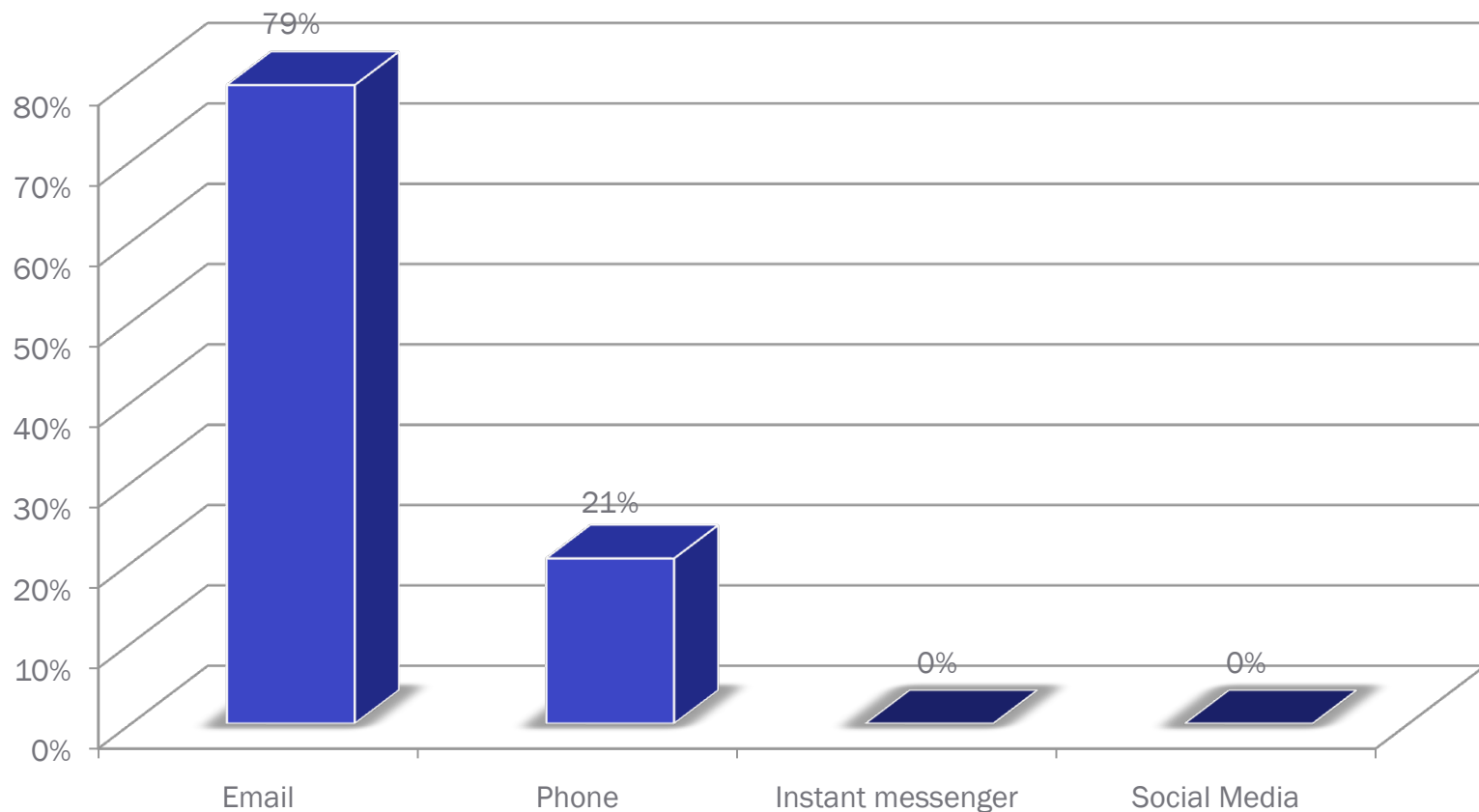
16. Which browser do you use?

Most of the respondents use the Internet Explorer (73%) and/or Firefox (52%) as browser.



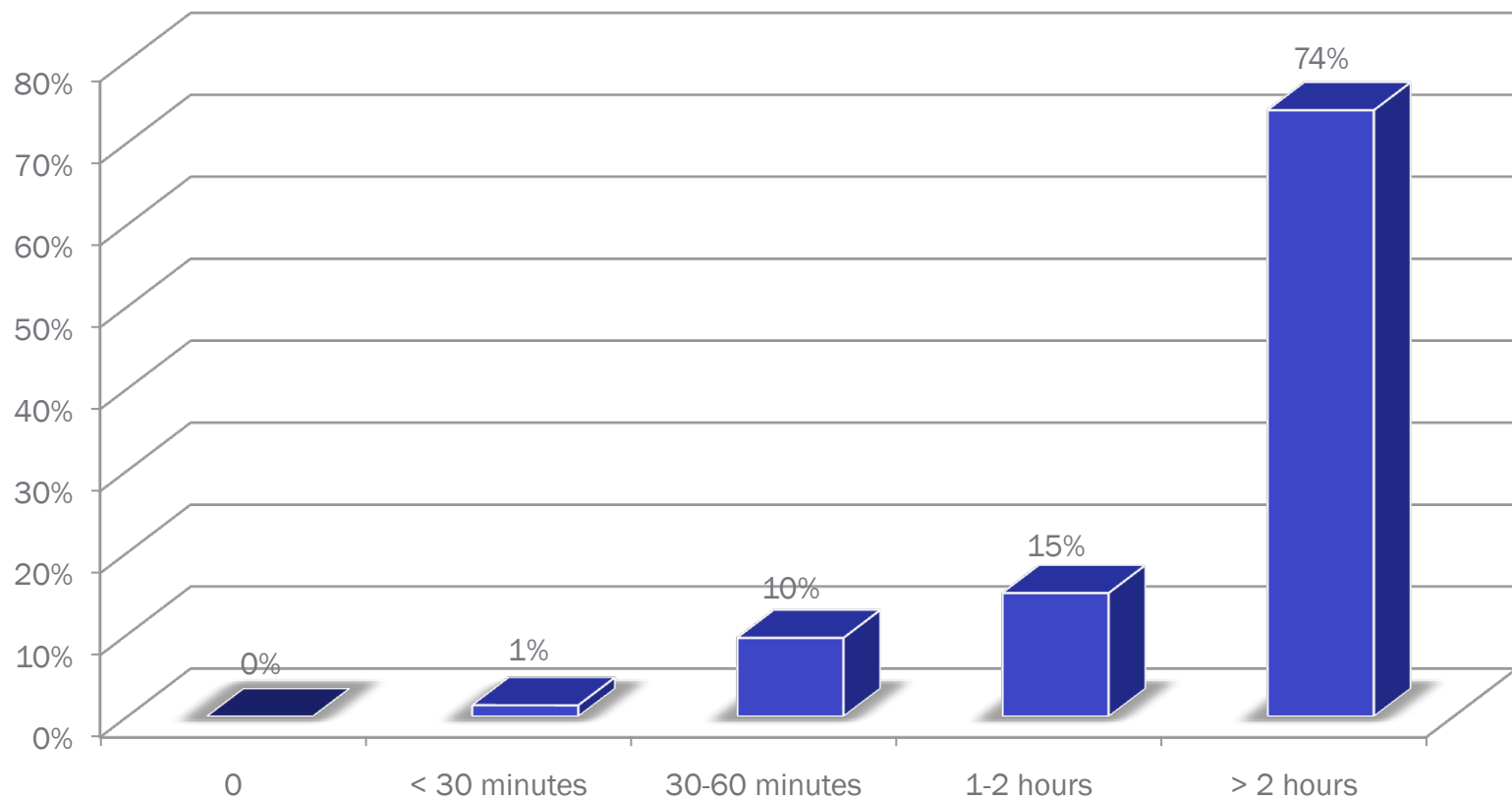
17. What is your most frequently used communications medium?

If the respondents don't meet in person, they prefer the dialogue via email (79%) and phone (21%).



18. How much time do you spend online per day?

74% of the respondents spend more than 2 hours online per day.



Executive Summary

- ▶ The majority of the respondents is sceptical about the importance and reliability of the information on social media platforms, but nevertheless they expect the importance of social media for information distribution and dialogue to increase.
- ▶ Surprisingly message boards still play an important role.
- ▶ Xing and LinkedIn are the favoured social networking sites, especially for the maintenance of contacts.
- ▶ Only a slim majority (51%) would follow if companies start to use social media to engage with the investment community, even if 62% don't expect companies to do so.
- ▶ For mobile purposes Blackberry and iPhone dominate over Android, others meaningless.
- ▶ If the respondents don't meet in person, they prefer the dialogue via email (79%) and they spend more than 2 hours online per day.

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The Use of Social Media by European Investment Professionals

Frankfurt/Hamburg, May 4, 2011 – European investment professionals are still sceptical about social media, but they expect the importance of social media for information distribution and dialogue to increase.

According to the “Social Media Survey 2011” conducted by DVFA and Deutsche EuroShop only 45% see social media as at least partly important, while 71% use websites of business media as most important information sources.

"The majority of the respondents is sceptical about the importance and reliability of the information on social media platforms, but nevertheless they expect an increased use of social media for information distribution and dialogue," said Patrick Kiss, Head of Investor & Public Relations for Deutsche EuroShop.

Ralf Frank, Managing Director of DVFA, added: “Investment professionals’ favoured social networking sites are Xing and LinkedIn, especially for the maintenance of business contacts.”

The study gauged investment professionals’ attitudes toward and usage of traditional, online and social media such as Twitter, Facebook, Xing, LinkedIn, YouTube and SlideShare.

In general, only a slim majority (51%) would follow if companies start to use social media to engage with the investment community, even if 62% don’t expect companies to do so.

Other findings

- Message boards are seen as more important than blogs and social media
- 31% of the respondents were prompted by blogs to make further investigations on an issue
- Desktops are the preferred hardware solutions (84%), 56% use Blackberry as smartphone
- If the respondents don’t meet in person, they prefer the dialogue via email (79%) and phone (21%)
- 74% of the respondents spend more than 2 hours online per day

The results of the survey can be downloaded as PDF file at www.dvfa.de/socialmediasurvey2011

Survey Background

1,587 European investment professionals were invited by email to take part in an online survey running from 9 March to 11 April 2011. 74 respondents finished the complete survey with 18 questions. This corresponds with a response rate of 4.7%. Most respondents are analysts (36%), followed by a group with mixed functions (34%) and investors (29%).

DVFA – Society of Investment Professionals in Germany

DVFA is the Society of Investment Professionals in Germany. Currently, DVFA has more than 1,200 individual members representing over 400 investment firms, banks, asset managers, consultants and counselling businesses.

Deutsche EuroShop – The Shopping Center Company

Deutsche EuroShop is Germany's only public company, that invests solely in shopping centers in prime locations. The MDAX-listed Company currently has equity interests in 18 European shopping centers in Germany, Austria, Hungary and Poland. The portfolio includes the Main-Taunus-Zentrum near Frankfurt, the Altmarkt-Galerie in Dresden and the Galeria Baltycka in Gdansk, among many others.

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Die Nutzung von Social Media durch Kapitalmarktprofis

Frankfurt / Hamburg, 5. Mai 2011 - Europäische Investment Professionals sind noch skeptisch gegenüber Social Media, aber sie erwarten, dass sie für die Informationsverbreitung und den Dialog an Bedeutung gewinnen.

Laut der Umfrage "Social Media Survey 2011", die von der DVFA und der Deutsche EuroShop gemeinsam durchgeführt wurde, erachten nur 45 % der befragten Analysten und Investoren Social Media als zumindest teilweise wichtig, während 71 % die Webseiten von Wirtschaftsmedien als Hauptinformationsquelle nutzen.

"Die Mehrheit der Befragten ist skeptisch, was die Bedeutung und Zuverlässigkeit der Informationen auf Social Media Plattformen betrifft. Dennoch erwarten sie zukünftig eine verstärkte Nutzung von Social Media für die Informationsverbreitung und den Dialog", sagte Patrick Kiss, Leiter Investor & Public Relations der Deutschen EuroShop.

Ralf Frank, Geschäftsführer der DVFA, fügte hinzu: "Die von Investment Professionals bevorzugten Social Networking-Kanäle sind Xing und LinkedIn – vor allem für die Kontaktpflege."

Schwerpunkt der Untersuchung war die Einstellung von Kapitalmarktprofis gegenüber traditionellen, Online- und sozialen Medien (wie Twitter, Facebook, Xing, LinkedIn, YouTube und SlideShare); gleichzeitig wurde das Nutzungsverhalten dieser Zielgruppe abgefragt.

Wenn Unternehmen soziale Medien nutzen, um mit der Investment-Community in den Dialog zu treten, würde ihnen nur eine knappe Mehrheit (51 %) in die Social-Media-Welt folgen. 62 % der Teilnehmer erwarten diesen Schritt von Unternehmen bisher auch gar nicht.

Weitere Ergebnisse:

- Diskussionsboards werden als wichtiger angesehen als Blogs und Social Media
- 31 % der Befragten wurden durch Blogs dazu motiviert, weitere Recherchen zu einem Thema zu machen
- Desktops sind die bevorzugten Hardware-Lösungen (84 %), Blackberry ist mit 56 % das meistgenutzte Smartphone
- Sollte der persönliche Direktkontakt nicht möglich sein, bevorzugen 79 % der Befragten den Dialog per E-Mail und 21 % per Telefon
- 74 % der Befragten verbringen täglich mehr als 2 Stunden online
- Die Ergebnisse der Umfrage können als PDF-Datei heruntergeladen werden unter www.dvfa.de/socialmediasurvey2011

Über die Umfrage

1587 europäische Kapitalmarktprofis wurden per E-Mail zur Teilnahme an der Online-Befragung eingeladen, die vom 9. März bis 11. April 2011 stattfand. 74 Teilnehmer haben die 18 Fragen der Studie komplett beantwortet. Dies entspricht einer Rücklaufquote von 4,7 %. Die meisten Teilnehmer sind Analysten (36 %), gefolgt von einer Gruppe mit unterschiedlichen Verantwortungsbereichen (34 %) und Investoren (29 %).

DVFA - Deutsche Vereinigung für Finanzanalyse und Asset Management

Die DVFA ist der Berufsverband der Investment Professionals. Aktuell gehören der DVFA 1.200 persönliche Mitglieder an. Sie sind als Fach- und Führungskräfte bei über 400 Investmenthäusern, Banken sowie Fondsgesellschaften oder als unabhängige Kapitalmarktdienstleister tätig.

Deutsche EuroShop – Die Shoppingcenter-AG

Die Deutsche EuroShop ist Deutschlands einzige Aktiengesellschaft, die ausschließlich in Shoppingcenter an erstklassigen Standorten investiert. Das MDAX-Unternehmen ist zurzeit an 18 Einkaufszentren in Deutschland, Österreich, Polen und Ungarn beteiligt. Zum Portfolio gehören u.a. das Main-Taunus-Zentrum bei Frankfurt, die Altmarkt-Galerie in Dresden und die Galeria Baltycka in Danzig.

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