Media Monitoring

Dynamics Group carries out customized media monitoring of companies, products, competitive environment and sectors, based on the needs of its customers. The monitoring covers online and digital editions of Swiss and international media as well as social media in German, French and English. The choice of media as well as the frequency and format of delivery can all be freely selected. Thanks to teams in Switzerland and India, Dynamics Group can guarantee high quality and attractive conditions. Preparation of media monitoring by the Indian team additionally provides a head start due to the time difference.

Your advantages

<table>
<thead>
<tr>
<th>Low costs</th>
<th>Expertise</th>
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<tbody>
<tr>
<td>Thanks to our qualified team in India our customers benefit from low costs.</td>
<td>Our sector monitoring is carried out by specialists with solid knowledge of the sector.</td>
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<tr>
<th>Quality</th>
<th>User-friendliness</th>
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<td>As communication professionals, we know what is relevant for our customers.</td>
<td>On request we prepare clearly written article summaries.</td>
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<th>Multilingual</th>
<th>Time advantage</th>
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<tr>
<td>Our Swiss-Indian team covers media in German, English and French.</td>
<td>Delivery of monitoring begins at 7:00, 7 days a week, including holidays.</td>
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**Example Banking**

U.S. stocks rallied for a third day on Monday, as fears about Japan’s damaged nuclear plants eased and investors cheered a huge merger in the telecommunications industry. The DJIA jumped 170 points to 12,037. It’s the first time the Dow has closed above the 12,000-point mark since the day of the Japanese earthquake on March 11. The S&P 500 index added 10.2 points to 1,289 and the tech-heavy NASDAQ gained 280 points to 2,562.

The price on the benchmark 10-year U.S. Treasury fell, pushing the yield up to 3.35% from 3.26% late Friday. Oil fell, with the benchmark crude for May delivery down 38 cents to settle at $107.92 a barrel on the New York Mercantile Exchange. Gold fell, with the August contract down $1.30 to close at $1,428.30 an ounce.

**Example Financial**

Peer Group
- Boris Collardi, CEO of Julius Bär, stated that in his opinion global financial markets will remain volatile over a longer period of time. The bank plans to become the leader in identifying new global trends such as green investments and has therefore initiated a conference series around the topics growth, planet and demographic evolution, notes finews.ch. Read also L’Agefi (p. 1,3).

L’Agefi (p. 3) informs that Union Bancaire Privée (UBP) has recruited a five member equities investment team for the Middle East and North Africa (MENA) region in Dubai. Richard Wohanka, the Chief Executive of UBP’s asset management unit stated that the MENA equity markets were the most under-researched and under-owned by global investors, despite the fact that they have excellent return potentials, informs finews.ch.

Regulatory Framework
- An article in Finanz und Wirtschaft (p. 18) talks about new capital equity rules for banks that are being proposed by FINMA and mentions that after the consultation period the rules seem more lenient than when they were initially discussed last summer. FINMA is introducing more flexibility which is visible in placing banks in different categories and also allowing for longer periods until the new rules have to be adopted.

Financial Markets
- NZZ (p. 27) mentions that the draft of the double taxation agreement between Switzerland and the US that was signed in September, 2010 was sent to the US Senate this Wednesday. The Swiss authorities commented that even though previously there have been delays in the ratification of the agreement, they are not expecting any further resistance. Read also L’Agefi (p. 3)

**Example Pharma**

Health Care Systems
- The German association for innovative pharmaceutical firms, BPI, is reported to be concerned that the country’s medicines regulator, B-BA, will require some orphan drugs to undergo the new rapid benefit assessment that is replacing free pricing for new drugs. The country’s controversial new healthcare reimbursement law had seemingly exempted most orphan drugs from the assessment. From Scrip News

Health-Related Intellectual Property Rights
- The European Parliament’s legal affairs committee is reported to have voted in favor of allowing a limited number of member states to push ahead with the plan to implement a single EU patent system. From Scrip News

Research and Development
- Researchers at the National Institutes of Health in Maryland, US, have disclosed that the protein, CPE-delta N, helps cancer thrive and spread through the body, besides aiding its return post-treatment. This discovery opens the way to drugs and better ways of picking out the most dangerous tumors. From The Times of India [India]

Industry Trends
- Some questions have emerged over the confidence of drug groups in science. Pfizer announced the closure of its research centre in Sandwich, Kent, followed by GlaxoSmithKline’s statement that it had sold a stake worth USD 1.7 billion in Quest Diagnostics, a testing business based in Madison, New Jersey. From Financial Times

- The small scale drug makers in India are reported to have urged the finance minister to retain the low excise duty on the pharmaceutical industry and to levy excise duty on contract manufacturing in excise free zones in the forthcoming Union budget.