



## United Business Media

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### **UNITED BUSINESS MEDIA ACQUIRES PORTELLIGENT, INC. FOR \$8M**

#### ***ADDITION OF ELECTRONIC PRODUCT TEARDOWN ANALYSIS AND INTELLIGENCE BUSINESS COMPLEMENTS AND EXTENDS CMP TECHNOLOGY'S ELECTRONICS GROUP PORTFOLIO***

UNITED BUSINESS MEDIA PLC TODAY ANNOUNCES THAT IT HAS ACQUIRED PORTELLIGENT, INC. ([WWW.TEARDOWN.COM](http://www.teardown.com)) ON BEHALF OF CMP TECHNOLOGY, UBM'S US-BASED MARKETING SOLUTIONS BUSINESS SERVING THE INFORMATION TECHNOLOGY INDUSTRIES WORLDWIDE. UBM HAS ACQUIRED THE COMPANY FROM ITS EMPLOYEES AND LONG-TERM INVESTOR MICROELECTRONICS AND COMPUTER TECHNOLOGY CORPORATION FOR AN INITIAL CASH CONSIDERATION OF \$8M, WITH A FURTHER PERFORMANCE-RELATED CONSIDERATION OF UP TO \$4M PAYABLE OVER THE NEXT THREE YEARS.

PORTELLIGENT, INC. IS A WELL-KNOWN AND RESPECTED PROVIDER OF TEARDOWN DATA AND ANALYSES OF HIGH VOLUME PORTABLE CONSUMER ELECTRONICS PRODUCTS SUCH AS CELLULAR PHONES, DIGITAL CAMERAS AND OTHER DIGITAL HOME AND MOBILE COMPUTING DEVICES. PORTELLIGENT'S TEARDOWN REPORTS PROVIDE A STRUCTURED OVERVIEW OF SYSTEM FEATURES, A COMPLETE BILL OF MATERIALS, SYSTEM ARCHITECTURE ANALYSES AND PERFORMANCE METRIC ASSESSMENTS. PORTELLIGENT ADDS MORE THAN 100 NEW TEARDOWN REPORTS A YEAR TO ITS EXISTING DATABASE OF OVER 500 REPORTS. GO TO [HTTP://WWW.TEARDOWN.COM/SAMPLES.ASPX](http://www.teardown.com/SAMPLES.ASPX) TO SEE EXAMPLES OF PORTELLIGENT'S TEARDOWN ANALYSES.

PORTELLIGENT CUSTOMERS LICENSE ONLINE ACCESS TO THE COMPANY'S INDUSTRY-LEADING SERIES OF PRODUCT TEARDOWN ANALYSES, AS WELL AS USING A SUITE OF RELATED INFORMATION SERVICES WHICH INCLUDES KEY METRICS REPORTS, DATABASE ACCESS TOOLS AND EXTRACTS FROM THE PORTELLIGENT PRODUCT PROFILE DATABASE. CUSTOMERS USE THESE PRODUCTS TO SUPPORT DECISION-MAKING IN AREAS SUCH AS PRODUCT DEVELOPMENT, TECHNICAL MARKETING AND COMPETITIVE BENCHMARKING, AS WELL AS PRODUCT DEVELOPMENT AND INTELLECTUAL PROPERTY MANAGEMENT. PORTELLIGENT HAS A WORLDWIDE TECHNOLOGY INDUSTRY-RELATED CUSTOMER BASE WHICH INCLUDES SEMICONDUCTOR AND ELECTRONIC COMPONENT MANUFACTURERS, FABLESS INTEGRATED CIRCUIT DESIGN HOUSES, CELLULAR HANDSET MAKERS, CONSUMER ELECTRONICS MANUFACTURERS, WIRELESS CARRIERS, FINANCIAL ANALYSTS AND INTELLECTUAL PROPERTY LICENSING FIRMS.

BASED IN AUSTIN, TEXAS PORTELLIGENT HAS AROUND 20 EMPLOYEES. IN 2006 PORTELLIGENT'S REVENUES WERE \$3.4M. THE ACQUISITION IS ANTICIPATED TO MEET UBM'S 8% POST-TAX COST OF CAPITAL ACQUISITION CRITERION IN ITS FIRST FULL YEAR OF OWNERSHIP.

PAUL MILLER, PRESIDENT OF CMP TECHNOLOGY'S ELECTRONICS GROUP, SAID:

"I AM DELIGHTED TO HAVE COMPLETED THE ACQUISITION OF PORTELLIGENT. PORTELLIGENT'S MARKET-LEADING ELECTRONIC PRODUCT TEARDOWN ANALYSIS AND INTELLIGENCE PRODUCTS ARE A GREAT COMPLEMENT BOTH TO PRODUCTS FROM SEMICONDUCTOR INSIGHTS, ACQUIRED IN JULY, AND TO OUR INTELLECTUAL PROPERTY SYMPOSIUM ANNOUNCED IN SEPTEMBER."

"WE HAVE NOW INVESTED AROUND \$40M IN THE ELECTRONICS GROUP OVER THE COURSE OF THE LAST TWO YEARS TO ACQUIRE PORTELLIGENT, TECHONLINE, HOW MACHINES WORK AND SEMICONDUCTOR INSIGHTS. THESE ACQUISITIONS, ALONGSIDE OUR ORGANIC DEVELOPMENTS, HAVE WIDENED OUR PRODUCT PORTFOLIO TO INCLUDE DATA-BASED WORKFLOW PRODUCTS, ONLINE MARKETING TOOLS AND EVENTS. AS A RESULT WE HAVE BEEN ABLE TO BETTER MEET EVEN MORE OF OUR CUSTOMERS' NEEDS AND TO INCREASE THE VALUE WE DELIVER, SUBSTANTIALLY ENHANCING THE STRATEGIC POSITION OF THE ELECTRONICS GROUP."

"THE SUCCESS OF OUR STRATEGY IS CLEAR - IN 2004 AROUND 60% OF THE ELECTRONICS GROUP'S REVENUES WERE GENERATED FROM PRINT PRODUCTS. IN 2008 WE EXPECT PRINT PRODUCTS TO CONTRIBUTE JUST 20% OF REVENUES WHILE DATA-BASED PRODUCTS, SUCH AS THOSE FROM PORTELLIGENT AND SEMICONDUCTOR INSIGHTS, WILL CONTRIBUTE MORE THAN 40%, WITH OUR STRONG EVENT AND ONLINE PRODUCTS GENERATING THE BALANCE."

- ENDS -

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## NOTES TO EDITORS

### 1. ABOUT UNITED BUSINESS MEDIA PLC

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