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2015 Global Data Valuation Survey

Trends in Data Valuation Among Global
Investors

November 2015

BRUNSWICK

INSIGHT

Who We Surveyed

Audience: Buy-side investors and Sell-side analysts across the US, Europe, and Asia

Data Collection: August 25th through September 14th, 2015

Sample Size: 207 investors

Margin of Error: 6.8%

Notes: Data presented in the 2014 survey has been weighted by country and investment side to allow for accurate comparison.

1 Data's value rises despite market instability; This year's survey was fielded during a period of intense market instability, particularly in Asia. Despite this, investors weren't looking to retrench in their traditional portfolio's businesses. Their focus on the future and the role of data actually increased compared to 2014, especially in Asia.

2 Increase in data monetization importance; Investment decisions or recommendations based on data monetization have increased since 2014.


34% 2014 → 41% 2015

3 Value of protection increases; Investors believe that the value of protecting data will increase in the future.

75% 2014 → 80% 2015

4 Europe lags in valuing monetization; Investors in the US, UK, and Asia are more likely to make an investment decision due to data monetization compared to investors in the EU.

55% 49% 48% 18%



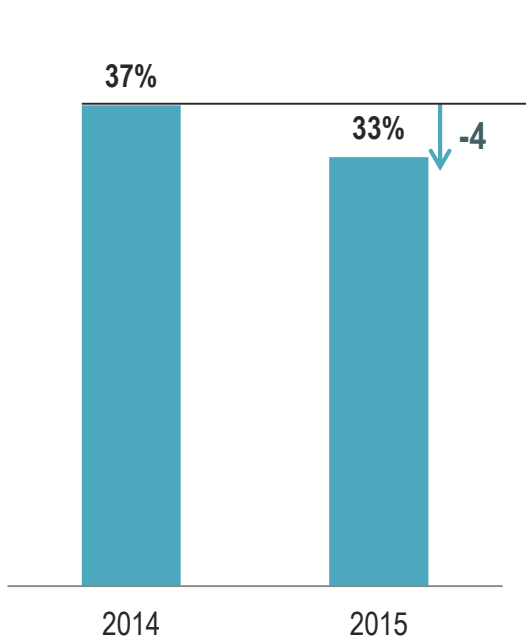


Investment Influence

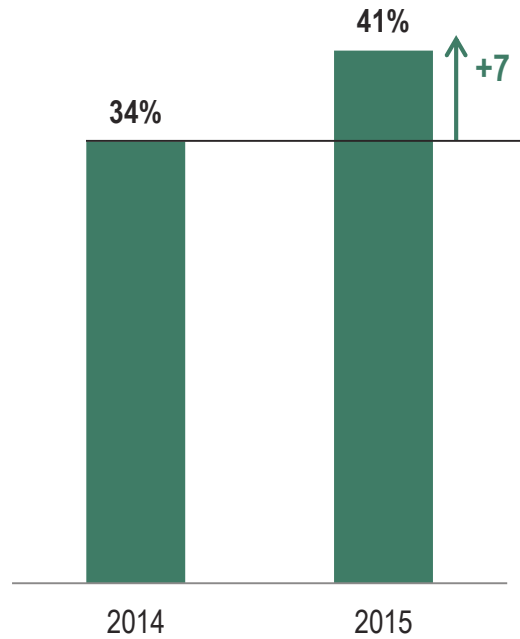
Data Monetization at a Glance

Decisions or recommendations based on data monetization increased, even as personal investments did not

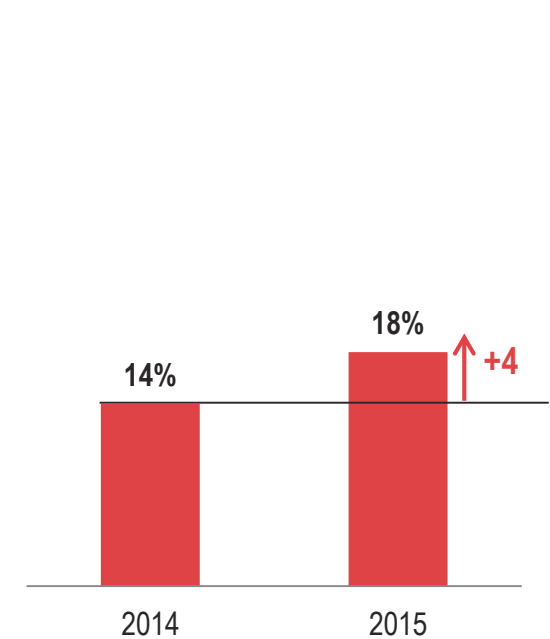
Personal investments or recommendations that were driven by a company's ability to monetize data*



Investors who have made an investment or recommendation due to a company's ability to monetize data



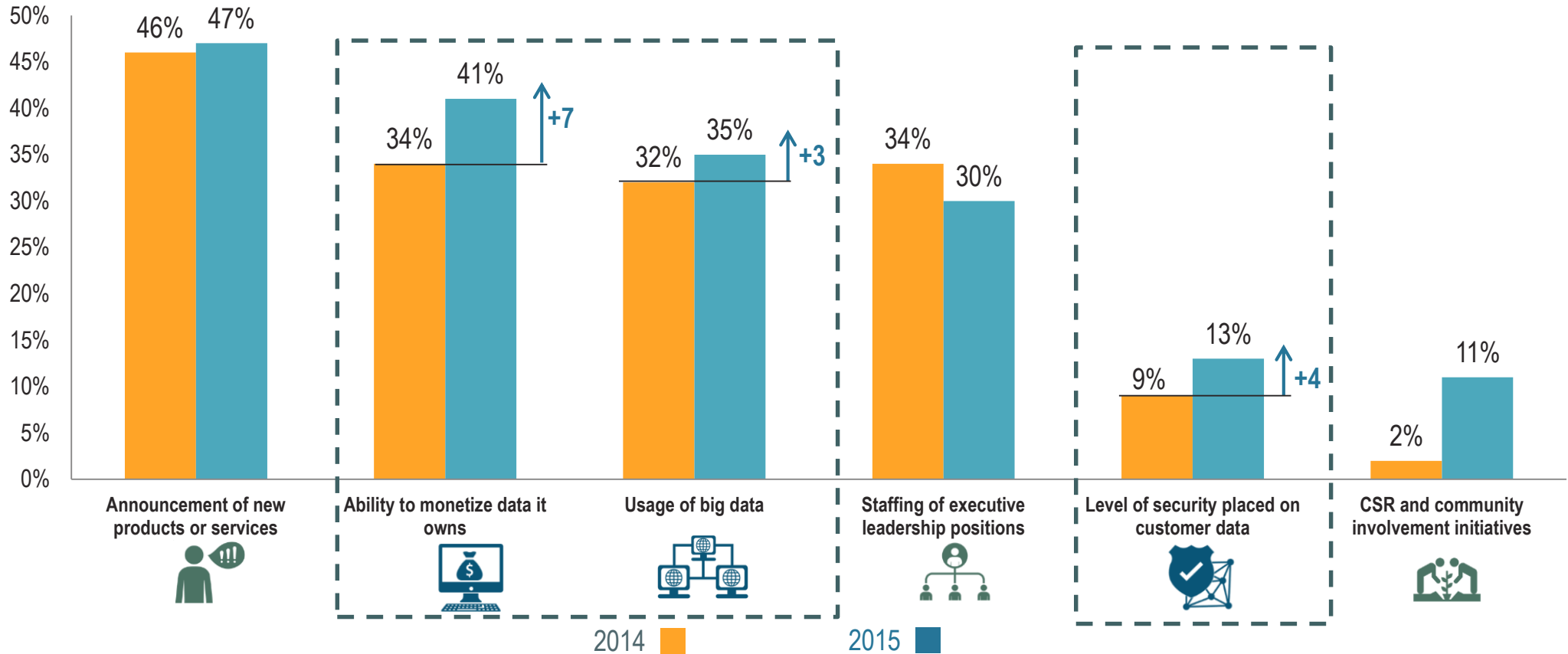
Investors who rank a company's ability to monetize data as the single most important driver of investments



*2014 data was conducted as a follow-up survey with a smaller number of total respondents.

Data-Driven Investment Decisions Increase

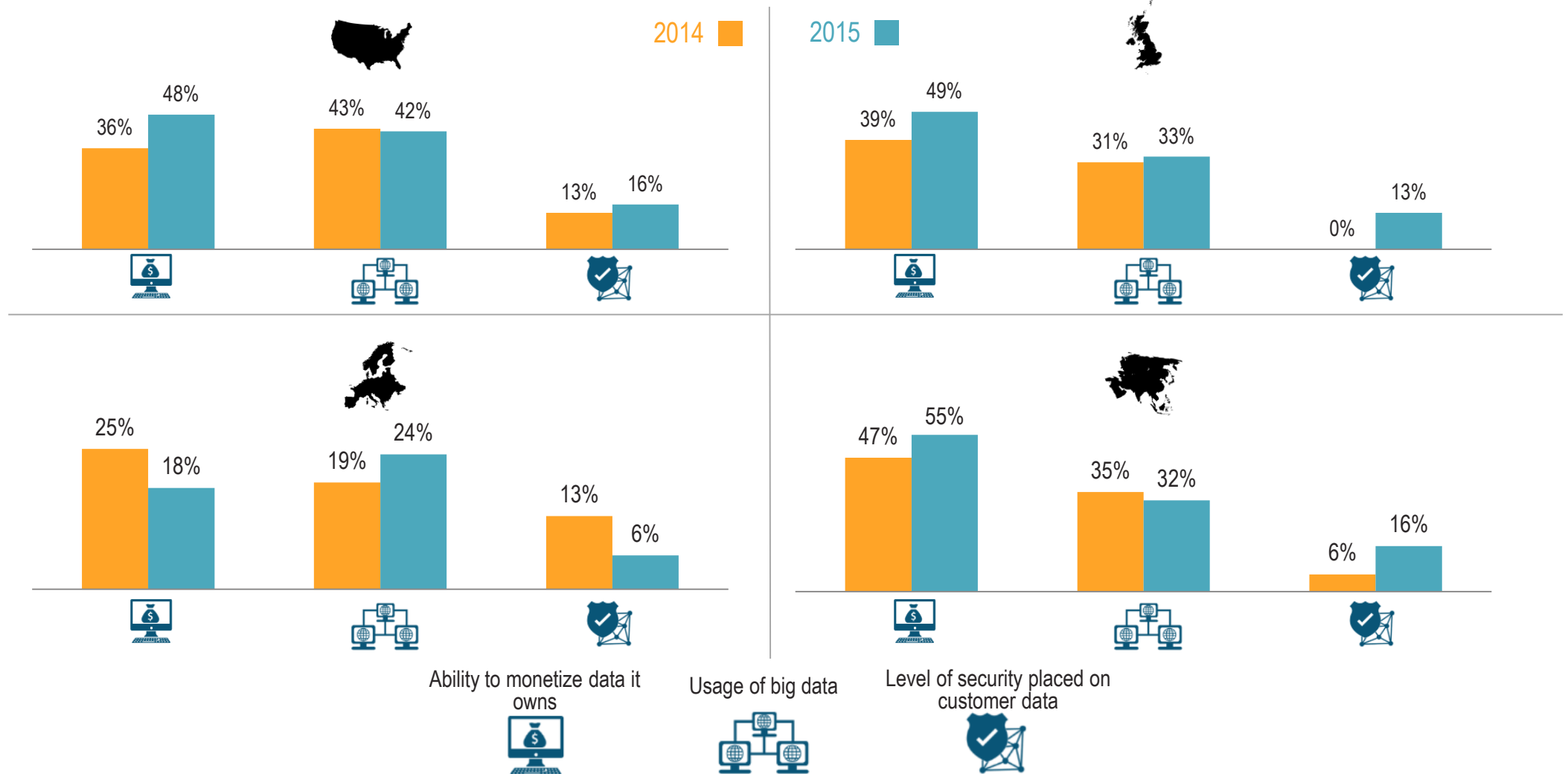
Investment decisions based on data valuation metrics are occurring more often than they did in 2014



QUESTION: Thinking about the past 12 months, please indicate if you have made an investment decision or recommendation in a company due to its...

Who Leads in Data Investments?

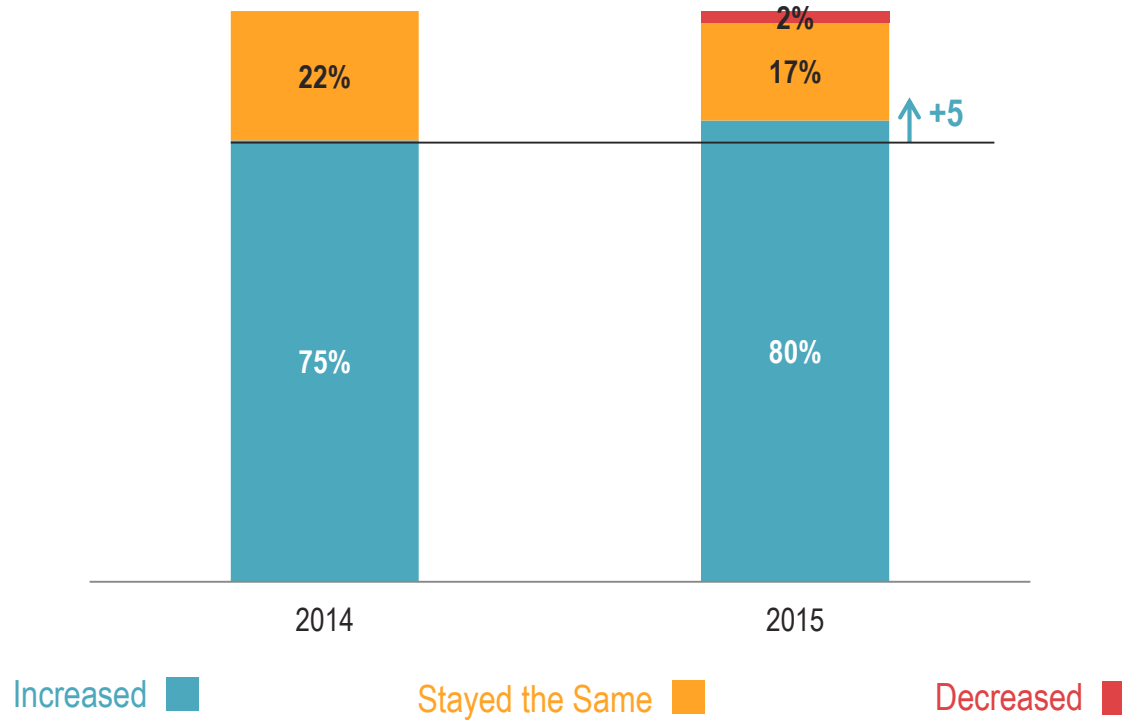
Data monetization decisions lead in Asia; US and UK investors outpace European investors in perceived importance



Value of Protecting Data Increases

Events over the past few years has further reinforced the value of data protection

Has companies' ability to **protect the data that they collect** increased in importance or decreased in importance...

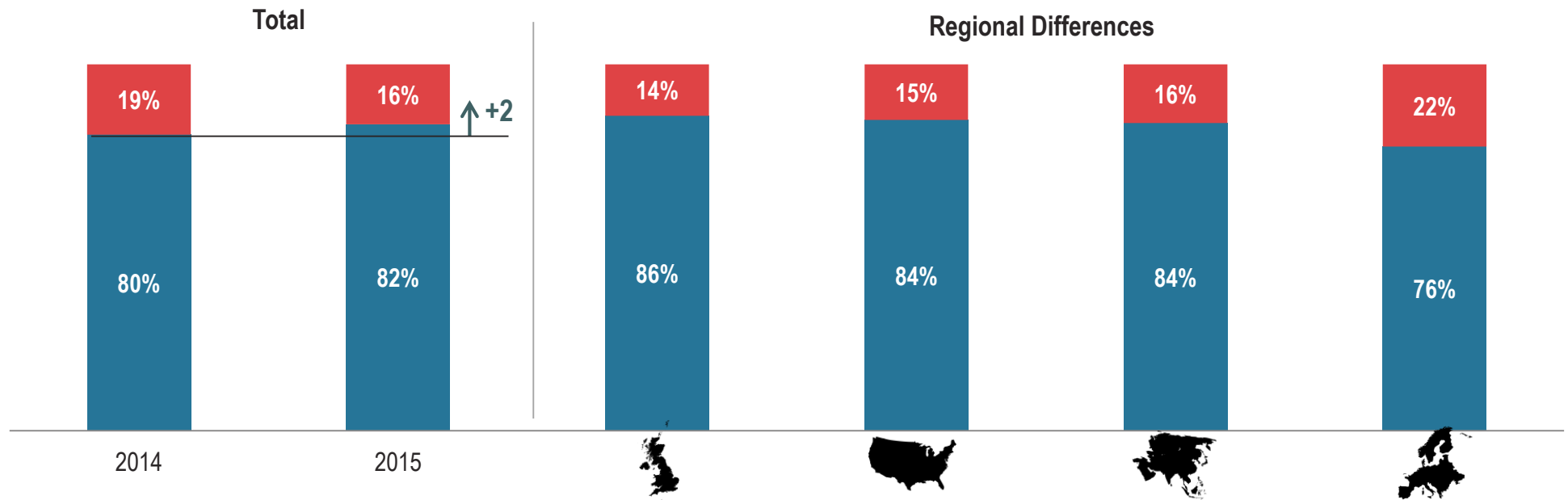


QUESTION: Thinking about the past couple of years, has companies' ability to protect the data they collect increased in importance or decreased in importance in driving investment decisions and recommendations?

Data Impacts Many Industries

Investors see role of data in all sectors, not just technology

*The issue of how a company manages, monetizes, and protects data **really only impacts** investment decisions for companies in the **technology space***



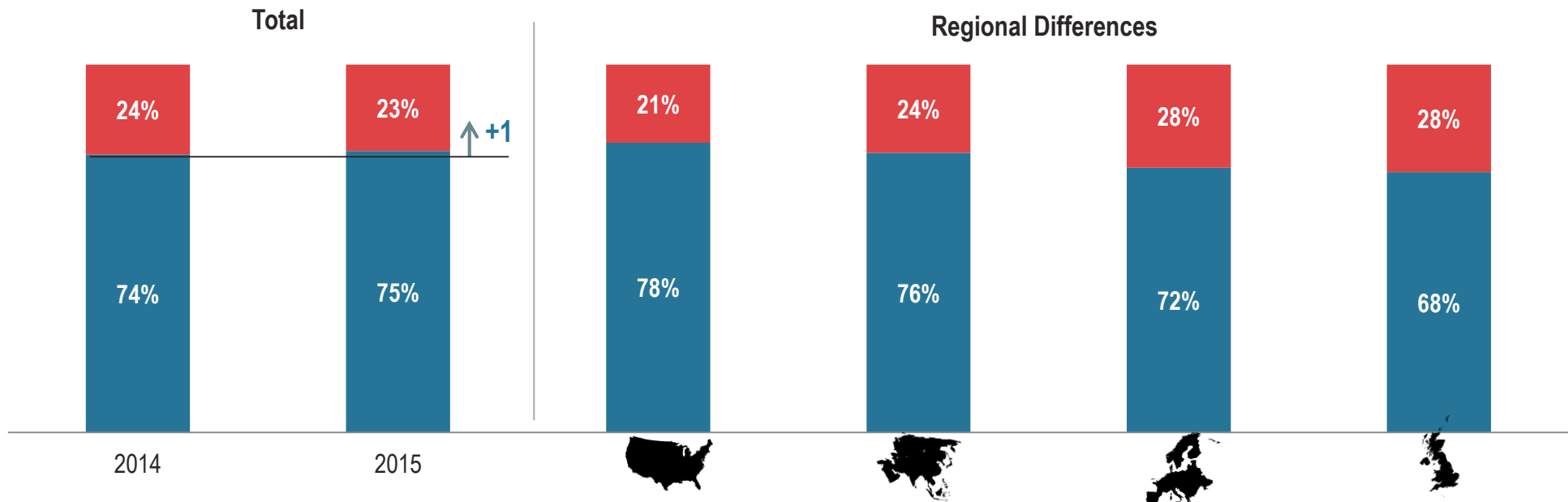
*The issue of how a company manages, monetizes, and protects data impacts investment decisions for companies across a **wide array of industries***

QUESTION: Below are two statements that some people say about how companies' handling of data impacts investment decisions. Select the statement that comes closest to your views.

Data Increases Valuation

Investors in the US and Asia lead in recognizing data's valuation potential

*How companies manage, monetize, and protect data **exposes companies to a great deal of risk**, and generally **hurts** valuation more than it increases valuation*



*How companies manage, monetize, and protect data **allows companies to realize true competitive advantages**, and **generally helps** increase valuation more than it hurts valuation*

QUESTION: Below are two statements that some people say about how companies' handling of data impacts investment decisions. Select the statement that comes closest to your views.

Data is a Core Factor

Investors in Europe most likely to view data as just a “flavor of the month”

The attention put on how companies manage, monetize, and protect the data is **just the “flavor of the month”** and it will never be viewed as being as important as other factors in investment decisions and recommendations



*How companies manage, monetize, and protect the data that they own **will become a core factor** in driving investment decisions and recommendations*

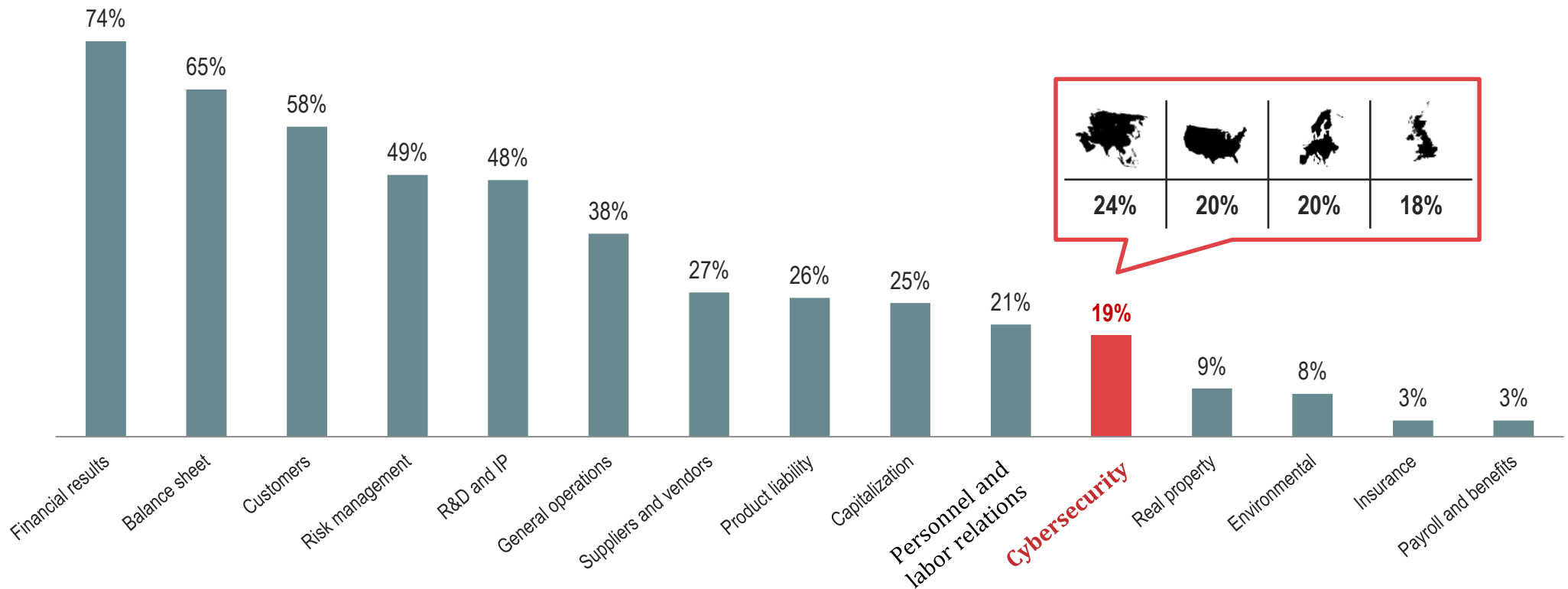
QUESTION: Below are two statements that some people say about how companies' handling of data impacts investment decisions. Select the statement that comes closest to your views.

Perceptions of Cybersecurity Risk

Cybersecurity Playing a Role in Deals

One in five say cybersecurity is a top factor for acquiring companies to investigate before an M&A deal

Most important factors for M&A Due Diligence



QUESTION: Please select the top five factors based on how important they are for an acquiring company to investigate during the due diligence portion of an M&A deal.

Agreement on Industries at Greatest Cyber Risk

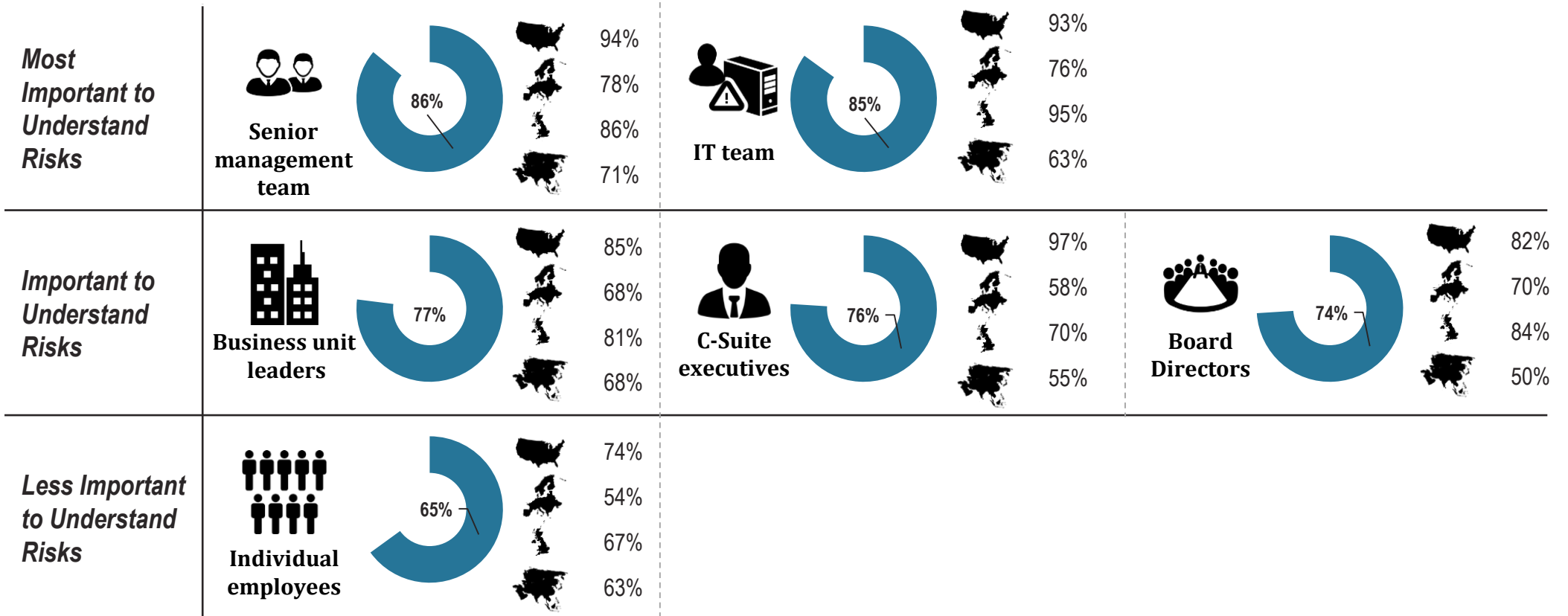
Investors agree that financial services, technology, defense, and telecoms are the industries most at risk

	Rank of Industries most at risk				
	Total	U.S. Rank	U.K. Rank	Europe Rank	Asia Rank
Financial Services	1	1	1	1	1
Technology	2	2	3	3	2
Defense	3	3 (Tied)	2	2	4
Telecoms	4	6	4	4	3
Healthcare	5	3 (Tied)	5	5	5
Retail	6	5	6	6	6
Entertainment	7	8	8	10	10
Manufacturing	8 (Tied)	12	9	7	11
Utilities	8 (Tied)	8	7	13	8
Hospitality	10 (Tied)	7	13	12	7
Transportation	10 (Tied)	11	10 (Tied)	9	12
Education	12	10	10 (Tied)	11	13
Energy and Natural Resources	13	13	12	8	9
Construction	14	14	14	14	14
Agriculture	15	15	15	15	15

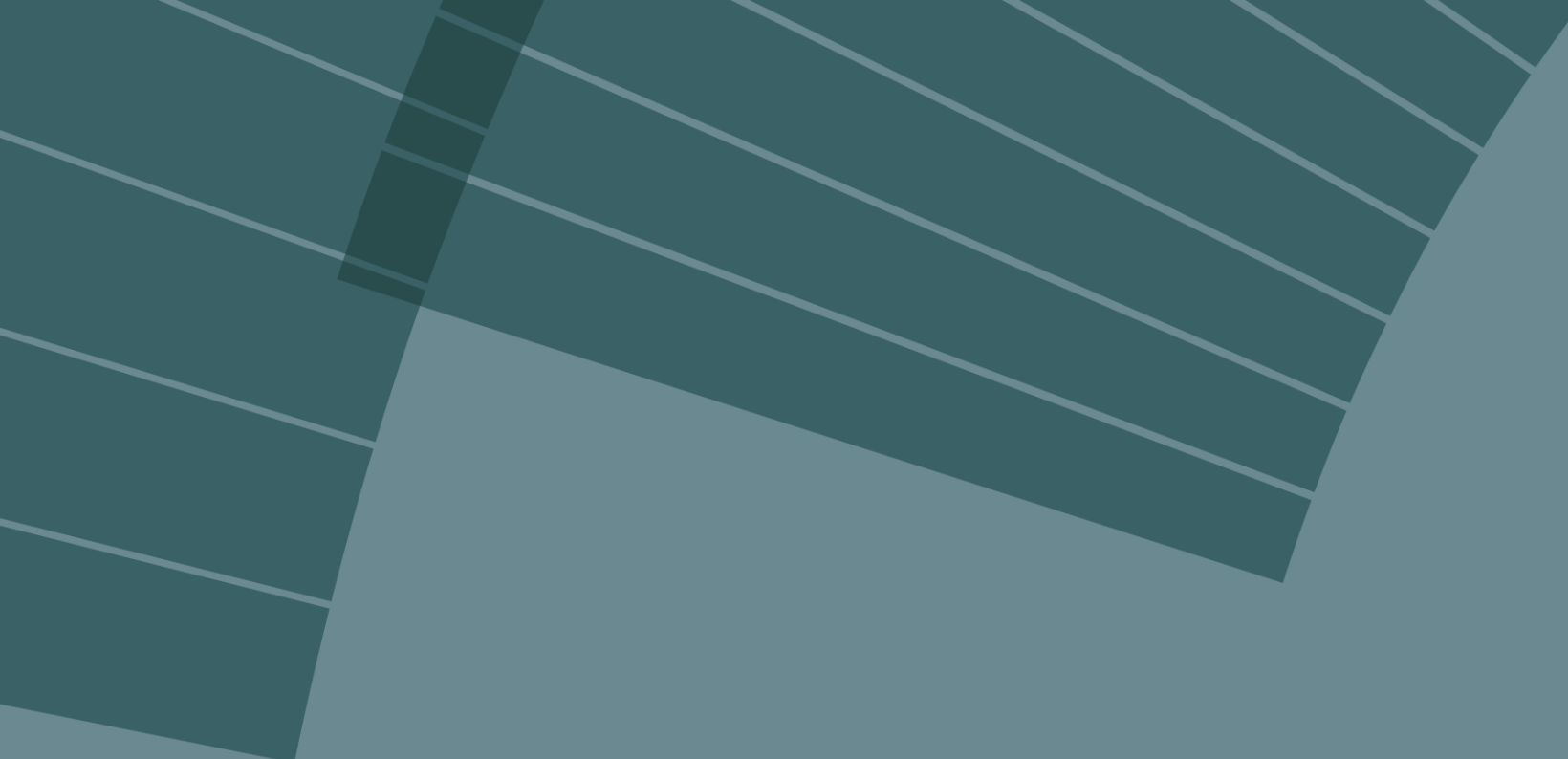
QUESTION: Please rank the following sectors based on how at-risk their valuation is to cyber security issues.

Understanding Cyber Risks

US and the UK investors are more likely to believe that all employee levels need to understand cyber risks

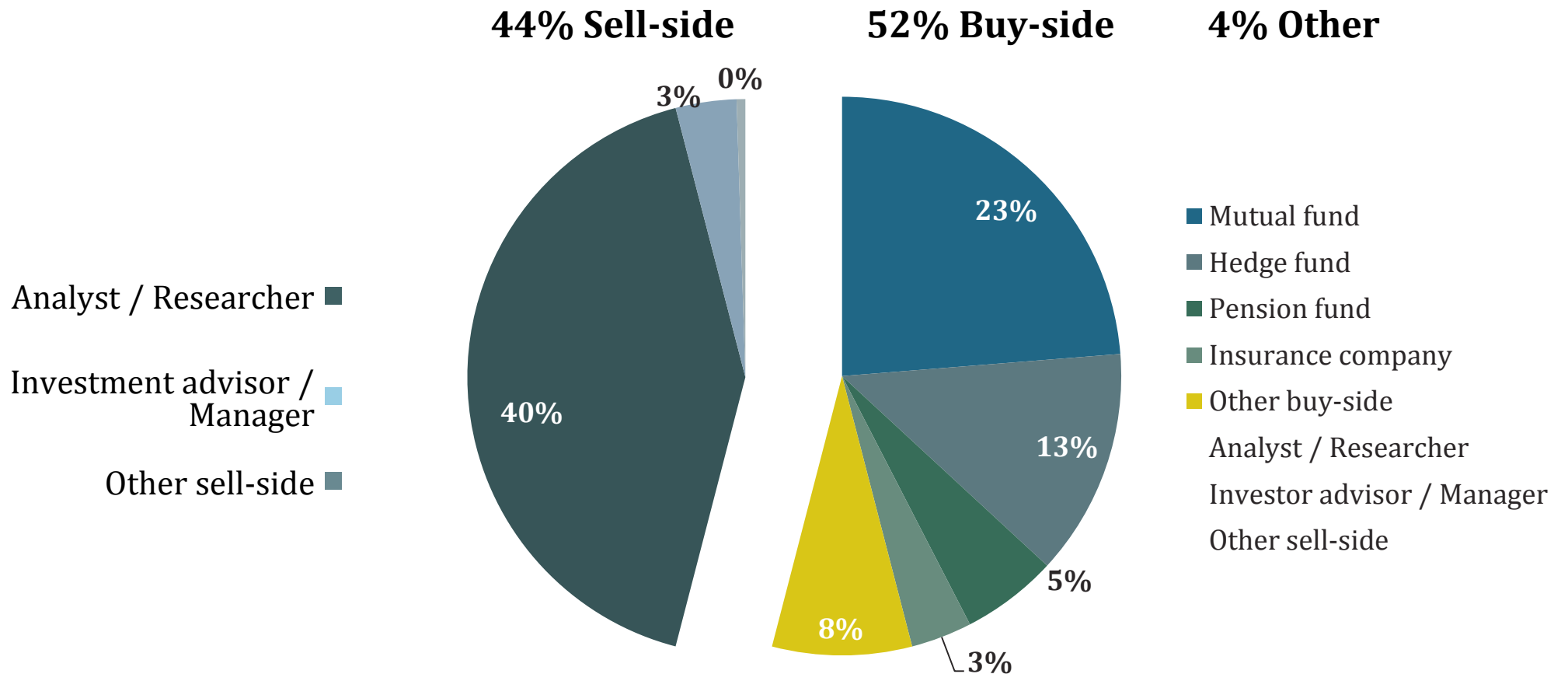


QUESTION: Thinking about the companies you are invested in, what levels within those companies should understand the importance of cybersecurity for their business?



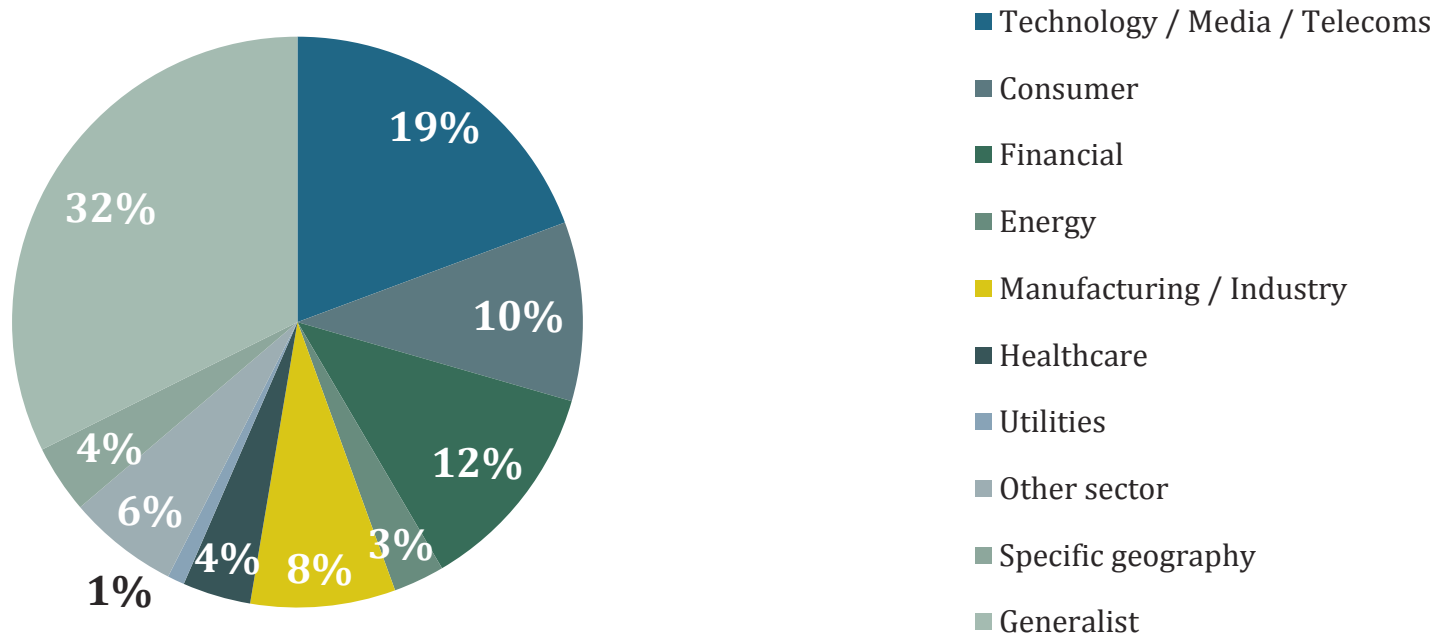
Appendix

Job Role and Investment Focus



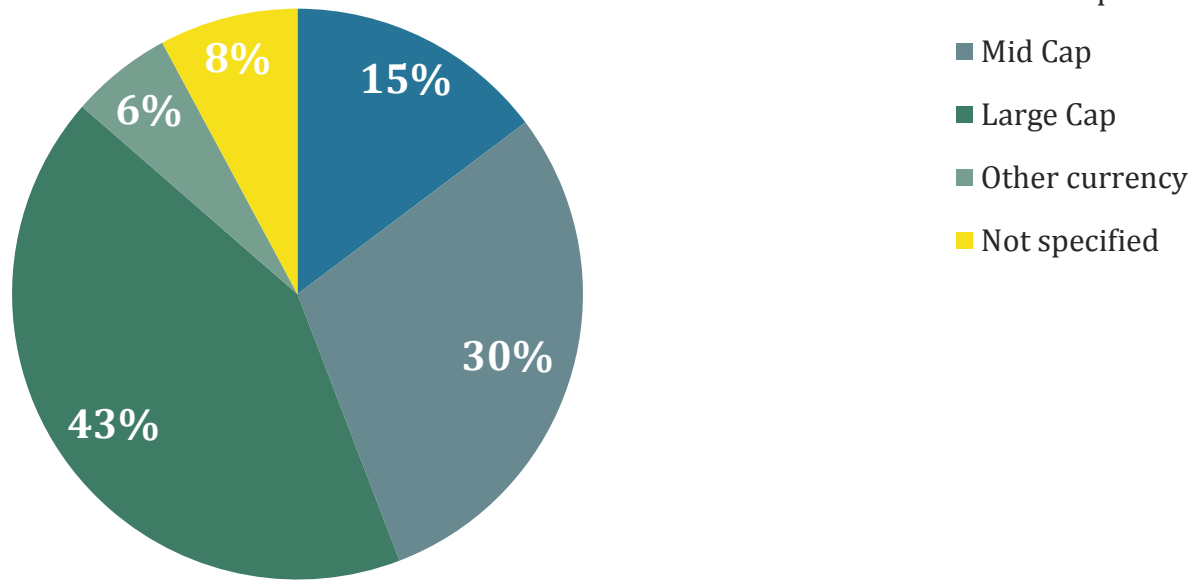
QUESTION: Which of the following best describes your role and the type of investments you are responsible for?

Industry Sector

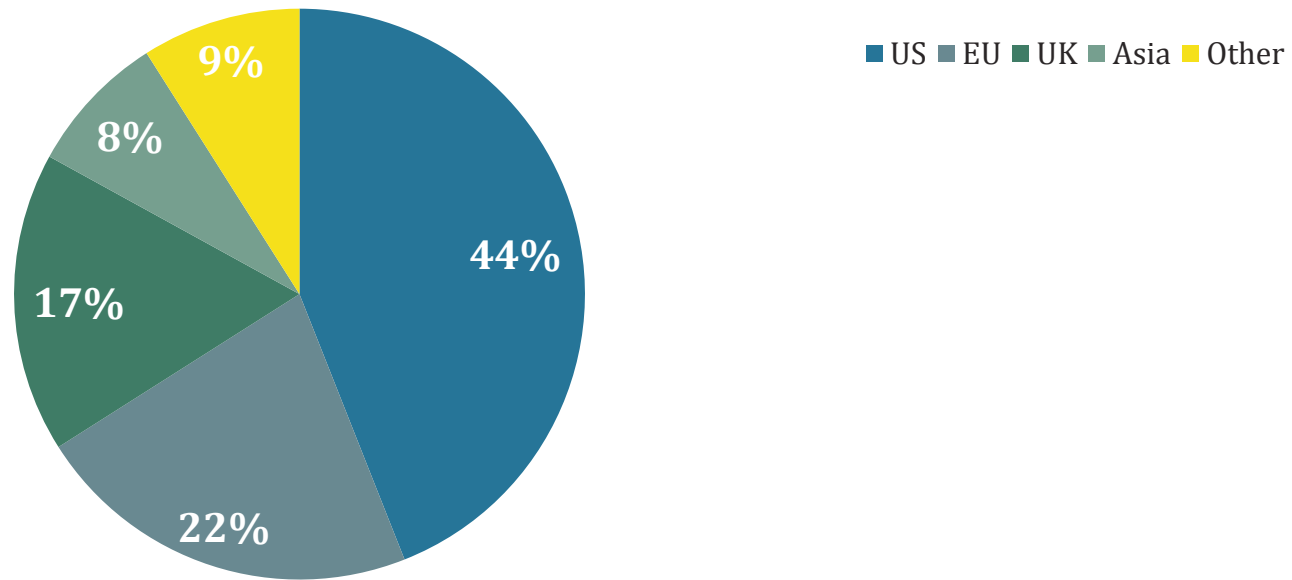


QUESTION: What is the primary industry sector you cover?

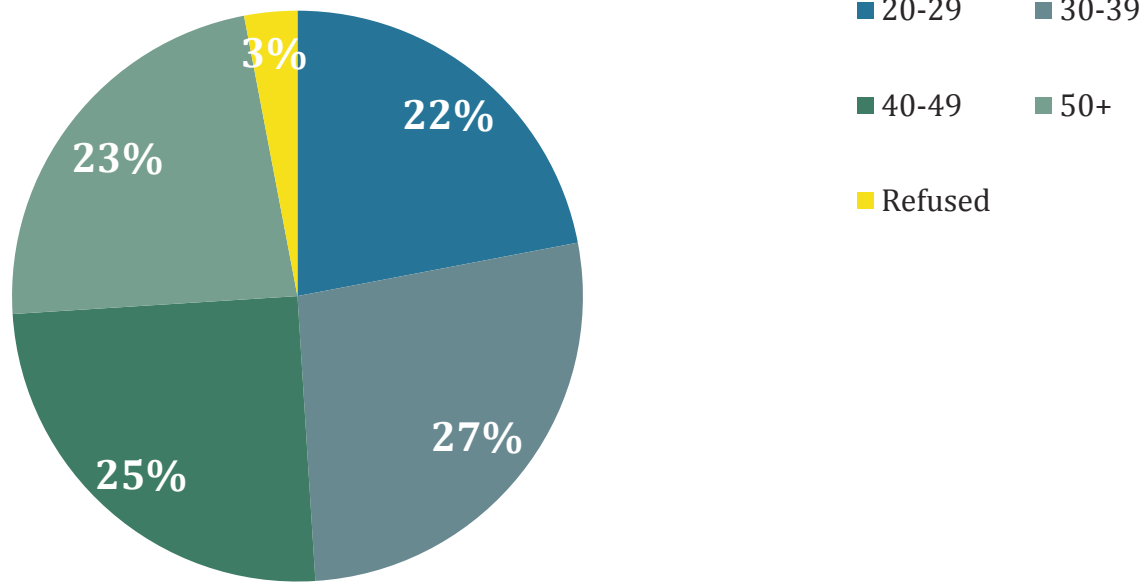
Market Cap Focus



QUESTION: What is your market cap focus? Please indicate which currency.



QUESTION: Where is your usual place of work?



QUESTION: Which age band do you fit into?

This research was conducted by Brunswick Insight, the research and consulting arm of the Brunswick Group, an international corporate communications partnership that helps businesses and other organizations address critical communications challenges. Brunswick is an international team of more than 850 people based in 23 offices in 14 countries.

Brunswick Insight provides data-driven strategic communications counsel for Fortune 500 companies, industry organizations, and non-profits. Our team of experts has conducted research in more than 70 markets around the world and has expertise in corporate reputation, issues management, narrative and message development, and thought leadership.

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