



**Sample Internet
Monitoring Report**

UKNetMonitor

What people are talking about

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Important Note: As this report contains verbatim quotes from consumer generated media, weblogs and hate sites on the internet, it may include offensive language and sentiment. We can take no responsibility for such content.

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Format of this report:

How many times UKNetMonitor has clipped this site for Sky

Thumbnail of site

SKY DIGITAL
No. of times Sky has been mentioned by this site: 8

HD Software update

Sky have rolled out some new software for their Sky HD boxes which claims to fix bugs, stability issues, the EPG, and fast-forward/rewind functionality, as reported by subscribers.
http://www.hdtvuk.tv/2006/09/sky_updates_sky.html

Clickable hyperlink, abbreviated if long.

The HDTVuk.tv site has a traffic rank of 137,250, has 62,093 back links, and a Page Rank of 6/10 which suggests an above average presence, and is likely to be one that many go to for advice, opinion and information as long as there remains uncertainty about the technology. As clipped last week, subscribers are reporting an improvement in performance, although one says that "now my auto switching aspect mode no longer works"

The context of the clipping

Glossary

Blog	Short for Web Log. An online diary/journal
Wiki	A web page of site that can be freely edited by anyone.
URL	Uniform Resource Location, effectively the address of a website
Back link	Also known as an inbound link. The number of other websites linking to the one you are looking at - a measure of authority
Inbound links	Also known as a back link. The number of other websites linking to the one you are looking at - a measure of authority
Domain	The main part of a web address, ie the site itself.
News feed	Not necessarily about current affairs, but software that automatically takes information and puts it on your web site/in-box
RSS or RSS feeds	Short for "Really Simple Syndication", what goes into a news feed and comes out on your website.

Traffic rank is based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and is a combined measure of page views and users (reach). Alexa is a popular search engine which collects data on use.

Reach measures the number of users. Reach is typically expressed as the percentage of all Internet users who visit a given site. So, for example, if a site like yahoo.com has a reach of 28%, this means that if you took random samples of one million Internet users, you would on average find that 280,000 of them visit yahoo.com. Alexa expresses reach as number of users per million.

Page views measure the number of pages viewed by Alexa Toolbar users. The page views per user numbers are the average numbers of unique pages viewed per user per day. Page views per million indicates what fraction of all the page views by toolbar users go to a particular site. For example, if yahoo.com has 70,000 page views per million, this means that 7% of all page views go to yahoo.com.

PageRank is a numeric value that represents how important a page is on the web. Google figures that when one page links to another page, it is effectively casting a vote for the other page. The more votes that are cast for a page, the more important the page must be. Page Rank is score out of 10, 10 being the best.

CORPORATE ISSUES
No of Permira
mentions by this site:
1



Freshfields

Freshfields Bruckhaus Deringer is advising international private equity firm Permira on the debt and equity financing of certain agreements by Permira Funds to secure a majority stake in Valentino Fashion Group SpA. Permira's offer values Valentino at €2.6bn....

<http://www.freshfields.com/news/dynamic/Pressrelease.asp?newsitem=1215>

Context: city and worldwide legal firm

CORPORATE ISSUES
No of Permira
mentions by this site:
1



Pro Sieben Sat 1

KKR and Permira - the capital structure of Pro Sieben Sat 1 is sufficient. The TV combine Pro Sieben Sat 1 which stands under a massive need to economise cannot hope for additional capital support from its two main auctioneers KKR and Permira.

<http://www.infosat.info/Meldungen/?srID=53&msgID=39803>

Context: german multi-media info site

CORPORATE ISSUES
No of Permira
mentions by this site:
1



AA and union consultations

At the request of Mr Damon Buffini managing partner of Permira a meeting took place today from 10.00am in Central London with GMB to discuss matters relating to AA and other matters relating to the private equity industry. Permira were represented by Mr Damon Buffini and Mr Charles Sherwood plus their advisors. GMB was represented by Mr Paul Kenny, General Secretary, Mr Paul Maloney, National Secretary for the AA section and Maria Ludkin, from the GMB Legal Department. The meeting lasted for over two and a half hours. Permira and GMB agreed to issue the following agreed joint public statement. "Permira and GMB have held constructive discussions about the AA and GMB's role as an independent union representing its members at the Company. Permira is happy to confirm that it is its position that employees can choose to be represented by whomever they choose, including the GMB. The parties have agreed to consult further and to seek to build a constructive dialogue."

<http://gmb.co.uk>

Context: The GMB's website is not widely read, with an average reach of only 1 per million people per day, and a traffic ranking of 938,148.

However it will be on the watch list of the mainstream media, and is highly linked to by other union and political sites an

CORPORATE ISSUES
No of Permira
mentions by this site:
4



Australian retailer Coles

Wesfarmers Ltd agreed to buy Australian retailer Coles Group alone after private equity partners Permira and Pacific Equity Partners withdrew. A source familiar with the situation said the private equity firms were unable to make a deal stack up after the sudden jump in the cost of credit in U.S. markets over the past week. [ID:nSYD209645].

http://messages.finance.yahoo.com/Business_%26_Finance/Investments/Stocks_%28A_to_Z%29/Stocks_B/threadview?bn=2634&tid=24948&mid=24949

Context: The Finance Message board of Yahoo - the world's most popular web site.

CORPORATE ISSUES

No of Permira mentions by this site: 1



business advisory council

I found this piece about the new cabinet on Unenlightened Commentary (hat-tip to Guido) pointing out that with the with the exception of law and journalism none of our new ministers have any private sector experience. This does not come as any great surprise; but it does not bode well for the business and enterprise friendly policies the new prime minister is apparently so keen on.

In order to counter this imbalance (and pretend to be leading “a government of all the talents), Brown is setting up a Business Advisory Council to play a central role in improving government-business relations. Of course the CBI is already well placed to do that and, as the Times points out, it is unclear where the new council would operate in relation to the International Business Advisory Council (IBAC), set up in November by the then Chancellor. The excess of overlapping bureaucracy obviously comes as no surprise.

The list of members mooted to date does little to calm the sceptics concerned it will only represent big business - members of the new council are said to include Sir Alan Sugar; Stuart Rose, CEO of Marks & Spencer; Sir Terry Leahy, head of Tesco; Arun Sarin, head of Vodafone; and Damon Buffini, managing partner at private equity firm Permira. These eminent figures may well meet only twice a year. All in all it appears to be a rather transparent attempt to woo the city (and the big donors that work there).

Perhaps Brown should start with a long overdue reform of the tax code instead, simplifying and lowering income tax, national insurance and corporation tax. Or he could set about reducing the regulatory burden that makes life so difficult for the UK’s small businesses and damages our international competitiveness. Handing out peerages might just prove an easier option though.

Saturday, June 30, 2007

<http://www.adamsmith.org/blog/index.php/blog/category/select/Politics/>

Context: A right-wing think-tank.

CORPORATE ISSUES

No of Permira mentions by this site: 1



media - advertising

The AA and Saga deal, announced this week, values the two companies at £6.15 billion. Saga’s 3,900 staff will join the AA’s 7,200 employees under the ownership of Permira, CVC and Charterhouse, the three private equity companies behind the merger.

<http://www.brandrepublic.com/News/667586/Week-AA-Saga-merger-will-prompt-40m-media-review/>

Context: Brand Republic serves the fast-moving world of advertising, marketing, public relations and new media and it is the home of Campaign and Marketing magazines on the web. It also has a lively online forum.

CORPORATE ISSUES

No of Permira mentions by this site: 1



media - public relations

The trade body representing private equity firms, the British Venture Capital Association (BVCA), has brought in an agency to manage media coverage around an independent report that it has funded.

M:Communications is advising on next week's publication of the Walker Report. The agency will attempt to use this report to stem the tide of negative coverage of private equity firms by widening the debate to the -economic, political and pensions media.

The media and public outcry culminated last month in a Treasury Select Committee hearing attended by chiefs of the major equity firms, including Permira managing partner Damon Buffini.

During the two-hour grilling from MPs, Unite assistant general secretary Paul Talbot argued private equity should be forced to give the same public disclosure as listed companies. The BVCA's chief executive Peter Linthwaite resigned after a much criticised performance in front of the committee.

Publicity over private equity's role in the economy has now spread well beyond City sections of newspapers. At last month's Glastonbury festival, the GMB union -organised a demonstration.

<http://www.brandrepublic.com/News/670660/M-assist-embattled-private-equity-firms/>

Context: Brand Republic serves the fast-moving world of advertising, marketing, public relations and new media and it is the home of Campaign and Marketing magazines on the web. It also has a lively online forum.

CORPORATE ISSUES

No of Permira mentions by this site: 1



political

Online reader comment in response to [Scotsman](#) article

- Tax these PI locusts out of existence!!!!
- Private Equity is poison in the business world, like lions feasting over a kill or should that be hyenas.

<http://news.scotsman.com/politics.cfm?id=968902007>

Context: Online reader comment of The Scotsman Newspaper

CORPORATE ISSUES

No of Permira mentions by this site: 1



Prada sale

Italian fashion house Prada in sale talks

Richard Caring, who made his fortune supplying many of Britain's leading clothes stores, is holding secret talks on the move. t least two private equity houses are also interested in buying Prada, which is worth 1.3 billion pounds (1.9 billion euros, 2.6 billion dollars), the paper said. It reported that these could include Permira and Carlyle.

Prada, known for its sleek, modernist tailoring, enjoyed a 63 percent increase in profits last year, taking them to 76 million euros.

It sold loss-making fashion labels Helmut Lang and Jil Sander in 2006.

<http://www.roenz.com/?p=12637>

Context: celebrity news

CORPORATE ISSUES
No of Permira
mentions by this site:
1



Private equity

Britain's leading bookmakers, including the private equity-owned Gala Coral, face serious allegations about the vulnerability of thousands of staff who are regularly attacked during robberies and by punters who have lost huge sums on new-style gaming machines. Gala Coral is owned by Permira, the private equity company headed by Damon Buffini.

Union officials paint an ugly picture of betting shop staff regularly abused and intimidated by gamblers, with hundreds of employees experiencing serious attacks. Staff have been injured and murdered as robberies of shops become an increasing occurrence.

The implication, lazily expressed, is that the horror of being robbed and murdered is somehow connected to the private ownership of the firms in which these people work. The Observer has been among the most vociferous attackers of private equity firms - firms that buy businesses and restructure them, usually with large amounts of borrowed money - and its criticisms are usually wide of the mark. Various studies, such as from Nottingham University, have shown that private equity firms invest for the longer term, create more jobs in total, and generate more profits, than listed businesses. But these firms are mega rich and their owners are very wealthy men (it is a male-dominated world) and so are clearly evil in the eyes of the left-leaning media. But even I was struck at how casually the Observer has tried to link the problems of robbery to private ownership in readers' minds.

http://www.samizdata.net/blog/archives/2007/07/sometimes_it_is.html

Context: The Samizdata people describe themselves as "a bunch of sinister and heavily armed globalist illuminati who seek to infect the entire world with the values of personal liberty and several property. Amongst our many crimes is a sense of humour and the inte

TRADING ISSUES

No of Permira mentions by this site: 2



private equity

As unions turn up the heat on private equity firms, the industry is starting to realise it must explain itself better to the public. Private equity has traditionally worked in silence. But not for much longer. As private equity buyouts become the principal agent of mergers and acquisitions in western economies, the sector is being thrust into the spotlight.

The ensuing backlash against the industry has been largely fuelled by trade unions, which have portrayed private equity as the epitome of avarice. Playing on the popular image of buyout firms as the infamous “Barbarians at the Gate”, labour leaders have argued that asset-stripping and job-losses are the inevitable consequence of private equity takeovers. They cite the example of the AA, where new owners Permira and CVC cut 3,400 jobs within months of taking over the breakdown and traffic service group three years ago....

Clearly, private equity firms have a public relations mountain to climb. The industry took a modest, practical step in this direction last month, forming an independent working group to develop a voluntary code for improving disclosure.... Higson says: “These private equity firms often have a good story to tell, in turning around underperforming firms. But there’s been no pressure to tell it.” No pressure that is, until now.

<http://www.ethicalcorp.com/content.asp?ContentID=4981>

Context: The Ethical Corporation is a well respected and influential activist website, which is actively engaged in the debate about corporate responsibility. Traffic Rank is 297,530. It enjoys more than 31,000 inbound links giving it a high degree of influence

CORPORATE ISSUES

No of Permira mentions by this site: 4



private equity business

The Independent is running an article discussing “who’s next for private equity bidders?”—the article mentions the following: Unilever (UL) – says many private-equity groups consider the Anglo-Dutch consumer products giant to be the ultimate prize. Away from the public eye financial owners would not have to worry about growing the group’s top line and could instead use its free cash-flow yield of 9 per cent to pay down debt... Pearson (PSO) – the publisher of the Financial Times, is another one on KKR’s radar... British Airways (BAB) – the bid for Australia’s national carrier Qantas from Texas Pacific Group and the investment bank Macquarie focused the spotlight on British Airways... Experian (EXPGY.PK) – the only reason why this credit-checking business did not succumb to a private-equity bid when it was hidden inside the GUS conglomerate was because the co’s directors felt that shareholders would do better from a deal if Experian was spun off first...BT Group (BT) has raced into view as a potential takeover target on the back of a number of private-equity backed telecoms deals in Europe. Blackstone purchased a 4.5% stake in Germany’s incumbent operator Deutsche Telekom while Danish operator TDC was acquired by a consortium of venture capitalist firms including Apax Partners and Permira... Ladbroke’s (LDBKF.PK) – has been seen as a leading private-equity target ever since the bookmaker was left as an independent business after the sale of Hilton Hotels last February. The operation has many of the characteristics beloved of private-equity firms.

http://messages.finance.yahoo.com/Business_%26_Finance/Investments/Stocks_%28A_to_Z%29/Stocks_S/threadview?bn=16942&tid=637533&mid=637533

Context: The Finance Message board of Yahoo - the world’s most popular web site.

CORPORATE ISSUES
No of Permira
mentions by this site:
4



private equity companies

It's "Game Over" Gatewei Grifters!!!

A leading private equity boss warned today that the UK buy-out industry will be hit by a serious credit crunch within the next year or two as the contagion in the US sub-prime mortgage market spreads across the Atlantic.

The cost of borrowing money for leveraged buy-outs has jumped after it emerged last month that two Bear Stearns hedge funds that invested in sub-prime loans were close to collapse.

Responding to a question from Treasury Select Committee about the credit difficulties in the US, Jon Moulton, managing partner at Alchemy, said: "We will have the same sort of problems here arising out of an over-enthusiastic market."

The Daily Telegraph revealed last night that the proposed sale of New Look, the high street retailer, was close to collapse because the "reserve" price of £1.8bn sought by private equity sellers Apax and Permira had not been met.

Mr Moulton, whose firm famously launched a failed bid to buy Rover in 2000, noted that the problems at the New Look auction "may well be a straw in the wind [pointing to] the increasing difficulty of raising debt."

He added: "At some stage no-one will be willing to underwrite debt in a fresh market. We could be very close to that point or it could be a year or two forward, it's very hard to call."

But David Blitzer, senior managing director at Blackstone, the US private equity group, told the committee that while leverage had been rising, he did not believe it had reached "excessive" levels yet.

He agreed with Mr Moulton that private equity deals were funded in a similar way to sub-prime mortgages, with the debt spread across a number of different investors, but insisted that there was much more due diligence carried out in the case of debt provided for buy-outs. This meant there was "no systemic risk in the system," he concluded.

http://messages.finance.yahoo.com/Business_%26_Finance/Investments/Stocks_%28A_to_Z%29/Stocks_G/threadview?bn=8175&tid=160531&mid=160552

Context: The Finance Message board of Yahoo - the world's most popular web site.

CORPORATE ISSUES

No of Permira mentions by this site: 2



private equity issues

Private equity is smarting after a series of bruising encounters with UK authorities left buyout executives facing the prospect of higher tax bills. ... Dominic Murphy of Kohlberg Kravis Roberts, Philip Yea of 3i, Damon Buffini of Permira and Robert Easton of Carlyle faced tough questioning from MPs on their industry's record on tax, debt, transparency and pensions.... To make matters worse UK market regulator, the Financial Services Authority (FSA), called for greater disclosure from private equity firms and banks that fund buyout deals. A seven-month FSA consultation on the industry found significant conflicts of interest when banks advise private equity firms, lend to them, or operate their own private equity arms.

<http://www.ethicalcorp.com/content.asp?ContentID=5245>

Context: The Ethical Corporation is a well respected and influential activist website, which is actively engaged in the debate about corporate responsibility. Traffic Rank is 297,530. It enjoys more than 31,000 inbound links giving it a high degree of influence

CORPORATE ISSUES

No of Permira mentions by this site: 1



raising buyout funds

U.K.-Based Permira Preparing £5.9-Billion European Fund London— Permira, a U.K.-based private-equity firm, announced that it is planning to raise £5.9 billion for an enormous buyout fund. Permira said it would use the fund, which will be the largest European private-equity fund in history, to invest in companies based in Europe. Permira IV will surpass a £4.2-billion fund raised by U.K.-based rival CVC Capital Partners and a £3.8-billion fund raised by BC Partners last year. Permira specialises in the consumer, chemical and industrial sectors, but also invests heavily in technology, media and telecommunications. SVG Capital, an investment firm that specialises in acquiring stakes in private-equity funds, has already earmarked more than £1.9 billion for the fund, Permira said.

http://www.europeantechwire.com/etw/2006/03/ukbased_permira.html

Context: news for the european technology community

CORPORATE ISSUES

No of Permira mentions by this site: 1



securicor buyout

An alleged breakdown in security at Group 4 Securicor. Word reaches FT Alphaville that Permira is close to announcing a buyout of the world's largest provider of security services. Educated guessers put the take-out price at a little under £3.5bn, or something approaching 280p a share. The group, in its current form, was constructed three years ago with the merger of Securicor and Group 4 Falck — and is only rivalled, internationally, by Securitas of Sweden. G4S - as the company now likes to be known — has operations in more than 100 countries, with about 430,000 staff supervising cash and premises and also jails.

While listed in London, the company has maintained a low market profile. Alongside chief executive Nick Buckles, former Metropolitan police chief Paul (now Lord) Condon is deputy chairman. Needless to say, neither party was commenting on Wednesday. Yawn.

<http://ftalphaville.ft.com/blog/2007/07/25/6126/market-heist-permira-said-to-be-finalising-%c2%a37bn-bid-for-group-4-securicor/>

CORPORATE ISSUES

No of Permira mentions by this site: 1



the Chinese market

European private equity Permira eyes Chinese market(04/09/07)
The European-based private equity firm Permira is planning to set up an office in Shanghai or Hong Kong to prepare for direct investment in China, eyeing the country's growing market. Paolo Colonna, chairman of Permira, told Shanghai Securities News that the firm intended to invest in merchandise distribution for China's big- and medium-sized enterprises with its worldwide sales network.

Marazzi, a ceramic tile company with investment from Permira, is already selling Chinese-made tiles in the Far East. Permira was no longer satisfied with indirect investment in China, according to Paolo Colonna.

Permira normally becomes a company's biggest shareholder when it invests in Europe. Paolo Colonna said the firm is now seeking to become majority investors in Chinese companies, but emphasized it would not meddle in the operation of companies. He also said his firm sees the potential for growth in both publicly and privately owned companies.

China has seen more private equity coming into the country with the rapid growth of Chinese enterprises. The U.S. investment group Warburg Pincus said private equity investors in China pumped 1.07 billion U.S. dollars in 2005 up from about 518 million U.S. dollars in 2001.

<http://www.china-embassy.org/eng/gvzg/t309980.htm>

Context: embassy website

CORPORATE ISSUES

No of Permira mentions by this site: 1



Valentino

The World of Global Apparel Finance

Hugo Boss drives Valentino growthMILAN – [03.07.07]

The uncertainty surrounding the Valentino Group over the past few months has done little to damage the luxury fashion house's financial performance, with profits for the first half of the year rising 18% to €41.4 million.... Part of the current private equity trend currently sweeping through the apparel industry, Valentino is now under the control of Red & Black Lux Sarl, a company owned by Permira, which has a 60.2% holding in the company. The buyout firm is expected to bid for the remaining stakes in Valentino currently trading in the market and a shareholders' meeting to appoint a new board is scheduled for 20 September.

http://www.apparelanalyst.com/headline_details.php?id=651

Context: global apparel analysis

CORPORATE ISSUES

No of Permira mentions by this site: 1



Valentino

EU OKs Permira to Buy Valentino Stake

Valentino dressed Jacqueline Kennedy in a white lace mini dress for her 1968 wedding to Greek shipping magnate Aristotle Onassis and provided gowns to Julia Roberts and Cate Blanchett when they won Oscars. He has since branched into jeans, perfumes

<http://www.weddingplanblog.com/index.php/435/wedding-plans-things-to-do/>

Context: the blog for wedding plans