

global sources

Online • Trade shows • Magazines
(NASDAQ-GS: GSOL)

Investor Presentation
November 2010

global  sources

40
YEARS

Quality Buyers
Verified Suppliers

www.globalsources.com

Safe Harbor

This presentation contains forward-looking statements within the meaning of Section 27-A of the Securities Act of 1933, as amended and Section 21-E of the Securities Exchange Act of 1934, as amended. The company's actual results could differ materially from those set forth in the forward-looking statements as a result of the risks associated with the company's business, changes in general economic conditions, and changes in the assumptions used in making such forward-looking statements.



Business at a Glance

A leading B2B media company facilitating China trade

Total Solution

- Online marketplaces
- Exhibitions
- Private Sourcing Events
- Print magazines
- Digital magazines

global  sources

- Established 1971
- HQ: Hong Kong
- 3,200 team members
- 64 locations, 44 in Greater China

Revenue Sources*

- 98% for marketing services
- By media:
 - 48% online
 - 35% exhibitions
 - 15% print
 - 2% other
- 74% China

Financial Strength

- \$187M Revenue*
- \$31M Adjusted EBITDA* #
- \$94M Cash and Securities**
- No bank or long term debt**

* TTM ending September 30, 2010

** As of September 30, 2010

See reconciliation in the appendix



Media for Global Trade



Community: 262,000 verified and unverified suppliers

18 Consumer Product Categories

Lead Generation:
192 million leads annually to suppliers through *Global Sources Online* alone



Community: 967,000 active buyers worldwide (certified with Ernst & Young)



global  sources



Verified Suppliers

Media for China Trade



Community: More than 2 million registered online users and magazine readers

- 20 Verticals**
- Electronic Engineering
 - Electronic Design
 - Electronics Manufacturing
 - Optoelectronics
 - Management
 - 15 consumer product categories



Community: Overseas manufacturers of semi-conductors and electronics equipment; luxury consumer brands; domestic suppliers of consumer goods



global  sources



Verified Suppliers

Larger, More Professional Buyers



- 20:80 rule generally applies to importing, whereby 20% of buyers account for 80% of volume^{1,2}
- Professional buyers require experienced, financially sound exporters with manufacturing facilities
- July through October, *Private Sourcing Events* held for 118 sourcing teams – creating more than 490 high quality, one-on-one selling opportunities for suppliers

1 Source: U.S. Customs & Border Control

2 Source: Global Sources estimate from U.S. Customs data



Export Marketing “Total Solution”



Media for all Stages of the Buying Process



- Import buyers do not place large-volume orders through online marketplaces
- Each media plays a different role throughout the buying process. Examples:
 - Online is effective early – to search for suppliers and make inquiries
 - Trade shows & *Private Sourcing Events* enable negotiation, supplier selection, and ordering

Online Meeting Key Needs

- Specialization
 - Industry, categories, and products
- Comprehensive
 - Verified and unverified suppliers
- Ranking
 - Based on marketing package, and on amount of information provided by other parties
- Verification
 - By *Verify*, *Bureau Veritas*, and *Global Sources*

9,072 "Solar panels" results from 1,433 suppliers

Use the filters below to refine 1,538 products from 89 **Verified Suppliers** and 7,545 products from 1344 **Unverified Suppliers**

Refine results by

- Supplier Rank**
 - ★★★★★ (4 suppliers / 97 products)
 - ★★★★☆ (7 suppliers / 40 products)
 - ★★★☆☆ (14 suppliers / 199 products)
 - ★★☆☆☆ (12 suppliers / 403 products)
 - ★☆☆☆☆ (34 suppliers / 596 products)
 - ☆☆☆☆☆ (17 suppliers / 161 products)
- Supplier Verification**
 - Credit Check (63 suppliers / 1170 products)
 - Supplier Capability Assessment (6 suppliers / 80 products)
- Supplier Activity**
 - China Sourcing Fairs (6 suppliers / 83 products)
 - Private Sourcing Events (6 suppliers / 180 products)

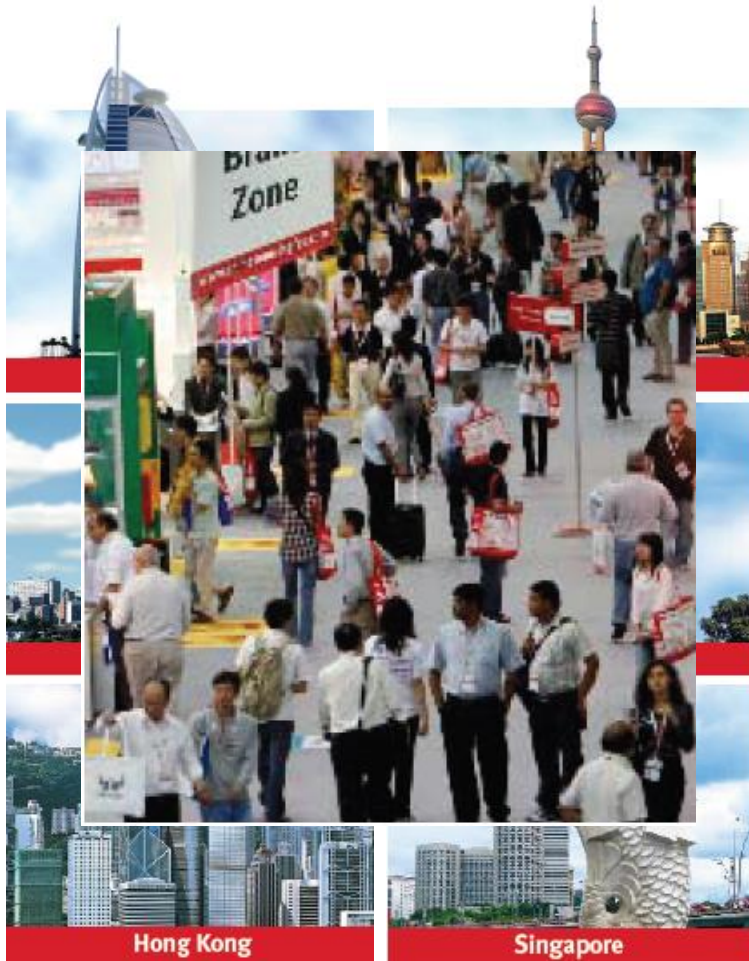
Supplier List

Product Image	Description	Supplier Information	Region	Contact
	Solar Panel Mono-crystalline Solar Panel with Output Power of 100W and 17.6V Working Voltage	Zhejiang Sopray Solar Co. Ltd 90 products News/Research	China (mainland)	Inquire now chat
	Solar Panel 125W Solar Panel with Maximum Power Voltage of 17.5V, Made of Multiple Crystalline Silicone Cells	FEMB Co., Ltd. 358 products Trade Shows News/Research	Hong Kong SAR	Inquire now

Rank: ★★★★★



Trade Shows Expanding



- 55 shows for 2010, up from 30 in 2009
 - New locations, new categories, and an acquisition
 - Hong Kong, Dubai, Johannesburg, Mumbai, Shanghai, Singapore
- Key objectives:
 - Increase booth sales
 - Help suppliers penetrate fast-growing developing markets
 - Extra exposure for online and magazine advertisers

Magazines Evolving



- Each print edition has a digital counterpart
- Magazines also serve as a Trade Show Guide and Exhibitor Directory
- Digital editions take buyers directly to suppliers' websites on *Global Sources Online*

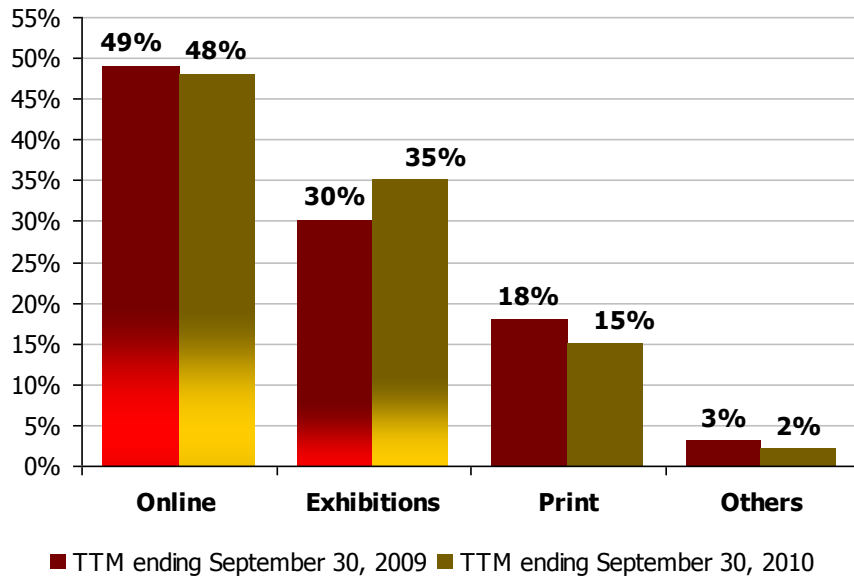
Income Statement

(in US\$ millions except number of shares and per share data)	Q3 2010	Q3 2009	growth %	YTD SEP 2010	YTD SEP 2009	growth %
Revenues						
Online	24.8	20.9	19	69.0	64.9	6
Print	5.7	7.9	(27)	19.7	22.5	(12)
Exhibitions	7.7	0.9	756	39.6	29.4	35
Miscellaneous	1.2	0.9	33	3.6	2.8	29
Total revenue	39.4	30.6	29	131.8	119.6	10
Operating expenses	(35.9)	(29.7)	(21)	(118.3)	(112.0)	(6)
Operating income	3.5	0.9	289	13.5	7.6	78
Interest and dividend income	0.1	0.3	(67)	0.4	0.7	(43)
Foreign exchange gains (losses), net	0.0	0.1	(100)	0.0	0.1	(100)
Income before income taxes	3.5	1.3	169	13.9	8.4	65
Income tax expense	(0.4)	(0.1)	(300)	(0.6)	(0.3)	(100)
Net income attributable to non-controlling interest	(0.8)	0.0	(100)	(1.1)	(0.7)	(57)
GAAP Net income	2.3	1.2	92	12.1	7.5	61
GAAP Net income per diluted share	0.06	0.03	100	0.28	0.16	75
*Adjusted EBITDA	6.0	3.4	76	21.2	15.6	36
Total shares used in diluted net income per share calculations (GAAP Net Income)	39,873,952	45,877,214		44,010,618	45,759,320	

*Note: Please refer to the Adjusted EBITDA reconciliation table in appendix.

Evolving Revenue Mix

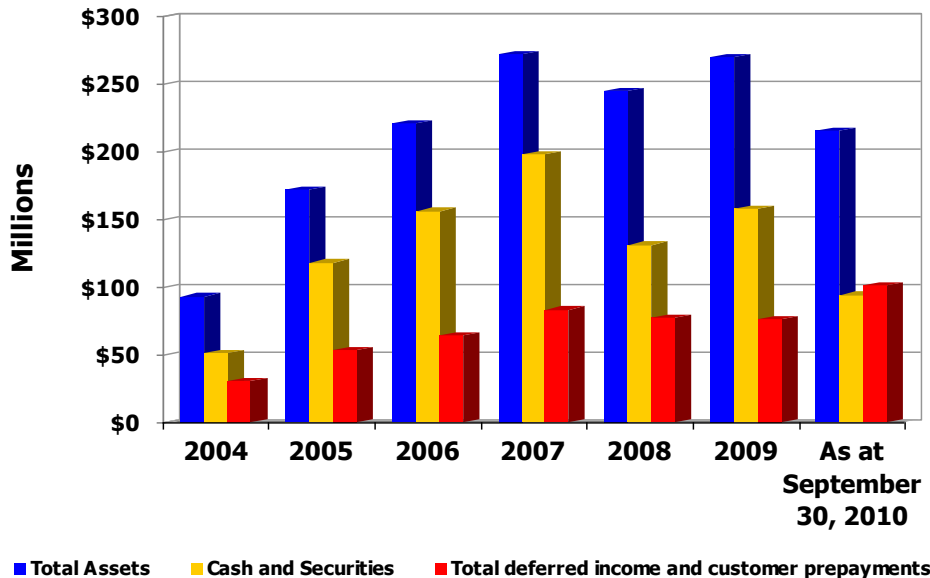
Revenue Mix



- 4th quarter expectations:
 - Online expected to grow the fastest
 - Exhibitions growth to remain healthy
 - Print expected to decline

Strong Balance Sheet

Cash, Securities, Deferred Income and Total Assets

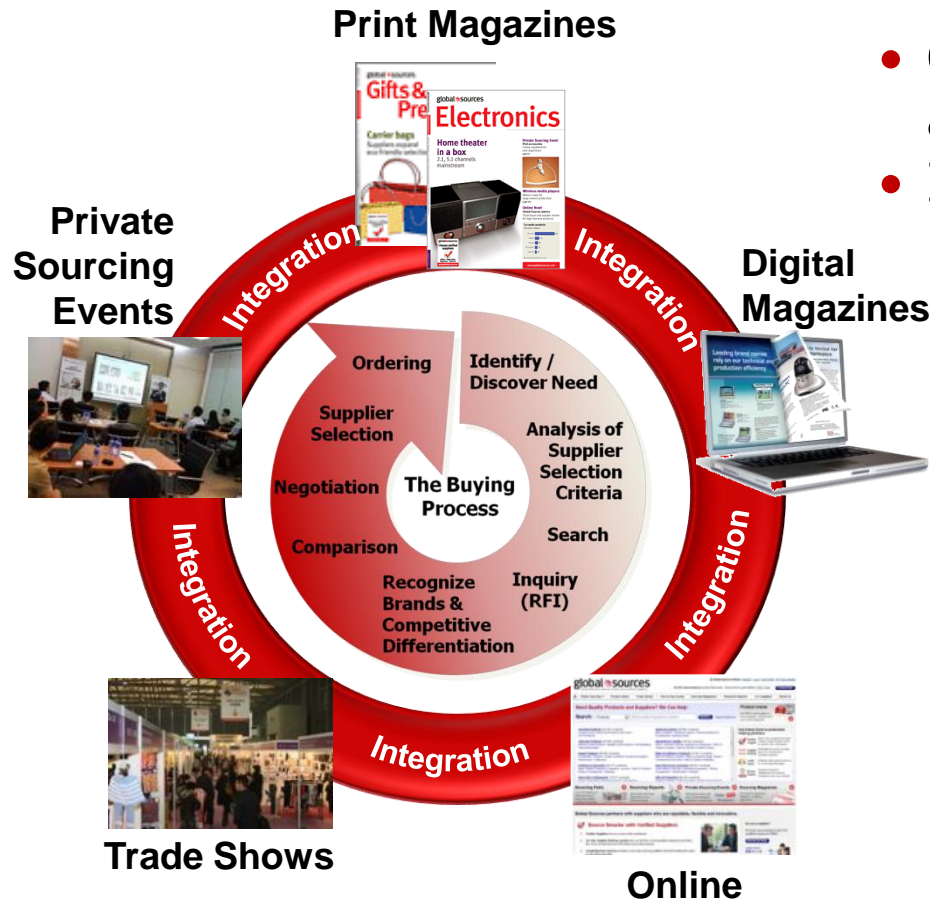


- No debt*
- Cash and securities: \$94M*
 - 60% in U.S. treasury bonds
 - 44% of total assets
- Deferred income: \$101M*
 - 54% of TTM revenue
- \$74.5 million in real estate assets based on original cost
- Completed tender offer of 11.12 million shares at \$9.00 per share in August 2010 using \$100 million in cash

* As of September 30, 2010

Note: In Q308, the company purchased real estate for a sum of \$47.9 million, and in Q408 Global Sources completed a tender offer of 6.25M shares at \$8.00 per share.

Multi-channel Integration Expected to Drive Growth



- Opportunities for sales efficiencies and cross-selling
- Increasing integration:
 - Buyers can search online for exhibitors -- and their products
 - Advertisers' products have a physical and/or digital presence at shows
 - Advertisers gain additional exposure and sales leads because magazines also act as a show guide and exhibitor directory

Cont'd...

Multi-Channel Media Integration Expected to Drive Growth

Trade Show Growth Strategies



- Rapidly expanding trade show business is becoming increasingly digital
- More export shows planned for 2011 and 2012 including Miami in July 2011
- New division for China shows to:
 - Grow existing Shanghai shows
 - Launch new shows, seek acquisitions and partnerships
 - Integrate with *China Global Sources Online*

Guidance: Second Half 2010*

- Revenue \$99.0M to \$100.0M
 - 16 - 17% growth
- GAAP EPS \$0.28 to \$0.30
 - Compared to \$0.21
- Non-GAAP EPS \$0.33 to \$0.35
 - Compared to \$0.23
- Note on revenue mix:
 - 2H 2010 revenue mix expected: 48% -- 50% online, 36% -- 38% exhibitions, 11% -- 13% print, and approximately 2% miscellaneous.
 - 2H 2009 revenue mix: approximately 48% online, 31% exhibitions, 18% print, and 3% miscellaneous.

**As compared to 2H 2009 and as reported November 11th, 2010*



Board of Directors



Merle Hinrichs
Chairman & CEO

Founder; former Principal Executive Officer of predecessor company Trade Media Holdings; Board Member of Trustees of Thunderbird School of Global Management; Board Member of Economic Strategy Institute.



Sarah Benecke
Director

Former Chief Executive Officer; launched flagship website *Global Sources Online*; served as consultant for *China Sourcing Fairs* launch, development and expansion; and former Vice Chairman of the Hong Kong Exhibition & Convention Industry Association.



Eddie Heng
Director

Former Chief Financial Officer; Singapore CPA and Member of Singapore Institute of CPAs; Fellow Member of UK Association of Chartered Certified Accountants; Director and Audit Committee Chairman of Prison Fellowship Singapore; and former Regional Financial Controller of Hitachi Data Systems.



Roderick Chalmers
Independent Director

Member of Audit, Compensation & Executive Sessions Committees; former Asia-Pacific Chairman & Global Management Board Member of PricewaterhouseCoopers; has at various times been a Non-executive Director of Hong Kong Securities & Futures Commission, Member of Hong Kong Takeovers & Mergers Panel, and Chairman of Hong Kong Working Group on Financial Disclosure.



David Jones
Independent Director

Member of Audit, Compensation & Executive Sessions Committees; Managing Director of CHAMP Private Equity; founded and led the development of UBS Capital's Australian and New Zealand business; former Chairman of Australian Venture Capital Association Limited.



James Watkins
Independent Director

Member of Audit, Compensation & Executive Sessions Committees; former Partner in Linklaters law firm, London and Hong Kong; former Director & Group General Counsel of Jardine Matheson Group, Hong Kong; Audit Committee Member of Jardine Cycle & Carriage Ltd., MCL Land Ltd. and Asia Satellite Telecommunications Holdings Ltd.; Audit Committee Chairman of Advanced Semiconductor Manufacturing Corporation Ltd.



Robert Lees
Independent Director

Member of Compensation & Executive Sessions Committee; former Secretary General, President and Chief Executive Officer of Pacific Basin Economic Council; Director of Japan America Society and Chinese Chamber of Commerce in Cincinnati.



Awards and Indexes



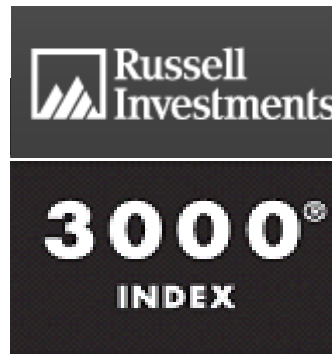
2006, 2007, 2008, 2009, 2010*



Titanium Award for Corporate Governance & Investor Relations 2009



*Forbes Asia's 2007
'Best Under a Billion'*



Since June 2007



*Top 50 Most Powerful
B2B Media, 2006*

**Best IR Website in China; Certificate of Excellence for Corporate Governance in Greater China*



Investment Highlights

- Large and attractive market opportunity primarily focused on China export and domestic B2B market
- Leadership of the professional market
 - Deep relationships with the largest buyers
 - High quality community of verified suppliers
- Strong online growth and rapidly expanding trade show business becoming increasingly digital
- Extensive, multi-channel media integration initiatives expected to drive growth
- Strong balance sheet and 40-year track record of profitability



global sources

Online • Trade shows • Magazines
(NASDAQ-GS: GSOL)

Thank You

global  sources

40
YEARS

Quality Buyers
Verified Suppliers

www.globalsources.com

GAAP to Non-GAAP Reconciliation

Management believes non-GAAP metrics are useful measures of operations. Global Sources defines non-GAAP net income as net income excluding non-cash, SBC expense or credit, amortization of intangibles as it relates to certain equity compensation plans, gains or losses on acquisitions and investments, and/or impairment charges, for all historical and future references to non-GAAP metrics. Non-GAAP EPS is defined as non-GAAP net income divided by the weighted average of diluted common shares outstanding.

In U.S. Dollars Thousands, Except Number of Shares and Per Share Data

	Three months ended September 30,		Nine months ended September 30,	
	2010	2009	2010	2009
GAAP EPS	\$ 0.06	\$ 0.03	\$ 0.28	\$ 0.16
GAAP Net Income	\$ 2,282	\$ 1,185	\$ 12,121	\$ 7,474
Non-cash stock based compensation expense (Note 1)	722	940	2,472	3,181
Amortization of intangibles (Note 2)	154	-	371	-
Non-GAAP Net Income	\$ 3,158	\$ 2,125	\$ 14,964	\$ 10,655
Non-GAAP diluted net income per share	\$ 0.08	\$ 0.05	\$ 0.34	\$ 0.23
Total shares used in non-GAAP diluted net income per share calculations	39,873,952	45,877,214	44,010,618	45,759,320

Notes:

- (1) Actual SBC is calculated based on actual share price on date of the awards for employees and revaluation based on the share price of the last day of the quarter for consultants.
- (2) Amortization of intangible assets relating to certain non-compete agreements.



EBITDA Reconciliation

Adjusted EBITDA is defined at earnings before interest, taxes, depreciation, amortization, stock-based compensation and impairment of goodwill and intangible assets.

In U.S. Dollars Thousands

	Three months ended		TTM ended September 30,		Nine months ended September	
	2010	2009	2010	2009	2010	2009
US GAAP Income from operations	\$ 3,479	\$ 919	\$ 21,863	\$ 15,534	\$ 13,485	\$ 7,630
Depreciation and amortization	1,840	1,557	7,778	6,319	5,197	4,764
EBITDA	<u>5,319</u>	<u>2,476</u>	<u>29,641</u>	<u>21,853</u>	<u>18,682</u>	<u>12,394</u>
Non-cash stock based compensation expense	722	940	1,162	2,761	2,472	3,181
Adjusted EBITDA	<u>\$ 6,041</u>	<u>\$ 3,416</u>	<u>\$ 30,803</u>	<u>\$ 24,614</u>	<u>\$ 21,154</u>	<u>\$ 15,575</u>



2010 Trade Show Schedule

January	February	March
<p><i>CSF Gifts & Premiums (Shanghai)</i> <i>CSF Baby & Children's Products (Shanghai)</i> <i>CSF Fashion Accessories (Shanghai)</i></p>		<p><i>IIC China Conference & Exhibition (Shenzhen)</i> <i>IIC China Conference & Exhibition (Chengdu)</i> <i>IIC China Conference & Exhibition (Shanghai)</i></p>
April	May	June
<p><i>CSF Electronics & Components (HK)</i> <i>CSF Security Products (HK)</i> <i>CSF Fashion Accessories (HK)</i> <i>CSF Underwear & Swimwear (HK)</i> <i>CSF Home Products (HK)</i> <i>CSF Gifts & Premiums (HK)</i> <i>CSF Baby & Children's Products (HK)</i> <i>ISF Home Products (HK)</i></p>		<p><i>CSF Electronics (Shanghai)</i> <i>CSF Electronics (Dubai)</i> <i>CSF Fashion Accessories (Dubai)</i> <i>CSF Home Products (Dubai)</i> <i>CSF Gifts & Premiums (Dubai)</i> <i>CSF Baby & Children's Products (Dubai)</i> <i>CSF Hardware & Building Materials (Dubai)</i> <i>ISF Home Products (Dubai)</i></p>
July	August	September
	<p><i>New Specialized Show in 2010= Red</i> <i>Newly Acquired Specialized Show in 2010= Blue</i> <i>New location = Green</i> <i>CSF = China Sourcing Fair</i> <i>ISF = India Sourcing Fair</i></p>	<p><i>China International Optoelectronic Expo</i> <i>IIC China Conference & Exhibition (Shenzhen)</i> <i>IIC China Conference & Exhibition (Xian)</i> <i>CSF Security Products (Mumbai)</i> <i>CSF Gifts & Premiums (Mumbai)</i> <i>CSF Home Products (Mumbai)</i> <i>CSF Electronics & Components (Mumbai)</i> <i>CSF Hardware & Building Materials (Mumbai)</i> <i>CSF Auto Parts & Accessories</i> <i>CSF Bathroom Products (Mumbai)</i> <i>CSF Auto Parts & Accessories (Mumbai)</i></p>
October	November	December
<p><i>CSF Electronics & Components (HK)</i> <i>CSF Security Products (HK)</i> <i>CSF Home Products (HK)</i> <i>CSF Gifts & Premiums (HK)</i> <i>CSF Baby & Children's Products (HK)</i> <i>CSF Fashion Accessories (HK)</i> <i>CSF Underwear & Swimwear (HK)</i> <i>CSF Garments & Textiles (HK)</i> <i>ISF Home Products (HK)</i></p>	<p><i>CSF Garments & Textiles (Singapore)</i> <i>CSF Food & Beverage (Singapore)</i> <i>CSF Machinery & Industrial Supplies (Singapore)</i> <i>CSF Gifts & Premiums (Singapore)</i> <i>CSF Home Products (Singapore)</i> <i>CSF Hardware & Building Materials (Singapore)</i></p>	<p><i>CSF Electronics (Johannesburg)</i> <i>CSF Gifts & Premiums (Johannesburg)</i> <i>CSF Home Products (Johannesburg)</i> <i>CSF Baby & Children's Products (Johannesburg)</i> <i>CSF Fashion Accessories (Johannesburg)</i> <i>CSF Hardware & Building Materials (Johannesburg)</i> <i>CSF Garment & Textiles (Johannesburg)</i> <i>ISF Home Products (Johannesburg)</i></p>

