

## QUICK REFERENCE: AS OF 06/30/03

NASDAQ Symbol: **TSCM Common Stock**

Shares Outstanding: **23.9 million**

Market Capitalization: **\$113 million**

52 Week Trading Range: **\$2.02 - \$5.43**

Fiscal Year: **December 31**

Chairman & CEO: **Thomas J. Clarke Jr.**

CFO: **Lisa A. Mogensen**

Corporate Headquarters: **New York, NY**

Employees: **154\***

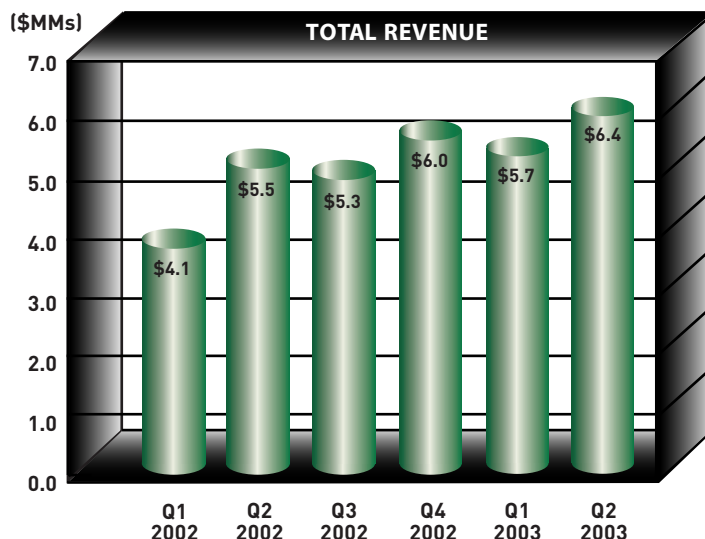
\*Includes IRG employees

## CORPORATE PROFILE

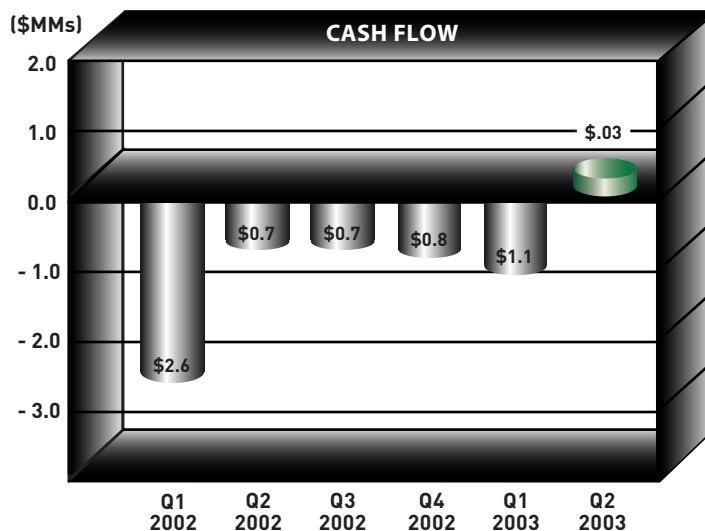
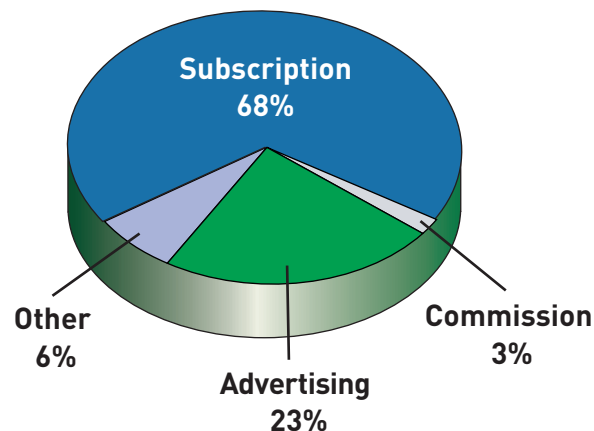
■ TheStreet.com, Inc. (Nasdaq: TSCM), a registered investment advisor, is a leading provider of independent and insightful investment commentary, advice, research and news. Founded in 1996, the Company completed its initial public offering in May 1999. On the Internet, its premium, subscription-based website, *RealMoney.com* is accompanied by the professionally oriented subscription sites, *Street Insight*, *RealMoney Pro Advisor*, and the free, flagship site, *TheStreet.com*. The Company also produces a suite of subscription services for use by professionals and self-directed investors, each designed to help a specific segment of the investing public make better-informed investing and trading decisions.

■ The Company launched a proprietary equity research firm Independent Research Group LLC, headed by former JPMorgan H&Q managing director and senior analyst Paul W. Noglows. Creating an independent research company culminated months of working with the Company's institutional clients in addressing their requests for more rigorous and insightful analysis. IRG's focus is centered on small to mid-cap companies that are currently uncovered or under-covered by traditional Wall Street firms, yet critical to a wide range of investors. IRG's analysts will not shy from large cap names, as long as IRG can bring value to its clients through timely, differentiated ideas. The expansion into institutional research follows the launch of TheStreet.com's Professional Markets Group, which focuses on providing trading/research products exclusively to investment professionals, including hedge fund managers, brokers, financial planners, traders and money managers.

■ TheStreet.com's products and services are utilized by investors of all types, from the self-directed individual to the professional money manager. The Company generates revenue from a variety of sources including subscriptions, research, advertising, trading, commissions (by its broker-dealer subsidiary, IRG), conferences and syndication.



## REVENUE COMPOSITION





## 2003 PROGRESS REPORT

### Operating Highlights: As of 06/30/03

- Independent Research Group LLC (IRG), a wholly owned subsidiary of TheStreet.com, was approved by the SEC and admitted for membership in the NASD as a registered broker-dealer.
- IRG released its first institutional research report on April 15, 2003. IRG began receiving trading commissions from its institutional clients on May 13, 2003. As of June 30, 2003, IRG has initiated coverage on 11 stocks and issued 23 reports.
- "TheStreet.com's Second Annual Hedge Fund Event 2003" took place in May at the Doral Golf Resort and Spa in Miami. The Conference provided hedge fund managers, fund of funds managers and senior executives in the alternative investment industry with proprietary investment ideas and insight into the latest market trends.
- TheStreet.com's advertising platform continues to attract advertisers looking to reach the most affluent, self-directed investors online and a critical advertising outlet for non-endemic companies attracted to our strong demographics. Year-to-date, the Company has launched 75 new advertising programs, 38 of which are from companies that have not advertised with us in the past.
- TheStreet.com launched a membership program designed to enhance one of its most proprietary assets; its extensive database of email addresses of consumers and professionals interested in financial information and services. The core components of this initiative include the latest "TSC Membership" program which includes the introduction of four new free newsletters and the newly redesigned *TheStreet.com* bulletin.
- *Jim Cramer's RealMoney* financial radio program began airing every weekday on WOR 710 AM (New York) on June 16, 2003. A 50,000 watt heritage station, WOR's signal reaches listeners in New York, New Jersey, Connecticut and Pennsylvania, enabling the Company to reach listeners and potential subscribers more cost effectively. The program now reaches approximately 1.5 million listeners daily.

## Results of Operations

Quarter Ended June 30,	2003	2002
	(\$ MMs)	
Net Revenue	\$ 6.4	\$ 5.5
Subscription Revenue	\$ 4.3	\$ 3.7
Advertising Revenue	\$ 1.5	\$ 1.2
Subscription Bookings	\$ 4.7	\$ 4.4
Total Cash Flow(Burn)	\$ 0.3	(\$ 0.7)
Commission Revenue*	\$ 0.2	N/A

\* Commenced May 13, 2003

## RECENT PRESS RELEASES

- 07/18/03 TheStreet.com Reports First Positive Cash Flow Quarter
- 04/24/03 TheStreet.com Reports Quarterly Subscription Revenue Increase of 42% Year-over-Year
- 04/22/03 Independent Research Group LLC Approved as Registered Broker-Dealer
- 03/13/03 Independent Research Group Builds Equity Research Team
- 01/28/03 TheStreet.com Launches *The Save Safe Plan*

Press releases are available on TheStreet.com's Investor Relations website at [www.thestreet.com/ir](http://www.thestreet.com/ir)

## INVESTMENT PROFILE

- Small Cap Value
- Niche Financial Service Sector
- Significant Management Ownership
- Diversified Revenue Streams

## RESEARCH COVERAGE

- Thomas Weisel Partners LLC  
Gordon Hodge - Media & Broadcasting
- Avondale Partners, LLC  
Frank Gristina - Media

## SHAREHOLDER CONTACT

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