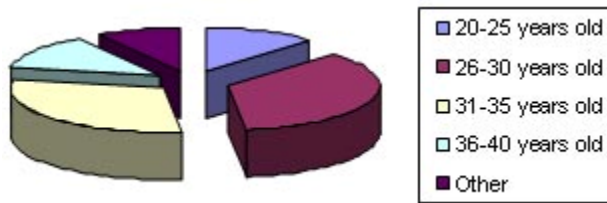


Our Audience

ORIENTED members typically have at least 8-10 years of work experience and are affectionately called "BMW's" - bilingual, mid-career, Western-trained professionals - who share a common interest in Asian business and partnerships. They represent an extremely-targeted, affluent, and upwardly-mobile cross section of the population, worldwide.



Asian Professionals

In Asia, these are professionals who were born and raised in the region and have a strong understanding of Western cultures and business practices, either through overseas education and work experience or through employment with multinational corporations operating in Asia.

Outside of Asia are those who were born and raised in Asia but are working or studying abroad, such as first generation Asians in the United States, Australia, and elsewhere.

Asian/Western Professionals

This category includes Asian Americans, Chinese Americans, Chinese Australians, Chinese Canadians, and other bicultural, bilingual professionals. Many have strong family ties and business connections in Asia.

Western Professionals

This group includes professionals from around the world who now live and work in Asia or travel frequently to the region for business (first generation Westerners in Asia, often called "expats" or "halfpats"). Also included are Western professionals around the world who are interested in pursuing career and business opportunities in Asia.

Local Professionals

This group includes local professionals who are not necessarily interested in the international experience but want to expand their networks and meet new people. This group includes Chinese professionals in China, American professionals in the U.S., and so forth.

Snapshot Demographics

We have just over 50,000 users. More than 50% of our members live and work in Asia. Many others travel extensively to and from the Asia Pacific region.

- 85% single; 15% married
- Age range: Late 20's to mid-40's
- Average age: 33
- Gender:



- Highly-educated - Over 94% have college degrees. More than 40% have higher degrees or are currently enrolled in a graduate program
- More than 80% are bilingual
- Have the highest average disposable income of all other demographic groups in their age range
- Hold middle-management positions and higher with multinational companies or are running their own businesses
- Travel extensively on both domestic and international routes
- Are tech-savvy, heavy users of the Internet and major purchasers of consumer electronics, luxury items, and name brand products
- Enjoy entertainment, fine dining, arts & culture, sports & recreation

Nationalities

