

tilt **FT**

A premium subscription service
from the Financial Times

**GLOBAL
EMERGING
MARKETS
COVERAGE**



**FROM A
LOCAL
PERSPECTIVE**

FT Tilt a modern take on the emerging world, from the Financial Times

► Deeper market and company analysis of under-reported markets that you will simply not find anywhere else

► Utilizing local networks to bring on-the-ground perspective to financial news on a global scale

► Integrating commentary from professional membership community to deepen local perspective and content base

► A fresh and necessary perspective for a world that has **Tilted**



WTFT TILT?

Wealth and economic influence are tilting south and east at enormous speed. At FT Tilt, we recognize this demands an innovative approach to financial news and analysis.

FT Tilt is a premium online service from the Financial Times focused exclusively on the emerging world. It is aimed at those who require highly granular information and analysis on companies and markets beyond the developed economies.

We offer on-the-ground, local perspectives of the people, companies, institutions and markets that matter in the emerging world.

As a result, **we provide news, analysis and information that you would struggle to find in the mainstream financial media.** There is nowhere else you will find information from a truly local perspective on a global scale.

Our unique combination of sharp, savvy, local reporting with the contributions of our members – on the ground and around the emerging world – **makes Tilt the go-to information destination for any EM-focused professional.**

The Tilt team



Paul Murphy
Editor-in-chief



Stacy-Marie Ishmael
Editor

Led by Paul Murphy and Stacy-Marie Ishmael, the founders of the FT's award-winning Alphaville financial blog, **FT Tilt has deployed a network of dedicated correspondents across the major high-growth regions of the world.** With experienced writers based in a string of offices from Sao Paulo to Hong Kong, coverage on FT Tilt runs through the full 24-hour cycle.

We are a team with strong local language skills and cultural understandings so our output reflects both local intelligence and more formal newsgathering. Whether it's speaking with Ukrainian bank research analysts, policymakers in Brazil, or reading local language newspapers, our journalists are constantly utilizing their vast local networks.

The reader, elevated

FT Tilt is modern. We bring a fresh, new media approach to our reporting. We understand the input of our global membership is crucial to truly capturing the local perspective of the emerging world.

With Tilt Populi, we allow the members of our professional community to share their own commentary and research with our thousands of readers. Their thoughts and brand can be distributed to a filtered audience composed exclusively of EM-focused financiers, lawyers, policymakers, academics and entrepreneurs.

Only on FT Tilt would you find depth of information like an up-to-the-minute journalistic piece on a Brazilian oil corporation, related research from a Sao Paulo-based asset manager and a just-published IMF outlook on Latin American commodities. **There is nowhere else that connects the flow of information on the emerging world like FT Tilt.**

An advanced platform

Our platform has been built specifically to **enable users to easily tailor Tilt so that you only can receive only information relevant to you.** No other premium news site makes accessing information this simple.

Filters

Our filtering system is a powerful element of Tilt, allowing you to customize your front page to cover exactly the markets and companies you need to follow.

Email notifications

Inboxes are cluttered enough. Tilt is built so you can easily choose exactly what type of stories you want to be notified on.

Mobile Web Apps

The same customized pages you created on the web will follow you on your smartphone and tablet. Our off-line browsing mode allows you to read the huge Tilt archive without a live internet connection.

Quotes

'I've found many of the articles to be well-informed, thought-provoking and, crucially, not afraid to pursue or espouse views and opinions that may be considered 'unconventional.' I think it is critical for someone in my position to always be exposed to as many different and diverse viewpoints and opinions as possible.'

Director at large investment bank, NYC-based

'I have not seen this type of focused African coverage from any international media organization'

Equity analyst, Tanzania-based

'I've found the product to have good coverage of news not covered in the regular press'

Executive Chairman of one of the largest global EM fund families

'All other commentators throughout the BP-Rosneft debacle have been guilty of first world belittling of AAR ... Thank-you for some genuinely insightful journalism – a very rare commodity'

CFO of a Nigerian-based Oil Corporation

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