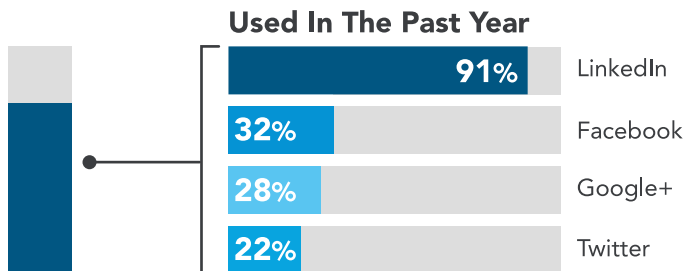


FINANCIAL ADVISORS' USE OF SOCIAL MEDIA

FTI Consulting partnered with LinkedIn to learn about the social media behavior of financial advisors.

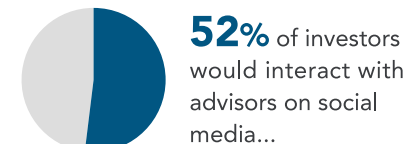
3 out of 4 financial advisors

use at least one social network for business



By 2013
More than 50% expect social media to play a significant role in their marketing

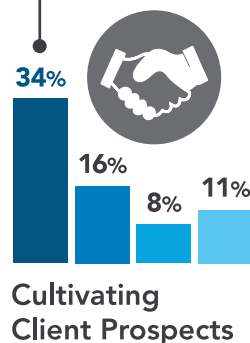
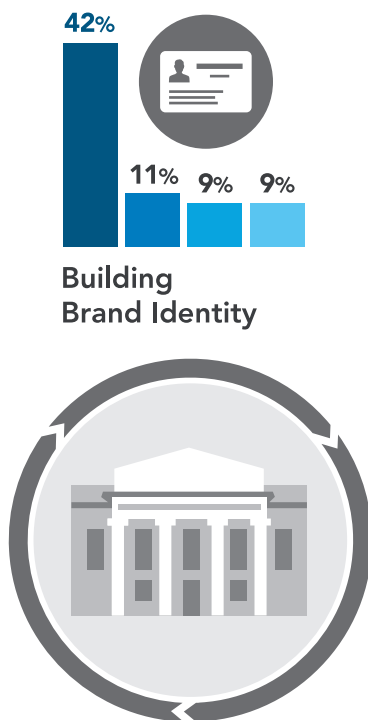
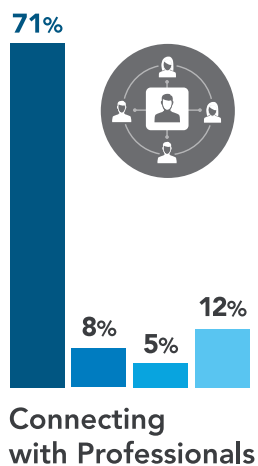
What Can Advisors Do to Reach Investors?
Engage with them on LinkedIn



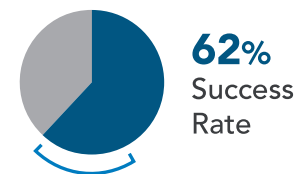
...but only **4%** currently do.

HOW DO ADVISORS USE SOCIAL MEDIA FOR THEIR BUSINESS NEEDS?

■ LinkedIn
■ Facebook
■ Twitter
■ Google+



Advisors who prospected on LinkedIn achieved a



Of those, **32%** gained **\$1Million+** in New Assets



Top 3 Reasons Advisors are Increasing Use of LinkedIn

1. Ideal clients are active LinkedIn users.
2. They understand how to better leverage LinkedIn for business.
3. They find LinkedIn preferable for their needs over other networks.

Investors should carefully consider the investment objectives, risks, charges, and expenses of a fund before investing. For a prospectus, or a summary prospectus if available, containing this and other information for any Putnam fund or product, call your financial representative or call Putnam at 1-800-225-1581. Please read the prospectus carefully before investing.