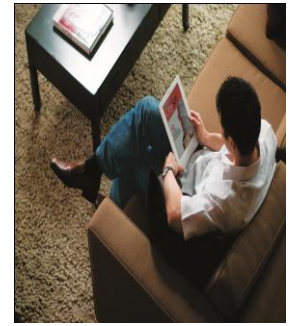


John Wiley & Sons Annual Meeting of Shareholders



September 15, 2011

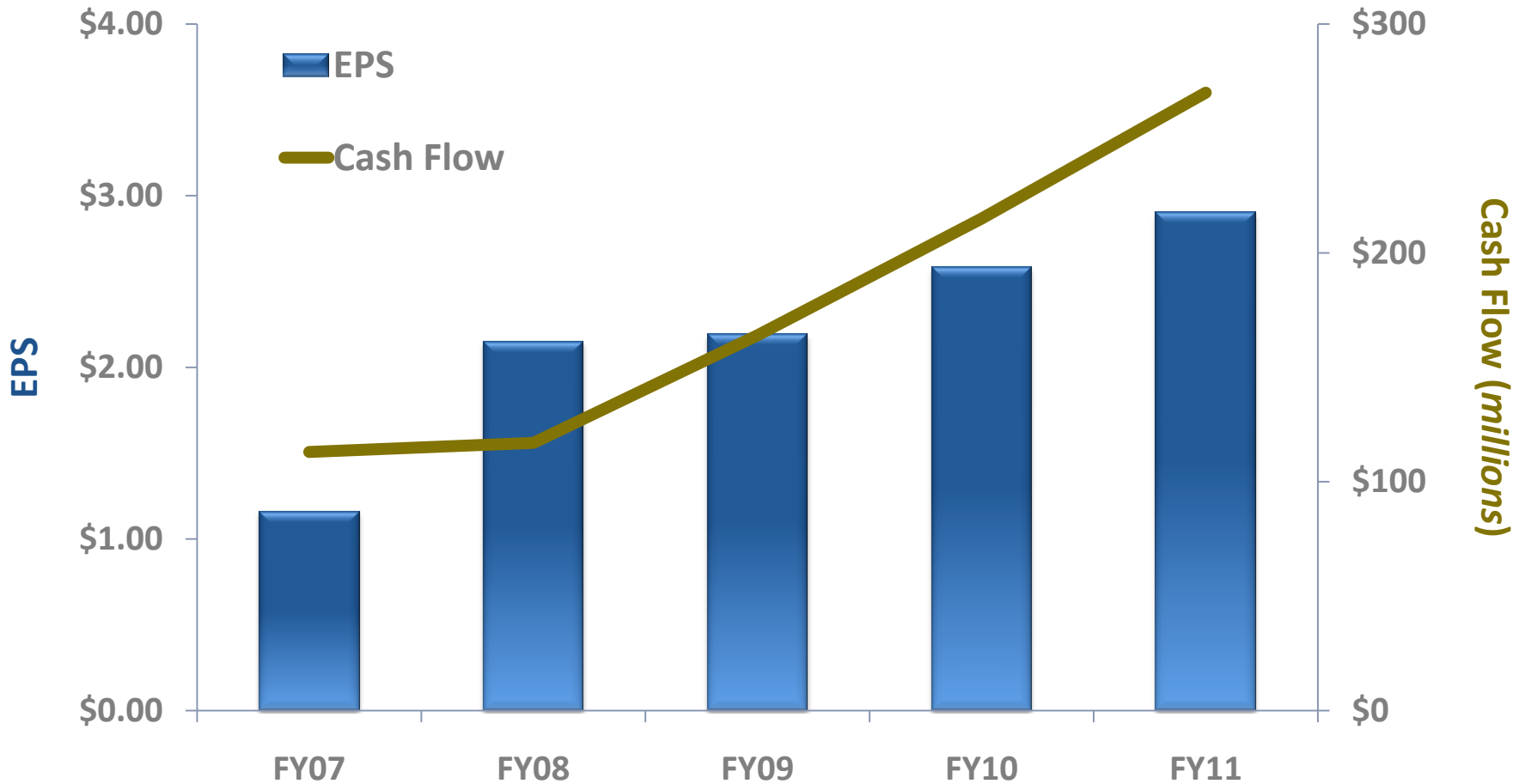


Highlights

- Stable growth throughout recession
- Free cash flow doubled since 2007
- ~ 40% of revenue from digital products
 - New revenue opportunities, markets, business models
 - Higher margin/lower working capital
 - Improved end-user visibility
- Emerging markets growth



Financial Highlights





Digital Strategy

Existing Content
Category Leadership

Existing Relationships
Authors
Researchers
Societies
Instructors
Administrators
Self-learners

New Capabilities
Software
Sales Channels
Pedagogy

New Services

Increased value proposition
New revenue
Recurring/predictable
Customer data
Customer retention
Cross-sell

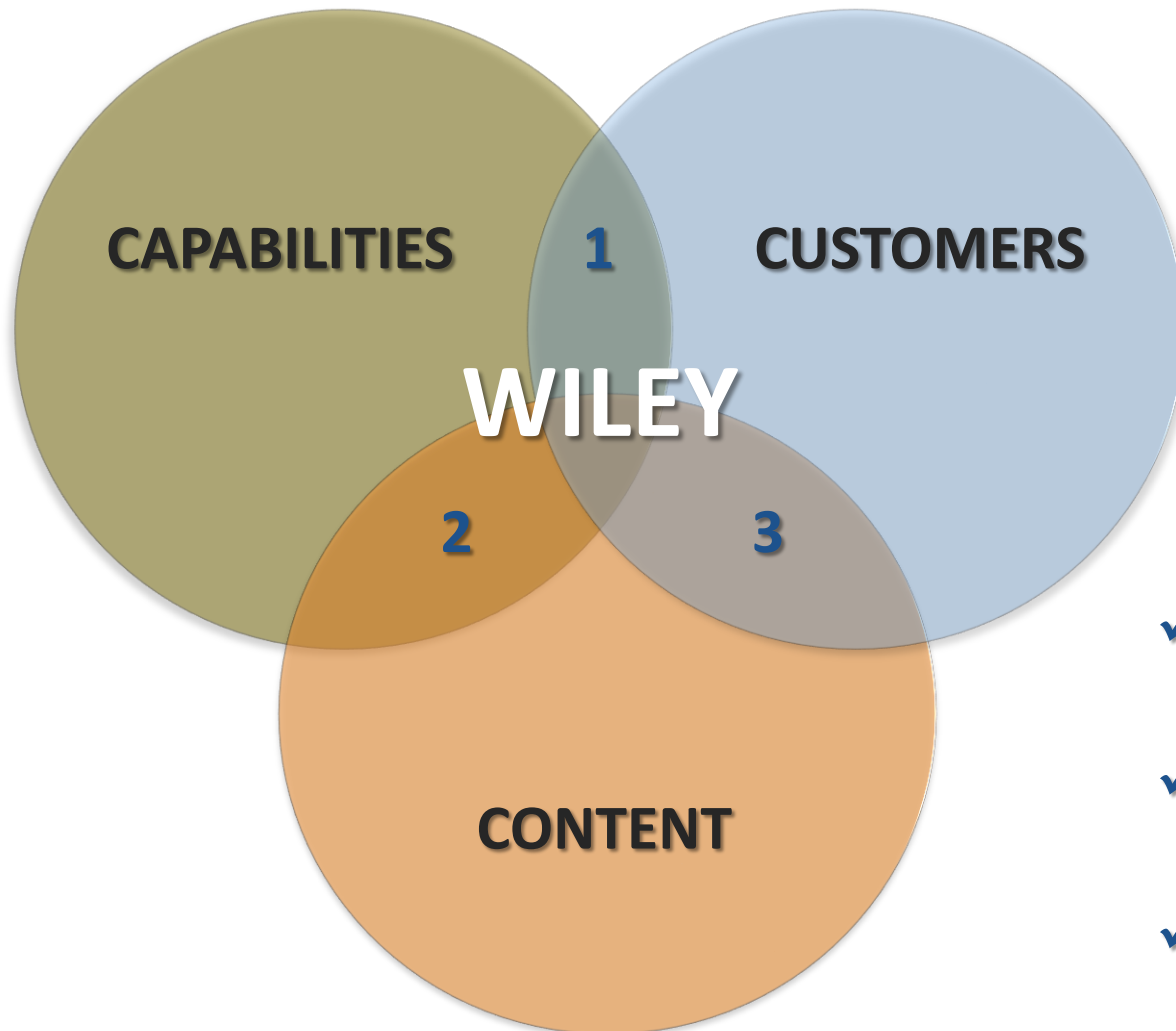
Build, Buy or Partner

New & Existing Customers





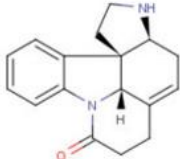
Adjacent Opportunities



- ✓ BUILD
- ✓ PARTNER
- ✓ ACQUIRE

Wiley Smart Chemistry Branding/Identity expand close

Compound Record: **Rawal's key building block**



- Alert me on new articles
- Find commercial availability
- Save to My Compounds
- Export structure or image

Search for this structure on:

Wiley Online Library

OVERVIEW | SPECTRA | REACTIONS | PREPARATION | TOXICOLOGY | CRYSTALLOGRAPHY

Common Name: Rawal's key building block

Formula: C₁₇H₁₈N₂O

Composition: C(76.66%), H(6.18%), N(10.52%), O (6.01%)

Molecular Weight: 266.3376

Exact mass: 266.141913208

Physical Appearance: clear solid

Melting Point: 248°C

Boiling Point: 270°-280°C

Other articles that contain this structure:

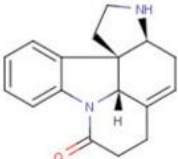
The crystal structure of strychnidine succinate shows similar self-assembly to strychnine salts
 ACTA CRYSTALLOGRAPHICA SECTION E
 Volume 62, Issue 2, February 2006, Pages: o694–o696, Jan K. Maurin, Tadeusz Lis, Anna Zawadzka and Zbigniew Czarnocki
[Abstract](#) | [Full Article \(HTML\)](#) | [PDF\(220K\)](#)

Taurine elevates dopamine levels in the rat nucleus accumbens; antagonism by strychnine
 EUROPEAN JOURNAL OF NEUROSCIENCE
 Volume 23, Issue 12, June 2006, Pages: 3225–3229, Mia

Structure Descriptors

Isomers and Conformation

Stereoisomers



Physical Properties

Chemical and Pharmacological Properties

Definition

A new set of tools that tags, stores & tracks content & enables the development of a new generation of product offerings

Benefits

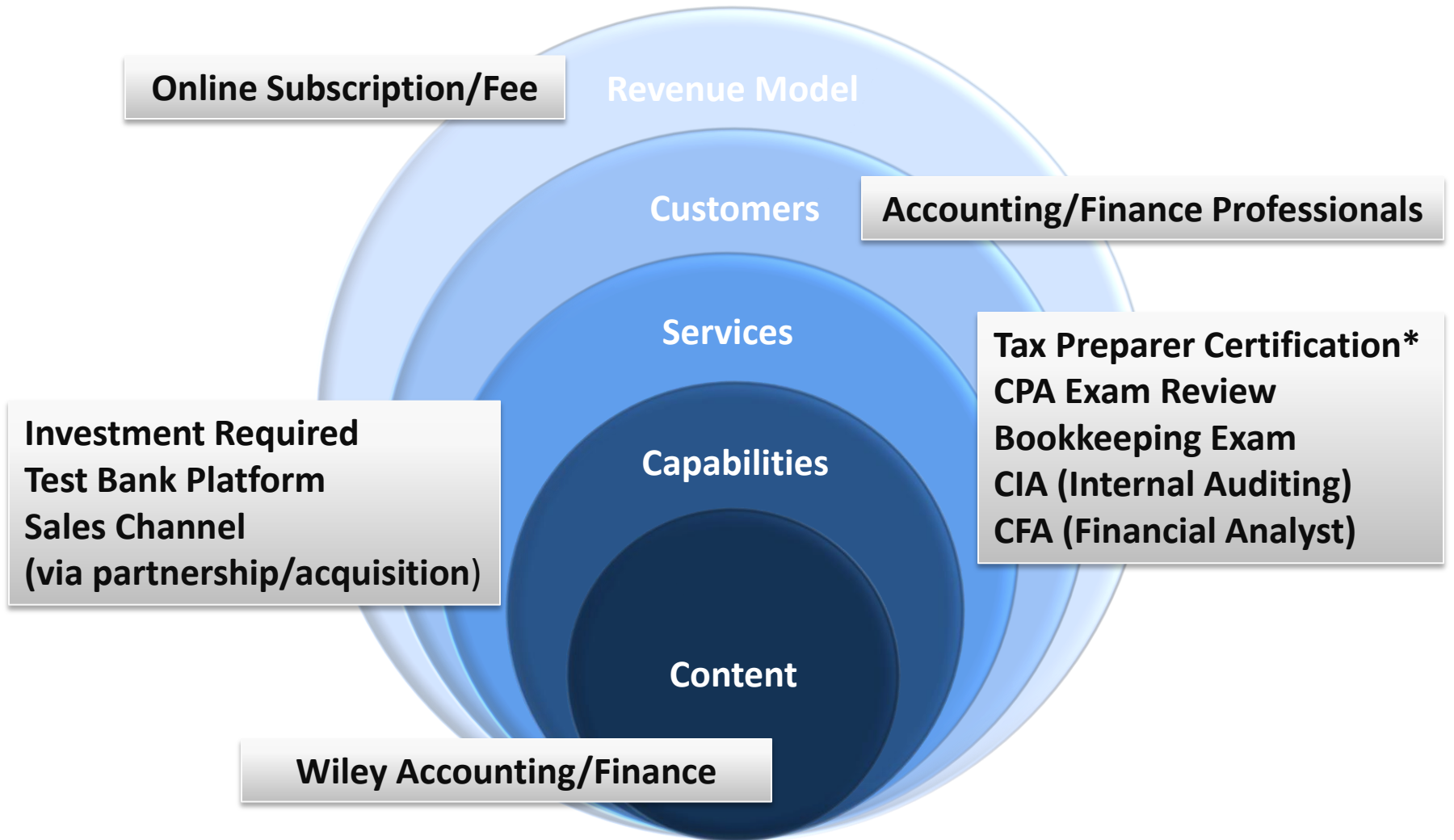
- Drive discoverability & usage
- Enable new product creation
- Access to new budgets
- Attract society partnerships

Investment Required

- Part of TOPS program
- Content capture & enrichment (reduced software development time & expense)
- Opportunities to partner

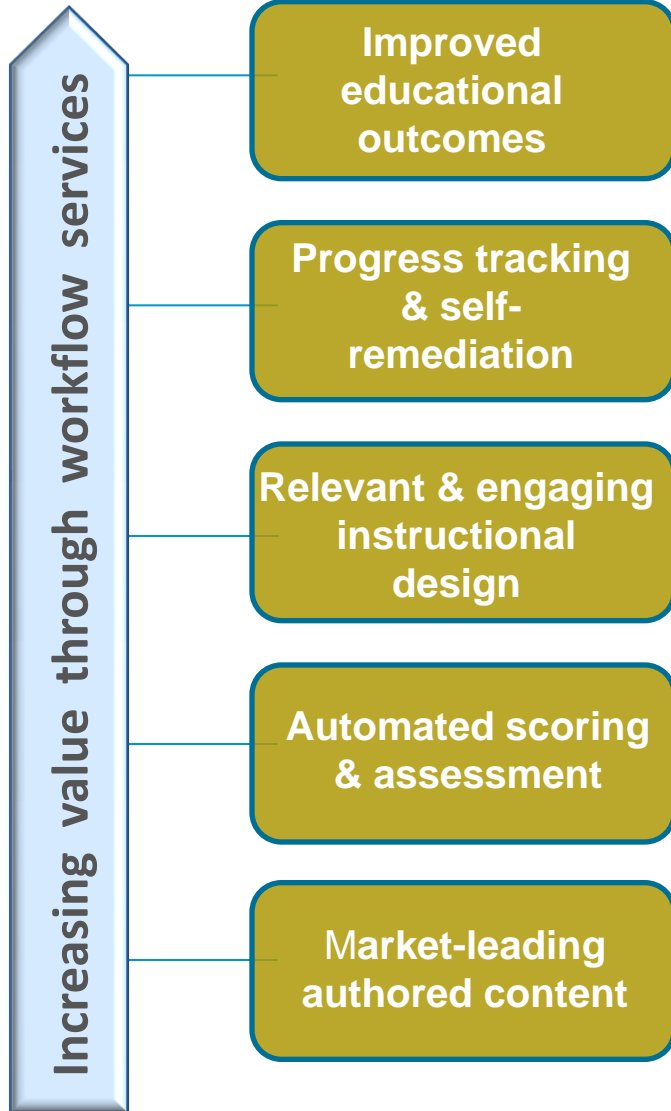


Content-Enabled Services: Test Prep





Content-Enabled Services: WileyPLUS



- ✓ Renewable revenue & margin improvement
- ✓ Initial model: adoption sales to existing customer base with improved sell-through & customer retention
- ✓ Future models: digital tutorial & institutional remediation products; custom online courses & direct student sales

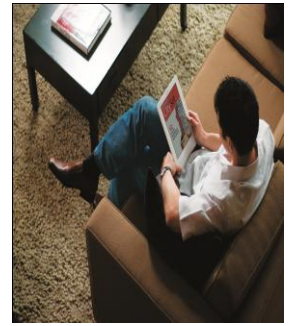


Growth Drivers

- Demand for skilled & educated labor force
 - Investment in R&D and education worldwide
 - Emphasis on outcomes-based learning
 - Demand for professional development & certification
- Technology enabling access, discoverability & new business models
 - Content-enabled services
- Emerging markets – source of content, revenue & capabilities

John Wiley & Sons

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