

J.P. Morgan Launches Interactive Sector Models

Interactive Access to J.P. Morgan Earnings Estimates and Valuation Comparables

Hong Kong, 16 November, 2011 - J.P. Morgan today announced the launch of the Interactive Sector Models (the models). These user friendly models provide [top tier] institutional clients with a unique and innovative way to analyze earnings and valuation sensitivities, both for individual companies as well as sector aggregates, based on J.P. Morgan's proprietary valuation models. The models cover nearly 500 companies and across 10 sectors in Asia ex-Japan.

Highlights:

- All companies and sector models - including 3 years of estimates - in a single location
- Ability to change key assumptions to see real-time impact on earnings, balance sheet and valuations
- Sensitivity analysis for individual companies as well as sector aggregates
- One-click reset to allow quick reiterations of sensitivity analysis

The latest product is part of J.P. Morgan Asia Pacific Equity Research's continued effort to innovate and offer solutions to meet its clients' needs. "This is the first research tool of its kind available in the market and may change the ways in which earnings models are delivered in the future," said Sunil Garg, Head of Asia Pacific Equity Research.

The new product enables clients to draw their own conclusions from J.P. Morgan's extensive fundamental analysis. "It offers an unprecedented experience over the standard analysts' models as the tool allows clients to analyze data provided by J.P. Morgan and runs sensitivity analysis with our proprietary estimates to form their own conclusions," Mr. Garg added.

The models will reflect all of J.P. Morgan equity analysts' published data on the full set of companies under coverage in each sector and will be regularly updated to reflect changes in analysts' estimates and share prices. Further information on the Asia ex-Japan Interactive Sector Models can be obtained through your J.P. Morgan coverage professional.

About J.P. Morgan

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.3 trillion and operations in more than 60 countries. The firm is a leader in investment banking, financial services for consumers, small business and commercial banking, financial transaction processing, asset management and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands. Information about JPMorgan Chase & Co. is available at www.jpmorganchase.com.

In Asia Pacific, the firm is based in Hong Kong and operates in 16 countries and has over 30 offices. The firm's history in the region dates back to 1872 when the first office opened in Sydney. J.P. Morgan draws on its global expertise and local knowledge in the operation of its Asset Management, Investment Banking, the Global Corporate Bank, Private Banking, and Treasury & Securities Services across Asia Pacific. For further information, go to www.jpmorgan.com.