



Introducing Bloomberg for investor relations.

Bloomberg understands the challenges that keep you up at night

You are your firm's front-line ambassador – Bloomberg provides you with an in-depth understanding of all of today's complex and volatile issues and keeps you on top of the vast amounts of news, market data and research that they generate. We arm you with detailed analyst, investor and capital structure information, earnings and estimates data, competitive intelligence, market-moving news and research.

The Bloomberg Terminal also integrates market data with news and financial analysis so you're on top of market-moving events as they occur and in position to take action at a moment's notice. Create a customized workspace to track the information important to you with Bloomberg Launchpad. Download real-time and historical data to Microsoft Excel® to create custom analyses and reports. Exchange ideas with colleagues, analysts and investors over Bloomberg's market-standard communication network. And, Bloomberg's world-class customer service team goes beyond service support to train you on how to fully leverage our cutting-edge technology to optimize your workflow.

Experience the power of Bloomberg anytime and anywhere on your smart phone or tablet. Access the same information you have in your office no matter what time it is or where you are. In addition, Bloomberg Anywhere* provides you with access to the Bloomberg Terminal from any Internet-ready PC anywhere in the world.

Stay ahead of analysts & investors to proactively manage your company's overall message.

Providing information when you need it most.

Target & understand investors

Access and analyze complete shareholder data on your firm and competitors, including historical data to track buying and selling activity. Target investors by type, metro area and more. Portfolio analytics on fund managers offer a wealth of data on your current and potential investors, from basic contact information to unique insights into their investment strategies. With Bloomberg, you'll have an unparalleled source of bondholder data at your fingertips.

Stay ahead of analysts

A single, integrated platform provides complete analyst recommendations, research and consensus estimates all in one easy-to-use platform. All of this data and information is available historically as well for deeper analysis. Whether it is an unexpected note, an earnings release or the latest research report, everything comes across your screen in real time, so you can be proactive.

Gather competitive intelligence

Bloomberg helps you gain greater insight about your industry, company and competitors from the same financial perspective as that of buy- and sell-side analysts.

With the Bloomberg Terminal, you have the data and tools to analyze, identify and evaluate competitors, preparing you for questions about company comparisons, including fundamentals, financial ratios and much more.

Interactive graphs enable you to chart your stock, capital structure, fundamental data and corporate actions to help you understand what's driving your firm's value as well as that of your competitors and the industry as a whole.

Track earnings & industry events

Bloomberg allows you to better manage the earnings season and stay on top of critical information. Keep updated in real time with the guidance calls and industry conferences most crucial to your business. Bloomberg tracks more than 100,000 events and transcribes more than 30,000 conference calls annually.

Manage news flow & social media

Never miss an important story about your company or industry with innovative tools that help you stay on top of news and research from the thousands of sources available through Bloomberg. Create custom news panels with real-time audio and visual alerts – when something happens, you'll know about it. You also can capitalize on our proprietary social media monitoring and analytics for your firm and industry.

Experience the power of Bloomberg anytime & anywhere on your mobile device.

See where your company stands.

Gain insight into your industry and how the investment community views your company. Quickly access estimates, ratings, news and information about your company and peers, all from the investor relations dashboard. Manage investment and analyst communities and broaden exposure to potential investors.

Stock price drivers

The IR dashboard delivers a synthesized view of the underlying factors that may be causing movement in your company's stock price. With the company and peer barometers, monitor key external developments such as revisions to earnings estimates, changes in analyst ratings and broker trading volumes.



Investor relations dashboard: IR <GO>

Access company and peer barometers, shareholder analytics, news and research and upcoming events all from a single screen.



Peer barometer: PBAR <GO>

Create a customized list of peers to compare estimates, ratings, pricing, trading volume, news sentiment and more.

Stay on top of current events.

Keep up with important events like earnings releases, guidance calls and industry conferences. Bloomberg tracks more than 100,000 events and transcribes more than 30,000 conference calls annually.

Events calendar

Bloomberg's powerful events calendar will ensure that you never miss an important event. Customize your events calendar to stay on top of earnings releases, industry conferences and the many other events most relevant to your organization.

Document search

Bloomberg's document search allows you to search through a diverse collection of documents such as in-depth research reports, public filings, conference transcripts and presentations from more than 1,500 providers, including brokers, independent providers, market research firms and industry associations.



Events calendar: EVTS <GO>

Customize event calendars by industry, company, activity type and more.

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Document search: DS <GO>

Perform searches on securities, lists and keywords to quickly discover the documents that support your analysis, all in one place.

Target & understand investors.

Bloomberg lets you know your investors better than they know you. Access complete shareholder and bondholder data on your firm and competitors.

Shareholder analysis

Use Bloomberg to help identify current and prospective investors. Discover which investors own your stock or your competitors' stock, while tracking what they are buying and selling.

Bondholder & derivatives data

Bloomberg is an unparalleled source of information on acompany's debt holders, including in-depth information on bonds, loans and other debt securities.



Investor search: IS <GO>

Bloomberg leverages unparalleled knowledge of the buy-side community to provide you with a comprehensive picture of the investing landscape for effective investor outreach.



Shareholder comparisons: OWN IR <GO>

Compare shareholder activity in your stock versus shareholder activity in that of your peers.

Fund manager contact information

Easily access detailed contact information on the institutional investors most important to you and your organization – including rich biographical and background information using the People Search tool, PEOP <GO>.

Investor portfolio analytics

Access current and historical holdings data for unique insights into managers' investment strategies. Review activity in their portfolios, sector by sector, stock by stock.



Investor profile: IP <GO>

Access comprehensive investor profiles to perform in-depth ownership research on your current investor base and prospect for new investors.

Stay ahead of analysts.

Bloomberg lets you know your analysts as well as they know you. A single, integrated platform provides complete analyst recommendations, research and consensus estimates. Information is updated in real time and is available historically for deeper analysis.

Research coverage

Rank analysts by current or historical recommendations and compare what they are saying today to how their recommendations have performed historically. Drill down to read the actual reports.

Organized & searchable research

Our research delivery is the fastest in the market and allows you to set up alerts so you don't miss research on your company or industry.



Research portal: BRC <GO>

Analyst research on your company, its peers and the broader industry is archived, organized and searchable.



Analyst recommendations comparables: ANR COMPS <GO>

Compare analyst ratings of your stock to that of your peers.

Analyst profiles & coverage

Better understand the analysts writing about your company and industry with comprehensive coverage lists, recommendation history, career details and contact information.

Earnings estimates

Consensus and individual earnings estimates, with history and analytics, are available for your company as well as for other companies you are following.



Estimate history: EEB <GO>

Track and analyze consensus projections over time and across analysts.



Estimates distribution: EE DIST <GO>

Identify the deviations of individual analyst estimates from your company's guidance or market consensus.

Gain industry & competitive intelligence.

Bloomberg helps you to identify and evaluate competitors and provides relative value tools that measure how you compare on the financial metrics that you care about most.

Rich industry perspective

Get key industry data, interactive charting and written analysis from a team of industry experts that enable you to gain better insight into where an industry stands today and where it might be headed in the near future.



Bloomberg intelligence: BI <GO>

Access proprietary real-time research and analyses by analysts with extensive sell- and buy-side experience to help you evaluate and analyze key industry metrics and drivers.



Broker rankings: RANK <GO>

Identify and rank the brokers that provide the most liquidity in your shares and your industry.



Equity relative valuation: EQRV <GO>

Evaluate whether a company is fairly valued based on historical performance on selected multiples relative to a peer group.

Fundamental analysis

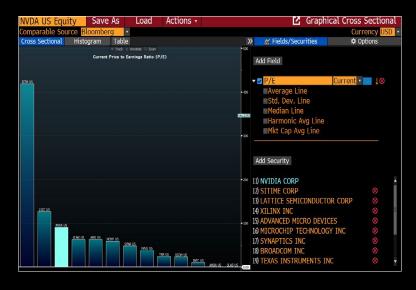
Analyze and evaluate your competitors and industry with the same tools – such as Bloomberg's unique and customizable relative value tables – used by analysts, bankers and brokers.

Screen the competition

Build custom searches using fundamental, descriptive and market data to better understand how you compare with your industry on key criteria.

Track & monitor the competition

Track and monitor your competition by geography, organization, industry peer or business unit. Compare your performance with theirs across individual business lines to better understand how you measure up.



Cross sectional analysis: GX <GO>

Stay on top of competitive moves in your sector and see how competitors are raising capital.



Fundamental analysis – FA <GO>

Analyze the financial history of your company or its peers with full data transparency.

Monitor markets.

Stay on top of real-time developments in the markets relevant to your business from FX, interest rates and commodities to equities, bonds and CDS.

Charting

Unique features enable you to chart everything from your stock price to capital structure and equity options to fundamentals, short interest, news, corporate actions and competitive performance.

Corporate actions

Follow corporate actions and know what others in your industry are doing in the capital markets.



Interactive charting – GP <GO>

Chart price, volume, corporate actions and events to better understand stock price movements.

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Intraday performance

Monitor stock prices and trading volume, including block trades, for the stocks that matter most to you throughout the trading day.

Market surveillance

Comprehensive market monitoring tools allow you to monitor and compare real-time price and volume data for the world's equity indices and credit markets. See the impact on your sector, company or industry.



World equity indices: WEI <GO>

Track key equity indices to determine momentum, direction and volatility at a glance.



Fixed income credit monitor: FICM <GO>

CORPORATIONS | OVERVIEW

Monitor credit markets and see how movements impact your sector.

Monitor news.

Monitor the news flow on your company and industry more efficiently with screening and organization tools. Access exclusive innovative Bloomberg News content and thousands of other sources, including blogs.

Customizable news panels

Customizable news panels include real-time audio and visual alerts as well as keyword searching on the companies you monitor.

Earnings & research notes

Earnings releases and research notes come across your screen as they are released, keeping you on top of the markets.



First word: FIRST <GO>

Receive news summaries based on your preferences in a concise format.

News summaries

Bloomberg's First Word summarizes the news and communicates the information most important to you.

Ranking technology

Innovative news-ranking technology monitors sentiment in news flow, indicating spikes in readership in the categories, companies and industries most important to you.

Social media

Monitor social media postings on your firm and industry from Twitter, Yahoo! Finance and other sources.



News sentiment analysis: NRS <GO>

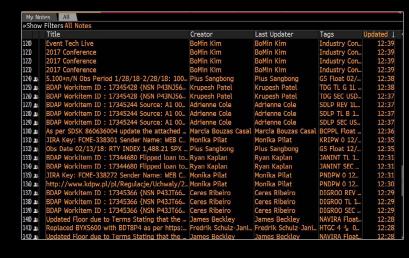
See which companies in your industry are receiving the most positive or negative news coverage and which are the mostread stories on your company and industry.

Stay connected.

Keep in touch with colleagues and contacts and share information across your network using Bloomberg's superior communication capabilities.

Share your ideas

Distribute vital information quickly and easily across a group, giving you complete control over content, organization and permissions. Create topic-based notes so you can organize and share information on securities, people, research and news stories with your contacts across teams and offices.

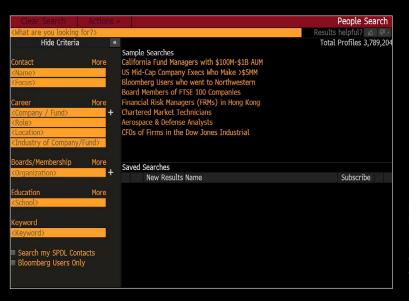


Shared notes: NOTE < GO >

Share research and market commentary, track order requests and histories and manage client communications across your network.

People search

Access and search for more than 2.9 million people in the Bloomberg Profiles (BBDP) database. Search on a range of biographical information exclusive to Bloomberg that you can use to find contacts and learn about the people you need to reach.



People search: PEOP <GO>

Search for your contacts and colleagues using Bloomberg.

Information on the go.

Our mobile Blackberry[®], iPhone[®], iPad[®] and Android[®] devices enable you to send and receive Bloomberg Messages, view customized price and news alerts, access your Bloomberg Launchpad, monitor events and markets, view charts and more.

Get it anywhere

Bloomberg Anywhere® enables you to access the full power of the Bloomberg Terminal from any Internet-ready computer or mobile device. Simply log into your account and get the same desktop experience.



Securing your world

Bloomberg Anywhere requires the Bloomberg B-UNIT, a state-of-the-art biometric security device that unlocks the Bloomberg Terminal. The B-UNIT gives you confidence that your information will be protected at all times, with enhanced identity protection that uses a scanner to validate your fingerprint. In today's volatile markets, access to the fastest and deepest news is essential to gaining an edge. Whether at home, in meetings or on the road, you will find it easy to leverage the full power of the Bloomberg Terminal.

Learn more

Learn more about what the Bloomberg Terminal can do for you or to catch up on our latest thought leadership, please visit bloomberg.com/investorrelations,or contact us directly at ir_update@bloomberg.net.

About the Bloomberg Terminal.

Since 1981, business and financial professionals have depended on the Bloomberg Terminal® for the real-time data, news and analytics they need to make the decisions that matter. The Terminal provides information on every asset class - from fixed income to equities, foreign exchange to commodities, derivatives to mortgages – all seamlessly integrated with on-demand multimedia content, extensive electronic-trading capabilities and a superior communications network.





Take the next step.

For additional information, press the <HELP> key twice on the Bloomberg Terminal*.

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