DATA ON COMPARABLE COMPANIES

I. Getting data on related companies

- Pick Equity
- Choose 1. Finding Securities
- Choose Ticker Symbol Look up
- Enter the name of your company
- Once you are in equity screen for your company, enter

Relative Performance/Returns

- Choose Relative Value (RV): You can modify the data that is printed out.
II. Using Bloomberg to get Sector Data or to Screen Stocks

- Start with this screen by typing "ESRCH"

<table>
<thead>
<tr>
<th>Enter name of search criteria set:</th>
<th>EQUITY SEARCH MAIN MENU</th>
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<tbody>
<tr>
<td>1) Begin Search</td>
<td>2) Save Criteria</td>
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<td>3) Clear Criteria Set</td>
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<td>5) SIC/Misc</td>
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<td>6) Index Members</td>
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<td>7) Industry Groups</td>
<td>All Industry Groups</td>
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<td>8) Exchanges</td>
<td>All Exchanges</td>
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<tr>
<td>9) Countries</td>
<td>All Countries</td>
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<td>10) States &amp; Provinces</td>
<td>All States/Provinces</td>
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<tr>
<td>11) Earnings/Dvd</td>
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<tr>
<td>12) Fundamental Data</td>
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<td>13) Price Data</td>
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<td>14) Technical Data</td>
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<tr>
<td>15) Sort/Display</td>
<td>No sort</td>
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<tr>
<td></td>
<td>Price/Earn, Price/Bk Val, Price/Sales,</td>
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<td>Last Net DPS, 12Div Gr Yld, Equity and ...</td>
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<td>16) Create a Portfolio</td>
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</table>
• Pick the industry group you want to analyze or collect data from

BLOOMBERG ECONOMIC SECTORS

1. BASIC MATERIALS
2. CHEMICALS
3. FOOD/PAPER
4. IRON/STEEL
5. METALS-DIVERSIFIED
6. MINING
7. CONSUMER, CYCLICAL
8. ADVERTISING
9. AIRLINES
10. APPAREL
11. AUTO MANUFACTURERS
12. AUTO PARTS/EQUIPMENT
13. ENTERTAINMENT
14. FOOD SERVICE
15. HOME BUILDERS
16. HOME FURNISHINGS
17. LEISURE TIME
18. LODGING
19. MEDIA
20. MISC DISTRIB/WHOLESALE
21. RETAIL
22. STORAGE/AIRHAUSING
23. TEXTILES
24. TOYS/GAMES/HOBBIES
25. CONSUMER, NON-CYCLICAL
26. AGRICULTURE
27. BEVERAGES
28. COMMERCIAL SERVICES
29. COSMETICS/PERSONAL CARE
30. FOOD
31. HEALTH CARE
32. HOUSEHOLD PRODUCTS/WARES
33. PHARMACEUTICALS
34. TOBACCO
35. DIVERSIFIED
36. HOLDING COMPANIES-DIVERS
37. ENERGY
38. COAL
39. OIL/GAS PRODUCERS
40. OIL/GAS SERVICES
41. PIPELINES
42. FINANCIAL
43. BANKS
44. CLOSED-END FUNDS
45. COUNTRY FUNDS-CLOSED-EN
46. DIVERSIFIED FINANC SERV
47. INSURANCE
48. INVESTMENT COMPANIES
49. PRIV REAL ESTATE SECUR
50. SPORTS
51. REAL ESTATE
52. SAVINGS/LOANS
53. VENTURE CAPITAL
54. INDUSTRIAL
55. BUILDING MATERIALS
56. ELECTRICAL EQUIPMENT
57. ELECTRONICS
58. ENGINEERING/CONSTRUCTION
59. ENVIRONMENTAL CONTROL
60. HARD/MACHINE TOOLS
61. MACHINERY-CONSTRUCTING
62. MACHINERY-DIVERSIFIED
63. METAL/FABRICATED HARDWARE
64. MISCELLANEOUS MANUFACTUR
65. PACKAGING CONTAINERS
66. SHIPBUILDING
67. TRANSPORTATION
68. TRUCKING/LEASING
69. TECHNOLOGY
70. AEROSPACE/DEFENSE
71. BIOTECHNOLOGY
72. COMPUTERS
73. OFFICE/BUSINESS EQUIP
74. SEMICONDUCTORS
75. SOFTWARE
76. TELECOMMUNICATIONS
77. TELECOMMUNICATION EQUIP

• Pick the market that you want to analyze

EQUITY EXCHANGES

1. NORTH AMERICA
2. BARRIOS/BRIDGEWATER
3. BERMUDA/BSE
4. CANADA
5. MONTREAL
6. TORONTO
7. VANCOUVER
8. JAMAICA/CEGMIST
9. MEXICO/PSE
10. TRIN/PORT SPAIN
11. UNITED STATES
12. BOGOTA
13. AMERICAN
14. BOSTON
15. CINCINNATI
16. MID-WEST
17. NASHVILLE
18. NASH (SIC)
19. NASSSAG M-CT
20. NASDAQ NW-CP
21. NEW YORK
22. OTC BULLETIN
23. PACIFIC
24. PHILADELPHIA
25. PINK SHEETS
26. WESTERN EUROPE
27. DENMARK/COPENHAGEN
28. FRANCE/PARIS
29. GERMANY
30. HAMBURG
31. HONG KONG
32. IRELAND/DUBLIN
33. JAPAN
34. MUNICH
35. NEUSS
36. NASHVILLE
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195. NEUSS
196. NASHVILLE
197. NEW YORK
- Pick the data you want in your dataset

<table>
<thead>
<tr>
<th>DISPLAY CRITERIA</th>
<th>SORT</th>
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<tbody>
<tr>
<td>T T-Trk/Price, N-Name, I-Ind Grp, C-Cusip, D-Sedol</td>
<td>Sort # (with *) or (A-D)</td>
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<tr>
<td>K-Kanji, S-Trk/SIC/State</td>
<td>1-Current or 2-Close Prc</td>
</tr>
<tr>
<td>Criteria</td>
<td>A-Ticker, B-Name, C-State</td>
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<tr>
<td>Val, Net, Cur, P+P</td>
<td>V</td>
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</table>

**Earnings**

- 5% Mth EPS
- 60 Split Ratio
- 61 Div Frequency
- 62 Div Pay Date
- 63 Div Record Date
- 101* Shares Out
- 102* Market Value

**Price/Price Change**

- 103* Net Income
- 104* Sales
- 105* Equity
- 106* Prc/Bk Value
- 107* Prc/Sales
- 108* Return on Eqty
- 109 Payout Ratio
- 110* Sales/Share

**Addendum**

Warning: This is not the friendliest interface in the world. You will often find yourself building elaborate criteria for 20 minutes and then losing them all because you hit the menu button twice instead of once. I would suggest saving the criteria under Save Set as you go along and assigning the criteria set a name. I would also suggest adding the company name to your data set - the default is only the ticker symbols, which are tough to expand, and keeping your data sets manageable with 3-4 variables.
Getting Historical Macroeconomic Information

Index

Economic Statistics

CPI/PPI

CPI

15. CPI - All Items

2. CPI - All Items - % Change

4. Px Table w/ Avg Daily Vol

Change defaults: Period to M or Q Starting point and ending point

National Income

National Income & Production

GDP in Billions of $

4. GDP - U.S. Defl % Chg

19. GT: Generic U.S. Treas Note/ Bonds

4. Generic 10Y

10. Historical Prices

Px/Yield

Change defaults: Period to M or Q Starting point and ending point

Govts

1. Find Securities

1. Ticker Symbol Look up

19. GT: Generic U.S. Treas Note/ Bonds

4. Generic 10Y

10. Historical Prices

Px/Yield

Change defaults: Period to M or Q Starting point and ending point