

Factiva.com

Company Research Tools Quick Reference Card

Researching your competition, suppliers, customers or partners has never been easier. You can use the Companies/Markets tab to help you streamline the way you analyze a company through historical market data, interactive charting with links to relevant news, financial statements, and company reports provided by D&B, Investext and more.

How to Research a Company

Get a company overview using Company Quick Search

Why? To quickly pull together financial data, current news and other relevant content related to public and private companies from a single page.

1. Select *Company Quick Search* from the Companies/Markets tab.
2. Enter as much of the name as you know or a valid U.S. ticker or a Reuters Instrument Code (RIC).
3. Click *Search*. If you searched by name, a list of matching companies displays, including subsidiaries. Click the company for which you want to receive a company overview online [figure 1.1].

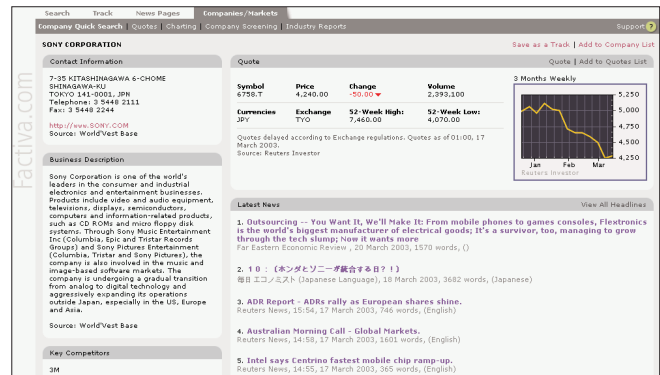


figure 1.1 This screen displays a company overview.

Use Industry Reports to obtain analysis and opinion from the world's top financial and brokerage experts

1. From the Companies/Markets tab, click *Industry Reports*.
2. Select one or more of Industries listed [figure 1.2].
3. Click *Get Reports*. If you have selected only one industry, you will be presented with the matching industry analyst reports. If you have selected more than one industry, you will see the industry heading first. Click the expansion button next to each heading to see the matching reports.
4. Select the headline of the desired report to retrieve a presentation-ready (PDF) format of the document.

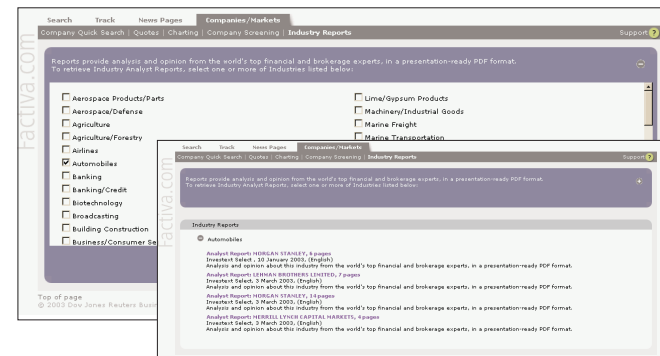


figure 1.2 Type a company name and get headquarters, subsidiaries, and more.

Identify companies that match certain criteria

Why? To identify prospects, potential partners, and investment opportunities by using criteria such as industry, location, and share data. More than 25,000 public companies are available for screening.

1. From the Companies/Markets tab, click *Company Screening* [figure 1.3].
2. Select your criteria and click *Submit*. As you enter your selections, the Screening window tabulates a running total of companies that match your parameters.
3. Click *Get List* to view the final results. You can choose from a Basic or Prospecting List.

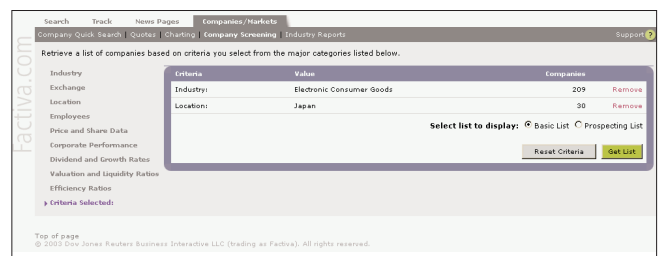


figure 1.3 Screen companies based on their specific criteria.

TIP:

Use company screening to create company lists. For more details refer to the "How to Personalize Factiva.com" Quick Reference Card.

