ONE SOURCE

Bloomberg
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WE GIVE INFORMATION MEANING SO YOU CAN MAKE FASTER, MORE INFORMED DECISIONS
More than 320,000 of the world’s leading players in the global financial and business community rely on the Bloomberg Professional® service for the best information possible. Bloomberg’s platform brings together real-time data, unparalleled news and research, powerful analytics and world-class execution capabilities—in one fully integrated solution.
Bloomberg has been the go-to resource for global fixed income professionals for more than 30 years. We offer the industry’s most comprehensive and reliable fixed income coverage, driven by unmatched security-level data—on a single platform.

**INTEGRATED DATA & ANALYTICS**
Bloomberg streamlines your workflow with a vast range of global data feeds for security-level price, yield, spread and risk analysis. Our highly customizable tools offer powerful capabilities, including horizon and scenario analysis and hedging comparison.

**IDENTIFY OPPORTUNITIES**
Track the global bond market with an array of customizable options and use our market-leading monitoring to anticipate market moves and identify potential trade strategies. Compare the performance of selected bonds to similar securities and the sector average and benefit from more than 4,100 yield curves to track relative value opportunities.

**EXTENSIVE COVERAGE**
Access data on more than 4.6 million fixed income securities, from sovereign and corporate debt to derivatives and convertibles. Track mortgages or asset-backed securities as well as data on more than 37,000 syndicated and institutional loans.

**GET CONNECTED**
Bloomberg provides access to the most influential global community of fixed income professionals, giving you access to the most potential counterparties on the world’s biggest electronic trading platform. Negotiate quickly and efficiently with trading partners through our real-time communication and collaboration tools.

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**World Bond Markets**
WB <GO> – Graph yields, spreads and historical performance to synthesize the information you need to make quick, confident decisions.
Our suite of equity solutions offers an unrivaled view of global, economic and industry trends, coupled with sophisticated tools to help you seize opportunities.

**TOP-DOWN ANALYSIS**
Bloomberg helps you to identify investment opportunities with a comprehensive real-time view of global economies and financial markets. We provide perspective on factors that affect regional markets, including fundamental data on 15,000 global indexes with links to detailed information.

**GLOBAL NEWS & RESEARCH**
Get the definitive news and research coverage you need—comprehensive coverage of companies, markets, industries, economies and governments. Gain access to more than 1,200 sell-side and third-party contributors and view more than 10,000 video clips and over 200,000 archived reports from key newsmakers.

**INDUSTRY-LEADING TOOLS**
Access information on nearly every company worldwide—from company history and earnings to income statements, balance sheets and more. See relative value year-over-year, analyze the current fundamental strengths and historical trends, create custom charts or generate new investment ideas by screening our pool of more than 420,000 global equities.

**POWERFUL BACKTESTING**
Check the potential of your investment ideas with robust backtesting. Our universe of equities contains 20 years of historical data, enabling you to build and evaluate strategies quickly and efficiently.

**EXPERT ANALYSIS**
Keep up-to-date with the most recent themes, performance drivers and metrics for each industry, giving you additional insight and perspective on your investment decisions. Our information is curated, verified and analyzed by objective industry experts.

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**Earnings Estimates**
EE <GO> – See current estimates, historical trends, recent revisions, price targets and recommendations—all in one place to streamline your decision-making process.
Access the world’s most influential FX community for a marked advantage in generating trade ideas, conducting research and finding trading partners—all from one desktop solution.

**FASTER INVESTMENT DECISIONS**
Harness class-leading data, powerful analytics and market-moving news with analyst coverage and technical commentary to confidently drive your decisions. Benefit from complete coverage across asset classes and a full set of tools to help run your foreign exchange business.

**SMARTER WORKFLOW**
Our full suite of foreign exchange functionality, from global news to price discovery to trade negotiation, can be aligned on a customized dashboard to help you monitor the FX market and its drivers according to your needs.

**FX ANALYTICS**
Enjoy comprehensive FX analytics, including volatility comparisons, currency return rankings and structure analysis. Our FX tools enable you to compare currency performance on dozens of measures.

FX Dashboard
FXIP <GO> – A comprehensive overview of foreign exchange information to help you quickly identify market opportunities and risks. Access pricing, data, news and analytics for countries, regions and metals to keep on top of the global markets that affect your interests.
Constantly changing commodity markets demand superior timing to identify risk, find value and improve profitability. Bloomberg delivers the most comprehensive view of the global commodities markets available from a single source.

MATCHING YOUR NEEDS
Whether you deal with oil, gas, power, coal, metals or other commodity investments, Bloomberg Commodities can be tailored to your interests and needs. We offer a range of sector specific products, so you get the news, market coverage and analysis that suits you.

REAL-TIME NEWS
Our researchers, reporters and analysts provide real-time news so you can make trading and investing decisions based on up-to-the-minute information. The Bloomberg Professional service helps you stay on top of events that shape the commodities world, so you can make better decisions. Tools including customized alerts, filters and views give you the fastest, most comprehensive news available to help you pinpoint opportunities first.

ADVANCED ANALYTICS
In a field with as much risk and volatility as commodities, you need data, charting and valuation tools that turn raw information into actionable knowledge. Our sophisticated analytics bring clarity and insight to your decision making. From forward curve analysis and powerful weather mapping to real-time pricing calculators and in-depth fundamental analysis, we have the information to meet your changing needs.

GET ON THE MAP
BMAP, Bloomberg’s interactive mapping tool, enables you to visualize a complex situation in real time and in geographical context by combining multiple streams of data that are important to you into one big picture. Spot potential price movements by integrating physical assets with severe weather analytics and damage and impact statements all on one map.

Bloomberg Commodity Maps
BMAP <GO> – Allows you to generate maps for various commodity categories, display regional pricing and see ownership details.
Bloomberg is an integrated solution for your derivatives workflow. Our models are fed with high-quality data so you can trade confidently and stay ahead of the markets.

**IDEA GENERATION & TESTING**
Bloomberg provides pre-trade analysis tools to help you manage asset-specific exposures and support decision making. Generate and test ideas based on the constant changes and relationships in the underlying intraday and historical market data, such as dividends, curves, spreads and volatilities.

**STRUCTURING & PRICING**
Feed decisions with our deep intraday input data powered by dealer-quality models such as the Stochastic-Local Volatility Model. Our flexible and customizable tools help you illustrate fair value and risk profiles for transactions ranging from simple vanilla swaps to the most exotic structured notes.

**COMMUNICATION & EXECUTION**
Our execution platform addresses all aspects of your trading workflow, spanning every asset class, to help you stage, monitor, execute and allocate derivatives trades. Data flows seamlessly into our analytics and calculators—and into your spreadsheets and other applications.

**PORTFOLIO & ANALYSIS**
Manage portfolios more efficiently by understanding how your exposures evolve in changing price and volatility conditions. You can also develop and analyze the effect of potential trading strategies.

**BLOOMBERG VALUATION SERVICE**
The Bloomberg Valuation (BVAL) service provides transparent and defensible valuations across the spectrum of financial instruments. We are an independent source drawing on high-quality market data, industry-leading pricing models and a team of experienced financial engineers.

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**Multi-Asset Risk System MARS <GO>** – Provides risk management, stress testing and scenario analysis tools so you can risk-manage a portfolio containing equity, FX, interest rate and commodity derivatives and their underlying instruments.
Our Portfolio & Risk Analytics platform offers unmatched transparency, enabling you to develop, assess and execute powerful, differentiated investment strategies and manage the risks.

**CONVENIENT SINGLE PLATFORM**
Fully integrated with the Bloomberg Professional service, our portfolio analytics platform provides unparalleled access to the broad range of sophisticated tools required by today's investment professionals. From scenario analysis and what-if optimization to return attribution and real-time P&L, enjoy greater clarity and confidence in your investing decisions.

**CUSTOMIZE YOUR WORKFLOW**
User-friendly and intuitive, our portfolio solution is customizable and integrates your holdings with performance and risk analytics as well as with Bloomberg's comprehensive market and security data. Everything you need, including flexible charting and news indicators, is one click away.

**COMPREHENSIVE DATA**
Access critical data and analytics—including a vast database of fundamentals—to help monitor and manage your investment portfolios. Compare current holdings against your benchmark in the past, present or future.

**ENTERPRISE-WIDE CONTROL**
Implement Bloomberg's Portfolio and Risk Analytics capabilities across your entire organization as part of our Enterprise offering. Give your senior team unparalleled insight into your firm's investment activity.

Portfolio & Risk Analysis PORT <GO> – Streamline your workflow with powerful portfolio management tools, including intraday pricing, holdings, characteristics, tracking error, scenario analysis, attribution and much more from one source.
EXECUTION

In today’s global markets, buy- and sell-side professionals demand the best execution across multiple asset classes. That means access to fragmented pools of liquidity, predictive analytics and the ability to assess strategy performance—historically and in real time.

FOREIGN EXCHANGE
FXGO provides powerful functionality for price takers to execute foreign exchange transactions with their bank relationships. FXGO is a commission-free electronic trading platform for execution of spot, outright, swap, NDF, deposit and option transactions. With FXGO, you can request prices from preferred bank providers, execute trades and seamlessly integrate details into order management, risk management and back office systems.

FIXED INCOME
Bloomberg’s fixed income trading (FIT) platform provides liquidity, trading functionality and straight-through processing across all fixed asset classes, including cash bonds, repo, money markets, interest rate and credit derivatives, mortgages and municipal bonds.

FIT is fully integrated with the Bloomberg Professional service. It can also be integrated with your firm’s internal systems for straight-through processing, helping to reduce operational risk, improve efficiency and reduce costs.

EQUITIES, FUTURES & OPTIONS
From a single, customizable workspace, you can manage equities, futures and options trades. Bloomberg’s Execution Management Solutions (EMS)—comprising the Execution Management System (EM SX), Indications of Interest (IOIs) and Trade Advertisements and Transaction Cost Analytics (BTCA)—supplies the optimal blend of data, integration, connectivity and ease of use to achieve best execution.

Access pre-trade analytics to select and trade single and basket orders from any order management system; choose the best broker for your trading strategy with true broker neutrality, route to the execution venue of your choice and analyze execution performance across all venues in real time.

COLLABORATION
The tightly integrated Bloomberg Message and Instant Bloomberg® (IB) collaboration tools provide immediate access to the world’s most sophisticated trading community, helping you know what’s moving—and who’s moving it. Sell- and buy-side professionals distribute and compare IOIs, send and analyze bond runs, and access price talk before you execute trades seamlessly through the Bloomberg Professional service. Use our voice trade confirmation system to match and affirm trades to reduce trade breaks with counterparties.

VOICE TRADE CONFIRMATION
The Bloomberg Professional service includes a voice trade confirmation system, VCON <GO>, which allows you to match and affirm trades and reduce trade breaks with counterparties. VCON enables you to send a trade recap to your client following a trade over the telephone. The client can then affirm or reject the trade, which can be allocated just like an electronic trade.
Bloomberg Launchpad® is the most flexible desktop environment available today.

**A DYNAMIC MULTI-ASSET MONITOR**
- Drag and drop lists from Excel® to populate your monitor.
- See portfolio performance update dynamically in a pie chart.
- Group securities by sector or sort by performance to quickly determine what’s driving the markets.
- Integrate any data point across asset classes into a single monitor.
- Create custom fields and complex formulas.
- Link your monitor to other Launchpad applications and click on any security in the list to update all other tools instantly.
- Use our MOSB <GO> function in Launchpad to quickly view the most active bonds by volume for a selected country and exchange/source and determine which bonds have offered the most liquidity historically.
- Use our Commodities Playbook, CPLY <GO>, in Launchpad to display the top 20 perennial commodity plays for oil, agriculture and metals.

**POWERFUL ALERTS**
- Set up alerts with multiple criteria for any Launchpad tool.
- Customize alerts to automatically open applications of your choice, such as a trading platform or fundamental analysis screen.
- Create client-specific chat sessions triggered by an alert.
- Set alerts to show unusual news flow, technical events and any other data point available on Bloomberg.

**SOPHISTICATED CHARTING**
- Access a database of 20 million securities and hundreds of data fields per instrument.
- Apply technical indicators and choose from more than 150 events.
- Draw your own annotations and set alerts on them without navigating away from the screen.
- Link your charts to news and pre-built monitors so they update whenever a new security is selected from the monitor.
UNIQUE FEATURES THAT ONLY LAUNCHPAD OFFERS

- Integrated Workflow — Any Bloomberg analytic can be added into a single Launchpad view to create a seamless workflow across asset classes.

- Integrated Desktop — Launchpad can be built in any size or shape to fit the desktop real estate you have available. Shape individual Launchpad components around Excel or other important programs so you can monitor markets without losing access to applications important to you.

- Portfolio Tools — Track portfolio aggregates and share lists with colleagues using the cross-asset securities monitor.

- Execution Management — Set up an order ticket with a single click on our broker-neutral, no-fee trading platform.

- Collaboration — Share any screen or dataset with others through an IB chat for a quick and efficient discussion of real-time information.

- Live Multimedia — Include Bloomberg TV in your view with audio or live transcripts and stay on top of market news.

- Presentation Tools — Import Launchpad tools and images into your Microsoft Office applications and Adobe® PDF.

NEWS THAT MOVES MARKETS

- No other platform compares with Bloomberg’s ability to aggregate news and research.

- Determine which stories are having a major impact on the market intraday with our innovative heat map.

- Quickly narrow search results with the advanced news search function.

- Get personalized views of top headlines; set the categories you want to monitor by industry, company, country and more.

- Quickly broaden your quest for information by accessing relevant search tabs in each news window.

- Drag and drop tickers from other applications to run a news search.
NEWS THAT MOVES MARKETS

Our enhanced news services help you to stay on top of what’s happening in worldwide markets.

AWARD-WINNING COVERAGE
Bloomberg Professional service goes beyond traditional news sources, offering exclusive and actionable coverage by more than 2,300 experienced journalists globally on one integrated platform. Tailor your news experience to suit your specific needs and interests and receive instant alerts when a relevant story breaks.

ROBUST NEWS SEARCH ENGINE
Search news stories by topic, source, keyword and date range. Create advanced searches and news alerts with one click to access news stories that meet your search criteria.

BLOOMBERG MEDIA
Access Bloomberg’s multilingual television and radio programs via the Bloomberg Professional service. Stay up-to-date with the latest recorded and live broadcasts—covering business, government, sports and entertainment—from Bloomberg News, Bloomberg TV, Bloomberg Radio, Bloomberg Link and Bloomberg Multimedia, as well as outside sources.

BLOOMBERG MARKETS MAGAZINE
Bloomberg Markets® is an award-winning monthly magazine for the global financial elite. It covers the people, stories and ideas that move markets and is free to Bloomberg Professional service subscribers.

BLOOMBERG BRIEF NEWSLETTERS
Our 25+ daily and weekly newsletters cover everything from private equity to economics, providing insight on markets, industries and regions. Delivered to your Bloomberg or corporate email, the newsletters offer a full rounded view on a topic.

SOCIAL MEDIA ANALYSIS
Curate and keep tabs on the most important market moving information from the social world, including Twitter and Weibo. Receive alerts when conversations about a topic spike, and dig deep with analysis into how social may be moving a security.
REAL-TIME RESEARCH
Bloomberg provides direct access to sell-side and independent research from more than 1,500 sources. Search options enable you to find research by company, industry sector, region, broker, analyst or keyword and explore research linked to a specific portfolio. Customizable alerts deliver real-time or intraday notifications when new research becomes available.

CREATE CHARTS & EXPORT DATA WITH API
Perform your analysis in Microsoft Excel or with Bloomberg charts. Our API (application programming interface) function offers a convenient way to export data from Bloomberg into an external program such as Excel. The charting capabilities allow you to view your currency strategy, compare it with historical trends and layer it with relevant non-FX data such as interest rates. Set up your charts quickly with templates or build your own custom charts on an expansive blank slate.

AGGREGATED INDUSTRY INFORMATION
Bloomberg Intelligence provides a comprehensive view of an industry and its key constituents and gives you unsurpassed depth and breadth at the sector, industry and company levels.

INTERNAL RESEARCH PORTAL
Bloomberg provides a portal to manage and view internal content, integrating a company’s entire research in one location for easy access, communication and collaboration. Integrate your research with the content available on Bloomberg to quickly find topics that are important to you. Create and save searches via RES or create Launchpad monitors and alerts to receive notifications when new research has been published by someone within your organization.

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Bloomberg Intelligence BI <GO> – Bloomberg Intelligence is a group of 200+ analysts who provide in-depth analysis, commentary, and datasets on industries, companies, and influential factors such as credit, government, litigation and legislation that impact decision-making. Coverage spans over 130 industries and 4,000 companies across the United States, Europe, Asia, the Middle East and Africa. Bloomberg Intelligence is an exclusive service provided to clients who subscribe to the Bloomberg Professional service and can be accessed at BI.
Your Bloomberg Professional service account gives you immediate membership to a community of more than 320,000 of the world’s most influential decision makers. We connect you with a powerful network spanning finance, business and government professionals—whether you are generating ideas, conducting research or finding trading partners, it gives you an edge.

**BUILD YOUR NETWORK**

The Bloomberg community represents a world of potential colleagues, collaborators and customers from across the globe. Finding people is easy—you can use our People Search database containing more than 2.5 million people to find contacts and learn about the people you need to reach.

<table>
<thead>
<tr>
<th>People Search Criteria</th>
<th>People Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person Universe</td>
<td>2,500,712</td>
</tr>
</tbody>
</table>

**INSTANT COMMUNICATION**

Bloomberg Message and Instant Bloomberg are communication tools that are highly valued by the global financial community. Bloomberg Message is instant, provides readership statistics and does not limit the number of messages that can be sent or the size of your inbox.

Completely integrated with Bloomberg Professional service, Instant Bloomberg is our unique chat-parsing technology that lets you capture chat text, incorporate crucial deal details and send them directly to your trading platform. In addition, you can share screens, datasets, charts or Excel files to collaborate quickly and easily with colleagues and trading partners. All chats are archived and auditable, enabling you to meet compliance requirements.

**PEOPLE SEARCH**

PEOP <GO> – Search on a range of biographical information exclusive to Bloomberg to find contacts and learn about the people you need to reach.
BE ON. ANYWHERE.

In today’s volatile markets, access to the fastest and deepest news and analysis is essential to gaining an edge. Gain access to real-time data on every market, unparalleled news and research, powerful analytics and communications tools on the Bloomberg Professional® service—from wherever you are. Bloomberg Anywhere® delivers a seamless, personalized experience that keeps you connected from virtually anywhere, from any type of device.

GET IT ANYWHERE
Bloomberg Anywhere® enables you to access the full power of the Bloomberg Professional service from any Internet-ready computer. Simply login to your account and get the same desktop experience. In addition, our Bloomberg Professional mobile application for 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.

SECURING YOUR WORLD
Bloomberg Anywhere and Bloomberg Professional application require the Bloomberg B-UNIT®, a state-of-the-art biometric security device that unlocks the Bloomberg Professional service. 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 finger tip image.
ABOUT THE BLOOMBERG PROFESSIONAL SERVICE

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company’s strength—delivering data, news and analytics through innovative technology, quickly and accurately—is at the core of the Bloomberg Professional service, which provides real-time financial information to more than 320,000 subscribers globally. Bloomberg’s enterprise solutions build on the company’s core strength, leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively.

Through Bloomberg Law, Bloomberg Government, Bloomberg New Energy Finance and Bloomberg BNA, the company provides data, news and analytics to decision makers in industries beyond finance. And, Bloomberg News, delivered through the Bloomberg Professional service, television, radio, mobile, the Internet and two magazines, Bloomberg Businessweek and Bloomberg Markets, covers the world with more than 2,400 news and multimedia professionals at 146 bureaus in 72 countries. Headquartered in New York, Bloomberg employs more than 15,000 people in 192 locations around the world.
Real Service from Real People When You Need It.
Call or message Bloomberg customer support, and you will be in touch with a live person instantly. Our industry-leading customer service teams, available 24/7 in 160 countries, will help you fully leverage the deep information, analytics, data and trading capabilities on the Bloomberg Professional service.
To learn more about what the Bloomberg Professional service can do for you, contact your regional sales representative or visit bloomberg.com/professional.