02 The Bloomberg Keyboard
Keyboard and navigation

04 Creating a Login Name and Password

06 Finding Information
The <HELP> key

06 The Global Help Desk: 24/7
Interact with the Bloomberg Help Desk

08 Broad Market Perspectives
Top recommended functions

09 Analyzing a Company
Basic functions for Bonds and Equities

10 Communication
The BLOOMBERG PROFESSIONAL
service message system

11 Tips, Tricks and Fun

12 Customer Support
The Bloomberg keyboard has been color-coded for ease-of-use.

**RED keys are STOP keys**
- **CONN** Press once to LOG-IN to the system.
- **CANCEL** Press once to LOG-OUT of the system.
- Equivalent to the traditional ‘Escape’ button
  Press **<CANCEL>** to reveal Bloomberg’s Global Customer Support numbers.
- **PANEL** Leverage all four BLOOMBERG PROFESSIONAL service windows. Press **<PANEL>** to rotate between the windows.

**YELLOW keys correspond to MARKET SECTORS**
- **EQUITY** Press any of the yellow keys for a main menu for that specific sector; e.g. **<EQUITY> <GO>** will bring you to a complete menu of equity-related news, data and analytics.

**GREEN keys are ACTION keys**
- The **<GO>** key is equivalent to the ‘Enter’ key on a traditional keyboard and is essential to activate each function. Simply press it after you enter a command.
- The **<MENU>** key is essential in the navigation process. This is equivalent to the ‘Back’ key to return you to the previous screen.
- Press **<PAGE FWD/BACK>** to access the next/previous screen.
- Press **<PRINT>** to print a one-page screen. Enter (# of pages) **<PRINT>** for consecutive pages.
- Keyword Search: enter a keyword at the top of the BLOOMBERG PROFESSIONAL service screen and press **<HELP>** to search our entire database of information.
- Press **<HELP>** once for more detailed information on the function you are viewing. Press **<HELP>** twice to interact with the Bloomberg Help Desk, 24 hours a day, seven days a week.
- **HDSK** **<GO>** to access your previously sent Help Desk queries and answers.

If you are not utilizing a Bloomberg-provided keyboard, press the Alt + K buttons simultaneously to view an image of your keyboard. This will enable you to position your Bloomberg keyboard stickers accurately.
1. Once the Bloomberg software has been installed, use the mouse to double click on the Bloomberg icon that appears on your desktop to launch the application.

2. Press the RED <CONN DEFAULT> key once (equivalent to the pause break key on a traditional keyboard). Leave the login and password fields blank and press <GO>.

3. Answer the five basic questions to complete the login creation process.

4. A member of Bloomberg’s Global Customer Support team will call you shortly to validate your new login. At this point, they can also assist with other initial questions you may have, including setting up a training session.

Please note: It is important that your login is validated within five days. If we are unable to contact you and validate your details, the login will expire. Should this happen, please repeat the instructions above to create a new login.

Changing your Password

Once the login name has been chosen it is fixed permanently, however the password may be changed as often as you like. Please use the function UUF <GO>.

Once your login has been validated we recommend that you define the personal defaults associated to your login. These settings include time zone, base currency, country, etc and will impact other functions. Simply type PDFQ <GO> and enter your choices in the boxes provided.

If you are a BLOOMBERG ANYWHERE™ subscriber, your final step is the registration of your B-UNIT™ authentication device. Type BA <GO> and follow the instructions on the screen or refer to the documentation included with the B-UNIT device. ANY <GO> provides on-line documentation for account setup and enrollment.

For technical assistance you can always call our Global Customer Support. Press the RED <CANCEL> key for a list of local technical support numbers.
FINDING INFORMATION AND KEYWORD SEARCHES

The <HELP> key is your gateway to finding all information on the BLOOMBERG PROFESSIONAL service. Whether you are looking for company ticker codes, indices, new stories by subject, biographies, and more the <HELP> key will find it for you.

At the top of the screen, type a keyword(s) associated with your subject of interest followed by the <HELP> key.

Here are some examples:

1. Company Ticker Search:
   Intel <HELP>
   Select # 10, ‘Companies/Govts/Orgs’ to display all the companies with the name of Intel

2. People Search:
   Warren Buffett <HELP>
   Select # 7, ‘People’ to access the Profiles database and display a complete biography of Warren Buffett

3. Earnings Estimates:
   Earning Estimates <HELP>
   Select # 3 ‘Functions/Analytics/Internet’ to display a comprehensive list of relevant earnings functionality

The Bloomberg Help Desk is available 24 hours a day, seven days a week and provides immediate assistance to our customers worldwide. The INSTANT BLOOMBERG™ (IB) communication platform allows any Bloomberg user to send an enquiry to the Help Desk and receive a response in real time.

Press the <HELP> key twice to open a ‘LIVE HELP’ chat window. In the orange box type your query and press <GO> to send.
Many of these screens are customizable so that you can change the parameter to suit your needs.

**MAIN** <GO> Menus for market sectors, customer support and more

**TOP** <GO> Display today’s top business and general news headlines

**READ** <GO> Most popular news stories

**AV** <GO> BLOOMBERG NEWS® audio/video reports

**N** <GO> The main news menu

**ECO** <GO> Displays a calendar of economic releases

**IM** <GO> Display a menu of treasury/money market and international bond monitors

**WEI** <GO> Monitor worldwide returns for Equity indices

**WB** <GO> World Government bond monitor

**ACDR** <GO> Display an earnings announcement calendar

**MOST** <GO> Monitor the most active securities by volume, up, down and value

**IBQ** <GO> Industry overview: choose from more than 68 industries

**CBQ** <GO> Country overview: choose from more than 46 countries

**QSRC** <GO> Scan the Bloomberg Equity universe to find companies that match your selected criteria

**BLP** <GO> BLOOMBERG LAUNCHPAD℠, The ultimate customizable desktop monitor

If you are already familiar with the ticker of the security, enter:

**TICKER** <YELLOW KEY> **FUNCTION** <GO> to bring you to that function

An Equity example: **BUD** <EQUITY> **DES** <GO>

A Bond example: **BUD 9 12/1/09** <CORP> **DES** <GO>

**DES** <GO> Descriptive page including a snapshot of fundamental data and management information

**BQ** <GO> Display price, trade, earnings, relative value data on a single screen

**CN** <GO> Display all Company News

**GPO** <GO> Graph historical prices and moving averages

**RELS** <GO> Related Securities – The capital structure

**CRPR** <GO> Credit Profile – Current and historical credit ratings for an issuer

**RV** <GO> Relative Value – Perform customized peer group analysis

**ISSD** <GO> Display issuer information, capital structure and cash flow breakdown

**COMP** <GO> Comparative returns for your chosen security to its benchmark index and its industry group

**EQUITY SPECIFIC**

**ANR** <GO> Displays analyst recommendations

**EEB** <GO> Display Bloomberg Earnings Estimates

**BOND SPECIFIC**

**YAS** <GO> Yield and Spread Analysis

**ALLQ** <GO> A liquidity platform of price and yield quotes from contributed sources

To view a Launchpad display: From the Launchpad toolbar, click ‘TOOLS’ and then sample views.
COMMUNICATION

MSGM <GO>  
The main message menu which outlines the function codes needed to send a message, retrieve incoming messages, set up message defaults and more.

Shortcuts and FAQs

MSG JOHN BROWN or MSG jbrown@aol.com <GO>  
Enter the BLOOMBERG PROFESSIONAL service customer’s name, group or Internet address

MSG1 FROM JOHN BROWN <GO>  
View all messages received from a specific user

MSG4 TO JOHN BROWN <GO>  
View all messages sent to a specific user

MSG1 FROM INTERNET <GO>  
View all messages received from an Internet address

MSG4 TO INTERNET <GO>  
View all messages sent to Internet addresses

MSG1 UNREAD <GO>  
View all unread incoming messages

MSG4 UNREAD <GO>  
View all unread outgoing messages

SPDL <GO>  
Create and maintain a speed-dial list that serves as your address book. Store information for each user, including job title, company, address, phone and fax numbers

GRAB <GO>  
Send a single BLOOMBERG PROFESSIONAL service screen shot as a message attachment

IB JOHN BROWN <GO>  
Chat in real time via INSTANT BLOOMBERG

TIPS, TRICKS AND FUN

Need to find a good restaurant? Want to check out the weather or view a flight schedule? In addition to the best business and financial data, use Bloomberg as a resource for all your personal and lifestyle information.

BERRY <GO>  
Access the BLOOMBERG PROFESSIONAL service on your BlackBerry

MUSE <GO>  
Arts and culture

POSH <GO>  
Classified adverts

BSP <GO>  
Bloomberg sports menu

DINE <GO>  
Restaurant search and reviews

FLY <GO>  
Flight schedules

WEAT <GO>  
Regional weather forecasts

BBXL <GO>  
Bloomberg data and calculations in Excel – Download sample spreadsheets

JOBS <GO>  
Bloomberg career center

EASY <GO>  
Ease-of-use tips and shortcuts

PSET <GO>  
Printer settings

EXCH <GO>  
Real-time exchanges and request form

HDSK <GO>  
Historical archive of all your Help Desk enquiries and corresponding answers

NI WNEWS <GO>  
Who’s who? Movers and shakers, hires and fires

PEOP <GO>  
People Search
The outstanding level of customer and product support provided by Bloomberg will ensure you are always up-to-date with the latest features and benefiting from the full value of the BLOOMBERG PROFESSIONAL service. The following options are available for your use:

**BREP <GO>**
Display the name of your dedicated Bloomberg Account Representative.

**BU <GO>**
BLOOMBERG UNIVERSITY® provides you with a menu of training resources that can help you better navigate the BLOOMBERG PROFESSIONAL service. View all on-line training manuals, register to attend Bloomberg seminars and events, request on-site training, or read about new functions and enhancements.

**CERT <GO>**
The Product Certification program has been designed to equip financial professionals with the power of the BLOOMBERG PROFESSIONAL service. Participate in well-structured classes to improve your knowledge and proficiency of Bloomberg, optimize your job performance, and differentiate yourself from your peers.

**NEXT <GO>**
Stay up-to-date with new and enhanced functionality.

**<HELP> <HELP>**
Contact the LIVE 24/7 Global Help Desk to send enquiries and receive help in real time.
INTRODUCTION TO THE BLOOMBERG KEYBOARD

To log on to the BLOOMBERG PROFESSIONAL® service press the key.

For 24 hour assistance, press the key twice and send a message to the global analytics Help desk.

The menu key is essential for navigation. Menu returns you to the previous page/screen.

The panel key rotates the cursor between either the 2 or 4 Bloomberg windows displayed.

Right mouse click, select Terminal Defaults and Select a keyboard type according to your hardware. Desktop 1 = numerical key pad responds with 1,2,3. Desktop 2 = numerical key pad responds as Bloomberg keys. E.g. Message, News,
Keyboard Tricks & Tips

‘Go’ is equivalent to ‘Enter’ and should follow every mnemonic or command to activate that page.

Menu takes you back to the previous screen.

Scroll forward or back within a screen that contains multiple pages.
E.g. To move from page 2 to page 15, type 13 and press Page Fwd.

A Re-cap of the previously used function appears in the top left of the screen each time you press ‘Command’.

LAST <GO> Manually type LAST to review the last 8 functions used.

Press print once to print the current page.

# = the no. of pages you wish to print.
E.g. If this is a 5 page function or news story, press 5 &

Press Help key once to display the on-line Help and description of how to use the current function

Press the Help key twice to open an INSTANT BLOOMBERG (IB) chat window to make initial e-mail contact with the 24 hour Help desk

EASY <GO> A list of Bloomberg tips and shortcuts
The AV menu is the gateway to the BLOOMBERG PROFESSIONAL® service multi-media library. Demonstrating the strength and diversity of Bloomberg’s media products, AV provides around-the-clock access to pre-recorded and live broadcasts, reports, interviews, news and teleconferences, events and training sessions. From streaming video to archived audio and video coverage for on-demand viewing.

Access the multi-media main menu on Bloomberg by typing: AV

Follow each command with the key to activate the function:

READ Most Popular News
NRR Companies and Topics in the News
LIVE ‘Live’ audio/video broadcasts
NI LIVE Archived global ‘LIVE’ events
TNI AV TOP TOP multimedia stories
MNI AV The Most Read multimedia stories
NI WIN Bloomberg Exclusives!
VID Bloomberg T.V
AIR Listen to Bloomberg Radio
T US <Equity> CNAV Use CNAV on any ticker symbol for company AV
CAD <Crncy> CNAV 7/9/2005 Use CNAV & a date for historical AV coverage
NEW Alerts

Create an audio alert for economic releases
   1) ECO
   2) Left mouse click on the announcement/statistic that interests you.
   3) From the drop-down orange window, select 'Set audio alert'.
   4) Instantly the icon will appear beside the chosen item, indicating the alert is set.
   5) Your Bloomberg terminal’s default voice will announce the statistic as soon as it happens.

To test this feature & select the 'voice' you would like as the default:
   • Right mouse click & choose ‘Terminal Defaults’. • Use the ‘select voice’ section

Create an email alert for future LIVE events!
   1) LIVE
   2) Left mouse click on any items that interest you.
   3) A description of the event appears
   4) Click ‘Set Alert’.

'AV' and Launchpad

Display your favorite audio visual functionality within a customized Launchpad display:

To access Launchpad type BLP
From the Launchpad toolbar select: Launch ➔ Media/News and launch any of the media components that interest you.
TRICKS, TIPS & SHORTCUTS

Personal Defaults
News Settings
Customization: Toolbar & Macro Buttons
Bloomberg menus
(Security specific functions)

Keyboard Tricks

Personal Monitors:
Launchpad: The ultimate desktop display

E-mail & Communication
Printing
Personal Defaults

Personal default settings are specific to the user login name and not the machine. Therefore when you set certain parameters, they travel with you wherever you log in.

Choose your default settings using the Bloomberg ‘master’ screen. E.g. 1-Bloomberg

PDF All default settings
PDFQ Quick default settings

Switch on 4 Bloomberg screens PDF <GO> 4 <GO> ‘Workstation Defaults’ 2 <GO> ‘Panel Options’
Choose U.S as Equity exchange def. CNDF
PDF <GO> 2 <GO> ‘Market Sector Preference’ 11 <GO> ‘General Defaults’ 1 <GO> ‘Equity Exchange Defaults’

Benefit: Each time you enter an equity ticker you don’t have to specify the exchange code each time

Permanent Volume on Graphs PDF <GO> 2 <GO> ‘Market Sector Preference’ 11 <GO> ‘General Defaults’

News Settings

NO To switch on/off the scrolling news bar at the bottom of the screen

Place cursor over the scrolling blue news panel, right mouse click
1) Split the news panel into a separate window
2) Enable a scroll bar

NRC Set new providers/languages preference

Useful NI Codes

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Historically</th>
</tr>
</thead>
<tbody>
<tr>
<td>NI READ</td>
<td>Weekly Summary of most read News stories</td>
<td></td>
</tr>
<tr>
<td>NI WIN</td>
<td>News ‘exclusive’ to Bloomberg</td>
<td>NI WIN 6/2/04</td>
</tr>
<tr>
<td>NI HOT</td>
<td>HOT news – today &amp; historically</td>
<td></td>
</tr>
<tr>
<td>NI WNEWS</td>
<td>Who’s who people news</td>
<td>NI WNEWS 5/10/03</td>
</tr>
</tbody>
</table>

66 <GO> Type 66 <GO> from a news story to send as an email attachment
Customization: Toolbar & Marco Buttons

The Bloomberg Toolbar with customized buttons is designed to save you time. If you use various screens and functions on a daily basis, storing these functions within a macro button ensure that one simple mouse click will quickly run that command and avoid you having to remember or manually type in the keystrokes!

Enabling toolbar:

· Right click mouse
· Select Terminal Defaults
· Click on the 'Display' tab
✓ Check: Show Bloomberg Toolbar
✓ Check: Use large buttons

Note: 'Auto Hide Toolbar in Window' means toolbar will only display when the mouse/cursor is moved over the top line of the screen.

Creating Buttons:

For a reminder of the full instructions, at any time type: 'Button' and press HELP select 1

<Alt> BTo start the process of creating and recording a new macro button. Also to send an individual button as an email attachment

Editing the Toolbar Layout

Simply left mouse click twice on the empty grey area of the toolbar where there are no buttons

Sending Toolbar to others:

SNDB To send your entire toolbar as an email attachment via the message system
Main Menus & Security Specific Functions

When first introduced to the Bloomberg system it is advisable to use the main menus. This helps the user get a feel for the broad scope of Bloomberg and to clearly see a list of the analytics (and associated function codes) that are available.

Once a Bloomberg user is more familiar with the various function codes they may simply type those codes directly onto the screen and access the function instantly (thus saving time and bypassing the broad menus).

Main Menu example                      Security Specific example

MSFT US <Equity> <GO>                  MSFT US <Equity> GP <GO>
This by-passed 2 additional steps: 4 <GO> 1 <GO>

MSFT US <Equity> GP W <GO>
This by-passed 2 additional steps & set graph to weekly

BUD 9 09 <Corp> <GO>                   BUD 9 09 <Corp> YAS <GO>
This by-passed 2 additional steps: 2 <GO> 2 <GO>

BUD 9 09 <Corp> YAS 120 <GO>
This by-passed 2 additional steps: & set the price to 120

Useful Main Menu examples:

IRSM Interest Rate & Credit Derivatives
HYM High Yield Menu
N News main menu
CBMU Convertible Bonds Menu
EMKT Emerging Markets menu
DATA Data Services

Keyboard Tricks

LAST Type LAST to review the last 8 functions used.
CU 'Call Up'. Retrieves the last security/ticker used to the screen
EASY A list of Bloomberg tips and shortcuts
<Alt> K Display a graphic of the Bloomberg keyboard

This key appears to the left of the space bar on your keyboard. Combine it with:
Key + E To open a new file 'Explorer' window
Key + D To minimize/restore all windows

DOCS LATEST KEYBOARD <GO> to download & print a keyboard guide
Monitors & Launchpad

Everything you want in one place
Harness the full power of the BLOOMBERG PROFESSIONAL® service and build your own interactive workstation using Launchpad. This will give you the ability to pick and choose from numerous screens and unique Bloomberg analytics to create your own customized desktop display. Select from multiple pricing monitors, charts, news, quote lines, calendars and analysis screens to create multiple Launchpad ‘views’.

BLP       To initiate the Launchpad software

From the toolbar that appears, select ‘Tools’ and ‘sample views’ to reveal a selection of pre-built desktop displays that you can utilize.

Click on ‘Help’ and ‘Download Manual’ to view the full user guide. To download the basic instructions, type: DOCS BEGINNER LAUNCHPAD <GO>.

Any screen that shows the pushpin symbol in the top right hand corner allows you to click on the symbol and drag those securities instantly into a Launchpad monitor and an excel spreadsheet!

Useful broad monitors:

MOST     Most active stocks
IM        International monitors for Treasury and money markets
FXC       Foreign Exchange Matrix
BBT       Bloomberg BondTrader
METL      Monitor metal commodities
CECO / EVNT Your own personalized version of ECO.
            Use CECO to build/create and EVNT to display results
In the same way that a scrolling news bar is a choice for Bloomberg screen 1
A scrolling MESSAGE bar is a choice for Bloomberg screen 2

TAP  To switch on/off the scrolling message bar

GRAB  To sending a single Bloomberg screen-shot as a message attachment.
You can also click on the grey ‘Actions’ tab on any screen.  File type is a .gif

MSGM  Message main menu

<Ins>  Press ‘insert’ from a blank message screen to switch modes
- Cursor =  Insert mode with Text wrap  □ Cursor =:  regular over-type mode n

BMAIL  Extensive menu of options for additional message system capabilities

PFM  Personal File Manager:  Manages all archived messages, news stories &
PC files that have been saved or uploaded

IB  Real Time chat with ‘Instant Bloomberg’

IB HELP  Open an instant chat window to communicate in real-time with Bloomberg’s 24 hour
Global Help desk

HDSK  Your outgoing Help Desk Messages

Benefit: archived forever so you can easily retrieve Q&A

BBFO  Voice and video conference calls

Printing

PRINT  To print current page

6 PRINT  To print a 6 page document

9 PRINT  To print a story in DTP format.  E.g.  If the story is 8 pages on Bloomberg, by using
9 PRINT it will condense to approx 5 pages

PSET  Print defaults  (landscape/portrait, change printer etc)
<table>
<thead>
<tr>
<th><strong>News</strong></th>
<th><strong>Finding Securities</strong></th>
<th><strong>Calendars</strong></th>
<th><strong>Company Analysis</strong></th>
<th><strong>Earnings Information</strong></th>
<th><strong>Fundamentals</strong></th>
<th><strong>Customizable Monitors</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>NSE</td>
<td>NSE</td>
<td><strong>Perform news searches</strong></td>
<td>SRCM</td>
<td>Access a menu of search functions</td>
<td><strong>Research financial analysis statements, key ratios, and valuation measures</strong></td>
<td><strong>BLP</strong></td>
</tr>
<tr>
<td>READ</td>
<td>READ</td>
<td>View Bloomberg’s most read news</td>
<td>QSRC</td>
<td>Generate custom equity searches</td>
<td>Evaluate a company's financials</td>
<td><strong>BQ</strong></td>
</tr>
<tr>
<td>TOP</td>
<td>TOP STK</td>
<td>Find top BLOOMBERG NEWS stories</td>
<td>TOP STK</td>
<td>Monitor IPO and secondary equity offerings</td>
<td>Access dividend/split information</td>
<td><strong>Finding Securities</strong></td>
</tr>
<tr>
<td>MNI</td>
<td>MNI EST</td>
<td>Display most read news stories by topic</td>
<td>MNI EST</td>
<td>Class Actions and Corporate Action Filings</td>
<td>Bloomberg dividend forecast</td>
<td><strong>Finding Securities</strong></td>
</tr>
<tr>
<td>NEST</td>
<td>NEST</td>
<td>Most read news on estimate earnings</td>
<td>NEST</td>
<td>Display fundamental and financial data</td>
<td>Access definitions/calculations for fundamentals data</td>
<td><strong>Finding Securities</strong></td>
</tr>
<tr>
<td>NI</td>
<td>NI EST</td>
<td>Display news/research for a topic</td>
<td>NI EST</td>
<td>Display all related securities</td>
<td><strong>Finding Securities</strong></td>
<td><strong>Finding Securities</strong></td>
</tr>
<tr>
<td>NI ANA</td>
<td>NI ANA</td>
<td>View global earnings estimate news</td>
<td>NI ANA</td>
<td>Top ranking executives and board members</td>
<td><strong>Finding Securities</strong></td>
<td><strong>Finding Securities</strong></td>
</tr>
<tr>
<td>CPNY</td>
<td>CPNY</td>
<td>Display the company news main menu</td>
<td>CPNY</td>
<td>Display company specific most read news stories</td>
<td><strong>Finding Securities</strong></td>
<td><strong>Finding Securities</strong></td>
</tr>
<tr>
<td>AV</td>
<td>AV</td>
<td>Search for multimedia broadcasts</td>
<td>AV</td>
<td>Display analyst recommendations</td>
<td><strong>Finding Securities</strong></td>
<td><strong>Finding Securities</strong></td>
</tr>
<tr>
<td><strong>Economic Information</strong></td>
<td><strong>Economic Information</strong></td>
<td><strong>Economic Information</strong></td>
<td><strong>Economic Information</strong></td>
<td><strong>Economic Information</strong></td>
<td><strong>Economic Information</strong></td>
<td><strong>Economic Information</strong></td>
</tr>
<tr>
<td>WECO</td>
<td>WECO</td>
<td>Access a world economic calendar menu</td>
<td>WECO</td>
<td><strong>Economic Information</strong></td>
<td><strong>Economic Information</strong></td>
<td><strong>Economic Information</strong></td>
</tr>
<tr>
<td>ECST</td>
<td>ECST</td>
<td>Find world economic statistics</td>
<td>ECST</td>
<td>Access a world economic calendar menu</td>
<td><strong>Economic Information</strong></td>
<td><strong>Economic Information</strong></td>
</tr>
<tr>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>BR</td>
<td>BR</td>
<td>Access Bloomberg Research categories</td>
<td>BR</td>
<td>Access a global earnings analysis menu</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>MRKT</td>
<td>MRKT</td>
<td>Locate contributor pages</td>
<td>MRKT</td>
<td>Analyze positive and negative perspectives</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*ANR</td>
<td>*ANR</td>
<td>Display equity analyst's recommendations</td>
<td>*ANR</td>
<td>Graph/monitor earnings-per-share summaries</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td><strong>Broad Market Monitors</strong></td>
<td><strong>Broad Market Monitors</strong></td>
<td><strong>Broad Market Monitors</strong></td>
<td><strong>Broad Market Monitors</strong></td>
<td><strong>Broad Market Monitors</strong></td>
<td><strong>Broad Market Monitors</strong></td>
<td><strong>Broad Market Monitors</strong></td>
</tr>
<tr>
<td>MOST</td>
<td>MOST</td>
<td>Monitor most active stocks by volume</td>
<td>MOST</td>
<td>View the earnings estimates menu</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>CBQ</td>
<td>CBQ</td>
<td>Market summary by country</td>
<td>CBQ</td>
<td>Analyze/compare reported data and future estimates</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>IBQ</td>
<td>IBQ</td>
<td>Market summary by industry</td>
<td>IBQ</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>MA</td>
<td>MA</td>
<td>Monitor Global M&amp;A transactions</td>
<td>MA</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td><strong>Index Analysis</strong></td>
<td><strong>Index Analysis</strong></td>
<td><strong>Index Analysis</strong></td>
<td><strong>Index Analysis</strong></td>
<td><strong>Index Analysis</strong></td>
<td><strong>Index Analysis</strong></td>
<td><strong>Index Analysis</strong></td>
</tr>
<tr>
<td>WEI</td>
<td>WEI</td>
<td>Monitor world equity indices</td>
<td>WEI</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>WEIS</td>
<td>WEIS</td>
<td>Analyze returns for global equity indices</td>
<td>WEIS</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>IMOV</td>
<td>IMOV</td>
<td>Monitor equity index/industry group movers</td>
<td>IMOV</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>GICS</td>
<td>GICS</td>
<td>Global industry classification</td>
<td>GICS</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*MRR</td>
<td>*MRR</td>
<td>Display the 10 best and 10 worst performing stocks of an index.</td>
<td>*MRR</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*GRR</td>
<td>*GRR</td>
<td>Analyze/rank index industry group returns</td>
<td>*GRR</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td><strong>Earnings Information</strong></td>
<td><strong>Earnings Information</strong></td>
<td><strong>Earnings Information</strong></td>
<td><strong>Earnings Information</strong></td>
<td><strong>Earnings Information</strong></td>
<td><strong>Earnings Information</strong></td>
<td><strong>Earnings Information</strong></td>
</tr>
<tr>
<td>EVTS</td>
<td>EVTS</td>
<td>Access transcripts of corporate events</td>
<td>EVTS</td>
<td>Access a global earnings analysis menu</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>BBEA</td>
<td>BBEA</td>
<td>Access a global earnings analysis menu</td>
<td>BBEA</td>
<td>Analyze positive and negative perspectives</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>BBSA</td>
<td>BBSA</td>
<td>Analyze positive and negative perspectives</td>
<td>BBSA</td>
<td>Graph/monitor earnings-per-share summaries</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*ERN</td>
<td>*ERN</td>
<td>Graph/monitor earnings-per-share summaries</td>
<td>*ERN</td>
<td>View the earnings estimates menu</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*EE</td>
<td>*EE</td>
<td>View the earnings estimates menu</td>
<td>*EE</td>
<td>Analyze/compare reported data and future estimates</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*EM</td>
<td>*EM</td>
<td>Analyze/compare reported data and future estimates</td>
<td>*EM</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*SURP</td>
<td>*SURP</td>
<td>Monitor earnings surprises</td>
<td>*SURP</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td><strong>Company Analysis</strong></td>
<td><strong>Company Analysis</strong></td>
<td><strong>Company Analysis</strong></td>
<td><strong>Company Analysis</strong></td>
<td><strong>Company Analysis</strong></td>
<td><strong>Company Analysis</strong></td>
<td><strong>Company Analysis</strong></td>
</tr>
<tr>
<td>*DES</td>
<td>*DES</td>
<td>Display fundamental and financial data</td>
<td>*DES</td>
<td>Display all related securities</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*RELS</td>
<td>*RELS</td>
<td>Display all related securities</td>
<td>*RELS</td>
<td>Top ranking executives and board members</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*MGMT</td>
<td>*MGMT</td>
<td>Top ranking executives and board members</td>
<td>*MGMT</td>
<td>Display company specific most read news stories</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*MCN</td>
<td>*MCN</td>
<td>Display company specific most read news stories</td>
<td>*MCN</td>
<td>Display analyst recommendations</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*ANR</td>
<td>*ANR</td>
<td>Display analyst recommendations</td>
<td>*ANR</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td><strong>Fundamentals</strong></td>
<td><strong>Fundamentals</strong></td>
<td><strong>Fundamentals</strong></td>
<td><strong>Fundamentals</strong></td>
<td><strong>Fundamentals</strong></td>
<td><strong>Fundamentals</strong></td>
<td><strong>Fundamentals</strong></td>
</tr>
<tr>
<td>*FA</td>
<td>*FA</td>
<td>Research financial analysis statements, key ratios, and valuation measures</td>
<td>*FA</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*ARD</td>
<td>*ARD</td>
<td>Evaluate a company's financials</td>
<td>*ARD</td>
<td>Access dividend/split information</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*DVD</td>
<td>*DVD</td>
<td>Access dividend/split information</td>
<td>*DVD</td>
<td>Bloomberg dividend forecast</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*BDVD</td>
<td>*BDVD</td>
<td>Bloomberg dividend forecast</td>
<td>*BDVD</td>
<td>Access definitions/calculation for fundamentals data</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>FDO</td>
<td>FDO</td>
<td>Access definitions/calculation for fundamentals data</td>
<td>FDO</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td><strong>Customizable Monitors</strong></td>
<td><strong>Customizable Monitors</strong></td>
<td><strong>Customizable Monitors</strong></td>
<td><strong>Customizable Monitors</strong></td>
<td><strong>Customizable Monitors</strong></td>
<td><strong>Customizable Monitors</strong></td>
<td><strong>Customizable Monitors</strong></td>
</tr>
<tr>
<td>BLP</td>
<td>BLP</td>
<td>Start Bloomberg LAUNCHPAD</td>
<td>BLP</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
<tr>
<td>*BQ</td>
<td>*BQ</td>
<td>Composite overview of key price/trade data</td>
<td>*BQ</td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
<td><strong>Research &amp; Recommendations</strong></td>
</tr>
</tbody>
</table>
Relative Performance

* RV: Customize peer group analysis reports
* RV1-RV20: Relative value scenarios available from the RV template list
* PV: Perform fundamental ratio benchmarking
* COMP: Graph returns compared to benchmark indices/industries

Charts

* GP: Graph historical closing prices for a security
* GPO: Graph historical prices and moving averages
* GIP: Graph intraday prices
* G: Access multiple security relative charts

Holdings

* PHDC: Equity search on holdings
* GPTR: Graph insider transactions

Essentials

WRAP: What's New on Bloomberg
EASY: Learn ease-of-use tips and shortcuts
MSGM: Access a menu of message functions
BU: A menu of Bloomberg training resources
BERRY: Bloomberg on your BlackBerry device
BBXL: Bloomberg calculations in Excel
LAST: Access last 8 functions
GRAB: Send Bloomberg screens via the message system
IB: Learn about Instant Bloomberg messaging

©2007 Bloomberg L.P. All rights reserved.
Follow each command with the key to activate the function

**News**
- N: Main NEWS menu
- TOP: Today’s TOP News
- TOP EM: Today’s Top Emerging Mkt News
- NI: News Category Search
- TNI: Dual News Category Search

**Suggestions**
- NI EM: Emerging Markets News
- NI EMD: Emerging Market Debt News
- NI STK: Global Stock Market News
- NI LATAM: All News relating to Latin America
- AV: Audio Visual / Multimedia Menu
- LIVE: LIVE Broadcasts & Interviews

**Economic News – Statistics & Surveys**
- WECO: World Economic Calendar
- ECST: World Economic Statistics
- EMEC: Emerging Mkt Economic Statistics
- WE: Global Economy Watch
- STAT: Global Statistics

**Broad Market Pages**
- WEI: World Equity Indices
- WEIF: World Equity Index Futures
- EMEQ: Emerging Mkt Equity Indices
- WEIS: Ranked Returns of World Indices
- WB: World Bond Markets
- MOST: Most Active Stocks
- WCV: World Currency Values
- WCRS: Currencies Ranked Returns
- CBQ / IBQ: Market Summary by Country / Industry
- IM: Treasury/Money Market Rates
- YCRV: Display multiple curves across all market types
- IRSM: Interest Rate & Credit Derivatives
- FUND: Funds & Holdings Menu

**Emerging Markets**
- EMKT: Emerging Markets Menu
- BRDY: Brady Bonds
- BTK: Brady Bond Tickers

**Customizable Monitors**
- BLP: Bloomberg Launchpad
  - The ultimate desktop display of multiple customizable data windows

**Search Engines**
- SRCM: Equity Search Functions Menu
- QSRC: Equity Search
  - Create & save templates and generate a list of equities based on your criteria
- SRCH: Bond Search Engine

**Calendars**
- ACDR: Earnings Announcement Calendar
- ECDR: Equity New Issues
- NIM: Bonds New Issues
- CACT: Corporate Actions Calendar
- CAL: Event Calendars

**Research & Pricing**
- BR: Research Main Menu
- MRKT: Search for Contributors
  - #25 & # 26 for Emerging Market Debt

**Excel Spreadsheets**
- BBXL: Bloomberg API – downloading data
  - #8 example Equity spreadsheets

**Shortcuts**
- LAST: Last 8 functions accessed
- GRAB: Send a screen shot as a message attachment
- EASY: Essential Tips & Shortcuts
- BU: Bloomberg University
  - Events. seminars. on-line manuals
SECURITY ANALYSIS

Follow each command with the [ ] key to activate the function.

Finding Securities

1) **Company name** [ ] Select no.10
2) <Equity> or <Corp> TK Ticker symbol look-up
3) **TELME XL MM** [ ] Direct Ticker entry

Single Security Analysis

**General**

<table>
<thead>
<tr>
<th>Command</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>RELS</td>
<td>All 'Related' Securities &amp; Products</td>
</tr>
<tr>
<td>DES</td>
<td>Company Description</td>
</tr>
<tr>
<td>CN</td>
<td>All Company News</td>
</tr>
<tr>
<td>CN mm/dd/yy</td>
<td>Historical news on a specific date</td>
</tr>
<tr>
<td>GIP</td>
<td>Intraday Price Graph</td>
</tr>
<tr>
<td>GPO</td>
<td>Graph of Price with moving averages</td>
</tr>
<tr>
<td>FA</td>
<td>Financial Analysis</td>
</tr>
<tr>
<td>DVD</td>
<td>Dividends Summary</td>
</tr>
<tr>
<td>PHDC</td>
<td>Institutional and insider holdings</td>
</tr>
<tr>
<td>RV</td>
<td>Relative Value</td>
</tr>
<tr>
<td>COMP D</td>
<td>Comparative Total Returns</td>
</tr>
<tr>
<td>QRM</td>
<td>Trade/Quote/Recap</td>
</tr>
</tbody>
</table>

**Equity**

<table>
<thead>
<tr>
<th>Command</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT</td>
<td>Company Management Profiles</td>
</tr>
<tr>
<td>ANR</td>
<td>Analyst Recommendations</td>
</tr>
<tr>
<td>GPTR</td>
<td>Insider Transactions Graph</td>
</tr>
<tr>
<td>RV1 → RV20</td>
<td><em>Multiple ‘RV’ templates - customizable</em></td>
</tr>
<tr>
<td>TSM</td>
<td>Market sentiment: Buyers or Sellers</td>
</tr>
<tr>
<td>EE</td>
<td>Estimates from Market experts</td>
</tr>
<tr>
<td>EM</td>
<td>Earnings Matrix</td>
</tr>
<tr>
<td>GE</td>
<td>Historical P/E graph</td>
</tr>
</tbody>
</table>

**Debt**

<table>
<thead>
<tr>
<th>Command</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>YA</td>
<td>Basic Yield Analysis</td>
</tr>
<tr>
<td>YAS</td>
<td>Yield &amp; Spread Analysis</td>
</tr>
<tr>
<td>ALLQ</td>
<td>All Quotes – Pricing Sources</td>
</tr>
<tr>
<td>ASW</td>
<td>Asset Swap Spread</td>
</tr>
<tr>
<td>DDIS</td>
<td>Debt &amp; Loan Distribution</td>
</tr>
</tbody>
</table>

**Multiple Security Templates**

<table>
<thead>
<tr>
<th>Command</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>G</td>
<td>Customizable charting templates</td>
</tr>
<tr>
<td></td>
<td>Overlay multiple Technical Studies, create</td>
</tr>
<tr>
<td></td>
<td>Multiple security and seasonality charts</td>
</tr>
</tbody>
</table>

**Index Analysis**

<table>
<thead>
<tr>
<th>Command</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMIM</td>
<td>Emerging Mkt Equity Index Movers</td>
</tr>
<tr>
<td>WGT</td>
<td>Index Member Weightings</td>
</tr>
<tr>
<td>MRR</td>
<td>Index Member Ranked Returns</td>
</tr>
</tbody>
</table>
Bloomberg
Equity
Portfolio Manager

Press \[ \text{F6} \] after each command to run the function

* Denotes a single-security function
** Denotes a multiple-security function

### News and Research
- **NSE**: Perform news searches
- **READ**: View Bloomberg's most read news
- **TOP**: Find top BLOOMBERG NEWS headlines
- **TOP STK**: Find top equity news
- **MNI**: Display most read news stories by topic
- **NI STK**: Find global stock market news
- **AV**: Search for multimedia broadcasts
- **BR**: Access Bloomberg Research categories

### Economic Information
- **NI ECO**: Find news on global economies
- **WECO**: Access a world economic calendar menu
- **ECST**: Find world economic statistics
- **ESNP**: Find global economic statistics summaries
- **WE**: Analyze key economic data worldwide
- **STAT**: Display global economic, financial, energy and commodities data

### Broad Market Monitors
- **WEI**: Monitor world equity indices
- **WEIF**: Monitor world equity index futures
- **WEIS**: Analyze returns for global equity indices
- **IMOV**: Monitor equity index/industry group movers
- **MOST**: Monitor most active stocks by volume
- **EMI**: Find global equity market indicators
- **CBQ/ IBQ**: Find country/market summaries
- **BTMM**: Monitor U.S. Treasuries and money markets
- **IMEN**: Display a menu of all indices tracked
- **BLP**: Start Bloomberg LAUNCHPAD

### Calendars
- **ECDR**: Monitor IPO and secondary equity offerings
- **CACT**: Calendar of corporate and municipal actions
- **CAL**: Access a global event calendar menu
- **CDR**: Display global calendars

### Equity Searches
- **SRCM**: Access a menu of equity and related search functions
- **QSRC**: Generate custom equity searches
- **DSRC**: Generate custom company/mutual fund searches
- **MA**: Monitor Global M&A transactions

### Company Analysis/Research/News
- ***DES**: View fund description page
- ***MGMT**: Display top ranking executives and board members
- ***RELS**: Display all related securities
- ***BQ**: Display a composite overview
- ***FA**: Research financial analysis statements, key ratios, and valuation measures
- ***CN**: Display security news/research/presentations
- ***BRC**: Research reports for a specific company
- ***PHDC**: Search for institutional/insider holdings

### Intraday Trading
- ***BBO**: Monitor best bids and offers
- ***QRM**: Monitor trades with best bid/ask quotes
- ***TSM**: View market sentiment

### Estimates and Research
- **EERM**: Display earnings estimates revisions
- **EVTS**: Access transcripts of corporate events
- **BEEA**: Analyze positive and negative perspectives
- **BBSA**: Analyze positive and negative perspectives
- **NI ERN**: Search global earnings news
- **WPE**: Access world price/earnings ratios
- **BR**: Access Bloomberg Research categories
- **NI ANATABLE**: Find analyst ratings tables
- **NI ANASUM**: Find analyst action summary news
- ***BDVD**: Bloomberg dividend forecast
- ***DVD**: Access dividend/split information
- ***ERN**: Graph/monitor earnings-per-share summaries
- ***EM**: Analyze/compare reported data and future estimates
- ***GE**: Graph historical price and market ratios
- ***EERM**: Display earnings estimates revisions
- ***EEO**: Display consensus estimates
- ***EEB**: Display best consensus estimates

©2007 Bloomberg L.P. All rights reserved.
**Bloomberg Equity Portfolio Manager**

Press [ ] after each command to run the function

* Denotes a single-security function
** Denotes a multiple-security function

### Charting and Technicals

<table>
<thead>
<tr>
<th>Command</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>VAT</em></td>
<td>Analyze volume patterns</td>
</tr>
<tr>
<td><em>GPO</em></td>
<td>Graph historical prices and moving averages</td>
</tr>
<tr>
<td><strong>G</strong></td>
<td>Access multiple security relative charts</td>
</tr>
<tr>
<td><strong>GEG</strong></td>
<td>Access a menu of sample technical charts</td>
</tr>
<tr>
<td><em>GPTR</em></td>
<td>Graph insider transactions</td>
</tr>
</tbody>
</table>

### Comparative Analysis

<table>
<thead>
<tr>
<th>Command</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>BETA</em></td>
<td>Analyze historical beta</td>
</tr>
<tr>
<td><em>RV</em></td>
<td>Customize peer group analysis reports</td>
</tr>
<tr>
<td><em>COMP</em></td>
<td>Compare multiple security returns</td>
</tr>
</tbody>
</table>

### Risk Reports

<table>
<thead>
<tr>
<th>Command</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VAR</strong></td>
<td>Display value at risk</td>
</tr>
<tr>
<td><strong>WRST</strong></td>
<td>Analyze potential loss/gain</td>
</tr>
<tr>
<td><strong>TRK</strong></td>
<td>Analyze portfolio performance</td>
</tr>
</tbody>
</table>

### Portfolio Reports

<table>
<thead>
<tr>
<th>Command</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PDS</strong></td>
<td>Display cost, price, principal, and change</td>
</tr>
<tr>
<td><strong>PRTS</strong></td>
<td>Generate portfolio/security summary reports</td>
</tr>
<tr>
<td><strong>RVP</strong></td>
<td>Customize peer group analysis reports</td>
</tr>
<tr>
<td><strong>PRT</strong></td>
<td>Track the intra-day performance of your equity portfolio</td>
</tr>
<tr>
<td><strong>PREP</strong></td>
<td>Obtain a distribution/breakdown of your portfolio</td>
</tr>
</tbody>
</table>

### Portfolio Analysis

<table>
<thead>
<tr>
<th>Command</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRTU</strong></td>
<td>Manage portfolios</td>
</tr>
<tr>
<td><strong>PLST</strong></td>
<td>List of accessible portfolios</td>
</tr>
<tr>
<td><strong>PDIS</strong></td>
<td>Distribute your portfolio to other users</td>
</tr>
<tr>
<td><strong>PUD</strong></td>
<td>Display portfolio upload/download directions</td>
</tr>
<tr>
<td><strong>RPT</strong></td>
<td>Access/schedule off-line reports</td>
</tr>
<tr>
<td><strong>PMAC</strong></td>
<td>Combine portfolios to form a single macro</td>
</tr>
<tr>
<td><strong>PORT</strong></td>
<td>Access the portfolio functions menu</td>
</tr>
</tbody>
</table>

### Electronic Trading

<table>
<thead>
<tr>
<th>Command</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ET</strong></td>
<td>Access a menu of electronic trading dealers</td>
</tr>
<tr>
<td><strong>IOIM</strong></td>
<td>Access indications of interest main menu</td>
</tr>
</tbody>
</table>

### Miscellaneous

<table>
<thead>
<tr>
<th>Command</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FLNG</strong></td>
<td>Search for 13F filings</td>
</tr>
<tr>
<td><strong>FUND</strong></td>
<td>Access menu for analyzing funds and portfolios</td>
</tr>
<tr>
<td><strong>LAST</strong></td>
<td>Access last 8 functions</td>
</tr>
<tr>
<td><strong>GRAB</strong></td>
<td>Send Bloomberg screens via the message system</td>
</tr>
<tr>
<td><strong>EASY</strong></td>
<td>Learn ease-of-use tips and shortcuts</td>
</tr>
<tr>
<td><strong>BU</strong></td>
<td>Access a menu of Bloomberg training resources</td>
</tr>
<tr>
<td><strong>BBXL</strong></td>
<td>Bloomberg calculations in Excel</td>
</tr>
<tr>
<td><strong>BERRY</strong></td>
<td>Bloomberg info on your BlackBerry</td>
</tr>
</tbody>
</table>

©2007 Bloomberg L.P. All rights reserved.
Bloomberg
Equity - Sales

Press [go] after each command to run the function

* Denotes a single-security function
** Denotes a multiple-security function

News
NSE       Perform news searches
READ      View Bloomberg's most read news
TOP       Find top BLOOMBERG NEWS stories
TOP STK   Find top stocks news
MNI       Display most read news stories by topic
NI        Display news/research for a topic
NI STK    Find global stock market news
CPNY      Display the company news main menu
AV        Search for multimedia broadcasts

Economic Data
WECO      Access a world economic calendar menu
FOMC      Find FOMC announcements
ECST      Find world economic statistics
ECOR      Access a menu of US economic statistics

Broad Market Perspectives
WEI       Monitor world equity indices
WEIS      Analyze returns for global equity indices
IMOVS     Monitor equity index/industry group movers
MOST      Monitor most active stocks by volume
LVI       Monitor equities with abnormal volumes
BLP       Start Bloomberg LAUNCHPAD

Company News/Research
*CN       Display security news and research
*CNAV     Display multimedia presentations
*MCN      Display company specific most read news stories
*BRC      Research reports for a specific company
*ANR      Display equity analyst's recommendations

Company Analysis
*DES      View fund description page
*BQ       Display a composite overview
*PHDC/ *HDS Equity search on holdings
*RELS     Display all related securities

Earnings Analysis
*EEO      Display consensus estimates
*ERN      Graph/monitor earnings-per-share summaries
EVTS      Access transcripts of corporate events
*GUID     Evaluate a company's own estimates
*SURP     Monitor historical earnings surprises
*EM       Analyze/compare reported data and future estimates
*FA       Research financial analysis statements, key ratios, and valuation measures

Comparative Analysis
*RV       Perform customized peer group analysis
*COMP     Graph returns compared to benchmark indices/industries

Charts/Technicals
G         Access multiple security relative charts
*GPO      Graph historical prices and moving averages
*IGPO     Graph intraday price activity
*IVAT     Analyze volume patterns
*IGPV     Graph intraday price and VWAP
*GPTR     Graph insider transactions

Communications
MSGM      Access a menu of message functions
IB        Learn about Instant Bloomberg messaging
SPDL      Create/maintain contacts list for MSG
GRAB      Send Bloomberg screens via the message system
TMSG      Send and receive stock-specific messages
BERRY     Bloomberg on your BlackBerry device

©2007 Bloomberg L.P. All rights reserved.
NEWS SEARCH ENGINE
NSE <GO>

The Next Generation in News Search
- Expanded searches across thousands of Web sources
- Unlimited keyword searching and alerting, combining multiple companies, topics, people, regions and keywords
- Simple user-friendly interface
- Automatic classification of articles by company, topic, region and person
- Precise relevance scores to filter out marginally-related content

Easy to use:
- Type NSE <GO> and then enter your search criteria in the search field.
- View Suggested searches and quickly run Advanced searches.
- Refine your search by using search operators (such as AND) or placing your search terms in quotes to search for occurrences of an exact phrase.
- Shortcut straight to a keyword search by typing NSE and your keywords at the top of the BLOOMBERG screen.
  e.g. NSE SUBPRIME MORTGAGE <GO>
- Type NSEH <GO> for additional information.
### Examples:

- Typing in the search field **mortgage and foreclosure** – will find all the news stories that have both of the words “mortgage” and “foreclosure”, anywhere in the story.

- Typing in the search field **“global warming” in headlines** – will find all the news stories that have the phrase “global warming” in the headline of the article.

- Typing in the search field **(refinery or plant) near/5 outage not “planned outage”** – will find all the news stories that contain the keywords “refinery” or “plant” within five words from “outage”, and do not contain the phrase “planned outage”.

<table>
<thead>
<tr>
<th>Search Categories</th>
<th>Related Functions</th>
<th>What's Hot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics</td>
<td>1) Topics</td>
<td>9) Top Stories Worldwide</td>
</tr>
<tr>
<td>Companies</td>
<td>2) Companies</td>
<td>10) Most Read Stories</td>
</tr>
<tr>
<td>People</td>
<td>3) People</td>
<td>11) News Readership Rankings</td>
</tr>
<tr>
<td>Sources</td>
<td>4) Sources</td>
<td>12) News Menu</td>
</tr>
<tr>
<td></td>
<td>5) Advanced Search</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6) My Searches, Alerts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7) Suggested Searches</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8) Preferences</td>
<td></td>
</tr>
</tbody>
</table>

![Image of search results for mortgage and foreclosure](image1)

![Image of search results for "global warming" in headlines](image2)

![Image of search results for (refinery or plant) near/5 outage not "planned outage"](image3)