Help x2

Press the HELP key
twice for instant
live assistance.

Bloomberg

Frankfurt
+49 69 92041 0

New York
+1 212 318 2000

Singapore
+65 6212 1000

Hong Kong
+852 2977 6000

San Francisco
+1 415 912 2960

Sydney
+61 2 9777 8600

London
+44 20 7330 7500

São Paulo
+55 11 3048 4500

Tokyo
+81 3 3201 8900

bloomberg.com

GETTING STARTED

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.

NAVIGATE THE BLOOMBERG PROFESSIONAL® SERVICE

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

RED keys are STOP keys

Press once to LOG-IN to the system.
Press once to LOG-OUT of the system.

Equivalent to the traditional 'Escape' button
Press **<CANCEL>** to reveal Bloomberg's
Global Customer Support numbers.

Leverage all four BLOOMBERG PROFESSIONAL
service windows. Press **<PANEL>** to rotate
between the windows.

YELLOW keys correspond to MARKET SECTORS

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.

CREATING A LOGIN NAME AND PASSWORD

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 documention 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.

BROAD MARKET PERSPECTIVES

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

To view a Launchpad display:
From the Launchpad toolbar, click 'TOOLS' and then sample views

ANALYZING A COMPANY

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

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

CUSTOMER SUPPORT

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.

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INTRODUCTION TO THE BLOOMBERG KEYBOARD

To log on to the BLOOMBERG PROFESSIONAL® service press the �,DFLT, key.
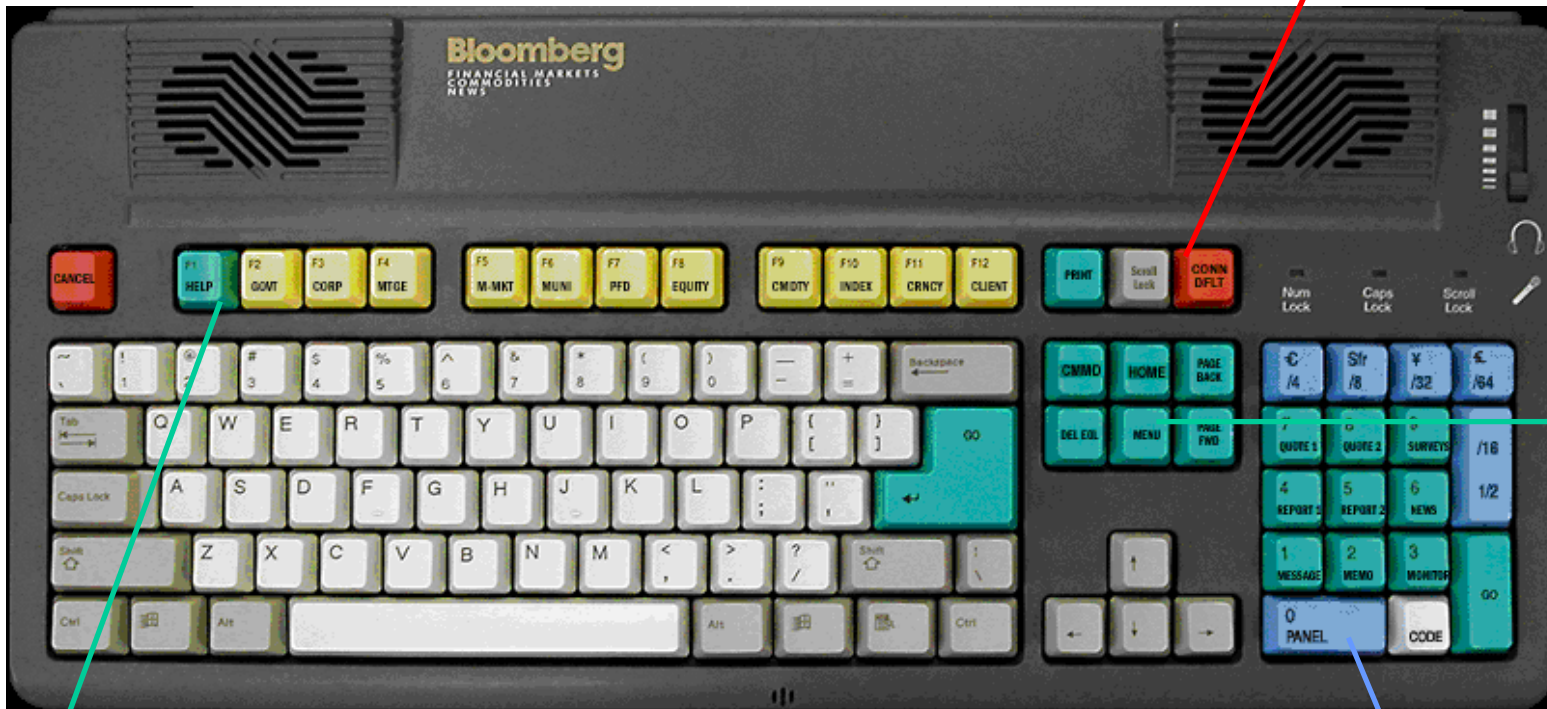
The menu key is essential for navigation. Menu returns you to the previous page/screen.

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

The panel key rotates the cursor between either the 2 or 4 Bloomberg windows displayed.
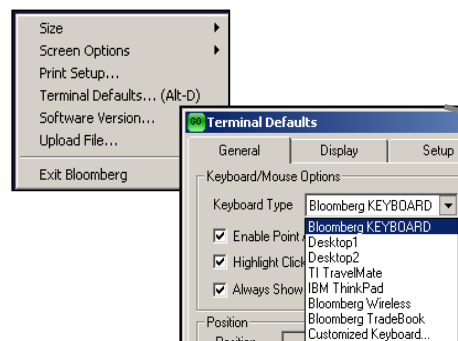
Right mouse click, select Terminal Defaults and Select a keyboard type according to your hardware.

Desktop 1 = numerical key pad responds with 1,2,3
Desktop 2 = numerical key pad responds as Bloomberg
keys. E.g. Message, News,

Bloomberg

Keyboard Tricks & Tips

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

MENU
Menu takes you back to the previous screen.

PAGE BACK
PAGE FWD
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.

COMMAND
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.

PRINT
Press print once to print the current page.

 # PRINT
= the no. of pages you wish to print.

E.g. If this is a 5 page function or news story, press 5 & PRINT

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

HELP HELP
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

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 HELP HELP

Press the help key
twice for 24 hour global
customer support.

BLOOMBERG NEWS & MULTIMEDIA

The **AV** [GO] 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 [GO]

Follow each command with the [GO] key to activate the function:

Command	Description
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

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VID `GO`

Display Bloomberg TV live. A sophisticated 24-hour business and financial news channel, Bloomberg Television® delivers tools for power players and serious investors via 10 networks in seven languages, reaching more than 200 million homes around the world. No television or satellite dish required.

AIR `GO`   Listen to a live feed of BLOOMBERG WBBR 1130

AV - BLOOMBERG Multimedia Presentation
4-BLOOMBERG
3-BLOOMBERG
2-BLOOMBERG
1-BLOOMBERG
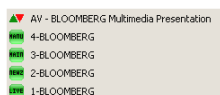
Each audio visual presentation is displayed in its own window and runs separately from the traditional 2 or 4 Bloomberg panel set-up. This ensures the traditional panels remain accessible for all other Bloomberg functionality & analytics.

NEW Alerts

Create an audio alert for economic releases

1) **ECO** `GO`
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** `GO` events!

1) **LIVE** `GO`   2) Left mouse click on any items that interest you.
3) A description of the event appears   4) Click 'Set Alert'.

'AV' and Launchpad

11:59:32 Launchpad - News & Media Properties Bloomberg
File   Launch   Tools   Reveal   Help   **Bloomberg**

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

To access Launchpad type **BLP** `GO`
From the Launchpad toolbar select: Launch → Media/News and launch any of the media components that interest you.

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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

Bloomberg

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
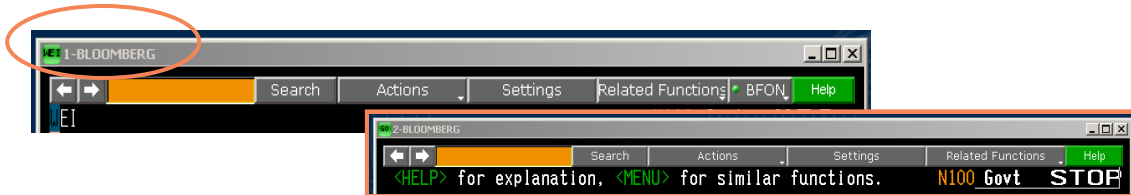
PDF   All default settings
PDFQ   Quick default settings

Switch on 4 Bloomberg screens	PDF <GO> 4 <GO> 'Workstation Defaults' 2 <GO> 'Panel Options'
Choose U.S as Equity exchange defa... **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

Historically

NI READ	Weekly Summary of most read News stories	
NI WIN	News 'exclusive' to Bloomberg	NI WIN 6/2/04
NI HOT	HOT news – today & historically	
NI WNEWS	Who's who people news	NI WNEWS 5/10/03

66 <GO> Type 66 <GO> from a news story to send as an email attachment

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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!
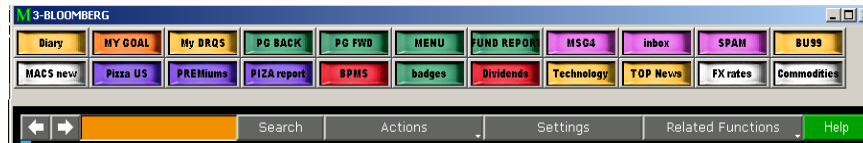
Enabling toolbar:

▪ 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.
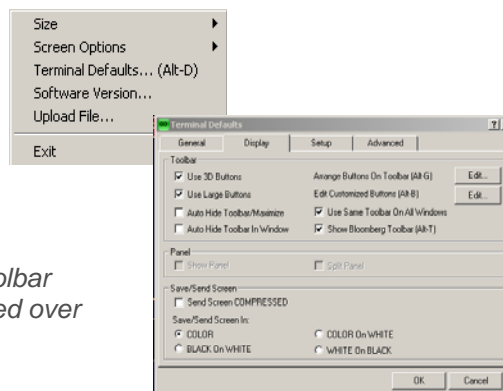
Creating Buttons:

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
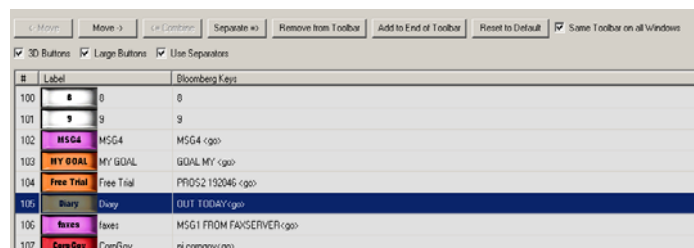
Sending Toolbar to others:

SNDB **GO**   To send your entire toolbar as an email attachment via the message system

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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 by-passing 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	**CBMU**	Convertible Bonds Menu
HYM	High Yield Menu	**EMKT**	Emerging Markets menu
N	News main 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 + ETo open a new file 'Explorer' window
Key + D   To minimize/restore all windows

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

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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

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E-mail & Communication

In the same was 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
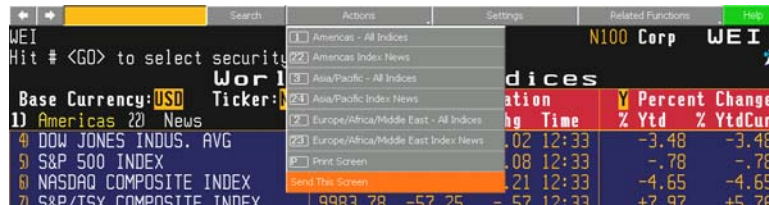
MSGM   Message main menu

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

PSET   Print defaults (landscape/portrait, change printer etc)

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Equity

Research/Analyst

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
MNI EST	Most read news on estimate earnings
NI	Display news/research for a topic
NI EST	View global earnings estimate news
NI ANA	View news on analyst ratings
CPNY	Display the company news main menu
AV	Search for multimedia broadcasts

Economic Inormation

WECO	Access a world economic calendar menu
ECST	Find world economic statistics

Research & Recommendations

BR	Access Bloomberg Research categories
MRKT	Locate contributor pages
*ANR	Display equity analyst's recommendations

Broad Market Monitors

MOST	Monitor most active stocks by volume
CBQ	Market summary by country
IBQ	Market summary by industry
MA	Monitor Global M&A transactions

Index Analysis

WEI	Monitor world equity indices
WEIS	Analyze returns for global equity indices
IMOV	Monitor equity index/industry group movers
GICS	Global industry classification
*MRR	Display the 10 best and 10 worst performing stocks of an index.
*GRR	Analyze/rank index industry group returns

Customizable Monitors

BLP	Start Bloomberg LAUNCHPAD
*BQ	Composite overview of key price/trade data

Finding Securities

SRCM	Access a menu of search functions
QSRC	Generate custom equity searches

Calendars

ECDR	Monitor IPO and secondary equity offerings
CACT	Class Actions and Corporate Action Filings

Company Analysis

*DES	Display fundamental and financial data
*RELS	Display all related securities
*MGMT	Top ranking executives and board members
*MCN	Display company specific most read news stories
*ANR	Display analyst recommendations

Earnings Information

EVTS	Access transcripts of corporate events
BBEA	Access a global earnings analysis menu
BBSA	Analyze positive and negative perspectives
*ERN	Graph/monitor earnings-per-share summaries
*EE	View the earnings estimates menu
*EM	Analyze/compare reported data and future estimates
*SURP	Monitor earnings surprises

Fundamentals

*FA	Research financial analysis statements, key ratios, and valuation measures
*ARD	Evaluate a company's financials
*DVD	Access dividend/split information
*BDVD	Bloomberg dividend forecast
FDO	Access definitions/calculations for fundamentals data

Help x2   Press the <HELP> key twice for instant live assistance

Bloomberg
Equity
Research/Analyst

Press [GO] after each command to run the function

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

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

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EMERGING MARKETS

Follow each command with the GO **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 Mkts Economic Statistics**
WE	Global Economy Watch
STAT	Global Statistics

Broad Market Pages

WEI	World Equity Indices
WEIF	World Equity Index Futures
EMEQ	**Emerging Mkts 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*

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SECURITY ANALYSIS

Follow each command with the [GO] **key to activate the function**

Finding Securities

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

Single Security Analysis
General

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

Equity   **TELMEXL MM** [EQUITY]

MGMT	Company Management Profiles
ANR	Analyst Recommendations
GPTR	Insider Transactions Graph
RV1 → RV20	*Multiple 'RV' templates - customizable*
TSM	Market sentiment: Buyers or Sellers
EE	Estimates from Market experts
EM	Earnings Matrix
	Compare reported data with future estimates
	Select templates 1-16
GE	Historical P/E graph

Single Security Analysis
Debt   **BRAZIL 10 01/07** [CORP]

YA	Basic Yield Analysis
YAS	Yield & Spread Analysis
ALLQ	All Quotes – Pricing Sources
ASW	Asset Swap Spread
DDIS	Debt & Loan Distribution

Multiple Security Templates

G	Customizable charting templates
	Overlay multiple Technical Studies, create
	Multiple security and seasonality charts

Index Analysis

EMIM	Emerging Mkt Equity Index Movers
WGT	Index Member Weightings
MRR	Index Member Ranked Returns

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Equity

Portfolio Manager

Press 🟩GO 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

Estimates and Research

EERM	Display earnings estimates revisions
EVTS	Access transcripts of corporate events
BBEA	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

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

Earnings & Dividends

*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

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Equity

Portfolio Manager

Press ⬛(GO) after each command to run the function

* Denotes a single-security function
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Charting and Technicals

*VAT	Analyze volume patterns
*GPO	Graph historical prices and moving averages
G	Access multiple security relative charts
GEG	Access a menu of sample technical charts
*GPTR	Graph insider transactions

Comparative Analysis

*BETA	Analyze historical beta
*RV	Customize peer group analysis reports
*COMP	Compare multiple security returns

Risk Reports

VAR	Display value at risk
WRST	Analyze potential loss/gain
TRK	Analyze portfolio performance

Portfolio Reports

PDSP	Display cost, price, principal, and change
PRTS	Generate portfolio/security summary reports
RVP	Customize peer group analysis reports
PRT	Track the intra-day performance of your equity portfolio
PREP	Obtain a distribution/breakdown of your portfolio

Portfolio Analysis

PRTU	Manage portfolios
PLST	List of accessible portfolios
PDIS	Distribute your portfolio to other users
PUD	Display portfolio upload/download directions
RPT	Access/schedule off-line reports
PMAC	Combine portfolios to form a single macro
PORT	Access the portfolio functions menu

Electronic Trading

ET	Access a menu of electronic trading dealers
IOIM	Access indications of interest main menu

Miscellaneous

FLNG	Search for 13F filings
FUND	Access menu for analyzing funds and portfolios
LAST	Access last 8 functions
GRAB	Send Bloomberg screens via the message system
EASY	Learn ease-of-use tips and shortcuts
BU	Access a menu of Bloomberg training resources
BBXL	Bloomberg calculations in Excel
BERRY	Bloomberg info on your BlackBerry

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Help x2 Press the <HELP> key twice for instant live assistance

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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
IMOV	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

Broad Market Monitors

WB	Monitor world bond markets
BTMM	Monitor U.S. Treasuries and money markets
FXIP	Access the Bloomberg FX homepage
MA	Monitor Global M&A transactions
LEAG	Research underwriters and legal advisers to securities deals
CMDS	Monitor commodity markets

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

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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
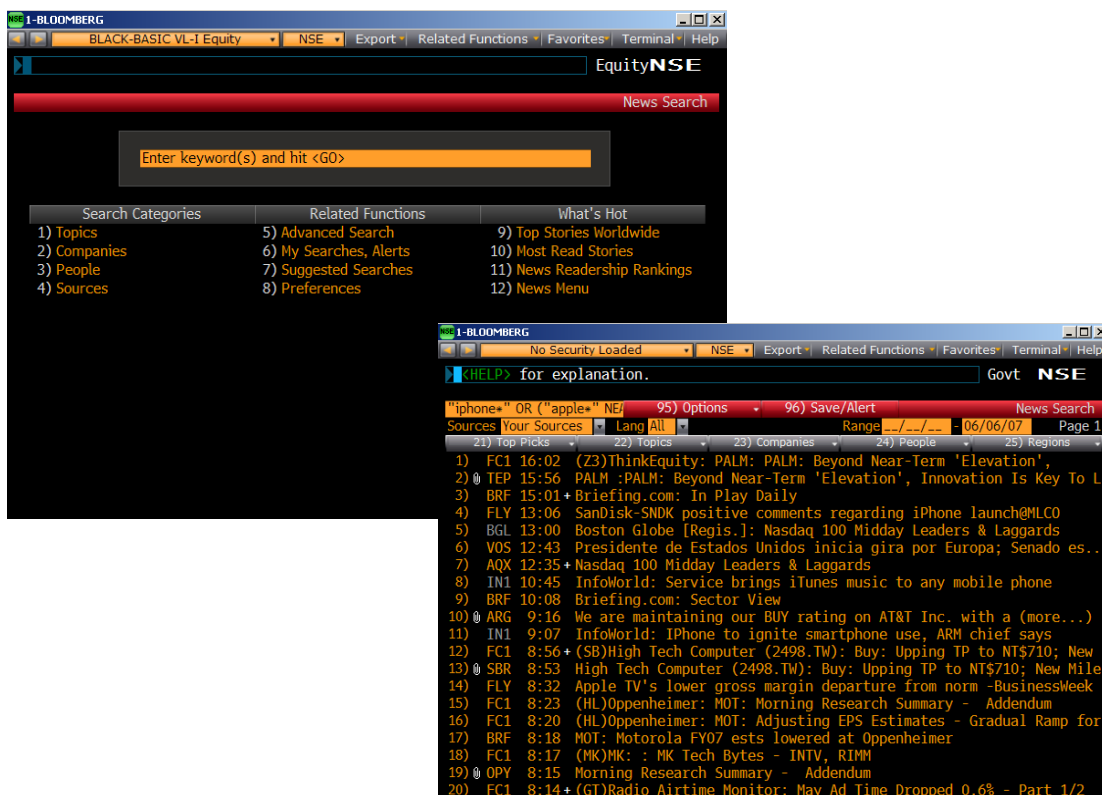
Easy to use:

- 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.

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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".

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