



 **REVERE™**
THINK INSIDE THE BOX

INDEX AND FUND SPONSORS

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With increasing pressure to generate greater excess returns without adding to their risk profile, investors are demanding sophisticated financial vehicles such as those powered by Revere. Index and fund sponsors rely on Revere for the tools they need to build benchmarks that more accurately measure the performance of a sector, company, or supply chain. Revere's classification system and the primary research conducted by its analyst team allow sponsors to build more accurate proxies for precise market segment exposure.

Revere classifies companies into highly specific “baskets” based on how revenue is generated as well as the goods and services they sell. These customized groupings are the result of:

- Precise classification of companies in up to nine times as many sectors as industry benchmarks
- Unparalleled ability to define and examine the supply chain for a given company, sector, or sub-sector
- Comprehensive analysis of competitors by supply chain; goods and services; geography; and sectors
- Integrated data and information developed by Revere's research analysts through primary research, insights, and interviews



By using Revere's patented research methodology and content, index and fund sponsors can create compelling investment opportunities through groupings by industry, sub-sectors, geography, supplier, and customer exposure. Revere uncovers linkages between sectors; companies; and goods and services — thereby giving sponsors tools to develop indexes from which options and market-specific exchange traded funds (ETFs) can be created.



SEARCH :: DISCOVER :: PROFIT

Whether your goal is to conduct research, manage portfolios, optimize sector and asset allocations, or build indexes and ETF products, Revere enhances the investment research and asset management processes through a unique combination of more precise classification, superior organization, ongoing sector research, and integrated proprietary software tools.

Specifically, Revere has developed a four step process for building superior indexes and ETF products:

STEP 1

Classify companies, sectors, and goods and services with extreme precision

STEP 2

Organize and link related research through our unrivaled databases

STEP 3

Incorporate daily research findings discovered by Revere's dedicated team of analysts

STEP 4

Combine Revere Research™ software and tools with human intelligence to test investment premises

**RESULTS
DELIVER AND
REFINE UNIQUE
SETS OF TIMELY
INDEXES AND
ETF PRODUCTS**

STEP 1 CLASSIFY WITH EXTREME PRECISION

Every day Revere collects, classifies, and organizes data on tens of thousands of goods and services using a patented product-based classification system called the Revere Hierarchy™ and a new industry-based classification system called RISC™. The precision and depth of these two classification systems provides unprecedented visibility into companies, the sectors in which they compete, their major lines of business, key events, and personnel, as well as their competitors, suppliers, customers, and strategic partners.

SAMPLE VIEWS WITHIN THE REVERE HIERARCHY™

GILEAD SCIENCES, INC. (GILD)	# of Competitors	# of Focused Competitors*
Healthcare	990	864
Biopharmaceuticals	437	327
Infectious Disease (Focus of GILD)	93	33
Viral Infection	58	7
Influenza (Flu) Treatment	8	-
Nucleoside Reverse Transcriptase Inhibitors	3	-

CHINA MOBILE LTD. (CHL)	# of Competitors	# of Focused Competitors*
Technology	1,520	864
Technology Services	488	327
Telecommunications Services	240	182
Wireless Services	118	45
International	73	26
Asia/Pacific	33	11
China (Focus of CHL)	13	6

*A "Focused" designation indicates a sector from which a company derives 50% or more of its revenues.

Greater depth in classifying companies yields greater accuracy, hence, better constructed baskets of companies and/or sectors. Rather than work from the top down, Revere starts much deeper — at the goods and services level — and works its way back up to construct better defined peer groups by product lines, sub-sectors, sectors, sub-industries, and industries.

ICB™ & GICS™ VS. REVERE

	INDUSTRY STANDARD		REVERE	
	ICB™	GICS™	RISC™	REVERE HIERARCHY™
Top Level	10	10	8	10
2nd Level	18	24	30	48
3rd Level	39	67	113	195
4th Level	104	147	326	679
5th Level			426	1,547
6th Level				2,905
7th Level				2,881

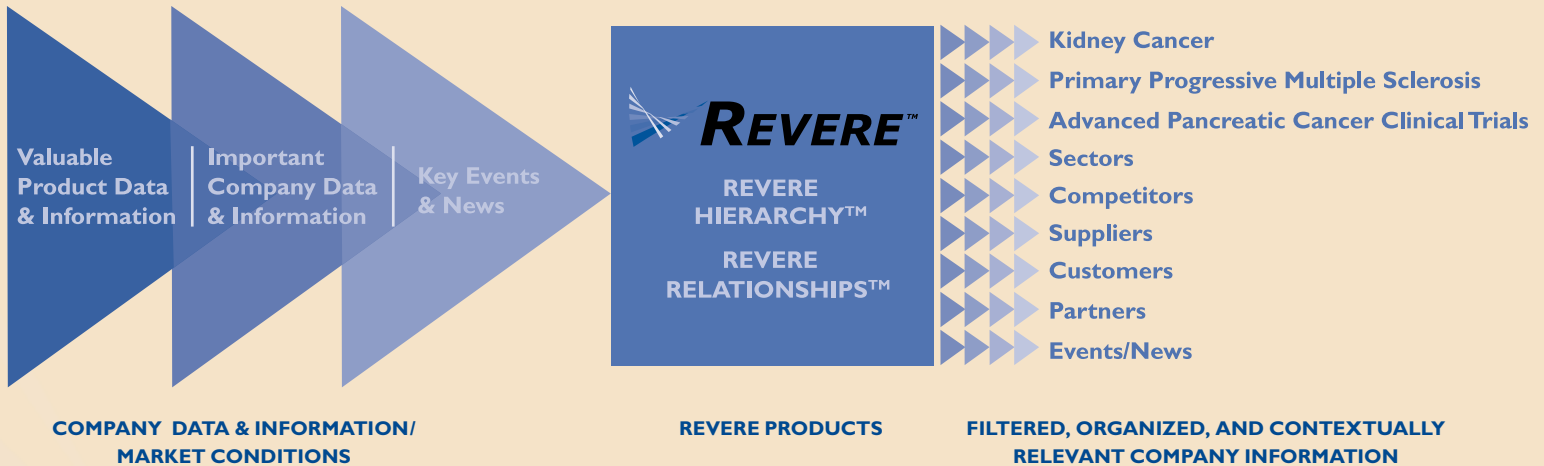
STEP 2

ORGANIZE RELATED RESEARCH

Through Revere's classification systems and proprietary datafeeds, users are better able to find and act upon valuable research data and information that previously was difficult to obtain or use. By organizing and linking related information — such as products or product pipelines; key company, sector, or regulatory events; supply chain information; and more — the context of what a company produces and how and where it competes is broadened.

MAPPING A HYPOTHETICAL BIOTECH COMPANY:

Understanding the relationships between its products, key stakeholders, and outside forces



STEP 3

INCORPORATE ANALYSTS' RESEARCH DAILY

Revere believes that understanding context, having human interaction with companies, and examining other primary research sources are key elements in developing and maintaining state-of-the-art products that are trusted for their accuracy and ease of use. Our research team also closely monitors third party commentary, market news, and regulatory events to ensure that Revere anticipates changes in market conditions or sectors.

The same industry and equity research team that developed the patented Revere Hierarchy™ and related datafeed products applies its insight and expertise into developing leading edge indexes, industry analyses, ETF products, and other related services.

Sector Path: [Healthcare](#) > [Medical Devices](#) > [Cardiology](#) > [Diagnostic](#) > [Subsectors](#)

Diagnostic: Companies
*235928 208.25 +1.75 (+0.8%) Market Cap: 93.43M Companies Focused / Sector Pure-Play: 65 / 9 F3 Alerts: N.A.

Price Performance: Valuation Growth Trading Momentum Editable

Group by: Selection: Compare with Sector | Add to portfolio | Filters: Focused/Sector Pure-Play

Tick	Name	Focused / Sector Pure-Play	Alerts	Market Cap.	P/E Ratio (TTM)	P/B Ratio (TTM)	Price To Book Value	5Y Revenue Growth %	Operating Margin %
<input type="checkbox"/>	NMDI Next Medical Systems, Inc.	F	<input type="checkbox"/>	374,639	26.44	2.18	3.27	11.83	8.29
<input type="checkbox"/>	GAMI Combinos Lead, Inc.	P	<input type="checkbox"/>	134,307	n/a	28.14	15.24	40.50	-45.45
<input type="checkbox"/>	SOBI Sonabio, Inc.	P	<input type="checkbox"/>	114,901	n/a	n/a	27.25	n/a	n/a
<input type="checkbox"/>	CDAC CardiCyte, Inc.	F	<input type="checkbox"/>	81,810	n/a	1.82	3.33	-32.55	-51.65
<input type="checkbox"/>	CASD CAS Medical Systems, Inc.	F	<input type="checkbox"/>	66,808	34.52	1.92	5.01	52.70	4.43
<input type="checkbox"/>	OHD Orbicle Systems, Inc.	F	<input type="checkbox"/>	48,973	43.98	1.52	3.05	23.84	-0.30
<input type="checkbox"/>	MDAV Medivest, Inc.	F	<input type="checkbox"/>	33,129	n/a	23.05	4.37	118.48	-201.85
<input type="checkbox"/>	AMGH Amgen Corporation	F	<input type="checkbox"/>	16,073	27.80	0.62	1.26	15.56	1.34
<input type="checkbox"/>	VCLC Vascular Constriction	P	<input type="checkbox"/>	n/a	n/a	n/a	n/a	n/a	n/a

Companies shown: 1 - 9

STEP 4

COMBINE REVERE RESEARCH™ SOFTWARE

At the click of a mouse, Revere's index and ETF clients can leverage the flagship Revere Research™ service to refine, test, and/or monitor existing, new, or planned product themes. This continual updating allows for better construction and more accurate vehicles for investors.

These very same Revere products are used by some of the world's leading financial services firms — for their own internal research, analysis, risk management, and investment idea generation.

RESULTS

DELIVER AND REFINE UNIQUE SETS OF TIMELY INDEXES AND ETF PRODUCTS

Investors choose Revere-powered ETFs, options, and indexes to minimize or magnify risk exposure with confidence. Sponsors powered by Revere have turned themes into marketable securities, thereby allowing investors to confidently act on their convictions in difficult to reach segments of the market.

Since Revere classifies companies into nine times as many sectors as industry benchmarks, investment professionals of all disciplines rely on our products to unlock how value is transferred through a company's customer, supplier, and partner relationships. Whether used as a long-term holding, a hedging instrument, or a portfolio benchmark, investors trust Revere-powered financial vehicles to more fully and accurately reflect market conditions as well as the level and type of exposure on which they seek to capitalize.

Revere combines extensive knowledge of industry dynamics; new product innovations; socioeconomic and regulatory trends; and structural changes with seasoned financial analysis and research experience to generate indexes and ETFs that are intuitive, timely, investable, flexible, and scalable.

REVERE INDEX THEME	REVERE INDEX / ETF IDEA	REVERE MARKETABLE INDEX / ETF
<ul style="list-style-type: none"> US-based Natural Gas Energy Companies 	<ul style="list-style-type: none"> Revere US Oil & Natural Gas Exploration/Production Index (where reserves > 50% Natural Gas) 	<ul style="list-style-type: none"> ISE-REVERE Natural Gas Index Options on Index First Trust ISE-REVERE Natural Gas Index Fund (ETF) Futures (TBA)
<ul style="list-style-type: none"> Heavily Dependant Wal-Mart Suppliers 	<ul style="list-style-type: none"> Revere Relationships™ identifies over 100 publicly-traded companies deriving over 10% of sales from Wal-Mart 	<ul style="list-style-type: none"> ISE-REVERE Wal-Mart Supplier Index Options on Index
<ul style="list-style-type: none"> 21st Century Energy and Conservation 	<ul style="list-style-type: none"> Revere Ethanol Index Revere Fuel Cell Index Revere Solar Technology Index Revere Uranium Mining Index Revere Special Applications Lighting Index (LED Lighting) 	

Revere provides index and fund sponsors a family of datafeed and software solutions.

DATA

REVERE HIERARCHY™
Patented Product Classification System

REVERE RISC™
Revere International Sector Classification

REVERE RELATIONSHIPS™
Customers, Suppliers, Competitors, Strategic Partners, and Related Keywords

REVERE TRADENAMES™
Products, Services, and Tradenames

REVERE HEALTHCARE™
Integrated Healthcare Pipelines and Regulatory Events

REVERE GEOREV™
Normalized Revenue by Geography

SOFTWARE

REVERE RESEARCH™
Institutional-Class Equity Research Service

REVERE COMPLETE™
Institutional-Class Equity Research Service Plus Integrated Market Data

INDEXES, OPTIONS, & EXCHANGE-TRADED FUND (ETF) PRODUCTS

REVERE INDEXES™
Over 1,200 Sector and Thematic Indexes Powered by Revere

First Trust ISE-REVERE Natural Gas Index Fund

ISE-REVERE Natural Gas Index and Options

ISE-REVERE Wal-Mart Suppliers Index and Options

18 PowerShares Dynamic Portfolio ETFs

18 AMEX Dynamic Intellidex Indexes



REVERE PROVIDES SOLUTIONS FOR:

Content Management

Index & Fund Sponsors

Investment Banking

Investment Management

Institutional Sales & Trading

Quantitative Research & Trading



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