



 **REVERE**<sup>™</sup>  
**THINK INSIDE THE BOX**

INVESTMENT BANKING

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## INVESTMENT BANKING

Investment banking and research professionals need speed, intelligence, and access to information in order to stay on top. They require comprehensive tools in order to understand changes across multiple industries, grow client relationships, and/or win the next big mandate. Revere builds and maintains financial information services that give investors a better understanding of the cornerstone from which all great companies are built – the products and services they sell.

Every day, Revere collects, classifies, and organizes data on tens of thousands of products and services into a highly specific, patented information management framework, or hierarchy as we call it. Revere's precise classification provides unprecedented visibility into companies, the sectors in which they compete, their products and services, major lines of business, key events, and personnel, as well as their competitors, suppliers, customers, and strategic partners. This framework makes the search, filtering, storage, and retrieval of data and information (unstructured, semi-structured, and structured) faster, easier, and more cost-effective.

Revere provides a family of web-based information and analytics tools, including company profiles, M&A scenario reports, and unique datafeed solutions designed to meet the search, idea generation, research, modeling, and monitoring needs of investment banking and research professionals across all industries.



**SEARCH :: DISCOVER :: PROFIT**

Revere goes deep inside companies to search, discover, and classify their products and services in up to nine times as many sectors as are commonly used on Wall Street. Investment professionals using Revere are better able to analyze a company's product offerings and the focused areas of its business. At the click of a mouse, they have unparalleled visibility into the products and services sold by all US-traded companies, as well as key competitor, customer, supplier, and strategic partner relationships throughout company, sector, and industry supply chains.

- Revere gives investment bankers the tools they need to:
- Discover how a company creates and transfers value
  - Create better comparables
  - Determine customer and supply chain overlap
  - Construct customizable M&A scenarios

## REVERE BEGINS WHERE OTHERS END

Through Revere's painstakingly precise product-by-product classification process, intuitive interface, intelligent design, and patented technology, users are able to uncover key competitive and supply chain linkages not visible in other information systems.

### TRADITIONAL INDUSTRY VIEW OF INTEL

#### TECHNOLOGY

Electronic Components  
Semiconductors

### REVERE'S VIEW OF INTEL

#### TECHNOLOGY

Electronic Components  
Semiconductors

Memory  
Non-volatile (Flash/PROM)  
Processors  
Microcontrollers  
Microperipherals  
Microprocessors (Focused)  
Communications  
Packet Processors  
Networking ICs  
Wireless and RFICs  
Multimedia and Imaging  
Other Multimedia ICs

#### REVERE GOES INSIDE INTEL CORP.

**1** ... Industry  
**3** ... Sectors  
**9** ... Subsectors  
**61** ... Product/Service Groups  
**57** ... **TRADENAMES**  
INCLUDING:  
CELERON MOBILE SERIES  
CORE 2 DUO SERIES  
INTEL CARRIER GRADE SERVERS  
INTEL CLUSTER TOOLS  
INTEL CONNECTS CABLES  
INTEL DESKTOP CHIPSETS  
INTEL EMBEDDED FLASH MEMORY  
INTEL ETHERNET CONTROLLERS  
INTEL OPTICAL TRANCEIVERS  
INTEL PERFORMANCE LIBRARIES  
INTEL RAID CONTROLLERS  
INTEL RFID TRANCEIVER  
INTEL SAS CONTROLLERS  
INTEL SERIAL FLASH MEMORY  
INTEL SERIES ATA CONTROLLERS  
INTEL TELECOM BOARDS  
INTEL THREADING TOOLS  
INTEL VALUE SOLID STATE DRIVES  
INTEL WIRELESS FLASH MEMORY  
IOP SERIES I/O PROCESSORS  
ITANIUM SERIES  
PRO SERIES SERVER ADAPTERS  
XEON SERIES  
+ 34 MORE

**+**  
**74** ... Competitors  
**101** ... Suppliers  
**55** ... Customers  
**166** ... Strategic Partners



## DETERMINE CUSTOMER AND SUPPLY CHAIN OVERLAP

Revere uncovers known and unknown supply chain relationships on thousands of companies and shows them in seconds. Data on key customers, suppliers, competitors and strategic partners, including the known level of dependency or materiality of the relationship, enables rapid, exhaustive, and confident analysis.

The screenshot displays two main sections: 'Suppliers' and 'Partners'. The 'Suppliers' section is for 'The Home Depot, Inc.' and lists various suppliers like 'Paso Corporation' and 'United Parcel Service'. The 'Partners' section is for 'Abbott Laboratories' and lists various partners like 'Pfizer' and 'Novartis'. Each entry includes a name, a subcategory, and a relative revenue percentage.

## CREATE CUSTOMIZED M&A SCENARIOS

The Revere Merger & Acquisition Scenario Report Builder allows users to construct detailed M&A scenarios by sector, geography, overlap, and product & service lines. Using this powerful tool, investment bankers can quickly deconstruct announced transactions or develop theoretical deal scenarios with flexible user-defined financing options. The resulting report highlights key information about the new company, such as:

- Total number of products and services
- Degree of product overlap
- Key customers, suppliers, and competitors
- Accretion and dilution metrics
- Key metrics, ratios, and full pro-forma financial statements
- Algorithmically generated M&A scenarios

The screenshot shows the 'Report Parameters' section where 'Buying Company' is set to 'CSCO' and 'Target Company' is 'JNPR'. Below this is a 'Financial Analysis' table with four scenarios. The table includes rows for 'Share Price', 'Proposed Transaction', 'Actual Transaction', and 'Key Metrics'. The 'Proposed Transaction' section shows a 100% stock transaction. The 'Actual Transaction' section shows a 4.00B transaction with a 100% stock conversion. The 'Key Metrics' section shows various financial ratios and metrics for each scenario.

Revere provides investment banking professionals a family of datafeed, software, and report 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™

Web-Delivered Business Information and Equity Research Service

### REVERE COMPLETE™

Business Information, Equity Research, plus Integrated Market Data

### REVERE REPORTS

Subscription or Pay-As-You-Go Reports on M&A Scenarios, Competitors, Products, and Healthcare Events.



