



**REVERE™**

**THINK INSIDE THE BOX**

INVESTMENT MANAGEMENT

## INVESTMENT MANAGEMENT

Investment professionals rely on Revere's breadth and depth to determine where enterprise value is derived and transferred; help them generate and research superior investment ideas; and better assess and monitor their portfolio risk. Through its intelligent design, intuitive interface, and patented technology, Revere not only provides portfolio managers and analysts more comprehensive and accurate information, it simplifies their workflow.

With the click of a mouse, investment managers are able to obtain the most accurate and detailed breakdown of a company's sources of revenue, competitors, partners, and supply chain linkages as well as to create more accurate peer groups. Data that might once have taken weeks or months to compile is now available in real-time on all US-traded equities through our suite of products.



Our analysts search, discover, and classify a company's products and services in up to nine times as many sectors as are commonly used on Wall Street—thereby separating ancillary businesses from core lines of business as well as providing a better view of the relationship between a company and its suppliers and customers.



**SEARCH :: DISCOVER :: PROFIT**

No matter whether your style is growth, value, a blend, or something more esoteric, a more complete understanding of how a company generates its revenues is vital to forecasting future returns and making sound investment decisions.

Investment managers rely on Revere to:

- Discover where value is created
- Identify focused lines of business
- Construct better peer groups
- Uncover where value is transferred between suppliers, customers, and partners
- Generate unique investment ideas
- Assess true portfolio risk

Revere collects, classifies, and organizes data on tens of thousands of products and services into a highly specific information framework. The precision with which Revere classifies these products and services -- and the nature of their use -- provides unprecedented visibility into the multiple lines of business in which a company competes and a truer definition of who they actually compete with on a sector-by-sector basis.

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<b>GILEAD SCIENCES, INC. (GILD)</b>	<b># of Competitors</b>	<b># of Focused Competitors*</b>
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	-

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<b>CHINA MOBILE LTD. (CHL)</b>	<b># of Competitors</b>	<b># of Focused Competitors*</b>
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

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

Revere powers a family of data, software, and index products and solutions specifically designed to meet the investment research, portfolio construction, return enhancement, and risk management needs of investment management professionals.

## DISCOVER WHERE VALUE IS CREATED

Value creation ultimately starts with the ideas, trials, and products that a company aims to manufacture and commercialize. Revere compiles a company's products and services, and then organizes and displays them on a company and sector basis.

**KLA-Tencor Corporation: Products & Services**  
 NYSE: KLAC 50.54 -75 (-1.48%) Market Cap: 10,098 Alerts: [0] [1]  
 Focused (F) | Technology | Manufacturing Equipment and Services | Semiconductor Capital Equipment | Process Control | Test/Measurement (Metrology) | Front End C313933

**The Procter & Gamble Company: Products & Services**  
 NYSE: PG 64.84 -21 (-3.2%) Market Cap: 204,919 Alerts: [0] [1]  
 Focused (F) | Manufacturing | Consumer Manufacturing | Personal Care and Cleaning Products C528867

**Pfizer Inc.: Products & Services**  
 NYSE: PFE 26.52 -24 (-1.3%) Market Cap: 194,118 Alerts: [0] [1]  
 Focused (F) | Healthcare | Pharmaceuticals C212910

## IDENTIFY FOCUSED LINES OF BUSINESS

Not all product lines contribute equally to top-line revenue. Revere identifies not only the sectors where companies compete, but zeros in on whether they have "Focused" lines of business or generate all of their sales from one specific sector ("Sector Pure Plays").

**Genentech, Inc.: Industries & Sectors**  
 NYSE: DNA 85.79 -30 (-3.2%) Market Cap: 91,428 Alerts: [0] [1]  
 Sector Pure-Play (P) | Healthcare | Biopharmaceuticals C212910

Sector	Focused / Sector Pure-Play	Companies	** Index Value	Day Change
Healthcare	P	989	467.31	-0.19 -0.02%
Biopharmaceuticals	P	436	436.86	-0.43 -0.10%
Altecs		53		
Class I/Phase 3 Clinical Stage Products		13		
Water Respiratory		38		
Monoclonal Antibodies		4		
Cardiovascular System		189	401.09	-1.49 -0.36%
Heart Disorders		53		
Myocardial Infarction (MI)		35		
Thrombotic Agents		2		
Vascular Disorders		38		
Peripheral Vascular Disease		11		
Monoclonal Antibodies		2		
Strokes		15		
Thrombotic Agents		1		
Thrombolitics		19		
Thrombotic Agents		3		
Dermatology		96	1,411.89	-1.32 -0.09%

## CONSTRUCT BETTER PEER GROUPS

Revere makes building comps faster and easier by providing tools to discover more about known and unknown competitors, highlight overlapping and complementary product lines, measure the degree of product overlap, and organize precise peer groups into portfolios.

**Cisco Systems, Inc.: Competitors**  
 NYSE: CSCO 27.47 -04 (-1.18%) Market Cap: 166,828 Alerts: [0] [1]  
 Focused (F) | Technology | Hardware | Communications Equipment C223666

Selection:	Compare with Company	Add to portfolio	Alerts	Subsidiary	Product Overlap	Product Overlap %
<input type="checkbox"/>	AVGI Avici Systems, Inc.				1 of 1	100%
<input type="checkbox"/>	FDYI Family Network, Inc.				13 of 13	100%
<input type="checkbox"/>	JNFR Juniper Networks, Inc.				11 of 12	92%
<input type="checkbox"/>	FFW F5 Networks, Inc.				9 of 8	83%
<input type="checkbox"/>	HTGR Hartelex, Inc.				23 of 28	82%
<input type="checkbox"/>	COMR JCom Corporation				26 of 32	81%
<input type="checkbox"/>	EXTR Extreme Networks, Inc.				9 of 12	75%
<input type="checkbox"/>	CHPP Check Point Software Technologies Ltd.				10 of 14	71%
<input type="checkbox"/>	CIEN Citrix Corporation				3 of 18	56%
<input type="checkbox"/>	NT Hartelex Networks Corporation (USA)				36 of 69	52%
<input type="checkbox"/>	SCMR Sycamore Networks, Inc.				9 of 18	50%
<input type="checkbox"/>	AV Avtek, Inc.				25 of 60	47%
<input type="checkbox"/>	NOK Nokia Corporation (ADR)				10 of 28	36%
<input type="checkbox"/>	BRCD Brocade Communications Systems, Inc.				2 of 6	33%
<input type="checkbox"/>	ALU Alcatel-Lucent (ADR)				27 of 86	31%
<input type="checkbox"/>	DELL Dell Inc.				11 of 60	18%
<input type="checkbox"/>	HPO Hewlett-Packard Company				18 of 121	15%
<input type="checkbox"/>	FJTY Fujitsu Limited (ADR)				17 of 188	9%
<input type="checkbox"/>	SI Siemens AG (ADR)				22 of 219	9%

## UNCOVER WHERE VALUE IS TRANSFERRED

Revere provides a 360 degree view of where value is transferred between companies and their customers, suppliers, and strategic partners. It also uncovers how supply chain strategies can create and drive competitive advantages.

**The Home Depot, Inc.: Suppliers**  
 NYSE: HD 41.15 +12 (+29%) Market Cap: 83,388 Alerts: [0] [1]  
 Focused (F) | Retail and Wholesale | Home Improvement and Home Furnishings | Building Materials and Garden Equipment and Supplies | Building Materials and Supplies | Home Centers

Selection:	Compare with Company	Add to portfolio	Alerts	Revenue (%)
<input type="checkbox"/>	USHS U.S. Home Systems, Inc.			71.00%
<input type="checkbox"/>	ISA Industrial Services of America, Inc.			56.00%
<input type="checkbox"/>	HORT Hesa Horticulture, Inc.			47.00%
<input type="checkbox"/>	MROG Mason Carbon, Inc.			46.00%
<input type="checkbox"/>	OEPG O.P.E. Co., Inc.			38.70%
<input type="checkbox"/>	UFFI Universal Farm Products, Inc.			22.00%
<input type="checkbox"/>	MAD Masco Corporation			21.00%
<input type="checkbox"/>	SMG The South Metcham-Gird Company			21.00%
<input type="checkbox"/>	JJZ Jansco Brands, Inc.			18.00%
<input type="checkbox"/>	SSD Simpson Manufacturing Co.			17.00%
<input type="checkbox"/>	FFN F.A.F. Industries, Inc.			16.20%
<input type="checkbox"/>	FLDR Flanders Corporation			15.00%
<input type="checkbox"/>	AVI Avatec Brands, Inc.			13.00%
<input type="checkbox"/>	ROCK Gibraltar Industries, Inc.			12.90%
<input type="checkbox"/>	SHK The Shaker Works			12.00%
<input type="checkbox"/>	SYNL Synflex Corporation			11.00%

## GENERATE UNIQUE INVESTMENT IDEAS

Revere combines its powerful databases, analytics, and research expertise with a roster of third-party content partners to make the discovery, testing, and monitoring of interesting investment themes and ideas simpler and less time consuming.

Robust screening, powerful search and filtering, formula creators, event calendars, etc. power a real-time idea generation tool that is customizable depending on specific investment style and objectives.



## MANAGE TRUE PORTFOLIO RISK

Revere helps investment managers reduce the volatility of both short-term trading as well as long-term fundamental factors impacting their portfolios. Revere lowers portfolio risk in two ways: by providing a more timely and accurate window onto the competitive and supply chain landscapes impacting their direct portfolio holdings as well as monitoring secondary events, companies, or sector movements that could beneficially or adversely effect a manager's performance.



Revere provides investment management professionals a family of data, software, and index products & 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 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:**

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