



 **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.

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.

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.

The image shows three overlapping screenshots of Revere's product discovery interface. The top screenshot is for KLA-Tencor Corporation, showing a list of products and services with columns for Tradename and Type. The middle screenshot is for The Procter & Gamble Company, displaying a similar list of products and services. The bottom screenshot is for Pfizer Inc., showing a detailed list of medical products with columns for Tradename and Type, including items like Acetaminophen, Aspirin, and various antibiotics.

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").

The image shows a screenshot of Revere's industry and sector analysis tool for Genentech, Inc. The interface displays a tree view of industries and sectors. The 'Biotechnology' sector is highlighted, showing a list of sub-sectors such as 'Antibodies', 'Cellular Therapeutics', 'Gene Therapy', and 'Vaccines'. The tool provides metrics for each sector, including the number of companies, index value, and day change.

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.

The image shows a screenshot of Revere's competitor analysis tool for Cisco Systems, Inc. The interface displays a list of competitors with columns for Ticker, Name, Alerts, Subsidiary, Product Overlap, and Revenue (%). The list includes companies like Avaya, Juniper Networks, and Arista Networks. The tool allows users to compare competitors and add them to a portfolio.

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 image shows a screenshot of Revere's supplier analysis tool for The Home Depot, Inc. The interface displays a list of suppliers with columns for Ticker, Name, Alerts, and Revenue (%). The list includes companies like U.S. Home Systems, Industrial Services of America, and Home Hardware. The tool allows users to compare suppliers and add them to a portfolio.

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:

Content Management

Index & Fund Sponsors

Investment Banking

Investment Management

Institutional Sales & Trading

Quantitative Research & Trading



San Francisco
150 California St. Suite 200
San Francisco, CA 94111
(415) 782-0454

New York
60 East 42nd St. Suite 716
New York, NY 10165
(212) 405-3970

Client Support:
7am to 9pm EST
Monday-Friday, except market holidays
moreinfo@reveredata.com
www.reveredata.com
(866) 738-3739