



**SEARCH :: DISCOVER :: PROFIT**

FACT SHEET

## REVERE HIERARCHY™

*The Revere Hierarchy™ is a patented classification system that offers unprecedented visibility into companies, the sectors in which they compete, their major lines of business and the goods and services they sell.*

The Revere Hierarchy™ classifies companies from the bottom up into highly specific categories based on the products and services they sell. This unique system groups companies into up to nine times as many sectors as are commonly used on Wall Street – providing users with the depth and precision they want in evaluating new investment ideas and managing risk.

Clients rely on the Revere Hierarchy™ to:

- construct superior peer groups
- monitor industry trends
- create better defined “baskets” of companies
- uncover risk
- identify better benchmarks
- design factor models

### INDUSTRY STANDARD VS. REVERE

	SYSTEM A	SYSTEM B	REVERE HIERARCHY™
Top Level	10	10	10
2nd Level	18	24	48
3rd Level	39	67	195
4th Level	104	147	679
5th Level			1,547
6th Level			2,905
7th Level			2,881

### 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

### HOW THE REVERE HIERARCHY™ IS CONSTRUCTED

The Hierarchy is built around an in-depth understanding of sectors and the business drivers most pertinent to each industry. For example, the biopharmaceutical sector is broken down by indication, mode of action, and other product-specific metrics. Banking, on the other hand, is categorized by region. Revere’s expert team of research analysts evaluates each data point to ensure relevancy, accuracy, thoroughness.

The Revere Hierarchy™ is a detailed and comprehensive structure for sector and industry analysis that can be used in conjunction with other Revere products or integrated into proprietary models and platforms. It also provides the backbone for Revere-branded indexes, ETFs, and options products.

## KEY FACTS

<b>COVERAGE:</b>	<b>US companies and ADRs publicly traded on US exchanges</b>
<b>UPDATE FREQUENCY:</b>	<b>Daily</b>
<b>SOURCES:</b>	<b>SEC Filings, press releases, websites, interviews, and earnings transcripts as well as primary research by Revere analysts</b>
<b>HISTORY:</b>	<b>Over 1200 daily data points back to March 2003</b>
<b>CAPABILITIES:</b>	<b>In conjunction with its patented technology, Revere's team of analysts ensure the relevancy, accuracy, and comprehensiveness of its products</b>
<b>METHODOLOGY:</b>	<b>Developed over nine years, Revere uses both computer and human intelligence to mine hard-to-find data</b>
<b>FILE ACCESS:</b>	<b>http: server as CSV files. These files should be uploaded into tables configured into Revere's recommended data schema. Hierarchy information is accessed through SQL queries provided in our data documentation</b>

## DATA ELEMENTS

- **Sector ID**
- **Sector Name**
- **Sector Description**
- **Sector Path**
- **Parent Sector ID**
- **Index Type**
- **Index Value**
- **Sector Market Capitalization**
- **Companies Per Sector**
- **Focused Companies Per Sector:**  
companies that derive more than 50% of revenue from a given sector
- **Pure-play Companies Per Sector:**  
companies that derive close to 100% of revenue from a given sector

## REVERE HIERARCHY™ WITH OUR OTHER PRODUCTS

- **REVERE RELATIONSHIPS™:**  
understand sector rotation, the relationship among sectors, and competitive forces on the product level
- **REVERE GEOREV™:**  
analyze the regional concentration of revenue
- **REVERE TRADENAMES™:**  
identify competitors by product line
- **REVERE HEALTHCARE™:**  
uncover focused lines of business and direct competitors by indication or primary mechanism of action
- **REVERE RISC™:**  
view the interdependence of companies in the global marketplace

## STATISTICS

Relationships	
Company Coverage	6,200 +
Total Hierarchy Groups	11,500 +
Total Lowest Level Groups	7,800 +
Revere Benchmark Indexes	1,250 +
Products Mapped to Hierarchy	50,000 +
Times a company is mapped to Hierarchy	8 +
Average classification depth for the Hierarchy	6 +
Average classification depth for other systems	3-4
New levels added annually	290 +
Levels removed annually	500 +
Months of History	54
Days of History	1,200