

Revere Relationships™ allows users to obtain a comprehensive view of how a company creates and transfers value by revealing its interconnecting relationships.

Revere Relationships™ is a comprehensive database of business relationships that provides a 360-degree view of a company and its position in the marketplace. This datafeed includes information on:

- Suppliers
- Customers
- Competitors
- Partners, such as distributors, marketing, outsourcing firms, technology providers
- Key products, locations, business units or subsidiaries on which the relationships are based

In addition, the datafeed includes both direct and reverse relationships. Direct relationships are those named by a company; reverse relationships are those named by other companies about a company. This dual perspective allows for a more thorough understanding of a company's peers and its supply chain.

Revere Relationships includes Revere Keywords. Keywords describe the nature and relevance of relationships, including such factors as subsidiaries (GE's NBC division), partnership location (Shenzhen, China; Caspian Sea), technology (nanotechnology development, wi-fi communications), or specific products and services (Cialis, Exubera).



THE POWER OF REVERE RELATIONSHIPS™

By using Revere Relationships™ clients are able to “connect-the-dots” among companies and sectors to discover linked networks of companies, people, and financial instruments.

Revere clients apply Revere Relationships™ in:

- Portfolio construction
- Risk management
- Lead generation
- Basket investing
- Competitive and supply chain analysis

KEY FACTS

COVERAGE:	US companies and ADRs publicly traded on US exchanges
UPDATE FREQUENCY:	Daily
SOURCES:	SEC Filings, press releases, websites, interviews, and earnings transcripts as well as primary research by Revere analysts
RELATIONSHIPS:	Relationships can be named by a selected company (DIRECT) or named by other companies about a selected company (REVERSE)
HISTORY:	Over 1200 daily data points back to March 2003
CAPABILITIES:	In conjunction with its patented technology, Revere's team of analysts ensure the relevancy, accuracy, and comprehensiveness of its products
METHODOLOGY:	Developed over nine years, Revere uses both computer and human intelligence to mine hard-to-find data
FILE ACCESS:	http: server as CSV files. For best analyses, Revere provides a recommended data schema. Relationship information is accessed through SQL queries as provided in our data documentation

DATA ELEMENTS

- **Company**
- **Related Companies:**
Public, private, foreign, domestic, government organizations, and educational institutions
- **Relationship Type:**
Customers, Suppliers, Partners, Competitors
- **Relationship Subtype:**
Partnership subtypes include Marketing, Joint Venture, In-licensing, Technology and others
- **Percentage Exposure:**
e.g., customer revenue %
- **Product Overlap:**
Number of products in common, total number of products, and percentage of overlap
- **Keywords**

REVERE RELATIONSHIPS™ WITH OUR OTHER PRODUCTS

- **REVERE HIERARCHY™:**
understand sector rotation, the relationship among sectors, and the competitive forces on the product level
- **REVERE GEOREV™:**
analyze the geographic distribution of the supply chain
- **REVERE TRADENAMES™:**
identify competitors by product line
- **REVERE HEALTHCARE™:**
understand partnerships among biopharmaceutical and medical technology companies
- **REVERE RISC™:**
view the interdependence of companies in the global marketplace

STATISTICS

Relationships	
Company Coverage	6,200 +
Total Relationships	182,000 +
Direct Relationships	91,000 +
Customer	27,000 +
- 10%+	2,800 +
- Revenue %	3,700 +
Supplier	8,300 +
- % Revenue Exposure	1,500 +
Partner	28,000 +
Relationships added annually	29,000 +
Relationships removed annually	22,000 +
Keywords	58,000 +
Months of History	54
Days of History	1,200