# THOMSON REUTERS EIKON (=)

# **Key Equity Applications**



# **Document History**

Version	Date	Authors	Changes
1.	15 July 2016	Chua Rui Ting Vincent Chia	First Issue for Eikon version 4.x

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# **EIKON** Eikon shortcuts: **Equities**

REAL TIME MONITORING		
BLOT	Blended Order Tracker	
BOB	Blended Order Book	
BRKS	Broker Statistics	
BTAS	Blended Time & Sales	
IMO	Index Movers	
MON	Monitor	
Q	Quote	
QL	Quote List	
QLI	Quote Line	
SDB	Sidebar	
SI	My Synthetic Instruments	
SNAP	Snapshot	
TAS	Time & Sales	
TICK	Ticker	

CHARTING	
CBOOK	Datastream Chartbook
CHT	Chart app
DSCHART	Datastream Chart Studio
DSLIB	Datastream - My Library
DSNEWS	Datastream News In Charts
ECOC	Economic Indicator Chart
FESC	Fundamentals Estimates Chart
REBC	Rebasing Chart
RRG	Relative Rotation Graph
TEAC	Technical Analysis Chart
VOLC	Volatility Chart
XNET	Datastream Infobase

ANALYTICS & CALCS		
AVRG	Average Calculator	
CALC	Eikon Calculators	
CONV	Convertible Bond	
CORR	Correlation Matrix	
DARB	DR Arbitrage	
HRA	Historical Return Analysis	
IFFV	Index Futures Fair Value	
OPR	Option Pricer	
OSC	Option Strategy	
PAIRS	Pairs Calculator	
REGR	Regression Analysis	
SARB	Stock Arbitrage	
SIGNAL	Signal	
SRET	Total Return	

MARKETS	
ALPHA	Alpha Now
BIGTR	TR Indices
BIGV	Volatility Indices
EE	Economic Events
HOL	World Exchange Holidays
HOME	Home page
INDUS	Industry
INFOV	World Index Futures -
	Overview
INOV	World Indices - Overview
MACROX	Macro Explorer
STOV	Stocks Gulde

NEWS	
NEWS	News
TOPNEWS	Top News

COMPANY - CONTEXTUAL NAVIGATION			
Type the company name and the selected tool – e.g. "IBM OV"			
OV	Overview	GUID	Guldance Summary
AQ	All Quotes	HS	Historical Surprise
ARM	Analyst Revision Model	IC	Index Competitors
BAL	Balance Sheet	IIS	Interactive Income Statement
BUS	Business Info.	INC	Income Statement
CACAL	Corporate Actions Calendar	INSIDER	Insider / Stakeholder
CAPD	Cpital Change Event Detail	IR	Issuer Ratings
CAPO	Capital Change Overview	IV	Intrinsic Valuation
CC	Stock Competitors	MYN	My News
CDSAQ	CDS All Quotes	OFF	Officers & Directors Overview
CDSCA	CDS Calculator	OFFD	Officers & Directors Detail
CDSCHT	CDS Charts	OFFP	People Connections
CDSOV	CDS Overview	OFFREL	Corporate Relationships
CDV	Company Deals	OPM	Operating Metrics
CF	Cash Flow	PEERS	Peers
CHTV	Company Chart View	PMO	Price Momentum Model
CN	Company News	PP	Price Performance
CRS	Credit Risk – Structural Model (BETA)	PTB	Price Target Builder
CRT	Credit Risk – Text Mining Model (BETA)	QH	Quote History
CUST	Major Customers	RAT	Ratios - Key Metrics
DIVD	Dividend Payment Detail	RATO	Ratios – Overview
DIVO	Dividend Overview	RATPVR	Ratios – Profit/Value/Risk
DS	Debt Structure	REC	Recommendations & Target Price
EF	All Futures	RES	Company Research
EMTO	Most Traded Options	RV	Relative Valuation
EOP	Options	SC	Sector Competitors
EQ	Earnings Quality	SECN	Sector News
EST	Statement View	SEG	Segments
ESTD	Detailed Estimates	SH	Smart Holdings Model
EV	Events	SI	Short Interest
EW	Warrant Overview	TASV	Time and Sales
EXCNV	Exchangeables and CNVs	TOPA	Top Analysts
FIL	Filings	WWAP	VWAP
FNOWN	Fund Ownership Summary		
FOWN	Firm Ownership Summary		

# **Equities**

EQUITY INDEX - CONTEXTUAL NAVIGATION Note: Type the index name and the selected tool - e.g. "IBM OV"	
CA	Constituent Analysis
CHTV	Index Chart View
EF	All Futures
EOP	Options
EV	Events
EW	Warrant Overview
FIL	Filings
IN	Index News
Ш	Leavers and Joiners
OV	Overview
PP	Index Price Performance
QH	Quote History
RES	Research
RINB	Reuters Investors Briefs

SEARCHES	
ADRSRCH	ADRs – Advanced Search
ANSWERS	Elkon Answers
ECONSRCH	Economic Indicators – Advanced Search
EQSRCH	Companies – Advanced Search
ETFSRCH	ETFs – Advanced Search
FUNDSRCH	Funds – Advanced Search
FUTSRCH	Futures – Advanced Search
MASRCH	Mergers and Acquisitions – Advanced Search
OPTSRCH	Options - Advanced Search
SCREENER	Equity Screener
SRCH	Advanced Search
WARRSRCH	Warrants - Advanced Search
RES	Research

#### FUNDS - CONTEXTUAL NAVIGATION Type the fund name or identifier and the selected tool - e.g. "QQQ AQ" AQ All Quotes CHTIP Indexed Performance Chart CHTNA Total Net Assets (TNA) History Chart CHTPD Price & Dividend History Chart CHTPG Percentage Growth Chart CHTRE 10,000 Reinvested Chart CHTRP Rolling Performance Chart CHTV Funds Chart Fund Full Holdings FHOLD Fund Holdings HOLD OV Overview QA Quantitative Analysis

HELP	
FAQ	Frequently Asked Questions
HELP	Online Help

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# **EIKON** COMMONLY USED CODES: **INDICES**

INDICES	
CBOE Volatility Index	.VIX
Dow Jones Industrial Average	.DJI
Dow Jones Composite	.DJA
Dow Jones Transports	.DJT
Dow Jones Utilites	.DJU
Dow Jones Total Return	.DJCTR
S&P 100	.OEX
S&P 400 Midcap Equal Weighted Index	.MIDEWF
S&P 500	.SPX
S&P 600 Small Cap	.SPCY
S&P 500 CME Value Index	.IVX
S&P 500 CME Growth Index	.IGX
S&P Total Return	.SPXT
S&P 600 Consumer Discretionary Sector	.SPSMCD
S&P 500 Consumer Staples Sector	.SPLRCS
S&P 500 E-Mini Future	ESc1
S&P 500 Energy Sector	.SPNY
S&P 500 Financial Sector	.SPSY

INDICES (continued)	
S&P 500 Future	SPc1
S&P 500 Health Care Sector	.SPXHC
S&P 500 Industrials Sector	.SPLRCI
S&P 500 Information Technology Sector	.SPLRCT
S&P 500 Materials Sector	.SPLRCM
S&P 500 Telecomm Services Sector	.SPLRCL
S&P 500 Utilities Sector	.SPLRCU
Morgan Stanley Consumer Index	.CMR
Morgan Stanley Cyclical Index	.CYC
US60 Index	.US60
Nasdaq Composite	.IXIC
Nasdaq 100	.NDX
NYSE Composite	.NYA
Thomson Reuters Global Total Return	.TRXFLDGLTU
Russell Top 50	.RU50
Russell 1000	.RUI
Russell 2000	.RUT
Russell 3000	.RUA
Willshire 5000 Index	.W5000
US Dollar	.DXY

INTERNATIONAL INDICES		
FTSE 100	Great Britain	.FTSE
DAX 30	Germany	.GDAX1
CAC 40 INDEX	France	.FCHI
STOXX 50	Europe	.STOXX50
BOVESPA	Brazil	.BVSP
MXSE IPC	Mexico	.MXX
S&P TSX 60	Canada	.SPTSE
NIKKEI 225	Japan	.N225
HANG SENG INDEX	Hong Kong	.HSI
AUSTRALIA ALL ORDS	Australia	AORD
EURO STOCKS 50	Europe	.STOXX50E
AEX Index	Netherlands	AEX
RTS Index	Russia	JRTS
Kospi	South Korea	.KS11
Straits Times Index	Singapore	.FTSTI



Equities EQG: Equity Homepage

# 1. Equity Data Pages

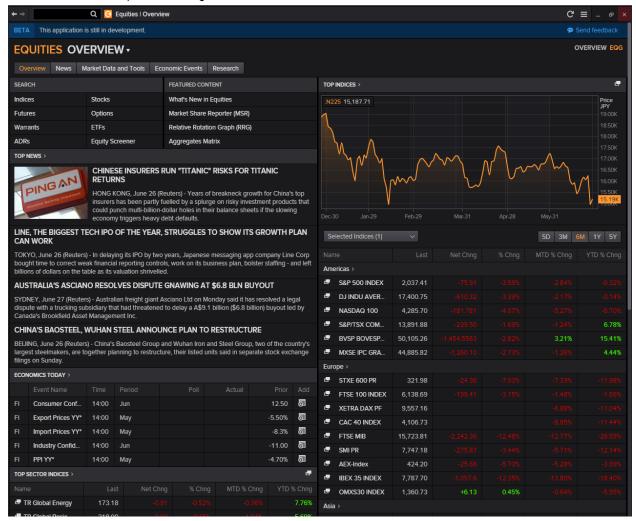
# **Equity Homepage < EQG>**

The first page that you should utilize to obtain information about equities is the Equity Homepage. On this page, you can have a brief overview of the different applications applicable to equities as well as a key list of equity indexes and top news.

To arrive at the following page,

#### Home> Asset Classes> Equities OR

In the Eikon Toolbar, search <EQG>

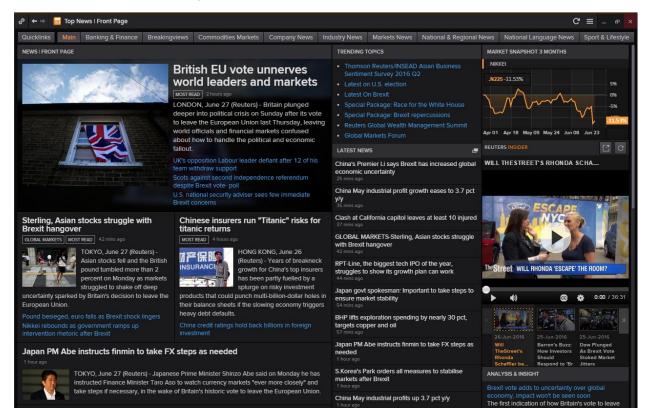


Equities Equity News

# **Equity News**

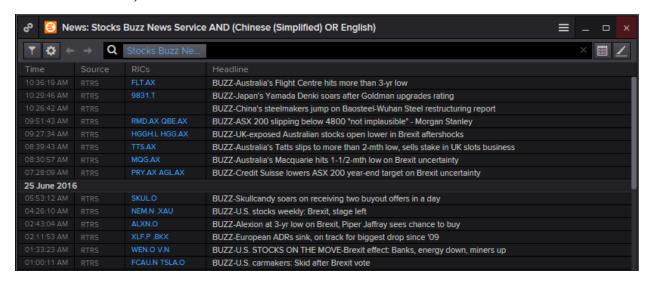
From the Homepage, you can easily navigate to the News and Research tab to read up on the latest news of the market of your choice.

Home> News and Research> Top News



Alternatively, you could go to the Stocks Buzz News Service to have short headlines of the main happenings.

In the Eikon Toolbar, search < Stocks Buzz>



Equities EQSRCH: Advanced Search

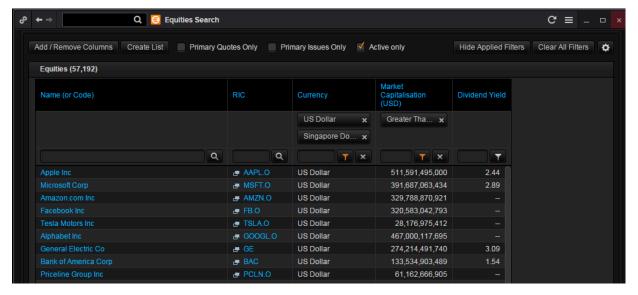
# 2. Equity Data Search Tools

## Advanced Search < EQSRCH>

Using the advanced search tool on Eikon for equities, one can screen out different equity instruments available, according to the different requirements they have stipulated in the filters. After filtering out the different equities, one can sort it (e.g. high to low for dividend yield) for easier search.

In the Eikon Toolbar, type <EQSRCH> and hit enter.

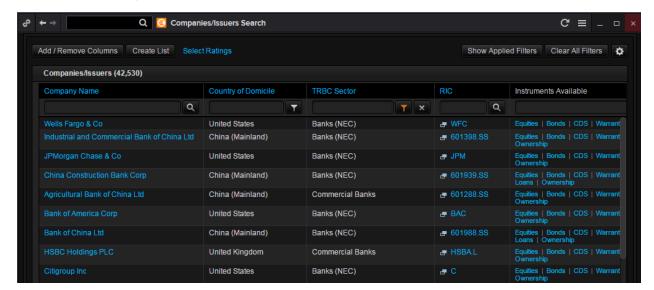
Double click on the name of the issuer to be directed to the company view page.



## Advanced Search Companies and Issuers < ORGSRCH>

This application is useful as it allows you to search for un-listed companies (i.e. private companies). From here, you can click on the different type of instruments available from the company/issuer.

In the Eikon Toolbar, search < ORGSRCH > and hit enter.



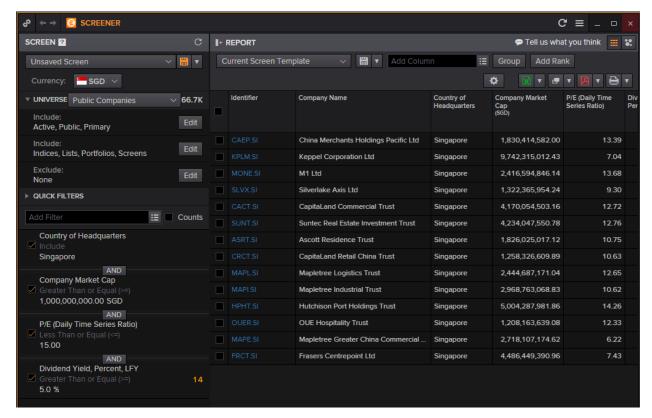
Equities SCREENER: Screener

#### Screener

Another application which the user could utilize to search for equities is the screener app.

Here, you can specify different fields to search for equities and export your results to Excel.

In the Eikon Toolbar, search <SCREENER> and hit enter.



As you can see in the leftmost column, you can specify the country of headquarters, P/E, Dividend etc. For commonly used filters, one can utilize the "Quick Filters" function. Alternatively, type in the necessary filter in the search box.

Press the button in green at the top right hand corner to export the table to Excel.

#### Difference between Advanced Search and SCREENER:

Using the screener, one is able to

- 1. Filter more fields (such as IBES, Starmine, and Technical Analysis etc)
- 2. Set your own universe (portfolio) of stocks that you wish to look into
- 3. You can add columns to display the result with further data
- 4. Data can be displayed in a scatter plot format
- 5. The results can be exported to Excel.

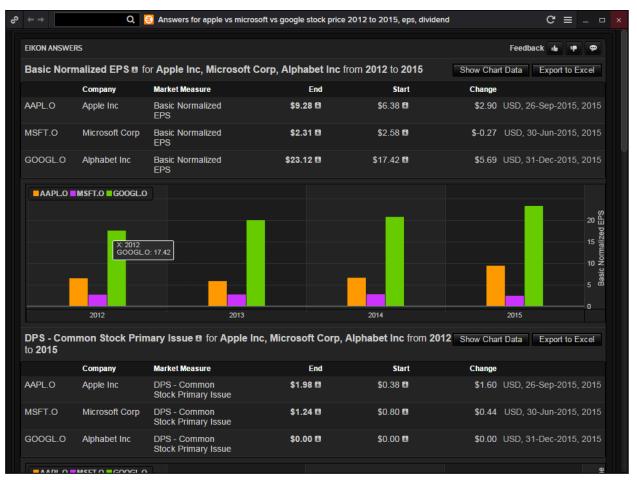
These are functions not available with the EQSRCH and ORGSRCH applications.

Equities Eikon Answers

#### **Eikon Answers**

Using Eikon Answers, one can conduct a natural language search which can provide direct answers to your questions pertaining to equity and equity indices and its respective Technical and Fundamental ratios.

E.g. Searching for "Apple vs. Microsoft vs. Google Stock Price 2012 to 2015, EPS, Dividend" in the Eikon Toolbar would generate the following page with the corresponding visual charts.



After scrolling down past the results, you would see the following option bar.

```
Related Answers: Apple Inc PE Ratio | Alphabet Inc PE Ratio | Apple Inc Market Cap | Apple Inc Gross Dividends - Common Stock

More Information: Apple Inc Overview | Apple Inc Income Statement Overview | Apple Inc Estimates Overview | Alphabet Inc Overview | Alphabet Inc Income Statement

Overview | Alphabet Inc Estimates Overview | Microsoft Corp Overview | Microsoft Corp Income Statement Overview | Microsoft Corp Estimates

Overview
```

Using these links, the Answer Application provides you with links to information or searches that it deems would aid you, thus creating an easy and quick way for you to search for correlated information without having to search for it again.

Further down the page are direct links to the company overview, futures and equity products available, as well as top news from the past day.

# **Equity Offering Apps <IPO>**

#### **IPO Process**

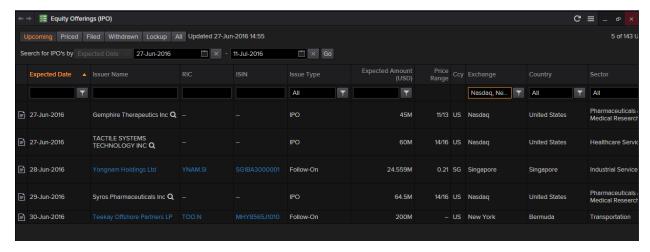
In order to carry out an IPO, the following steps must be taken by a company.

- 1. Pitch: bankers from many firms will pitch themselves to become book runner roes
- 2. Kick-off meeting: meeting for everyone (company management, auditors, accountants, underwriting banks, lawyers etc) involved in the IPO to get together
- 3. The S-1 filing (For US only): SEC filing used by companies to register their securities with SEC
- 4. Pre-selling the offering: a pre-IPO analyst meeting
- 5. Roadshow: meet with investors and market the company for 1-2 weeks
- 6. Pricing meeting: decide on the final price of the deal based on the orders received
- 7. Allocation: the syndicate of banks will allocate shares to investors
- 8. Trading: the stock starts trading and the general public can now buy and sell shares.

#### **EIKON Application**

On Eikon, there is an app which would list all IPOs, and here, all IPOs two weeks forwards and historical IPOs can all be accessed.

On this page, you could specify the expected date of IPO, including the exchange and country that you are interested in. Specific sectors can also be viewed.



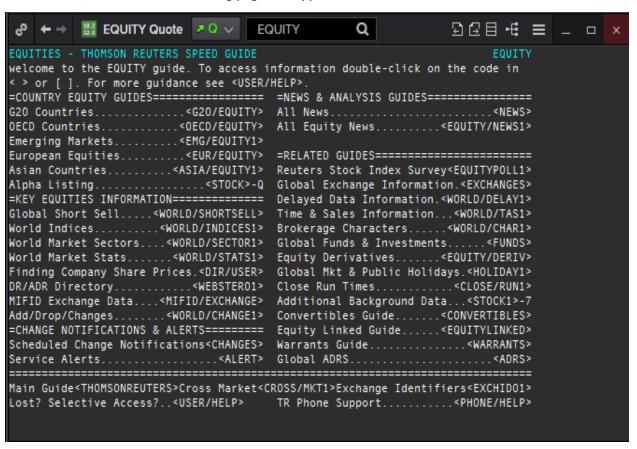
Equities Equity Speedguides

# **Equity Speedguides**

Within the Quote app, there are speedguides which provide a menu based approach to searching for data. Here, main headings would allow you to navigate to other pages which could lead to further searches.

The speedguide for equity could be accessed through the following steps.

- 1. Press F4 to open the quote application
- 2. Search **<EQUITY>** and the following page will appear.



On this page, you could be linked to the different guides related to equity instruments such as the equity instruments of G20, OECD and Emerging markets.

Occasionally, you may be faced with having to scroll through different pages as the country you are searching for <XXXX/1> to <XXXX.2>

Equities Charting for Equities

# 3. Charting for Equities

# **Basic Charting**

In order to plot the basic chart of an equity's price, there are 2 ways to do so.

1. Use the Chart App

Press F10 to open the Chart app. Subsequently, enter the RIC or search for the company's name in order to plot the price of the chart.



2. In the Company Overview page, select "Price and Charts" for a chart representation of the equity

# **Some Common Technical Analysis**

There are certain technical analyses for Equities

- Simple Moving Average
- Bollinger Bands
- Volume
- Relative Performance
- Rebasing

Equities Pre-defined Charts

# Pre-defined Charts in the Chart Application



Within the DataStream Chart Library application in Eikon, there are some pre-defined charts which could be useful for you when charting economic indicators as well as different types of equity instruments.

In order to access this page, you would type <DSCHART> in the Eikon Toolbar and click on the "Chartbook" tab at the top. This would lead you to the page of chart templates which you can use and modify for your usage.



Equities Country Overview

# 4. Country Overview

Before investing in an equity, some investors may conduct a simple research about the Country of Exchange. In order to do so, there is a straightforward way to obtain a wholesome view of the country's financial status.

Through the country overview page, you could obtain

- 1. Country's Currency and Equity Index
- 2. Issuer Ratings
- 3. Key News and Events
- 4. Financial Markets
- 5. Central Bank
- 6. Amount of Debt
- 7. Key Economics
- 8. Comparison with other Countries
- 9. Key Information about Leadership in the Country

In order to open the country overview for any one country, simply search the country's name in the Eikon Toolbar. E.g. Search for "Singapore"



Equities Company Overview

# 5. Company Overview

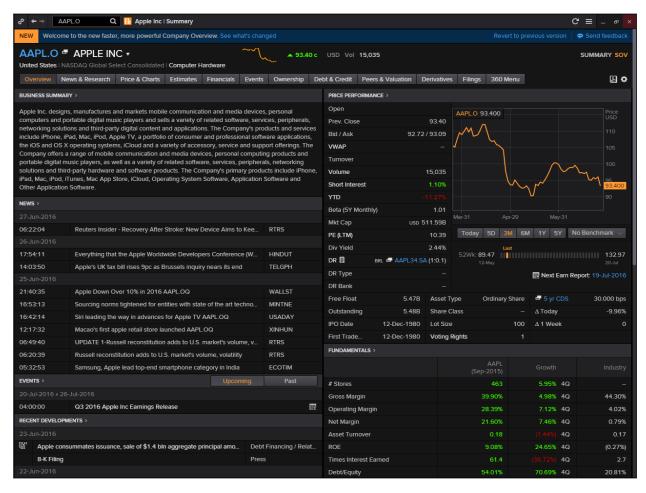
#### Overview

The Company Overview page in Eikon provides access to fundamentals, estimates, research, events, significant developments and background information on companies. It gives a comprehensive overview of a stock in order for users to determine its health and the overall state of the equity instrument.

For the purpose of discussion, we have chosen to use Apple (AAPL.O) for discussion. Type the company name or ticker into the Search box and select from the Auto suggest options presented to you. (E.g. Apple or AAPL.O)

From the overview page, the following pages can be accessed,

- 1. Summary about the instrument
- 2. Stock Valuation
- 3. Fundamentals
- 4. Trading
- 5. Private Equity
- 6. Takeover Defence
- 7. Information about Officers



Equities News and Research

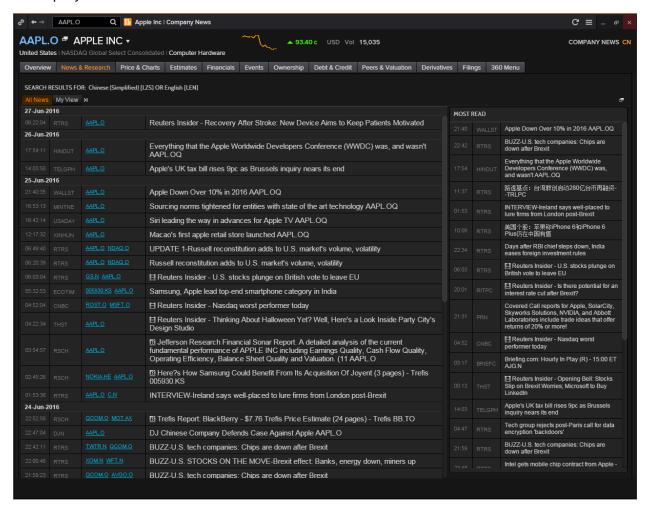
#### **News and Research**

Within the Company Overview Page, the "News and Research" tab would provide users with a list of news from the past few days that relates to the equity you are searching on.

On the right hand column, Eikon has generated a Most Read list that would allow you to screen through the different headlines that others found important or interesting.

Within the News and Research tab, you could access the following information

- 1. Company News
- 2. My View
- 3. Social Media Monitor
- 4. Sector News
- 5. Reuters Investor Brief
- 6. Company Research



Going to the "My Views" tab would allow you to add specific news sections that you wish to search on based on companies, markets, business sectors, geographies etc.

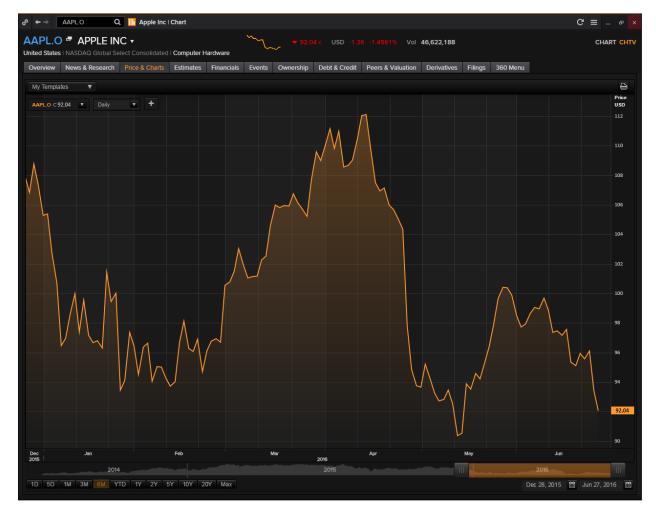
Clicking on the logo would allow you to search individual news that you wish to find, or to search news based on a specific time on a date. This would allow you to search on events or news that make have caused significant movements in stock prices at that time.

Equities Prices and Charts

#### **Price and Charts**

The next tab is for information about "Prices and Charts"

- 1. Time and Sales
- 2. Autex Liquidity: Indicates the market liquidity by connecting traders to those on the bid/ask side
- 3. Quote History
- 4. Price Performance
- 5. Price Momentum Model
- 6. All Quotes
- 7. Short Interest: Quantity of active short positions
- 8. VWAP: volume weighted average price
- 9. 10B-18: Based on SEC Rule 10B-18 which allows companies to repurchase stocks subject to conditions
- 10. Chart
- 11. Chart Studies



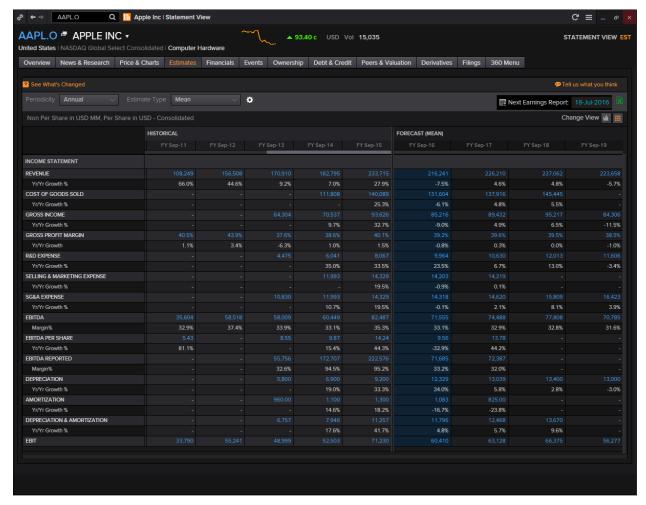
By clicking on the small "+" next to the frequency on the chart, you are able to add in other price series, spreads and ratios, technical analysis, economic indicators, fundamental data, estimates and mark out key events. It is similar to the F10 chart function.

Equities Estimates

#### **Estimates**

The "Estimates" tab on Eikon provides users with different estimates about a company.

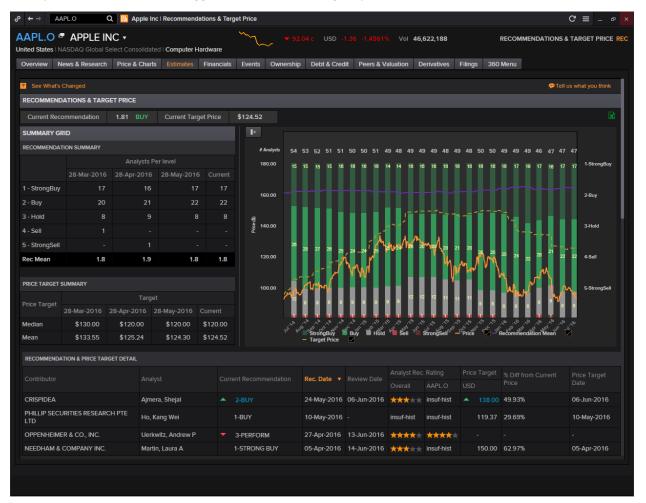
- 1. Statement View
- 2. Detailed Estimates
- 3. Recommendations and Target Price
- 4. Historical Surprise
- 5. Guidance Summary
- 6. Top Analysis
- 7. Analyst Revisions Model
- 8. Interactive Income Statement



From the Statement Views page, you can get historical data for the past 5 years and it may feature data for the next three years as well.

Equities Estimates

Under the Recommendations page, you can find the analyst's recommendations for the company. From here, you can consider their suggestions when deciding on your trade.



The research team in Eikon contacts analysts to ask them about their opinion about a stock, subsequently, they would assign a number (1: Strong buy to 5: Strong sell) to their recommendations, and subsequently find the average which would stand for their recommendation on whether to buy or sell the stock.

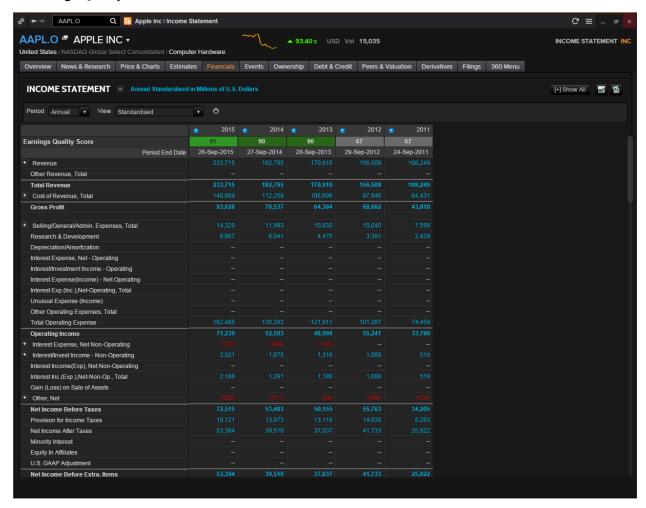
For example, here, analysts in general believe you should buy into Apple.

Equities Financials

#### **Financials**

The "Financials" page is good for users who is interested about the Fundamentals of the company. From here, the following information is available.

- 1. Financial Statements (Income Statement, Balance Sheet and Cash Flow)
- 2. Operating Metrics
- 3. Segments
- 4. Major Customers
- 5. Ratios Key Metrics
- 6. Ratios Overview
- 7. Ratios Profit/Value/Risk
- 8. Earnings Quality



On the Ratios - Overview, you can find all kinds of ratios relating to information extracted from the accounting statements.

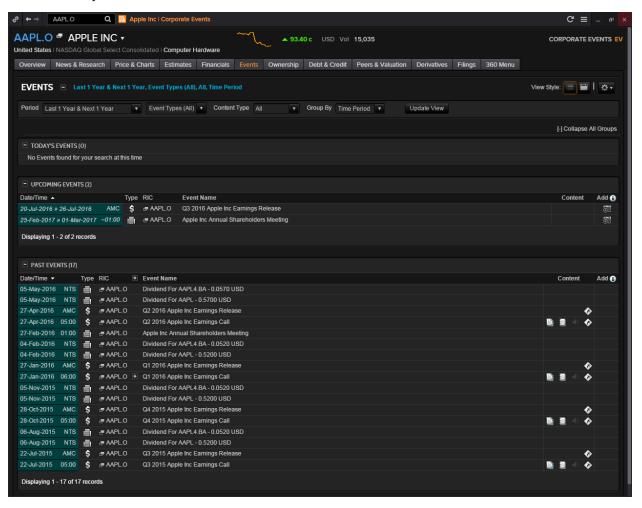
Segments would provide you the information about the different business segments of the company and the respective revenue for each segments. Note that different segments may belong to different industries.

Equities Events

#### **Events**

The "Events" page is useful for users to monitor the occurrence of certain events that may impact the price of the equity. These events include, corporate announcements, or dividend related dates. Information available include:

- 1. Corporate Events
- 2. Company Deals
- 3. Corporate Actions Calendar
- 4, Capital Change Overview
- 5. Capital Change Event Detail
- 6. Dividend Overview
- 7. Dividend Payment Detail

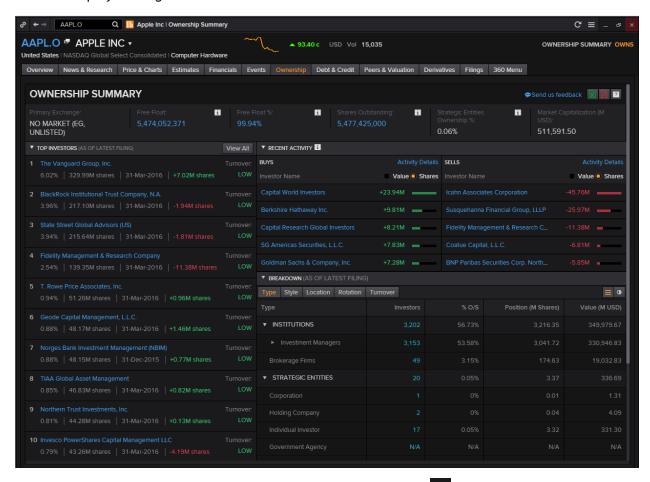


Equities Ownership

## **Ownership**

Ownership data shows a company's shareholder list, sometimes it reflects the company's economy and governmental background.

- 1. Ownership Summary
- 2. Shareholders Report
- 3. Shareholders History Report
- 4. Fund Ownership Summary
- 5. Fund Shareholders Report and History Report
- 6. Insider/Stakeholder
- 7. Smart Holdings Model
- 8. Equity Holdings
- 9. Private Equity Holdings



Hovering over any name in the list of investors would cause this icon  $\[mathbb{M}\]$  to pop up.

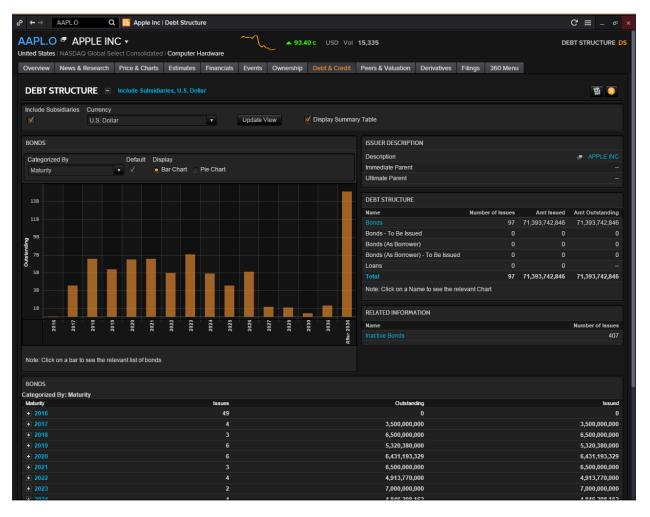
Pressing on this button would allow you to generate a visual overview of the historical holdings of this stock by this specific investor. Also, the top 10 Holdings of the company would be displayed in the form of a pie chart.

Equities Debt and Credit

#### **Debt and Credit**

As the name suggests, this page allows users to have a more in-depth view on the debt structure of the company as well as its credit risk. The list of Credit Default swaps available for the company can also be found.

- 1. Debt Structure
- 2. Issuer Curve and Ratings
- 3. Exchangeables and CNVs
- 4. CDS Overview
- 5. CDS All Quotes
- 6. CDS Charts
- 7. CDS Calculator
- 8. Combined Credit Risk
- 9. Text Mining Credit Risk
- 10. Structural Credit Risk
- 11. Smart Ratios Credit Risk

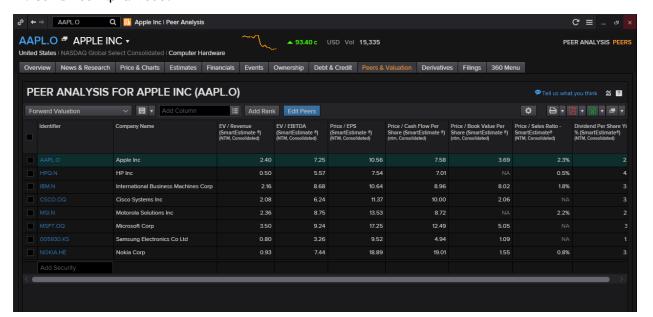


Equities Peer and Valuation

#### Peer and Valuation

One good way to analyse a company other than through fundamental analysis is to do peer comparison with other similar stocks in the market.

- 1. Peer Analysis
- 2. Sector Competitors
- 3. Index Competitors
- 4. Stock Comparison
- 5. Value Chains
- 6. Relative Valuation Model
- 7. Relative Valuation
- 8. Intrinsic Valuation
- 9. Value momentum
- 10. Price Target Builder
- 11. Combined Alpha Model



As shown in the screenshot above of the peer analysis for Apple, a list of similar equity instruments and their respective data will be displayed in data form.

Should you have a preferred list of peers, you could always click the "Edit Peers" button in blue to choose your own comp set. Alternatively, you could type the name or RIC of the equity in the "Add Security option offered at the bottom of the page.

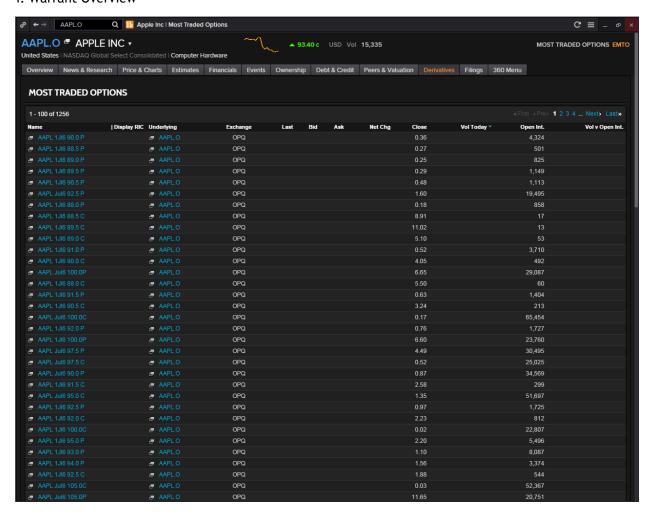
Equities Derivatives

#### **Derivatives**

There are a few equity derivates that are tradable, but people generally purchase options and futures on equities.

Thus, in Eikon, we have provided a list of the most traded options for your perusal. Similarly, a more detailed list of futures and warrants available.

- 1. Most Traded Options
- 2. Options
- 3. All Futures
- 4. Warrant Overview



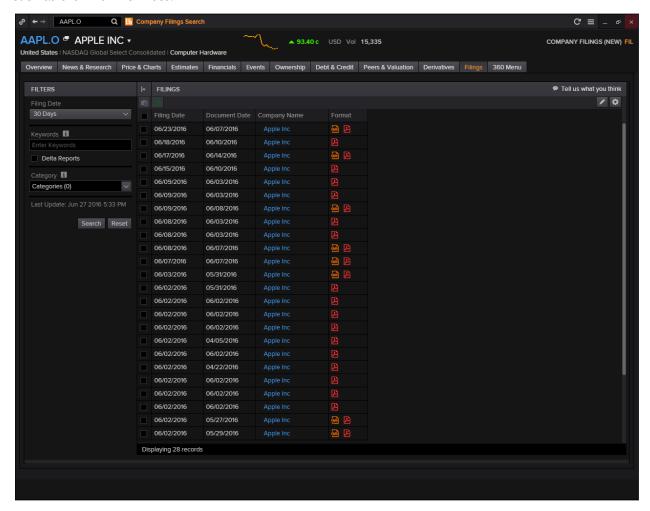
While you may heard of options and futures, warrants is also a type of derivative available on the market.

Similar to options, a warrant confers a right for you to buy and sell an instrument. This may prompt you to categorise options and warrants as the same thing. However, there are a few key differences. Warrants are usually issued by the company and are traded OTC more than in an exchange. When an investor exercises their warrant, they are issued a newly issued stock instead of an outstanding one. Lastly, the expiry of a warrant is much longer than an option and often come in tenors lastly up to a few years rather than just a few months.

Equities Filings

# **Filings**

The "Filings" tab is just a one stop place for you to refer to recent company filings by the company such as their Form 8-K etc.

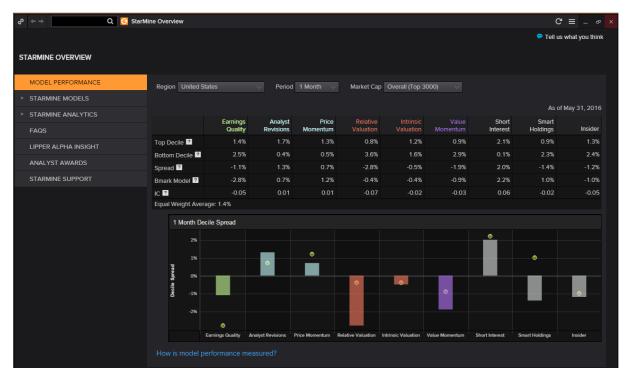


Equities STARMINE Models

## 6. STARMINE Models

#### Overview

STARMINE models provide quantitative modelling and derived outputs, with unique value-add analytics and predictive financial modelling that help you make investment decisions.



In the Eikon Toolbar, enter **STARMINE** and hit enter in order to pull up the above page. From this page, you are able to view the overall model performance of STARMINE's predictions so far.

STARMINE uses two measures of stock selection. Firstly, a decile spread is used to analyse the model scores on the last trading day of the month and create two equally weighted portfolio based on these score. They then hold these stocks until the end of the holding period and they subsequently rebalance, ignoring transaction treads. They also utilise a global score in order to evaluate global performance, a region=relative score to examine performance in a region.

In this manual, we will briefly look at the following models.

- 1. Price Momentum Model
- 2. Analyst Revision Model
- 3. Earnings Quality
- 4. Relative Valuation
- 5. Intrinsic Valuation
- 6. Value Momentum
- 7. Credit Risk Combined Model

For every model covered, a detailed description would be provided, followed by an explanation and demonstration using Apple's equity.

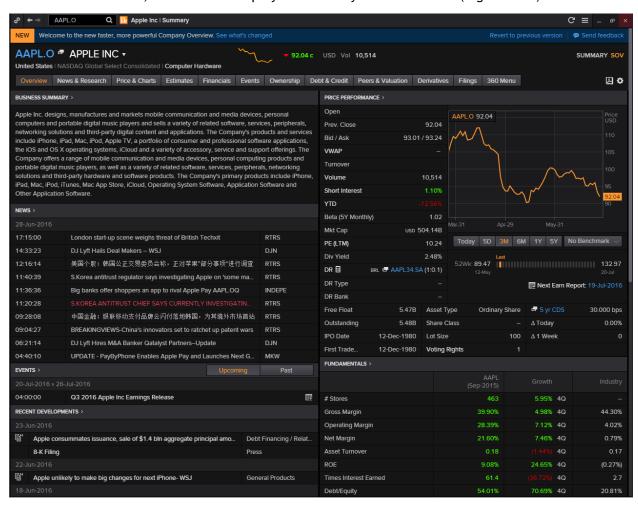
Equities STARMINE Models

#### How to Use StarMine Models?

In order to obtain results for any of the StarMine models, one should first navigate to the home page of the focus company (equity instrument first).

For example, we are searching for the StarMine models for the Apple Equity (AAPL.O).

1. In the Eikon Toolbar, search for the equity instrument you wish to view. (e.g. AAPL.O)



Here is where to find each model to be discussed:

- 1. Price Momentum Model Prices and Charts
- 2. Analyst Revision Model Estimates
- 3. Earnings Quality Financials
- 4. Relative Valuation Peers and Valuation
- 5. Intrinsic Valuation Peers and Valuation
- 6. Value Momentum Peers and Valuation
- 7. Credit Risk Combined Model Debt and Credit

Equities Price Momentum Model

#### Price Momentum Model

#### **Overview**

StarMine's Price Momentum Model is a percentile ranking of stocks based on recent historical price performance. The stock ranking scores are on a scale from one to a hundred (1-100). The model is highly predictive of relative price movement and is effective across stocks in each category, investment style, and market sector.

#### Long Term Component

The Long Term component exploits the tendency of stocks with strong performance over the past 6-12 months to continue to outperform going forward.

It compares the average daily closing price over the last six months to that over the last 12 months, rewarding stocks whose prices have increased over the last year.

This component is normalized by the trailing 12-month volatility, as measured by the standard deviation of the last 12 monthly price changes. This adjustment amplifies scores for stocks whose price changes were achieved in steady moves and moderates scores for those whose changes were inconsistent or the result of sharp jumps.

#### Mid Term Component

The Mid Term component compares the average daily closing price over the last ten trading days to that over the last three months, rewarding stocks whose 10-day average is greater than their 3-month average.

The Mid Term component is normalized by volatility, using an exponentially weighted moving average of daily returns over the last year.

#### **Short Term Component**

The Short Term component compares the most recent closing price to the average daily closing price over the last ten trading days. This component captures the phenomenon that, at short-term horizons, there is negative auto-correlation in returns - the biggest winners over the last week tend to be losers in the following week or so.

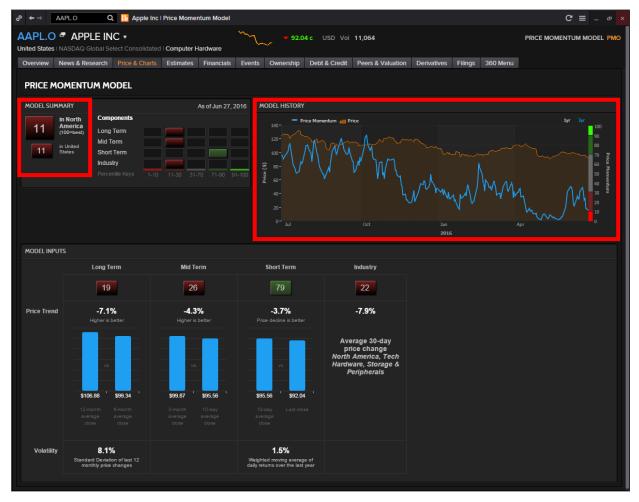
The Short Term component rewards stocks whose prices have decreased over the last ten days. It is normalized by volatility, using an exponentially weighted moving average of daily returns over the last year.

#### **Industry Component**

The Industry component captures the power of price momentum at the industry level. Namely, industries that have outperformed over the last 1-2 months tend to continue to outperform. The model ranks stocks on the basis of the average price change of its industry/region peers over the last month.

Equities Price Momentum Model

#### How to Use the Price Momentum Model?



When you click on the "Price Momentum Model" option under the "Prices and Charts" tab, the above page would load.

There are a few things to note from the above page.

#### Firstly, the Model Summary.

In the Model Summary, there is a "11" which is highlighted in red. What this figure means is that across all the components, the equity beat 11 percentile of its peers, here in comparison to "North America" and "United States"

#### Secondly, the Model History.

In the Model History, there is a chart providing the past performance of the price momentum model and the trading price of the equity instrument. The blue line on the chart represents the price momentum predicted by the model against the actual trading price, which is represented by the orange line.

An important thing to note is the colour bar located at the far right of the chart. The different colours of this bar which coincides with the figures in the Model Summary indicate whether the recommendation is Strong Sell, Strong Buy or anything in between.

Equities Price Momentum Model

Bright Red (0-10): Strong Sell

Dull Red (10-30): Sell Grey (30-70): Hold Dark Green (70-90): Buy

Bright Green (90-100): Strong Buy



Thirdly, at the bottom of the page, there is a section about Model Input.

Here, several charts which show the breakdown of the different components, the Long, Mid, Short Term and Industry allows users to have a better understanding about how the final figure "11" was derived.

One can view the criteria here, for the Long Term and Mid Term Component which states that "Higher is Better" for the Long and Mid Term periods is better. While this is easily understood - a higher price in the long run would signal an upward trend in price, the short term component may not be so easily understood at first glance.

While the LT and MT components try to explain the longer term price trend, the price should be declining in the short term in order to encourage a smooth entrance into the market. Hence "Price decline is better" would imply that the investor is able to buy into the market at a lower price.

The industry component would simply provide the investor an overview of how the specific equity is performing in comparison to other equity instruments in the same industry. Hence, even if its other components are performing badly but the equity is performing well compared to others in the same industry, it could imply that the industry on a whole is on a decline.

# **Analyst Revisions Model**

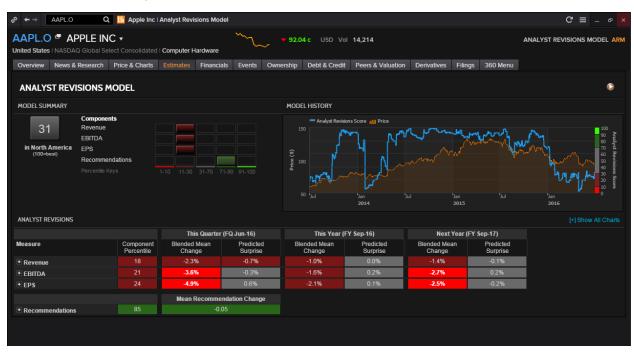
#### Overview

StarMine's Analyst Revisions Model (ARM) is a percentile (1-100) ranking of stocks based on changes in analyst sentiment, with 100 representing the highest rank. The model is highly predictive of relative price movement and is effective across stocks in each capitalization category, investment style, and market sector.

StarMine's Analyst Revisions model (ARM) is a proprietary model that allows you to observe the key drivers for a stock by looking at individual revision components. For each stock, StarMine determines the most relevant estimate measures to include in ARM:

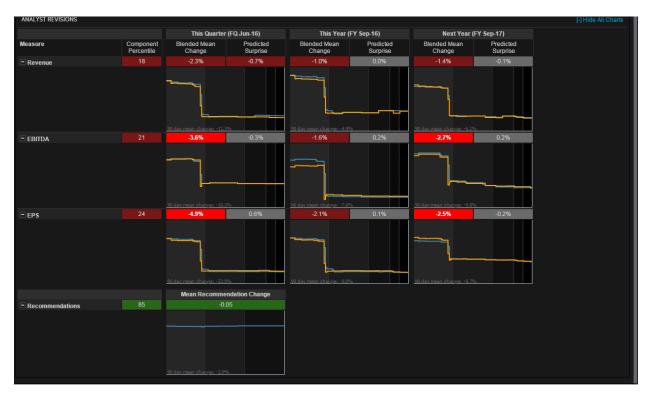
- StarMine's Preferred Earnings measure, which is EPS for most stocks
- EPS or EBITDA, depending on what was used as the Preferred Earnings measure
- Revenue, where available
- Recommendations, for all securities for which recommendations data is available

## How to Use the Analyst Revisions Model?



The model summary displays the overall percentile rank of the stocks in its region along with bar charts of how the individual components of the models have fared.

The model history would chart the stock price and the changes in the percentile score over time, showing how well analyst revisions have predicted the performance of the stock.



The **analyst revision** portion displays the percentile score for each of the components of the model. As shown in the above image, you are able to display charts for all the different factors.

For each estimate measure, the model is able to display changes over the past 90 days in the mean estimate and predicted surprise for

- the current quarter
- the current year
- the next year.

Predicted surprise displays the different between the current values for mean estimate and SmartEstimate. Charts here display the movement of mean estimate and SmartEstimate over time.

The numerical scores would incorporate the percentage change in each of the 7, 14, 30, 60 and 90 day change periods.

The **recommendations** is in dark green as shown above, indicating a buy recommendation. The mean change figure of '-0.05' incorporates the change in the consensus recommendation for each of the 30,60, and 90-day change periods.

Equities Earnings Quality

# **Earnings Quality**

#### **Overview**

StarMine research findings have determined that the market is inefficient in differentiating between sustainable and unsustainable sources of earnings. In light of these findings, StarMine has developed its Earnings Quality (EQ) model - a percentile (1-100) ranking model developed using a systematic, quantitative methodology that evaluates earnings quality according to sustainability. The EQ model assigns higher rankings to companies that are more likely to sustain their earnings.

To generate its proprietary Earnings Quality (EQ) scores, StarMine uses computer-driven models to analyze financial statements and to calculate rankings for more than 35,000 companies worldwide. Data is updated daily. These scores have proven to be reliable predictors of a company's ability to sustain high earnings over the coming quarters.

With the StarMine EQ score, you can objectively compare a company's earnings quality to that of other companies:

- The model favors companies whose earnings are backed by cash flows and other sustainable sources.
- The model penalizes stocks driven by accruals and other less sustainable sources.
- Low scores should be considered more bearish, high scores more bullish.

#### **Model Components**

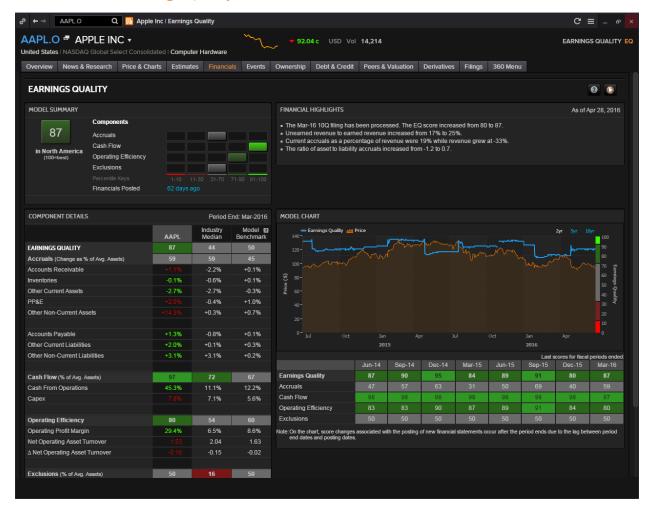
The sources that StarMine's research has found to be most predictive of earnings sustainability are:

- Accruals
- Cash flow
- Operating efficiency
- Exclusions (North America only)

These sources are the components of the EQ model.

Equities Earnings Quality





The **Model summary** displays the overall percentile score for the company relative to its region, and graphs the individual component scores that go into the overall score. Financials Posted indicates how recently the company filed its latest financial figures.

The **Financial Highlights** displays highlights from recent financial results, providing a quick summary of what is really going on in the fundamentals of the company.

Component Details displays a breakdown of each component. Values in green have a positive effect on the component score, while values in red have a negative effect.

**Earnings Quality History** has two different components. The chart in displays history for 2, 5, or 10 years (if available). It also shows stock price history. Roll over a point on the chart to see data for that date.

The table below the chart gives detailed scores for previous fiscal periods. These periods correspond to quarterly, semiannual or annual data, depending on the frequency of financial reporting by the company.

The table displays a maximum of eight columns of data, or up to five full years of history. For example, a company that reports financial results each quarter would have eight columns of quarterly data, while a company that reports only annual results would have five columns of annual data.

Equities Relative Valuation

### **Relative Valuation**

### Overview

StarMine Relative Valuation is a percentile (1-100) ranking of stocks based on price and enterprise value multiples

There are a few benefits to using this model:

- Compare 12-month forward or 12-month trailing multiples for the focus company with average multiples for peers
- Customize the list of company peers
- Compare the focus company's current and historical multiples in table and chart form
- Quickly see which metrics show a significant premium or discount, thanks to color-coding
- Select a metric to create a price target in Price Target Builder
- View the company's score in its region, country, and sector, using the StarMine Relative Valuation Model
- Analyze earnings per share (EPS) and revenue growth metrics for the company and its peer

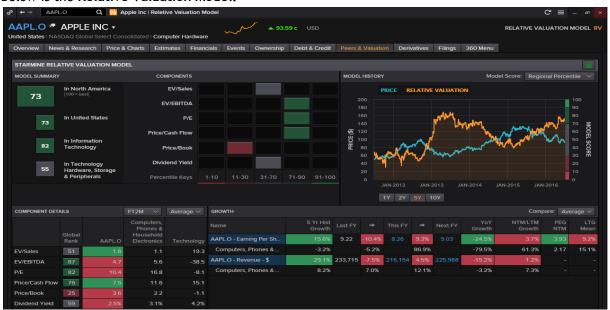
#### **Valuation Metrics**

Relative Valuation displays a wide range of valuation metrics for a focus company and its peers, including:

- Market capitalization
- Net debt (or cash)
- Enterprise value (EV)
- Price multiples (P/E, P/Cash Flow, P/Sales, P/Book, EV/EBITDA or EV/Sales)

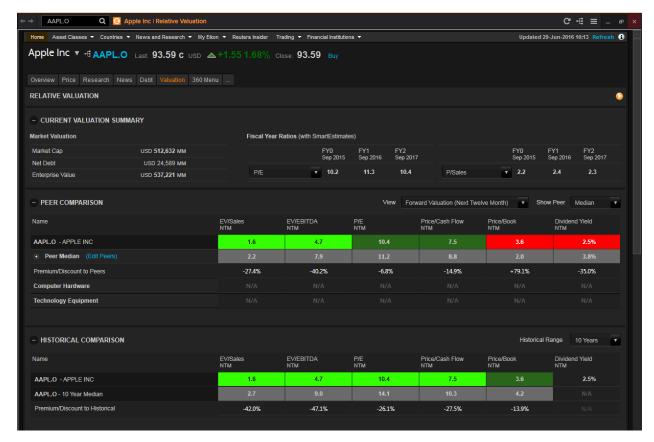
One good thing to note is that there are two different Relative Valuation tools available on Eikon. While one provides a snapshot view of the relative valuation available (Relative Valuation Model), the other provides a more thorough explanation of relative valuation calculated for the particular company.

Below is the Relative Valuation Model.

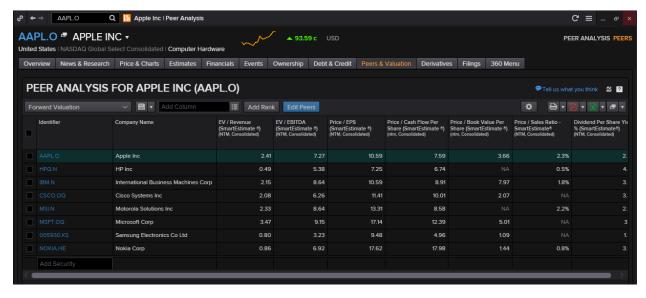


Equities Relative Valuation

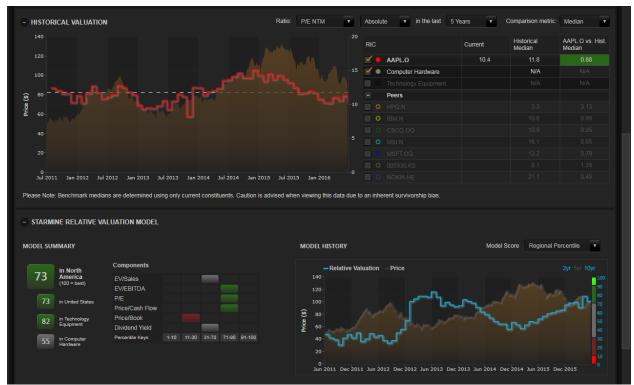
## How to Use the Relative Valuation Tool?



One good thing to note is that when doing Peer Comparison, you are able to customise the peer group you are interested in. Clicking on the blue "Edit Peers" would redirect you to the following page for you to edit the list to your liking.



Equities Relative Valuation



In the above chart, you able to specify which company or industry you would like to compare against, as well as the ratio preferred. Below the chart is the snapshot of the summary and history, a similar set up of all StarMine models



The growth portion provides you an overview of the different companies and their EPS/Revenue for the this year, last year and the growth as well as an estimate for the next year and a 5 year historical growth figure.

Equities Intrinsic Valuation

### Intrinsic Valuation Model

### **Overview**

Intrinsic Valuation is based upon a dividend discount model that uses forecasts about the company's earnings, combined with proprietary adjustments to project future dividends. These dividend flows are then discounted back to the present time to arrive at an intrinsic value for the stock. The same model, when plugging in the current stock price, is also used to derive market-implied EPS growth rates.

Intrinsic Valuation uses StarMine SmartEstimates when available. SmartEstimates helps you better predict future earnings and analyst revisions. Compared to consensus estimates, SmartEstimates places more weight on recent forecasts by top-rated analysts. The model uses SmartEstimates and analyst long-term growth rates for earnings projections.

## **Projected DPS Calculation:**

Type of Company	Calculation Method for Projected DPS
Companies that pay dividends currently	The payout ratio (DPS as a percentage of EPS) is determined in three key periods:
	Year 1 - In FY1, the model outputs a value of DPS and then calculates the implied payout ratio. This value uses DPS estimates when available. For North America, an estimate provided by analysts at Thomson Reuters called implied annual dividend (IAD) is used. This value is an annualized representation of the most recently-announced dividend policy, excluding special dividends. Outside North America, SmartEstimates for dividends are used.
	Year 5 - Starting with the DPS estimate used in FY1 and adjusting for past dividend momentum and estimates of long-term growth for EPS (LTG), the model provides an estimate for FY5 dividends.
	Steady State - The steady state payout rate reflects the average payout rate for mature companies.
Companies that do not currently pay dividends	An assumption is made that this policy will persist through FY5. A payout rate in FY10 is then forecast as a function of long-term growth (LTG), a relationship identified by StarMine Research in the empirical data.
Companies with the GICS industry assignment associated with REITs	The dividend payout ratio is set to reflect the legislated requirement (for example, 90% for REITs in the United States) for all periods after FY1. For FY1, the payout ratio is based on the implied dividend and earnings projections.

Equities Intrinsic Valuation

# Calculation Formulae

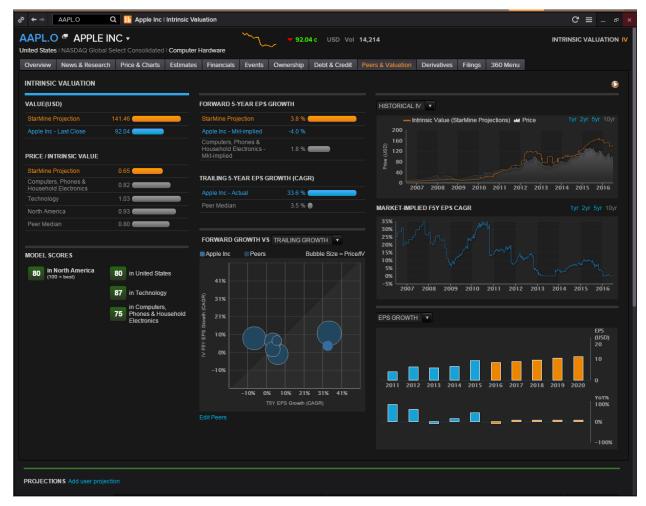
EPS = Revenue x Net Margin / Shares Outstanding

When you enter custom projections, the following values are recalculated:

Custom Revenue Revenue	YoY Growth(x) changes to (Revenue(x) - Revenue(x-1))/Revenue(x-1) for current and next period
	EPS(x) changes to Revenue(x) * Net Margin(x) / Shares Outstanding(x)
	EPS YoY Growth changes to $(EPS(x) - EPS(x-1))/EPS(x-1)$ using the new $EPS(x)$ for current and next period
Custom Revenue YoY Growth	Revenue(x) changes to Revenue(x-1) * (1+ Revenue YoY Growth(x)) for current and all future periods
	EPS(x) changes to Revenue(x) * Net Margin(x) / Shares Outstanding(x) using the new Revenue(x) for current and all future periods
	EPS YoY Growth changes to $(EPS(x) - EPS(x-1))/EPS(x-1)$ using the new $EPS(x)$ for current and all future periods
Custom Net Margin	EPS(x) changes to Revenue(x) * Net Margin(x) / Shares Outstanding(x)
	EPS YoY Growth changes to $(EPS(x) - EPS(x-1))/EPS(x-1)$ using the new $EPS(x)$ for current and next period
Custom Shares Outstanding YoY Growth (FY1)	Shares Outstanding YoY Growth(x) = Shares Outstanding YoY Growth(FY1) - [Shares Outstanding YoY Growth(FY1) / (Years to Steady State-1)]*(x-1) for all future periods
	Shares Outstanding(FY1) = Shares Outstanding(FY0) * (1 + Shares Outstanding YoY Growth(FY1) ) for current and all future periods
	EPS(x) changes to $Revenue(x)$ * $Net Margin(x)$ / $Shares Outstanding(x)$ , for current and all future periods
	EPS YoY Growth changes to $(EPS(x) - EPS(x-1))/EPS(x-1)$ using the new $EPS(x)$ for current and all future periods
Custom EPS	EPS YoY Growth changes to $(EPS(x) - EPS(x-1))/EPS(x-1)$ using the new $EPS(x)$ for current and next period
	Net Margin(x) changes to (Shares Outstanding(x) * $EPS(x)$ )/Revenue(x)
Custom EPS YoY Growth	EPS(x) changes to EPS YoY Growth(x) * EPS(x-1) for current and all future periods
	Net Margin(x) changes to (Shares Outstanding(x) * $EPS(x)$ )/Revenue(x) for all periods x and after

Equities Intrinsic Valuation

### How to Use the Intrinsic Valuation Model?



The **value** portion displays the prior day's closing price of a stock and its projected value whiles the **price/intrinsic value** displays a stock comparison within its industry, sector, and region.

**Forward 5-year EPS Growth** compares the projected growth calculated by StarMine to the industry and to the market-implied growth.

**Forward Growth VS** displays a diagram of the forward growth compared to the trailing growth or forward P/E for the company and its peers. Bubbles in the chart area in white indicate that, for the companies in question:

- Forward growth is greater than trailing growth, which signals a company with accelerating growth, for a trailing growth chart
- The PEG ratio is less than 1

**Market Implied F5Y EPS CAGR** plots the historical value of market expectations for the EPS growth for the company over the chosen period.

EPS Growth plots historical and projected EPS and YOY growth rates.

**Historical and Implied Future ROE** plots five years of historical ROE and ROA (when available), and annual figures for future implied ROE for ten years followed by five-year increments out to FY15.

The Trailing 5-year EPS Growth compares company trailing growth to that of its peers.

Equities Value Momentum

### Value Momentum

#### **Overview**

StarMine's Value-Momentum (Val-Mo) model can be used in a stock ranking or screening system, as an input into a quantitative multi-factor investment model, or for reference in a non-quantitative strategy.

The Value-Momentum model is a percentile (1-100) ranking of stocks based on recent valuation and momentum characteristics. These characteristics are described in Combining value and momentum signals.

The model uniquely captures the signals given by valuation and momentum characteristics by combining four of StarMine's stock selection models:

- Intrinsic Valuation Model and Relative Valuation Model for value characteristics
- Analyst Revisions Model and Price Momentum Model for momentum characteristics

The combination of global ranks on each of these four input models results in the overall model score for a security. The overall score is generated in two steps:

- 1 StarMine includes only non-micro-cap stocks (as defined by the top 98.5% of market cap in each region) in the "first-pass" ranking to ensure that illiquid micro-cap stocks do not influence the score of any securities.
  - This roughly corresponds to the top 3,000 in North America, top 1,500 in Developed Europe, top 600 in Developed Asia ex-Japan, top 1,500 in Japan, and top 2,500 in Emerging Markets.
- Micro-cap stocks are then positioned in the "second-pass" such that the original ordering of securities is preserved. Thus, the score is uniformly distributed over the set of all non-micro-cap securities. However, the distribution is allowed to be non-uniform when micro-caps are included.

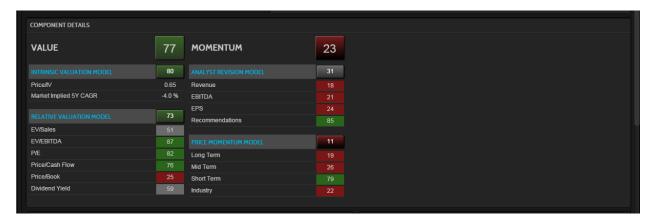
#### How to Use the Value Momentum Model?



The model summary displays the component scores display the rankings of the company derived from the Relative Valuation (StarMine RV), Intrinsic Valuation (StarMine IV), Analyst Revisions (StarMine ARM), and Price Momentum (StarMine Price Mo) component models. Component scores are then aggregated to form the overall company score, indicative of the company's ranking compared to other companies in the same region and country.

The model history charts the stock price and changes in the stock's percentile score over time.

Equities Value Momentum



The component details display a breakdown of the component models that drive the ranking results.



The peer comparison displays model scores and component rankings for peer companies. The default list of peers is based on competitor lists provided in filings, analyst cross coverage, business classification, and revenue proximity. This hierarchical approach produces very reasonable sets of peer companies for most securities.

**Peer Value/Momentum** plots the average ranking of the focus stock and its peers. It provides a visual cue indicating if stocks have a bullish or bearish outlook:

- Green area bullish outlook
- Grey area lack of advantage
- Red area bearish outlook

### Credit Risk - Combined Model

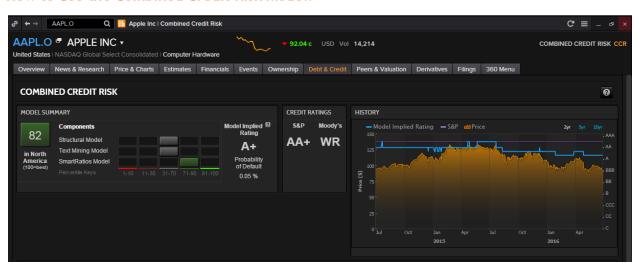
### **Overview**

The Credit Risk Combined Model is a proprietary corporate credit risk model suite that includes models assessing a company's default risk through both the accounting ratio analysis and the contingent claims analysis. In addition, StarMine's credit risk model suite includes a novel third approach that applies cutting-edge machine learning algorithms to mining textual data for information regarding a company's financial health.

Structural Model	The StarMine Structural Credit Risk Model (StarMine SCR) evaluates credit risk from the equity market's view via StarMine's proprietary extension of the Merton structural default prediction framework that models a company's equity as a call option on its assets.
SmartRatios Model	The StarMine SmartRatios Credit Risk Model (StarMine SRCR) utilizes financial ratio analysis for credit risk assessment and incorporates both reported information and forward-looking estimates via the StarMine SmartEstimate.
Text Mining Model	The StarMine Text Mining Credit Risk Model (StarMine TMCR) mines the language in textual data from multiple sources (Reuters News, StreetEvents conference call transcripts, corporate filings, and select broker research reports) to evaluate companies' potential financial distress.

The combination of these three models generates a single, final estimate of public company credit risk that is more accurate than using any one data source alone.

### How to Use the Combined Credit Risk Model?



The **Model Summary** provides component scores that display the credit quality rankings of the company derived from the Structural, Text Mining, and SmartRatios models respectively. Component scores are then aggregated to form the total company score, indicative of:

- The company's ranking compared to other companies in the same region
- The relative probability of the company to default on its credit obligations.

A high score indicates a lower credit risk. The Implied rating is based on the default probability derived from the component models.

The **credit ratings** portion displays Standard & Poor's and Moody's Foreign Issuer Long Term Rating. The above illustration shows a stock rated: A+ by the model AA+ by S&P no rating available from Moody's.



The **Component Details** displays a breakdown of the component models that drive the ranking and rating results. The weight given to each component model is based on the volume of text on a given company. Hence, the weight of the Credit Risk - Text Mining Model increases with increasing text volume.



The **Peer Comparison** displays credit quality ratings for the top peer companies. The default list of peers is based on competitor lists provided in filings, analyst cross coverage, business classification, and revenue proximity. This hierarchical approach produces very reasonable sets of peer companies for most securities.

The **Peer Credit Ratings** plots the average rating of the focus stock and its peers. The unit line joining the same rating pairs on both axes provides a visual cue indicating if stocks have a bullish or bearish outlook:

- Stocks above the line, in the green area, have a bullish outlook
- Stocks on the line indicate that the model and agency ratings are identical, signalling a lack of advantage
- Stocks below the line, in the pink area, indicate a lower model rating compared to the agency rating, signalling a bearish outlook

Equities Equity Index Futures

# 7. Equity Derivatives

There are four main equity derivatives which are mainly traded

- 1. Equity Options
- 2. Equity Warrants
- 3. Index Options
- 4. Index Futures

# **Equity Index Futures**

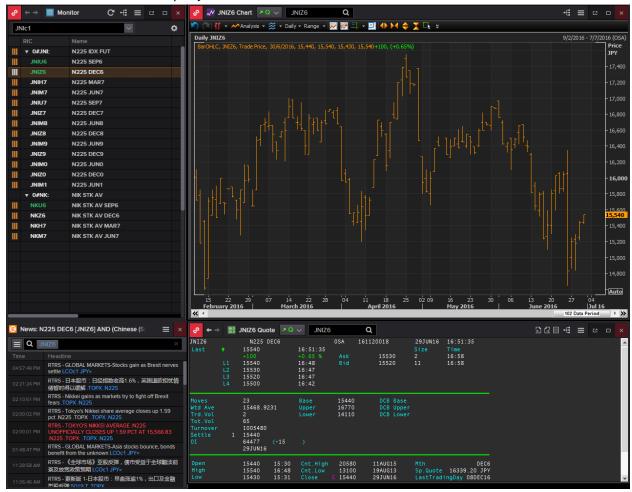
Equity Index Futures are futures contracts whose value is dependent on the level of na underlying stock index, such as the FTSE 100 or the S&P500.

Similar to commodity futures, the different futures contracts each have a continuation RIC.

Continuation RICs are constructed by using a lower case "c" and a number which denotes whether it is the first month or second or third in the series.

e.g. FFI (FTSE100 Future root) c (continuation) 1 (first month) = FFIc1

In order to monitor different equity index price movements, a page could be set up as shown below, with a monitor, news, quotes and charts. By linking the pages together, you are able to quickly monitor different chain contracts as per your need.

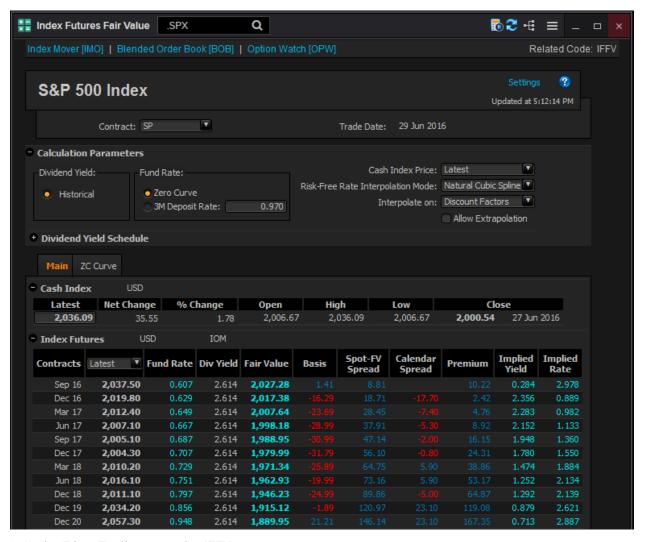


Equities Equity Options

### Index Futures Fair Value Calculator <IFFV>

An application that may come in useful is the Index Futures Fair Value Calculator <IFFV>. The FV calculator adopts the FV assumption where it is believed that futures contracts should be priced given such things as current index level, index dividends, and days to expiration and interest rate. This excludes short term supply and demand fluctuations.

Here, Fair Value = Cash Price x (1 + DaystoDelivery x (Fund Rate - Div Yield) x 100)/CcyYearBasis



- 1. In the Eikon Toolbar, search <IFFV>
- 2. Enter/Search the Cash Index Code (e.g. <.STI>)
- 3. Choose a Contract Root

### **Column Description**

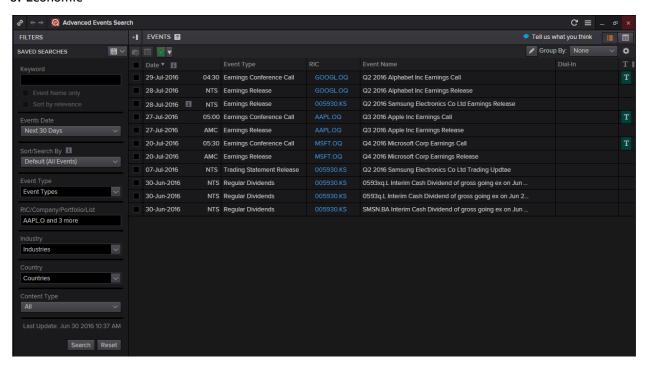
- Dividend Yields: widely used to measure the income return of a share
- Calendar Spread: different between current price of a future and price of its nearest term contract
- Basis: Futures contract price index price
- Premium: futures price fair value
- Implied Rate: difference between spot rate and the futures rate (+ve: higher future borrowing rate)
- Implied yield: anticipated yield from a futures contract based on the current spot rate.

# 8. Equity Applications

### Advanced Events Search <ADVEV>

One page which would be useful for investors to look at is the Advanced Events Search <ADVEV> application. Using this application, users can view future events, such as

- 1. Earnings and Corporate
- 2. Dividends
- 3. Institutional
- 4. Conference
- 5. General
- 6. Transactions
- 7. Corporate Actions (CorAx)
- 8. Economic



- 1. In the Eikon Toolbar, search <ADVEV>
- 2. Define the Events Date (Up to the Next 30 Days), Event Type
- 3. Search a list of RICs or Companies that you are interested in looking for .
- 4. If any, define the industries and countires as well as the specific content type you are interested in.

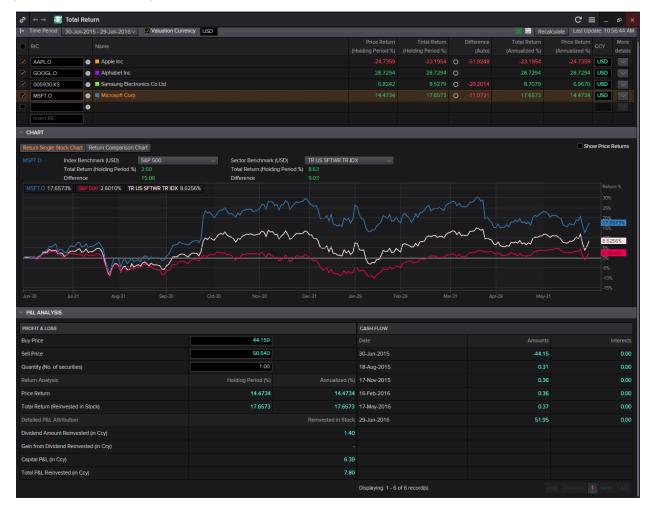
Note: If you see this , it implies that a transcript is to be expected. A green sign indicates a live delivery, grey indicates an intraday delivery and light blue indicates near-live delivery.

Other options are as follows. is to indicate a brief will be provided. indicates the availability of a presentation. is for audio, for mp3 and for guidance.

Equities TRTR: Total Return

### Total Return <TRTR>

In order measure the total return from holding an equity, Eikon has a total return calculator <TRTR> which allows users to measure the price return as well as the total return during both the holding period and the annual period.



- 1. In the Eikon toolbar, search <TRTR> to open the application
- Search for the different RICs that you would like to use. (e.g. AAPL.O for Apple)If you do not know the RIC, you are also able to search for the company and select from the auto suggest
- 3. Below the table of figures would be chart area. From the chart area, you are able to choose either a return of a single stock or to do a return comparison.
- 4. Located at the bottom of the page is a P&L analysis which helps you to calculate the amount of profit or loss you are likely to make if you invest in this stock, after factoring in your dividend reinvestment profit.

Equities BOB: Blended Order Book

### Blended Order Book <BOB>

The blended order book brings together market data on buying and selling interests in financial instruments. It displays market data gathered from exchanges and venues, market makers and trade reporting venues.

The main purpose of this app is to display unified liquidity. You are able to set a single currency to display data from multiple venues, selecting the venue display, plot a liquidity pie chart etc.



- 1. In the Eikon toolbar, search **<BOB>** in order to open the application
- 2. In the search bar within the app, search for the RIC or the company you are interested in. A list as shown above would be generated.
- 3. For stocks that trade in more than one exchange, click the sign at the top of the page in order to generate a pie chart or bar chart to represent how much of that stock was traded in each exchange.

The left side of the table represents the demand amount while the right side represents the supply. Hence the total number of shares in the market to be bought and sold at each price level is provided. Thus, the summation at the bottom of the page would signal whether or not there is more buying or selling,

More buy orders than sell orders would imply that the price will strengthen since price tends to strengthen with more buying demands and vice versa.

Prices on this page are listed from the highest bid (highest price you can sell) and the lowest ask (the cheapest you can buy).

# Time and Sales Application <TAS>

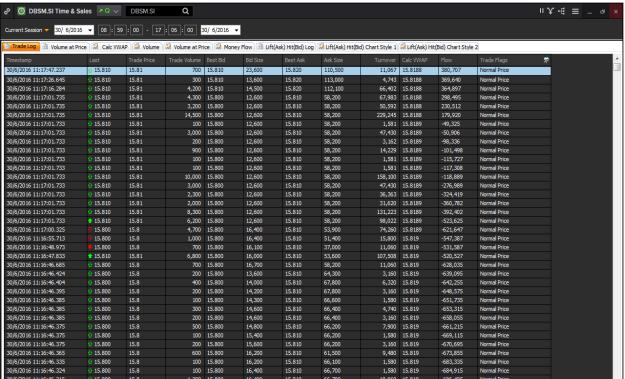
The times and sales application (TAS) will display real time "Times and Sales" as well as Volume Weighted Average Prices (VWAPs) which would act as a benchmark for traders.

The TAS includes details of individual trade; the trade price, bid and ask spread at the time of the trade and the volume of trade etc.

Note that data here can be viewed on a blended mode, which implies that results from different exchanges and venues can all be displayed on a single page.

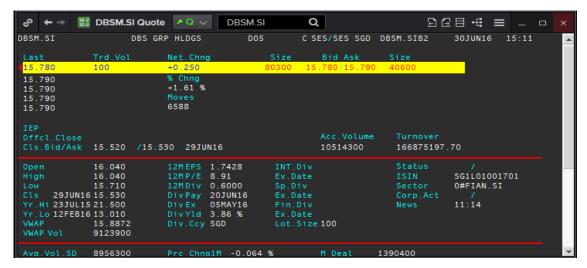
There are two ways to obtain TAS and VWAP information.

Firstly, using the <TAS> application in Eikon.

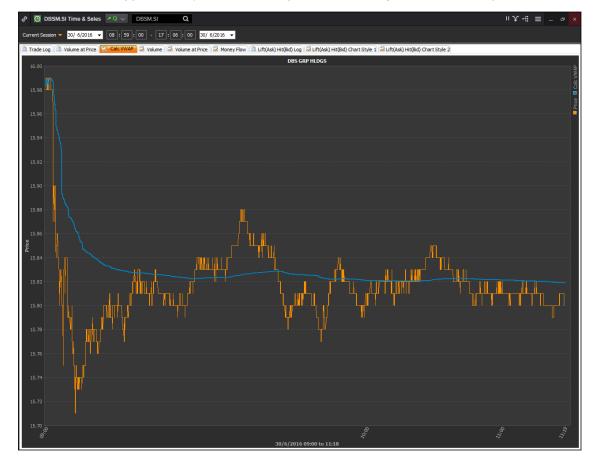


- 1. In the Eikon Toolbar, search <TAS> in order to open the time and sales application.
- 2. In the search bar within the application, search for the instrument you are interested in using
- 3. The application would list the different trades made for this specific instrument. Everytime a solid green or red arrow is shown next to the price, it indicates a change in price.

4. One of the column in the page is a calculate VWAP figure which is calculated by Eikon. Note that this figure differs from that in the quote page.



Also, on the TAS application, you are able to plot the VWAP against the traded price as shown below.



11:19:46

11:19:34

11.19.34

11:19:32

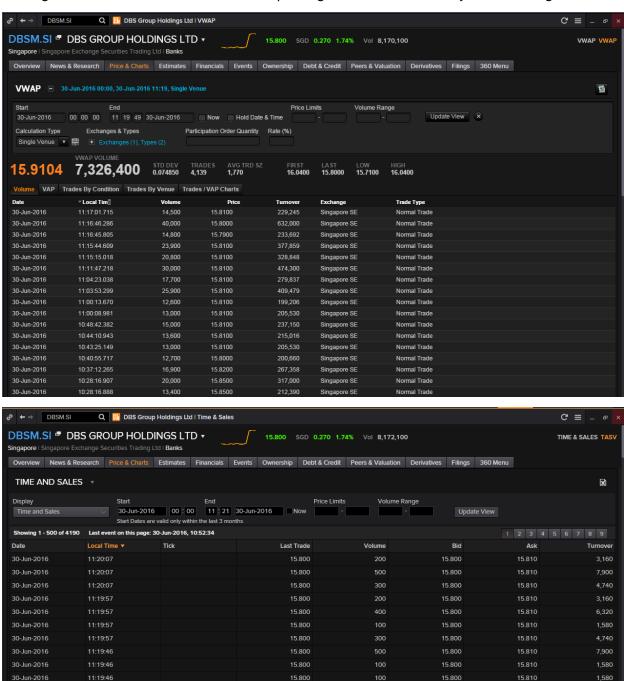
30-Jun-2016

30-Jun-2016

30-Jun-2016

The second method to obtain TAS data is to utilise the company overview page as shown below.

- 1. In the Eikon toolbar, search for the company or RIC you are interested in finding.
- 2. Navigate Price & Charts > TAS or VWAP depending on which information you are seeking.



300

600

400

200

15.800

15 800

15.800

15.810

15 810

15.810

15.810

15 800

15 800

15.810

4,740

9,480

6 320

3.162

Equities IMO: Index Movers

### Index Movers <IMO>

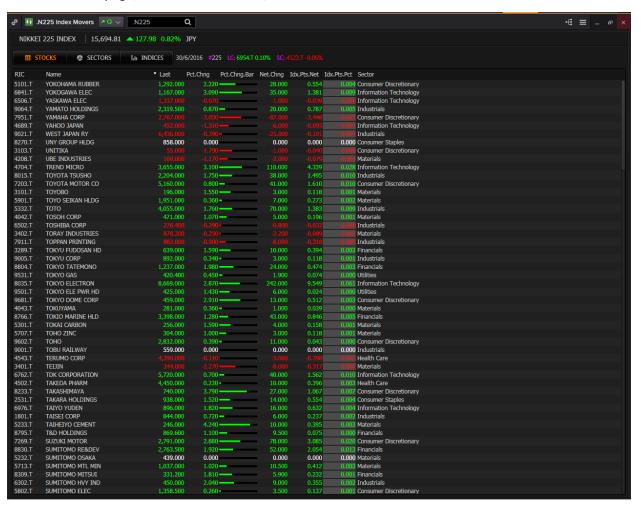
The Index Movers application <IMO> provides fundamental, reference and real-time data in a customizable display for an index, its constituents, sectors and statistical data. The primary objective of this app is to highlight the stocks within a particular index that have the strongest impact on the index value.

- 1. STOCKS: users can double-click on an individual stock to see all indices in which it is traded
- 2. INDICES: Users can double-click on an individual index to see all the companies whose stocks make up that index.

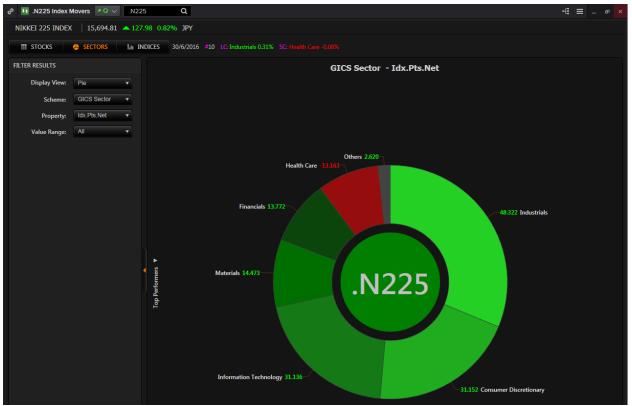
The same analysis can be performed on all indices in which a particular stock is traded worldwide, as well as a summary of the effect certain sectors within an index are having on a whole.

For example, an example of the Stocks, Sectors and Indices pages have been provided.

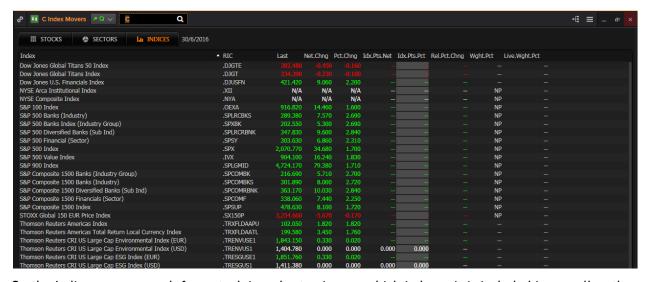
To arrive at this page, in the Eikon Toolbar, search < IMO >.



Equities IMO: Index Movers



On the Sectors pie chart, search for an equity index and double-click on any section to delve deeper into the sector, (e.g. components of Industrials).



On the Indices page, search for a stock in order to view on which indexes it is included in as well as the impact it had on the price of that equity index.

Equities SIGNAL: Signal

# Signal <SIGNAL>

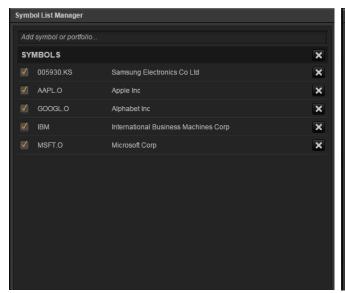
Signal monitors a list of securities real-time against one or more technical criteria and immediately alerts you in the signal panel when a security meets one or more of the conditions.

In the Eikon toolbar, search <SIGNAL> to open the application.



After opening the application, there are certain steps you have to take in order to set up your signal application.

- 1. Click the icon next to the "Add symbol or portfolio" option in order to customise which Portfolios, Chain RICs or Individual RICs you are interested in.
- 2. Click the icon next to the and the "Add signal" option in order to customise the type of signal you want to monitor.





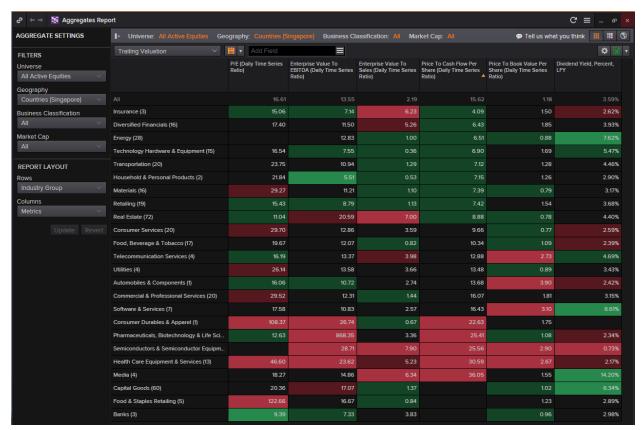
Equities AGGR: Aggregate

# Aggregate < AGGR >

Aggregate gives users access to the Aggregates matrix which provides a useful way to analyze a metric across both sectors/industries and regions/countries at a glance.

In order to utilize this application,

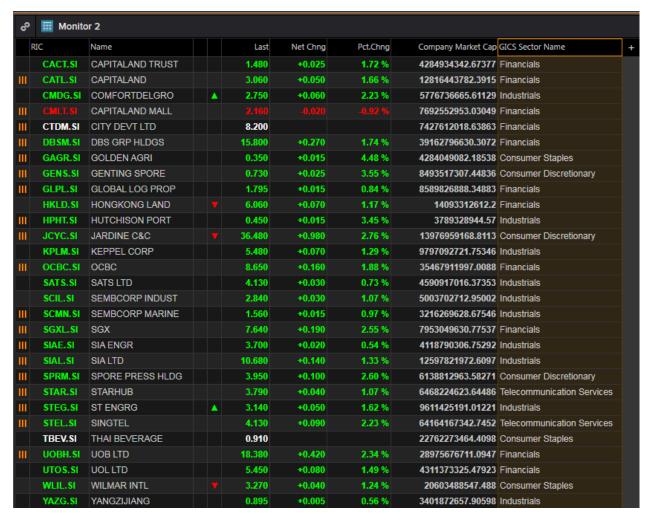
- 1. In the Eikon Toolbar, search < AGGR>
- 2. In the leftmost column adjust the following parameters
  - All active equities
  - Geography
  - Business Classification
  - Market Cap
  - Layout of the report
- 3. After pressing update. You could sort the rows by the different parameters you have selected. (E.g. here, we have sorted it by the Price to Cash Flow Per Share from the lowest value to the highest value)



Equities MON: Monitor

### Monitor Application < MON>

In Eikon, users are able to utilise the Monitor application in order to track different instruments such as single RICs, equity indexes etc. Here you can specify the different columns you wish to view as well as to choose which specific instruments you are interested in.



- 1. In the Eikon toolbar, search <MON> to open the Monitor application.
- 2. By default, the RIC, Name, Last Price, Net and Percentage change columns will be displayed. However, you are able to specify any other information available to be displayed.

You are also able to change the format of %Change column into that of a bar for better visual representation, sort by GICS sector and to add headers to separate sectors.

Equities MON: Monitor

### Social Media Monitor < SOCIAL>

The Social Media Monitor **<SOCIAL>** utilises text mining in order to view what is trending in the markets from a social perspective over the last few days.

You are able to choose different instruments by searching in the in-app search bar as well as choose between a sentiment line or bar chart for you visually view the positivity or negativity about a certain company in the social media network. This would give you an idea about the market sentiment with regards to a certain company and hence can help predict possible stock price movements.



- 1. In the Eikon Toolbar, search < SOCIAL > to open the social monitor application
- 2. Select the different instruments and click on the symbol to display it on the sentiment line or bar
- 3. The leftmost column would display the latest tweets and posts about the company of interest.