

Mergent Horizon™ Quick User Guide

Hierarchy Classification for Microsoft Corporation (MSFT)

The Hierarchy shows the relationship between the company and its parent sectors. The left sidebar allows for navigation through the hierarchy. The main content area provides a detailed view of the company's classification, including its parent sector and various sub-sectors.

How do I see where a specific company's products/services fit into the Mergent Horizon Hierarchy?

1. Log in to Mergent Horizon and click on the **Sectors** tab from the list of tabs across your Home Page.
2. On this page, there will be a **Search Hierarchy** box on the left hand side.
3. Enter the ticker symbol of the company you are looking for and click **Search**.
4. The Hierarchy will expand out, and show all product levels that your company has a product/service in, in red.

How do I see a list of Suppliers for a particular company?

1. Go into an individual company profile by searching for a specific company using the **Symbol** lookup on top of the page.
2. In the company profile page, there will be links to a variety of different information.
3. Click on the **Suppliers** link and it will show those suppliers that the company recognizes and/or other companies that report being customers of the target company.
4. You can choose any of the standard views from the drop down menu or create a customized view.
5. Click on **Competitors, Customers and Partners** to view information on these aspects.

NIKE Inc. Suppliers

Ticker	Name	Market Cap	Revenue	EPS	P/E Ratio	Price to Book
SPX	Steelcase Inc.	1,114,000	1,114	0.14	1,114	1,114
ACS	Archer-Daniels-Midland Co.	1,114	1,114	0.14	1,114	1,114
SW	Shutterstock Inc.	1,114	1,114	0.14	1,114	1,114

Screens: Screens List

Title	Search	Started	Completed in	Companies Found
Long - Value - Low P/E	Companies	02/02/2007 03:45:24 EST	2 sec	220
Tech Growth	Companies		Never Executed	
Inst. Buyback - Healthcare	Companies		Never Executed	
Tech Value	Companies		Never Executed	
P/E vs. Cash Flow	Companies		Never Executed	

How do I screen the entire database for a list of companies?

1. Click on the **Screens** tab on the top of the page. You can either create a new screen or run a standard screen here.
2. On the **Create New Screen** page, you can set your formula to screen based on various pricing or fundamental items, in addition to searching by any level within the Hierarchy.
3. There is also a **Screening Help** link that will walk you through the process to create a Screen.

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How do I chart companies from the same product group against one another?

1. Click on the **Sectors** tab at the top of the page and select a specific sector from within the Hierarchy, or use the **Search Hierarchy** function. Once you choose the sector, the information for that sector is displayed.
2. Check off the companies that you want to compare and click on the **Compare with Sector** link.
3. Now you can customize your view to your desired data points, or chart these companies against each other, by clicking on the **Charts** link under **Comparative**.

The screenshot shows the Horizon software interface. On the left, the 'Hierarchy Classification for Microsoft Corporation (MSFT)' is displayed, showing a tree structure of sectors and sub-sectors. A red arrow points to the 'Software' sector. In the center, the 'Comparative Charts' section shows a line graph with 'Price' on the y-axis and 'Date' on the x-axis. A red arrow points to the 'Charts' link under the 'Comparative' tab. On the right, a table of financial data is visible, including columns for 'Market Cap', 'Price', 'Change', 'Volume', and 'Old Price'.

The screenshot shows the 'Microsoft Corporation: Detailed Reports' page in the Horizon software. The page is divided into several sections: 'Company Profile', 'Mergers and Acquisition Scenario Report', 'Competitors by Product', and 'Custom Report'. A red arrow points to the 'Detailed Reports' link in the top navigation bar. The 'Company Profile' section provides an overview of the company's financial and business segments. The 'Mergers and Acquisition Scenario Report' section includes a summary and a list of MSFT targets. The 'Competitors by Product' section lists various competitors and their market shares. The 'Custom Report' section allows users to generate a report for a specific section.

How do I create a customized report that includes specific sections of data?

1. From the **Company Detail** page, click on **Detailed Reports**.
2. There are different options available to you for this: **Company Profile**, which gives you a broad overview of the company; **Competitors by Product** which lists all the target company's competitors and finally, **Custom Report**. This allows you to select specific sections of data that you want more information on.
3. There is also a **Mergers and Acquisition Scenario Report** which allows you to see how the target company would look if it were to acquire another company chosen by you.

How do I view the FDA Report(s) and what do they cover?

1. To access the FDA Approval Reports for the Healthcare Industry, click on the **Reports** tab and choose the **FDA Approval Decision** link.
2. Here, you will see a write up on what the reports cover along with a list of monthly reports. The pipeline for every US traded Biotechnology/ Pharmaceutical Company is tracked, and the report identifies these companies' expected FDA approvals.

The screenshot shows the 'Reports: FDA Approval Decision' page in the Horizon software. The page lists various FDA approval reports for pharmaceutical companies. A red arrow points to the 'Reports' link in the top navigation bar. The 'Reports' section lists several reports, including 'FDA Approval Decision Report for Jan. 2008', 'FDA Approval Decision Report for Feb. 2008', and 'FDA Approval Decision Report for Mar. 2008'. A detailed report for 'REVERE' is shown on the right, titled 'REVERE FDA Approval Decisions Report January-March 2008'. The report includes an overview, a list of companies, and a table of approval results. The table has columns for 'Company Name', 'Product Name', 'Approval Status', and 'Approval Date'.

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