

# THOMSON REUTERS DATASTREAM PROFESSIONAL

WHERE TOP DOWN MEETS BOTTOM UP



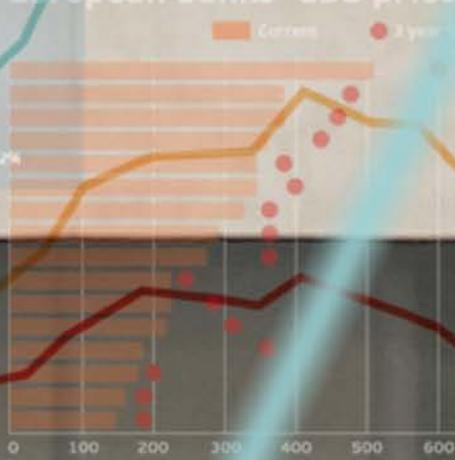
NEW JOB GROWTH



S&P PERFORMANCE BY SECTOR

Sector	1 Day	1 Day	1 Day
FINANCIAL	+2.74		
INDUSTRIALS	+0.15		
HEALTH-CARE	-0.27		
CONSUMER DISCRETIONARY	-0.55		
ENERGY	+0.09		
MATERIALS	+0.67		
CONSUMER STAPLES	-0.49		
INFOTECH	+0.28		

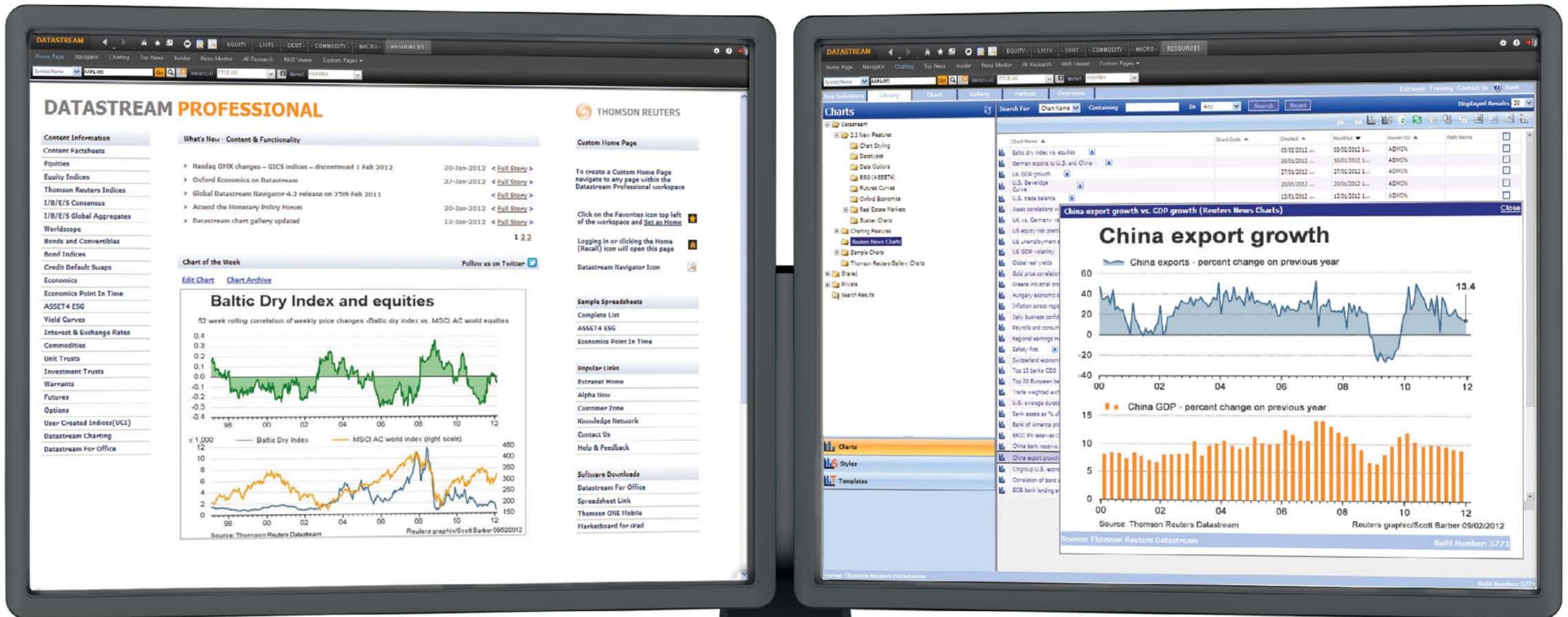
European banks' CDS price



160,352
-
52,876
49,806
37,827
38.96
-
2.1
1.1
4.8
-
9.0
-
-
-
10.1
0.8



## INTRODUCING DATASTREAM PROFESSIONAL



Unprecedented economic circumstances and volatility. A greater focus on emerging markets. These are just a few of the trends that have driven your need for much better integration between top down macro research and bottom up fundamental analysis. To help meet this need head on, Thomson Reuters created Datastream Professional. It's a powerful tool that integrates economic research and strategy with cross asset analysis to seamlessly bring together top down and bottom up in one single, integrated application.

The Datastream platform provides a huge range of global financial data, real time and historical, Thomson Reuters unparalleled content, Reuters News and powerful charting applications. All integrated into one comprehensive source for complete cross asset analysis. So it's easier to stay on top of global developments, identify risks, and target the right assets, sectors and countries to invest in. No matter how challenging the economic times, and information is easily accessed whichever way you choose – secure, web-based solution or via your mobile device or iPad.

*Datastream Professional. It's the revolutionary tool you need to turn a deluge of data into fountains of insight. Achieve smarter portfolios with increased alpha. Proof positive of how the right information in the right hands can lead to amazing things.*

# DO MORE THAN JUST SEE OPPORTUNITIES SEIZE THEM

Datastream Professional gives you the power to analyze and map trends and relationships, validate trading ideas, and grab opportunities whilst watching the markets in real time. It's the historical financial content you demand to better investigate correlations and relationships between global economic indicators and asset classes. Truly discover and understand how indicators in one field impact another.

## One integrated application delivers all this:

### Market-leading Content

Access to our deep database, I/B/E/S Estimates, StarMine Analytics, powerful Fundamentals and full access to Reuters News.

### Powerful Analytics

Highly flexible analytical tools to help gain insights, spot trends, and develop new ideas.

### Leading global news from Reuters

We are the largest international news agency with more journalists, more bureaus, and in more languages. Simply put, we provide the broadest and deepest economic, business and financial news coverage – historical and real time.

### Enhanced Usability and Improved Charting

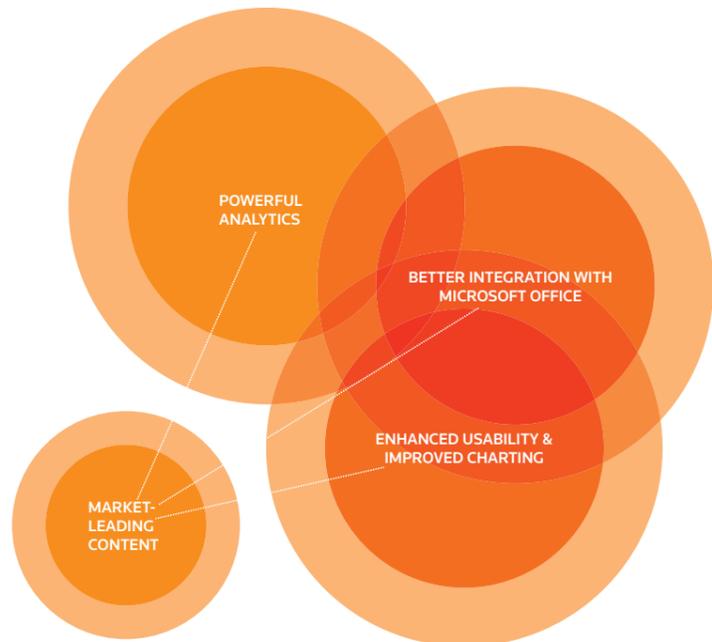
Navigation and enhanced search functionality saves time. Explore relationships between series at the touch of a button, with powerful technical analysis annotations and publishing tools.

### Better Integration with Microsoft Office

Sophisticated add-ins for Excel, PowerPoint, and Microsoft Word help create dynamic models and reports.

## Breadth of data ready for your analysis:

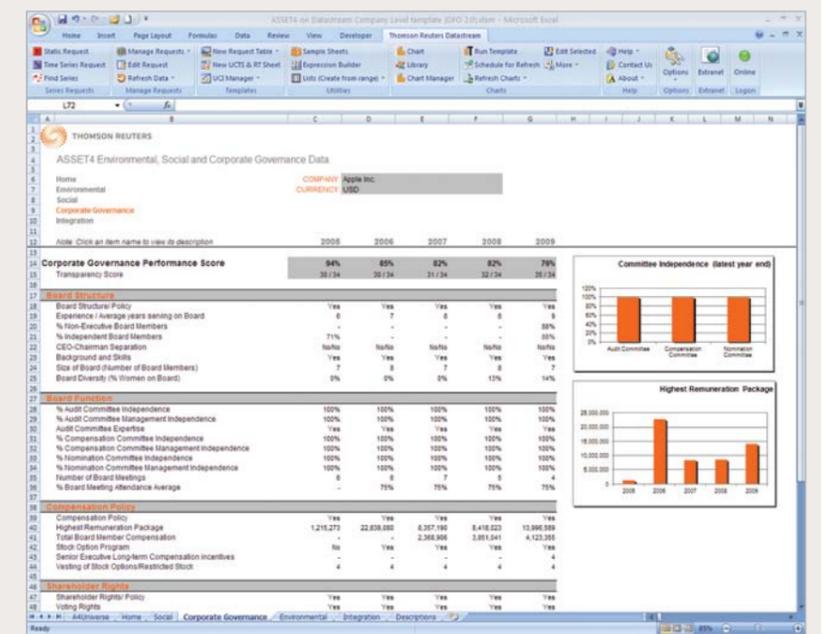
- Economic Time Series
- Macro Forecasts
- Economics Point In Time
- Equities
- Equity Indices
- I/B/E/S Estimates and Global Aggregates
- Fundamentals (as reported and standardised)
- ASSET4 Environmental, Social and Corporate Governance (ESG)
- Fixed Income Securities
- Bonds and Bond Indices
- Credit Default Swaps
- Global Exchange and Money Rates
- Commodities and Energy
- Futures
- Options
- Warrants
- Funds and Trusts
- User Created Indices and User Created Time Series
- Unique Content – Proprietary Equity and Bond Indices, CDS Sector Indices, Fitch PD Series, M & A Indices
- StarMine Quant Models



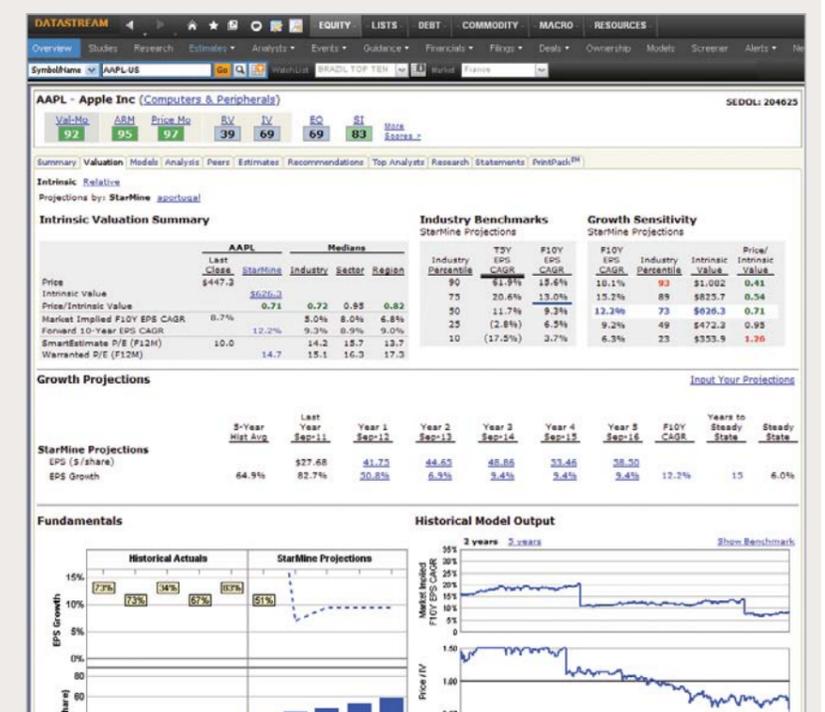
# UNMATCHED ACCESS TO MARKET-LEADING CONTENT FOR POWERFUL ANALYTICS

Because we own more of the critical data sources you rely heavily on, Datastream Professional makes it easy to tap into deep macro and financial databases for a more robust analysis.

ASSET4 gives a more rounded view of company performance and valuation and an objective database for systematic environmental, social and corporate governance (ESG) analysis based on hundreds of key performance indicators (KPIs) and individual data points.



StarMine Equity Analytics offers greater accuracy to consensus estimates and provides sophisticated analytical models with a flexible screening engine to help develop your differentiated point of view quicker. Plus, the company overview page provides a wide range of easily accessible summary information.



## NAVIGATE YOUR WAY TO BETTER INSIGHTS WITH ENHANCED FUNCTIONALITY

The Datastream Navigator function is the hub and daily driver of your workspace and workflow. As you search, it intuitively links to relevant Thomson Reuters' content.

Count on it to help you better explore the huge range of content and rapidly pinpoint what you need, whether it's news, macroeconomics, indices, or analytics. Plus, you can create a customized Home Page based on your unique requirements.

The screenshot shows the Datastream Navigator interface. At the top, there is a search bar with 'greece' entered. Below it, a 'Refine Search' sidebar lists various categories like Economics, Equity Indices, and Bonds. The main area displays search results for 'greece', including a table of indicators with columns for Name, Symbol, Hist., Category, Market, and Origin. One result, 'EMPLOYMENT', is highlighted. Below the table, there are links to explore more results. The bottom section shows a detailed view for 'Greece, Employment, Overall, Total', including a line chart showing employment trends from 1998 to 2012, and a table of metadata such as Latest Value, Timespan, and Source. Three red circles with numbers 1, 2, and 3 are overlaid on the interface to highlight specific features: 1 points to the search bar, 2 points to the chart, and 3 points to the metadata table.

Context-sensitive links, primary code look up, and free text search let you fast track directly to the precise information you need. So you save precious time and get to insights faster.

The Navigator Spotlight feature lets you display summary information while linking to detailed pages in the workspace. The process is more intuitive than ever and seamlessly combines macro research with fundamental analysis.

- 1 Use direct and dynamic links to Datastream Charting and Microsoft Excel.
- 2 Relevant data is displayed instantly in charts as you explore.
- 3 Contextual links let you drill directly to the relevant Thomson Reuters Content and News.

## POWERFUL CHARTING TOOLS GIVE YOU A COMPETITIVE ADVANTAGE

Datastream Professional also provides sophisticated charting and correlation analysis tools. The point and click interface is highly interactive and makes it easier to examine relationships between assets and display relative performance.

Explore trends and correlations between series at the touch of a button, with powerful annotation, formatting and publishing facilities. Plus, you will have access to real world examples of the sorts of relationship that charts can reveal.

The screenshot shows the Datastream Professional charting interface. It displays a correlation analysis between two series: '1Y % change of MEDIAN PRICE OF EXISTING ONE-FAMILY HOMES SOLD : United States' and 'MONTHS SUPPLY OF EXISTING ONE-FAMILY HOMES ON MARKET : United States'. The interface includes a 'Correlate' button, a 'Date range' selector, and a 'Lag' table showing correlation values for different lags. A line chart shows the correlation between the two series over time, with a text annotation stating 'Correlation implies US house prices lag supply by c. 6 months'. Below the chart, there is a detailed explanation of the correlation and a link to view data dependencies and predict trends.

Examine and chart the correlation between series to view data dependencies and predict trends.

The dynamic charting benefits continues with the comprehensive country and comparison charts in one easy place within the application. And once you develop Chart Books, your data updates automatically so you can seamlessly continue to evaluate and track research.

The screenshot shows the Datastream Professional interface displaying a grid of pre-built charts and commentary. The charts include 'Central bank balance sheets as % of GDP', 'Asset correlations with the euro', 'Global inflation rates', 'U.S. employment charts to watch', 'France vs. Germany', 'China monetary policy', 'Industrial production since 2008', '2010-year Italy, Spain spreads', and 'Dividend yields vs. government bond yields'. Each chart has a title and a brief description, and there are links to view the full chart or edit it. The interface is designed to provide easy access to thousands of pre-built charts and commentary from Reuters Journalists and Fathom Consulting.

Access thousands of pre-built charts and commentary from Reuters Journalists and Fathom Consulting.

### SAVE TIME WITH THOUSANDS OF PRE-BUILT CHARTS

We provide access to a broad range of pre-built charts, so you can quickly create visually arresting charts. In fact, we have thousands of pre-built economic charts from Fathom Consulting for G24 countries. You can access our library of charts from our award-winning Reuters journalists. Plus, you can count on smooth integration with Microsoft Office.

## BETTER WORKFLOW AND MORE MOBILITY

Have problems integrating with Microsoft® Office? Eliminate this frustration with Datastream Professional. You'll get a single ribbon within Office applications to provide access to all cross-asset time series data for downloading into Excel, PowerPoint and Word. Plus, the tables and charts you create within Office are updated dynamically from your Datastream connection.

Datastream Professional also includes Thomson Reuters Spreadsheet Link (TRSL) which brings our historical and real-time data together in your spreadsheets for better portfolio analysis.

### RESEARCH COLLABORATION IN REAL TIME

Our research management systems integrate right into your Datastream Professional desktop and mobile applications, making it easier for all team members to add comments and share insights with other colleagues globally.

### EXPAND YOUR COMMUNITY INSTANTLY

Want to communicate and collaborate in real time with your peers? And learn incredibly valuable insights? We provide Reuters messaging and topic-focused chat rooms that put you in touch with a global community of over 100,000 financial leaders.

### TOP DOWN MEETS BOTTOM UP HERE, THERE, AND EVERYWHERE

As a companion to your desktop, you can get estimates, events, financials, news, quotes, alerts and portfolio delivered to your mobile device. Making it easier for you to drill down and interact with content whenever you're on the go. Have an iPad? You will get news alerts and entitled broker research via our intuitive Marketboard app. It is just one example of our growing suite of apps.

### CONTACT

To learn more about Datastream Professional and get a free demo, go to:  
[thomsonreuters.com/newdatastream](http://thomsonreuters.com/newdatastream)

To learn more about the entire suite of Investment Management products and services, go to:  
[IM.ThomsonReuters.com](http://IM.ThomsonReuters.com)

**Twitter:**  
@TRDatastream

**Facebook:**  
[www.facebook.com/AlphaNow](http://www.facebook.com/AlphaNow)



Data and charts can be exported to PowerPoint so you can create presentations quickly refreshed with the latest data at the click of a button.



Access research and valuable Thomson Reuters content on the go through our Marketboard iPad application.

