Welcome to Mergent Horizon. This user guide will show you everything you need to know to access and utilize the wealth of information available from Mergent Horizon.

This program is an Internet-based database that may be accessed by using one of the network computers in the McLeod Business Library in Alan B. Miller Hall.

Mason School of Business graduate students, undergraduate students with a Business major, faculty and staff may also access this program through the Mason School of Business network.

Other College of William & Mary students, faculty and staff may access Mergent Horizon by going to the Earl Gregg Swem Library home page at http://swem.wm.edu

Select Research on the Home page header, then Library Databases in the menu column on the left. On the Library Databases page select Business & Economics in the subject list. Business Monitor will be on the list displayed.

Introduction

Mergent Horizon provides patrons with the capability for finding, filtering and organizing information about companies and industries. Coverage is provided for the more than 6,200 companies that are actively traded on the NYSE, AMEX and NASDAQ. This includes enhanced details on the 3,700 companies in the Healthcare, Technology, Media and Finance sectors.
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The Opening Screen

Mergent Horizon opens with a Home page displaying a header with four links (see page 61), eight tabs (see page 29) and a search function (see page 5).

The main body of the page is divided into areas that include portfolios, events, gainers and decliners, recent activity for tickers and screens and a comparative views search function. These areas are described on the following pages.

Stock Portfolios

Clicking on any of the selections in the first column will open that item under the Portfolios tab. Please go to page 54 for information about the Portfolios tab.

Events Calendar

The Events Calendar offers a one week (from the current day) display of stocks that have dividends, splits, or earnings reports. Clicking on a ticker symbol will open company information on a Price History page under the Companies tab. See page 25 for information about the Price History page.

The Events tab will open a similar display but will have a full month displayed and you have the option to page forward and back through the months. See page 37 for information about the Events tab.
My Gainers/Decliners

The My Gainers/Decliners section of the Home page lists stocks that have gained or lost during recent trading. Clicking on a company ticker or name will open that company’s Company page. See page 5 for information about the Company page.

Recent Tickers

The Recent Tickers section lists any company pages you have visited during the current session. The initial display is for an empty section. It is populated during the session as you visit various company pages during your research. Clicking on a ticker in this list will open the Company page for that company. See page 5 for information about the Company page.

Recent Screens

The Recent Screen section lists the four demonstration screens included with the program. These are the same four screens that are listed in the Stock Screener selection in the Search tab. The display includes the number of companies each screen includes and the last time the screen was executed. See page 32 for information about the Stock Screener selection.

Comparative Views

The Comparative Views heading allows you to create a comparison of stocks you choose. Select the type of view you want to use from the drop-down menu in the first box then enter the ticker symbols you want to compare in the second box. Click on the Go button to begin the process. The results will be displayed in a table in the Companies tab. See page 44 for information about the Companies tab.
Header Search Function

The simple search function in the header allows you to make a quick search for a company.

To make a search enter the company’s ticker symbol into the Enter symbol, sector, or company name box and click on the Go button.

After you enter a term into the box a menu with suggested companies or other entities is displayed below the box. You may select one of these items if you wish.

Clicking on one of these items or by clicking on the Go button will open the Company page for the selected company.

If you do not know the ticker symbol for the company you are researching click on the Lookup button. This will open the Search: Symbol Lookup page under the Search tab. Please go to page 29 for information about the lookup feature.

Company Page

Clicking the Go button will open the Company page for the company that meets your search criteria. The Company page will be opened to the Overview selection of the Company menu column that is displayed on the left side of the screen.

Pages for securities are similar.
Company Page Menu Column

The Company page has a menu column on the left side of the page. The menu column has numerous selections used to access data about the company being researched.

Overview

The Overview selection is displayed when the page is first opened. This page has a heading with the company name, ticker symbol, and a series of links across the top of the page that will open various information charts and tables under the Sector tab. This is industry information about the industry in which the company does business. This header is present on all pages of the Company page.

This page includes a brief description of the company, a table of financial highlights, and some charts, including Key Competitors, Key Customers and Dependent Suppliers.

Each chart and the financial highlights table have links in the upper right corner that will open the chart or table in a full page display. This display will be opened in the Charts or Valuation Analysis selections of the Company page menu column.

Industries & Sectors

The Industries & Sectors selection will open a display listing a hierarchical breakdown of the industries and sectors in which the company does business. Only the industries and sectors in which the company is working are displayed.

Only the first three levels of the breakdown are displayed when the page first opens. There may be more than one category of each level (e.g., two industries, four sectors, etc.). Levels may be opened or closed by clicking on the Industries, Sectors, Subsectors and Products/Service Groups links at the top of the display.
The display has five columns. The first column is the Sector column where the industries and sectors are listed.

The second column is the Focused/Sector Pure-Play column. This column has a “F” if the company is focused (that is, the company draws the majority of its earnings from the sector/product area indicated). This column will have a “P” if the company is focused in the indicated sector and has no presence in any other branch of the hierarchy.

The third column indicates the number of companies included in the category for that row.

The fourth and fifth columns indicate the index value and latest changes in both amount and percentage.

Each row has an indicator that tells you what level that row has in the hierarchy.

- The “I” symbol indicates the industries level.
- The red and yellow symbol indicates sectors.
- The red diamond indicates the subsectors.
- The yellow triangle and blue circle indicate the lowest levels of the hierarchy, the products/service groups.

**Compare Link**

Each row has a check box that is used to select that row. Rows are selected so that the items in the selected rows may be compared or added to a portfolio. To compare items, select the ones you want and then click on the **Compare** link at the top of the hierarchal display. This will open the *Comparative: Views* page.

**Comparative: Views Page**

The *Comparative: Views* page will have a chart displaying your selections. The display will have entries for tickers, any alerts, and various financial information that you may use to compare the items.

The page has a menu column on the left side of the page with selections for **Views** (the default opening display), **Charts**, **Financials**, and **Product Groups Overlap**.

**Views**

The **Views** selection includes a **View** box near the top of the display. The **View** box allows you to change what is displayed. The number of columns and the content of the columns changes with each selection. The drop-down menu is in two sections, Select View and Manage. The Select View section has 10 selections: **Key Sector Path** (the default opening display), **Quick Quote**, **Valuation**, **Returns**, **Growth**, **Balance Sheet**, **Earnings**, **Momentum**, **SPX Correla-
tion, and Profitability Margins. The Manage section has two selections: New View and Manage Views.

Select View

The Select View selections display a variety of financial data so that you can compare the various sectors. The opening list (Key Sector Path selection) has 10 columns.

Common to all selections are the first two columns: Ticker and Name (each sector name is a link that will open the page for that sector).

The other columns provide information on the sector’s location in the industry/sector hierarchy and some general financial information. As other selections from the View menu are opened the financial information changes to reflect the topic of the selection (e.g., Returns, Growth, Earnings, etc.).

Each row has a check box that is used to select that row. Rows are selected so that the items in the selected rows may be removed, compared or added to a portfolio. To compare items, select the ones you want and then click on the Compare link at the top of the list. This will open another Comparative: Views page with only the selected items displayed.

Manage

The Manage selections in the View data field (New View and Manage Views) allow you to modify the Comparative: Views display.

Clicking on New View will open the Companies: Comparative Views page. This page provides you with the tools to create a new view profile.

In the Title box enter a name for your new view.

The available columns box lists all the columns that are available to choose from. The initial display is for all columns to be listed in one long scrolling list. You may shorten the list by selecting specific groups from the Group box menu. Then only the columns included in that group will be listed.

Columns are selected by highlighting the item in the list and clicking on the right arrow button to move it to the Columns in Report View box.
As each column in the Columns in Report View box is highlighted selections to modify the content are displayed in the box below the Columns in Report View box. The options vary depending on the column selected. In the item pictured at the right the selected column has options that allow you to select the period and a value. All selections have drop-down menus with options listed.

The columns are displayed in the same order in which they are listed in the Columns in Report View box. You may change the order of the columns by highlighting one and clicking on the up and down arrow buttons to move it. A column may be deleted by highlighting it and clicking on the Del button.

Clicking on the Manage Views selection in the Views menu will open another Companies: Comparative Views page. This page lists numerous active views (selections in the Views menu). You may use this page to change the order in which the selections are displayed. You also have the option to edit the views.

Each row has an Edit link. Clicking on this link will open the same Companies: Comparative Views page that is opened when the New View selection in the View data field is selected.

When the Companies: Comparative Views page is opened in this manner it displays the set up for the selected view so that you may modify the view to suit your research needs. The page pictured is for the Quick Quote view page.

For information on using this page please go to page 8.

Customize Link

The Customize link beside the Views menu on the Comparative: Views page will open a Companies: Comparative Views page. This is the same page that is opened when the Edit link on the Companies: Comparative Views page that is opened when Manage Views is selected from the Views menu. This Comparative Views page is specific to the view that was open when the link was selected.

For information on using this page please go to page 8.
Group By Link

The **Group By** link next to the **View** box on the *Comparative: Views* page will expand the top part of the display to show the Group By section. This section starts out with two **Field** boxes. The bottom one is grayed out until some selections have been made in the first one.

Selecting items from the drop-down menu will cause additional boxes (specific to the selection) to be displayed. For instance, the **Hierarchy Focused Sector Path** selection will have **Level** and **Order** boxes added. The **Level** box has four selections: **Industry**, **Sector**, **Subsector** and **Terminal Sector**. The **Order** box has two selections: **Ascending** and **Descending**.

The second **Field** box will then be active and performs in a similar manner as the first. This allows you to select a secondary grouping filter.

After you have made your selections click on the **Apply** button and the display will change to reflect your choices.

Charts

The **Charts** selection in the Comparative menu column of the *Comparative: Views* page will open the *Comparative: Charts* page.

This page displays a chart with a key below it. You may change the data being displayed by making a selection from the first **Chart** box. There are numerous selections available. The second **Chart** box has an identical drop-down menu. Selecting an item from this menu will open a second chart on the same page.

The period of the charts may be adjusted by making a selection from the list at the top of the chart. The selections are **3M**, **6M**, **1Y**, **2Y**, **3Y**, **5Y**, and **10Y**.
Financials

Clicking on the **Financials** selection in the Comparative menu column will open the **Comparative: Financials** page. This page will display a variety of financial information about the selected companies.

This page usually will not display any information when you enter it through the hierarchy display of industries and sectors.

Entering through the **Focused Competitors, Competitors, Customers, Suppliers or Partners** pages will display information.

There are four tabs near the top of the page. They are: **Key Financials**, **Income statement**, **Balance Sheet**, and **Cash Flow Statement**. Each of these tabs will display information on that topic for all companies being compared. Information on these tabs may be displayed for **Quarters** or **TTM/Years** (Trailing Twelve Months) by making a selection in the Period row above the tables.

Product Groups Overlap

Clicking on the **Product Groups Overlap** selection in the Comparative menu will open the **Comparative: Product Groups Overlap** page. This page will display a hierarchal table of the products common to the selected companies. Depending on the selection of companies, there may be no products that meet the criteria and thus no hierarchal display will be presented.
Products & Services

Selecting **Products & Services** from the Company page menu column will open the **Products & Services** page. This page displays a list of all the products and services the company provides. There are two displays available: **Medical** and **Product/Service List**. These are selected by clicking on the links at the top of the lists.

The **Medical** selection list is divided into four columns: Tradename, Indications, Side Effects, and Stage. Not all companies have medical products/services to list.

The Tradename column includes the company’s trade name for the product and the PMOA (Primary Mode of Action) designation category for its use.

The Indications column lists any indications that may be associated with the product.

The Side Effects column lists any side effect that may have been identified.

The Stage column lists the product’s stage (e.g., Approved) in the approval process.

The **Product/Service List** selection has two columns: Tradename and Type.

The Tradename column includes the company’s trade name for the product. This list includes all products and services, medical or otherwise. The Medical selection will list the medical products separately.

The Type column lists which products are medical.

In both lists, the items in the Tradename column are links to the **Products & Services** page for that item. This page has a hierarchical display of the item listing the number of entities that are in the industry and sectors of which the item is a part.
Focused Competitors

The Focused Competitors selection in the Company page menu column will open a Focused Competitors page. This page has a list of competitors (according to product) of the company being researched.

The Filter box allows you to select a filter for the list. The drop-down menu has three selections: No Filter, Focused/Sector Pure-Play and Sector Pure-Play. This filter determines how many companies are shown. The No Filter selection will display the most companies.

View Box

The View box allows you to change what is displayed. The number of columns and the content of the columns changes with each selection. The drop-down menu is in two sections, Select View and Manage. The Select View section has 11 selections: Key Sector Path (the default opening display), Quick Quote, Sector Correlation, Valuation, Returns, Growth, Balance Sheet, Earnings, Momentum, SPX Correlation, and Profitability Margins. The Manage section has two selections: New View and Manage Views.

Select View

The Select View selections display a variety of financial data so that you can compare the various companies. The opening list (Key Sector Path selection) has 11 columns.

Common to all selections are the first three columns: Ticker, Name (each company name is a link that will open the Company page for that company) and Focused/Sector Pure-Play.

The Focused/Sector Pure-Play column has a “F” if the company is focused (that is, the company draws the majority of its earnings from the sector/product area indicated). This column will have a “P” if the company is focused in the indicated sector and has no presence in any other branch of the hierarchy.

The other columns provide information on the company’s location in the industry/sector hierarchy and some general financial information. As other selections from the View data field are opened the financial information changes to reflect the topic of the selection (e.g., Returns, Growth, Earnings, etc.).
Each row has a check box that is used to select that row. Rows are selected so that the items in the selected rows may be compared or added to a portfolio. To compare items, select the ones you want and then click on the **Compare** link at the top of the list. This will open the *Comparative: Views* page with a chart displaying your selections compared to the company being researched (it is automatically included). The display will be similar to the *Focused Competitors* page, including the **View** menu and its selections.

**Manage**

The Manage selections in the **View** menu (New View and Manage Views) allow you to modify the *Focused Competitors* display.

Clicking on **New View** will open the *Companies: Comparative Views* page. This page provides you with the tools to create a new view profile.

In the **Title** box enter a name for your new view.

The Available Columns box lists all the columns that are available to choose from. The initial display is for all columns to be listed in one long scrolling list. You may shorten the list by selecting specific groups from the **Group** box. Then only the columns included in that group will be listed.

Columns are selected by highlighting the item in the list and clicking on the right arrow button to move it to the Columns in Report View box.

As each column in the Columns in Report View box is highlighted selections to modify the content are displayed in the box below the Columns in Report View box. The options vary depending on the column selected. In the item pictured at the right the selected column has options that allow you to select the period and a value. All selections have drop-down menus with options listed.

The columns are displayed on the Focused Competitors page in the same order they are listed in the Columns in Report View box. You may change the order of the columns by highlighting one and clicking on the up and down arrow buttons to move it. A column may be deleted by highlighting it and clicking on the **Del** button.
Clicking on the **Manage Views** selection in the **Views** menu will open another **Companies: Comparative Views** page. This page lists numerous active views (selections in the **Views** menu). You may use this page to change the order in which the selections are displayed. You also have the option to edit the views.

Each row has an **Edit** link. Clicking on this link will open the same **Companies: Comparative Views** page that is opened when the **New View** selection in the **View** menu on the **Focused Competitors** page.

When the **Companies: Comparative Views** page is opened in this manner it displays the set up for the selected view so that you may modify the view to suit your research needs. The page pictured is for the Quick Quote view page.

For information on using this page please go to page 8.

**Customize Link**

The **Customize** link will open a **Companies: Comparative Views** page. This is the same page that is opened when the **Edit** link on the **Companies: Comparative Views** page that is opened when **Manage Views** is selected from the **View** menu. This **Companies: Comparative Views** page is specific to the view that was open when the link was selected.

For information on using this page please go to page 8.

**Group By Link**

The **Group By** link next to the **View** menu will expand the top part of the display to show the Group By section. This section starts out with two **Field** boxes. The bottom one is grayed out until some selections have been made in the first one.

Selecting items from the drop-down menu will cause additional boxes (specific to the selection) to be displayed. For instance, the **Hierarchy Focused Sector Path** selection will have **Level** and **Order** boxes added. The **Level** box has four selections: **Industry**, **Sector**, **Subsector** and **Terminal Sector**. The **Order** box has two selections: **Ascending** and **Descending**.

The second **Field** box will then be active and performs in a similar manner as the first. This allows you to select a secondary grouping filter.

After you have made your selections click on the **Apply** button and the display will change to reflect your choices.
Competitors

The **Competitors** selection in the Company page menu column will open a *Competitors* page. This page has a list of all competitors of the company being researched.

This page has three tabs near the top of the page. These are **All Competitors** (the default display), **As Defined By The Company** and **As Named By Other Companies**. Each tab will display a list of companies. The **All Competitors** tab (as the name implies) lists all of the competitors of the company being researched. The other two selections will limit the list according to the name of the tab.

The **View** box allows you to change what is displayed. The number of columns and the content of the columns changes with each selection. The drop-down menu is in two sections, Select View and Manage. This menu is similar to the **View** menu on the *Focused Competitors* page. Please go to page 13 for information about this menu.

The **View** menu on the *Competitors* page has one additional selection: **Competitors**. This is the view that is displayed when the page opens.

The **Customize** and **Group By** links next to the **View** box perform a similar function as the links on the *Focused Competitors* page. Please go to page 15 for information about these links.

The name of each company on the list is a link that will open the *Company* page for that company.

The entries in the Product Overlap column are also links that will open a hierarchy display of the various products. The numbers in the column (e.g., 17 of 75)
indicates the number of competitor products at the same level of the hierarchy.

The bottom of the Competitors page has notes pertaining to the list of competitors. These notes include descriptions of the various symbols that are found in the list. These are:

- Defined by the company,
- Defined by others,
- Companies,
- Sectors,
- Indexes,
- Securities,
- Others, and
- Recent SEC filings.

Customers, Suppliers, and Partners

The Customers, Suppliers and Partners selections in the Company page menu column will open pages pertinent to the selected topic. These pages are all similar to the Competitors page.

Each will have the three tabs near the top of the page, the View data field and the Customize and Group By links.

See page 13 for information about the View box, page 7 for information about the Comparative Views pages, and page 15 for information about the Customize and Group By links.

Each of these pages will also have the notes near the bottom of the page explaining the various symbols used in the lists. See above for information about the symbols.

Detailed Reports

The Detailed Reports selection in the Company page menu column will open the Detailed Reports page. This page offers you a number of standard reports and also allows you to create a custom report and a Mergers & Acquisitions Scenario Report.

Each of these reports (except the Custom Report) have a short description of what the report details.
The standard reports include a Company Profile and Competitors by Product report. Each of these reports is accessed by clicking on the name of the report.

Clicking on a report title will open the report in a new window. The report is on one long scrolling page and has a number of sections including: Summary, Business Description, Chart, Products (which is a long hierarchy display of the many industries and sectors in which the company does business), Key Financials, Major Competitors, Customers, Strategic Partners, and Business/Geographical Segments. Some hierarchy displays will be longer than others, depending on the number of products the company produces.

The **Custom Report** section has all the sections listed with check boxes that allow you to select only the sections you want to see. You also have an **All** selection so that you may view all sections. Viewing all sections will give you the same report as the **Company Profile** report and **Competitors by Product** report selections. After clicking on the check boxes of the sections you wish to view (so that a checkmark appears in the selected boxes) click on the **Generate Report** button below the selections to make your report. The custom report is also displayed in a new window.

The **Mergers & Acquisition Scenario Report** section has a **Targets** box and list of report sections. All sections are selected by default. You must de-select a section if you do not want to have it in your report. This report compares two companies, the buyer (the company being researched is the buyer) and the target. You enter the target’s ticker into the **Targets** box and click on the **Generate Report** button below this section.

The report is opened in a new window. It will have all the sections you selected. The two companies will be compared, detailing any overlap in products and the financial details of each.
Valuation Analysis

The Valuation Analysis selection in the Company page menu column will open the Valuation Analysis page. This page gives you a display of various aspects of the company’s market position.

This page has five tabs along the top of the display. These are Key Competitors (the default initial display), Key Customers, Dependent Suppliers, Key Financials and Range.

Key Competitors, Key Customers and Dependent Suppliers Tabs

The Key Competitors, Key Customers and Dependent Suppliers tabs all present similar displays. Each of these tabs has a Chart box near the top of the display. This box has a drop-down menu with seven selections: P/R Ratio (TTM), Price to Book Value, P/E Ratio (TTM), Gross Margin %, DSO’s, Cash+ ST Inv. Per Share, and Debt to Asset %.

Each selection’s display includes a graph and a table.

The table below the graph lists the primary competitors (or customers or suppliers) using their ticker. Clicking on the ticker will open the company page for that company.
Below the **Chart** box there is an info line telling you the industry and sector. At the end of this line there is a ^C link. Clicking on this link will open an **Overview** page for this sector. This page gives you a variety of financial and general information about the sector. The menu on the left side of this page has selections that will open pages with more sector information.

This page is opened in the **Sectors** tab of the program header. See page 44 for information about the **Sectors** tab.

The **Key Competitors**, **Key Customers** and **Dependent Suppliers** tabs all have a **Compare All** link in the top right side of the display. Clicking on this link will open a **Comparative: Views** page with all the companies listed in a table.

This page has a Comparative menu column on the left side of the page with four selections: **Views** (the default display), **Charts**, **Financials**, and **Product Groups Overlap**.

See page 7 for information about **Comparative: Views** pages.

**Key Financials Tab**

The **Key Financials** tab will open a table of financial information (with columns for 12 or more quarters) about the company being researched. This may be viewed in a **Quarterly** or **TTM/Years** (Trailing Twelve Months) format by selecting one of the links in the Period line.

The end of this line has a **Compare With Symbol(s)** data field. By entering one or more tickers into this data field and clicking on the **Go** button you may compare one or more companies with the company being researched.
This will open a *Comparative: Views* page with all selected companies displayed in a table. Please go to page 7 for information about the *Comparative: Views* page.

Each column in the **Key Financials** tab table has a link near the top in the Segments row. These links will open a *Business/Geographical Segments* page with a graph of the quarter selected.

**Range Tab**

Clicking on the **Range** tab of the *Valuation Analysis* page will open a display of financial information for a variety of parameters for a period of ten years.
**Financials**

The **Financials** selection in the Company page menu column will open the *Financials* page. The Mergent Horizon program currently does not have any financial information.

**Segment Financials**

The **Segment Financial** selection will open the *Segment Financials* page. The Mergent Horizon program currently does not have information to display on this page.
Estimates

The Estimates selection in the Company page menu column will open the Estimates page. This page gives you graphical displays of the company’s earnings estimates and earnings history.

You also have the option to display a graph of revenue estimates.
Charts

The Charts selection in the Company page menu column will open the Charts page. This page allows you to display a variety of charts. The opening display is of a Price chart.

The Chart box near the top of the display has a drop-down menu with eight selections for different charts that may be displayed. These are: Price, P/R, P/Book, P/E, Mkt. Cap, Debt/Mkt. Cap, Net Assets/Mkt. Cap, and EV (Enterprise Value). Clicking on one of these selections will cause the display to change to display the selected data.

The top of the display has selections that allow you to change the period of the chart. The selections are 3M, 6M, 1Y, 2Y, 3Y, 5Y, and 10Y. The opening display is for one year (1Y).

You also have the option to display Absolute or Performance data.

The Compare With Symbol(s) box allows you to enter up to nine additional tickers to the display. After you have entered the tickers you want, click on the Update button to display the additional companies.

The bottom of the original Price chart has a link that will allow you to download the data in the chart to an Excel file. You have this option in the various period selections and the Performance selection.

This link is not displayed in the other charts (e.g., P/R, P/E, etc.). It also is not available when multiple companies are being compared.

To download the data, click on the Excel link. This will open a File Download window that gives you the option to Open or Save the file. Click on the Open button to open the file in Excel. Click on the Save button to download the file to your removable media. You will be prompted to name the file and choose a location.
**Price History**

The **Price History** selection in the Company page menu column will open the **Price History** page. This page opens with a table display of the daily prices of the company. The data included in this table include the date, opening price, high price, low price, last price and the volume. The data is displayed 100 lines at a time. To go to the next page, click on the **Next** link at the bottom of the page.

You may change the time period to display other dates. Enter the new dates in the **From** and **To** boxes using the MM/DD/YYYY format. Click on the **Update** button to change the display. Some companies have data going back more than 15 years.

The Price History page has three tabs near the top of the page. These are **Price** (the default display), **Splits** and **Dividends**. Clicking on these tabs will change the display for the data selected. Not all companies will have data for each tab.
**Officers**

The **Officers** selection in the Company page menu column will open the **Officers** page. The Mergent Horizon program currently does not include information for this page.
Views

The Views selection in the Company page menu column will open the Views page. This page gives you a snap-shot view of a variety of company financial data. The opening view is of the Key Sector Path. This view gives you the industry/sector path/hierarchy (this will be the same as the path in the Company page heading). This view also gives you some basic market information.

The View box at the top of the display allows you to select other views from a drop-down menu. The drop-down menu is in two sections, Select View and Manage. The Select View section has 10 selections: Key Sector Path (the default opening display), Quick Quote, Valuation, Returns, Growth, Balance Sheet, Earnings, Momentum, SPX Correlation, and Profitability Margins. The Manage section has two selections: New View and Manage Views.

Select View

The Select View selections display a variety of brief financial data to give you a quick idea of the company’s financial status.
Manage

The Manage selections in the View menu (New View and Manage Views) allow you to modify the Comparative: Views display.

Clicking on New View will open the Companies: Comparative Views page. This page provides you with the tools to create a new view profile. See page 8 for information about this page.

Clicking on the Manage Views selection in the View menu will open a Company: Comparative Views page. See page 9 for information about this page.

Customize Link

The Customize link on the Views page will open a Companies: Comparative Views page. This is the same page that is opened when the Edit link on the Companies: Comparative Views page that is opened when Manage Views is selected from the Views menu. This Companies: Comparative Views page is specific to the view that was open when the link was selected.

For information on using this page please go to page 8.
Header Tabs

The Mergent Horizon program header has eight tabs. These are: User Home (the opening display when the program firsts opens), Search, Events, Ideas, Companies, Sectors, Portfolios, and Reports. These tabs are described on the following pages.

User Home Tab

Clicking on the User Home tab will return you to the original opening page from any location in the database.

Search Tab

The Search tab will open the Symbol Lookup page. This page has a Search menu column on the left side of the page. The Search menu column has four selections: Symbol Lookup, Drug/Device Search, Stock Screener, and Model Screens.

Symbol Lookup

The Symbol Lookup selection in the Search menu column is the default display when the Search tab is first opened. This selection will open the Symbol Lookup page. This page has a search function that allows you to search using ticker symbols or text. If you wish to enter ticker symbols, ensure the Symbol(s) radio button is selected and enter one or more ticker symbol(s) into the Enter Search String box. Do not use separators (e.g., a comma) between the symbols.

If you wish to search using text ensure the Name radio button is selected. This will activate the other radio buttons below that one. You may choose to search for a company, sector, index or other entity. Click on the radio button next to your selection.

You also have to option to have the search look for your term within or at the beginning of a word.

After you have made your selections and entered your term(s) click on the Submit button.
If more than one entity is found during your search, the results will be displayed in the area below the Symbol Lookup box. You may select the item you wish from the list by clicking on the name. This will open the page for that entity.

If only one entity is found, the page for that entity will be opened. For a company, this will be the Company page. See page 5 for information about the Company page.

**Drug/Device Search**

The Drug/Device Search selection will open the Drug/Device Search page. This page has four boxes where you may enter terms. These are Product Name, Keyword in Indication, Keyword in Side Effects, and Keyword in Mode of Action. You do not have to enter terms into all data fields.

There are also two boxes with menus from which you may select items. These are Stage of Development Groups and Type/Stage of Development. You may select more than one item from each list by holding down the Control [Ctrl] key while clicking on the items.

Click on the Submit button when you are ready for your search.

This will open the Drug/Device Search results page. The items found in your search will be listed in a table.

The table will list all the companies and the items that met your search. Each entry will list the company, the product, any indications, side effects and the stage of development.
The company ticker is a link to the Company page for that company. The product name will open a hierarchy display of the product. It identifies where the product is positioned in the industry and sectors. Clicking on a sector will open a page listing all the companies in that sector. See page 6 for information on the hierarchy display.
Stock Screener

The Stock Screener selection opens the Screens List page. This page has a list of screens that have been created. The list includes search information for each screen. There are four stock screens that are included with the program. These screens may not have been executed so the information for them may be blank (Never Executed).

A screen is run by clicking on the screen name. This will fill in the information for the Started, Completed and Companies Found columns.

Once a screen is executed a Search Result page is opened for that screen. The filter used for the screen is included at the top of the page. You may Edit or Execute the filter by clicking on the buttons below the filter. The Edit button will open the same page as the Edit Screen selection in the Screen menu column on the left side of the screen of the Search Result page. See page 33 for information about the Edit Screen page.

Clicking on the company names on the Search Result list will open the Company page for the selected company. See page 5 for information about the Company page.

The operation of the links and boxes above the list is similar to the same items on the company page. See page 7 for information about the Compare link, page 11 for information about the Add to Portfolio link, page 13 for the View box, and page 15 for the Group by link.

The Search Results page Screen menu box has three selections: Search Result (the default display), Performance Chart, and Edit Screen.
Clicking on **Performance Chart** will open the *Performance Chart* page. This page has a chart displaying the first ten companies on the list.

The **Chart** box near the top of the display has a drop-down menu with eight selections for different charts that may be displayed. These are: **Price**, **P/R**, **P/Book**, **P/E**, **Mkt. Cap**, **Debt/Mkt. Cap**, **Net Assets/Mkt. Cap**, and **EV** (Enterprise Value). Clicking on one of these selections will cause the display to change to display the selected data.

The top of the display has selections that allow you to change the period of the chart. The selections are **3M**, **6M**, **1Y**, **2Y**, **3Y**, **5Y**, and **10Y**. The opening display is for one year (**1Y**).

The **Edit Screen** selection will open the *Edit Screen* page. This page allows you to modify the screen used for the current search.

You have the option of having the filter search companies or sectors by making a selection in the **Screen for** box drop-down menu.

Each of the filters used in the search are listed. You may delete one or modify the criteria in a filter. Clicking on a filter will cause the display to change to include selections to change the criteria or values. Clicking on elements of the filter causes criteria selections about the filter to become active. You may use these to modify the filter. Click on the **Done** button when you have completed making your changes.

Clicking on the **Add Sector Focus Filter** button allows you to select specific sectors for your filter. This button opens a *List* window. You populate the window by clicking on the **Add** button. This will open a *Lookup* window where you may select sectors from the list or search for a sector to select. The window will close each time you make a selection. For more than one sector, reopen the window.
Click on the OK button to close the List window. This will populate the new filter you have added to the screen.

The Add Filter On Portfolio button will open a List window. This window operates in a similar manner as the List window that is opened when the Add Sector Focus Filter button is selected. See page 33 for information about this function.

The Add Filter button will open a window with three tabs: Field (open at the start), Qualitative, and Value. The Field tab allows you to select criteria according to group. The group is selected from the Group box’s drop-down menu. The criteria displayed in the window changes depending on what is selected in the menu.

You also have the option to search for criteria by typing a term into the Search box and clicking on the Go button. The results are displayed in the window.

The items in the box below the criteria change depending on which criterion has been selected. In the window pictured you have the option to select whether it is for a Period or Aggregate and items from the drop-down menus. This box also has the Define Field button.

Clicking on the Define Field button will open the Create User-Defined Field window. You may use this window to create your own search criteria for the filter.

You start to create items in this window by clicking on the … in the Field Formula box. This will open a Field window similar to the original Field window but this one only has two tabs: Field and Value. As you select items they are placed into the Field Formula box. Once you have the first item in the box you may add more by clicking on the operator symbols (e.g., +, -, *, etc.). This will open another Field window. Keep doing this until you have created the field you want to use. If you want to enter a value instead of an item, click on the Value tab. This will open a box where you may enter a value.

You also have the option to name the field and select a format and how it is displayed. There is also an optional Description box where you may enter a description of the new field.

Click on the Create & Return button when you have finished. This will return you to the original Field window.

The Qualitative tab will open a list of items. Clicking on one will display it in the area below the list. Click on the OK button to open a Qualitative window with an additional list of items. Again, click on one of the items to select it. It will be displayed in the area below the list.
Click on the OK button. This will open a List window. Populate the window by clicking on the Add button. This will open a Lookup window. The List and Lookup windows are tailored to display/find information related to the items selected in the Qualitative lists (i.e., sectors, portfolios, etc.). See page 33 for more information about the Lookup window.

Once you have finished populating the List window click on the OK button. The new filter criteria will be entered into the new line of the Edit Screen page.

The window opened with the Add Filter button on the Edit Screen page also has a Value tab. This tab has a box that allows you to enter a specific value into your new filter. Clicking on the OK button will enter the value into the new line of the Edit Screen page.

The Edit Screen page also has boxes where you may name the new screen (Name) and enter a description of the new screen (Comments).

When you have completed making your changes click on the OK button and the new/modified screen will be run with the results displayed on a Search Results page and added to the list of screens.

The Stock Screener selection (Screens List window) and several other pages have Create New Screen and Screener Help links.

The Create New Screen link will open the Create New Screen page. This page is similar to the Edit Screen page except that it does not have pre-established filters. Please go to page 33 for information on how to use this page.

The Screener Help link will open the Stock Screener window. This help window has information on how to set up a new screen, edit an existing screen and user-defined fields.
Model Screens

The Model Screens selection of the Search menu column will open the Model Screens List page. This page has a long list of predefined screens that are available for your use.

Clicking on a screen name will open the screen in a new page. This page displays the entire filter used in the screen. It also has a Copy button. Clicking on this button will execute the screen, displaying the results on a Search Results page and the screen will be added to the screens list. Please note that items added to the lists are not permanent. Once you close your session they will be removed from the lists.

The Compare link at the top of the search results page opens an additional page. See page 7 for information about the Compare link.
Events Tab

The Events tab will open the Events: Calendar page. This page has a menu box on the left side of the page with only one selection: Calendar. This is the page being displayed.

The Calendar page displays a Monthly or Weekly calendar of the current period. These are selected by clicking on the Monthly or Weekly selections near the top of the page.

The monthly display is similar to the Events Calendar section of the User Home page.

Each day block on the calendar has short lists of tickers grouped under several headings of reporting events. The headings are Div (Dividends), Split, Earn (Earnings Estimates), and Meet (Split/Div Meetings).

A company listed indicates that it is expected to issue a report of the type in the column in which it is listed. These are expected reporting dates, not a report history. Companies are normally removed from the calendar after they report. Those still listed after the reporting date may be ADRs (American Depository Receipt) or may not have reported on the expected date.

Clicking on a ticker on this page will open the Company page for that company opened to the Price History selection. See page 25 for information about the Price History page.

The Calendar page has a filter function that will allow you to screen the companies included in the calendar to only those that meet your criteria. You may access the filter function by clicking on the Define Filter link near the top of the calendar or by clicking on the Edit button in the same line as the link.
This will open the filter in an Events: Calendar page. You have the option to list specific tickers by entering them into the Ticker(s) box.

You also may select all or specific portfolios by clicking on the portfolios listed in the Portfolio(s) box. More than one may be selected by holding down the Control [Ctrl] key while clicking on portfolios. All portfolios may be selected by clicking on the check box above the Portfolio(s) box.

Another option would be to select a sector as the filtering criteria. Click on the Lookup button for a list of sectors. Select one by clicking on that item on the list. The chosen sector will appear in the Sector box. Only one sector may be selected at a time. To clear the sector box click on the Clear button.

You also have the option to chose types of reports from the Type(s) box. You select items by clicking on them in the box. More than one may be selected by holding down the Control [Ctrl] key while clicking on items. All types may be selected by clicking on the check box above the Type(s) box.

Click on the Apply button to have your criteria used as a filter. Clicking on the OK button will apply your criteria and close the filter function page. Only those tickers that meet your criteria will be displayed on the Monthly calendar page.

Many of the lists on the Monthly calendar page have a More link at the bottom of the list. This indicates that there are more companies that meet the criteria than there is room to display. Clicking on the More link will open another Calendar page with the rest of the companies listed. This may be a very long list or only a few more than the list on the Monthly calendar page.

This page also has a Compare link near the top of the page. See page 7 for information about the Compare link.

Clicking on a company name on this page will open the Company page for that company opened to the Price History selection. See page 25 for information about the Price History page.
Weekly

The **Weekly** selection on the *Event: Calendar* page has five columns (for each weekday) for the selected week. You may page through weeks by clicking on the **Previous** and **Next** links in the upper right corner of the display. Clicking on the **Today** button will return you to the current display.

Each column lists reports for that day/date. The dividend reports are listed first with the other reports separated into headings lower in the list.

Clicking on a ticker on this page will open the *Company* page for that company opened to the **Price History** selection. See page 25 for information about the **Price History** page.

The weekly display also has a filter function. Please go to page 38 for information about the filter.
Ideas Tab

The Ideas tab will open the Market Snapshot page. This page has an Ideas menu column on the left side of the page. The Market Snapshot selection is the opening display. The Ideas menu column is divided into five sections: Market Snapshot, Daily Action, Market Breakouts, Fundamental Ideas, and Trends. Except for the Market Snapshot selection, each section has multiple selections.

Market Snapshot

The Market Snapshot selection is displayed when the Ideas tab is first opened. This page is divided into sections. The Sector Momentum Positive/Negative section lists sector gainers and decliners. Clicking on a sector name will open the page for that sector under the Sectors tab. Please go to page 46 for information about the Sector page. Each of the Gainers and Decliners lists may or may not be populated.

The Revere Gainer/Decliners section will list companies in the gainer and decliners lists. These lists may not be populated.
The Major Market Indices section has graphs and a table for three indices.

The Potential Longs section lists companies that meet specific criteria as defined in the Potential Longs paragraph (under the Revere Gainers/Decliners section).

**Daily Action**

The **Daily Action** section of the Ideas menu column has three items in it. These are: **Gainers**, **Decliners**, and **Volume Leaders**. Each of the items under the **Daily Action** heading have similar pages. They each have selections under the page heading that allow you to select a different display by clicking on the radio button next to the selection.

Clicking on a company name will open the **Company** page for that company. See page 5 for information about the **Company** page.

These selections also have a list of sectors in addition to companies. Clicking on a sector name will open the **Sector** page for that sector. See page 46 for information about the **Sector** page.

The **Daily Action** pages also have a **Compare** link near the top of the pages. See page 7 for information about the **Compare** link.

**Market Breakouts**

The **Market Breakouts** section has two items under it: **Moving Avg. Crossovers** and **52-Wk. High/Low**. The **Moving Average Crossovers** page is opened when **Market Breakouts** is first selected.

Both items under the **Market Breakouts** heading have similar pages. They each have selections under the page heading that allow you to select a different display by clicking on the radio button next to the selection.
Clicking on a company name will open the *Company* page for that company. See page 5 for information about the *Company* page.

The *Moving Average Crossovers* page will have a list of sectors in addition to companies. Clicking on a sector name will open the *Sector* page for that sector. See page 46 for information about the *Sector* page.

The *Market Breakouts* pages also have a **Compare** link near the top of the pages. See page 7 for information about the **Compare** link.

**Fundamental Ideas**

The *Fundamental Ideas* section has eight items under it: *P/E, P/Revenue, P/EBIT, Below Book Value, Operating Loss, DSOs, Income Growth, and Revenue Growth*. The *P/E* selection is displayed when *Fundamental Ideas* is first opened.

Each item under the *Fundamental Ideas* heading have similar pages. They each have selections under the page heading that allow you to select a different display by clicking on the radio button next to the selection.

Clicking on a company name will open the *Company* page for that company. See page 5 for more information about the *Company* page.

The *Fundamental Ideas* pages also have a **Compare** link near the top of the pages. See page 7 for information about the **Compare** link.
Trends

The Trends section has seven items under it: Debt to Asset, Debt to Market Cap., Debt to Total Revenue, Gross Margin %, Inventory, Capital Spending, and Operating Cash Flow. The Debt to Asset selection is displayed when Trends is first opened.

Each item under the Trends heading have similar pages. They each have selections under the page heading that allow you to select a different display by clicking on the radio button next to the selection.

Clicking on a company name will open the Company page for that company. See page 5 for information about the Company page.

The Trend pages also have a Compare link near the top of the pages. See page 7 for information about the Compare link.
Companies Tab

The Companies tab will open the Recent Tickers page. This page lists the tickers you have accessed during the current session. Clicking on a ticker or company name will open the Company page for that company. See page 5 for information about the Company page.

Sectors Tab

The Sectors tab will open the Explore Hierarchy page. This page includes a hierarchical display of industries and sectors. The page first opens with the display fully collapsed, with only the industries shown.

You may open the display by clicking on the plus signs next to an industry. This will open the display to show the sectors included in that industry. You may continue to open the display until the lowest level is displayed.

Each row has an indicator that tells you what level that row has in the hierarchy.

- The “I” symbol indicates the industries level.
- The red and yellow symbol indicates sectors.
- The red diamond and yellow triangle indicate the various subsector levels.
- The blue circle indicates the lowest levels of the hierarchy, the products/service groups.

Each row has a number in parentheses. This number indicates the number of companies that have products/services in that level.
Clicking on an item will cause information for that item to be displayed in the column on the right side of the page. The information includes:

1. A listing of all the levels of the hierarchy,
2. The number of companies in the selected level,
3. The number of companies that are Focused (that is, the company draws the majority of its earnings from the sector/product area indicated) or Sector Pure-Play (the company is focused in the indicated sector and has no presence in any other branch of the hierarchy),
4. The number of products (only on some hierarchy levels), and
5. Any alerts.

The name of the hierarchy level (HVAC/Air Heating and Air Conditioning Equipment and Supplies Distributors) and the items under the Sector Details heading (Overview, Companies, and Tradenames) are links to the Sector page, or specific pages within the Sector page for that sector. See page 46 for information about the Sector page.

**Search Hierarchy**

The Explore Hierarchy page has a search function on the left side of the page in the Search Hierarchy box. This box has a data field for data entry and four selections.

You may enter a ticker symbol and select Company Symbol by clicking on the radio button next to Company Symbol to search for a company within the hierarchy. In addition, you may select Contains or Begins With by clicking on the radio buttons for these items.

You can also search for a Sector Name by clicking on the radio button next to this selection.

You may make a search for a Company or a Sector Name but not both at the same time.

Once you have entered your search term and made your selections click on the Search button.

A sector name search will highlight in red all instances of that search term in the hierarchy. The hierarchy will be opened to display all levels that include the search term.

A search for a company will highlight in red all the levels in which your company has a presence.
Sector Page

Clicking on the sector name in the right side column on the Explore Hierarchy page will open the Sector page for that sector. The Sector page has a Sector menu column on the left side of the page.

Sector Page Menu Column

This menu column has selections for Overview (the default opening display), Companies, Products & Services, Subsectors, Indices, Healthcare Events, Financials, Relationship Exposure, Related Sectors, Charts, and Price History. Not every sector will have active selections for all of these selections (e.g., non-healthcare industry sectors will not have the Healthcare Events selection available).

Overview

The Overview selection will open the Overview page. This page has a variety of general information about the sector, including financial highlights, a brief sector description, statistics, relationship exposures (competitors, suppliers, etc.), and more.

This information is grouped under headings. Most headings will have a chart or table with the information displayed. Each time a company is listed its name or ticker symbol will be a link to that company’s Company page. See page 5 for information about the Company page.
**Companies**

The **Companies** selection in the Sector menu column will open the **Companies** page. This page will list the companies included in that sector.

The **Companies** page is similar in layout and operation to the **Focused Competitors** page. See page 13 for information about the **Focused Competitors** page.

**Products & Services**

The **Products & Services** selection will open the **Products & Services** page. This page displays a list of all the products and services in the sector. There are four tabs: **Medical, Tradenames & Subsectors, Group By Company,** and **Group By Tradename.**

The **Medical** tab’s list is divided into four columns: Tradename, Indications, Side Effects, and Stage. Not all sectors have medical products/services to list. In that case the opening display will be of the **Tradenames & Subsectors** tab.

The Tradename column includes the company’s trade name for the product and the PMOA (Primary Mode of Action) designation category for its use.

The Indications column lists any indications that may be associated with the product.

The Side Effects column lists any side effect that may have been identified.

The Stage column lists the products stage (e.g., Approved) in the approval process.

The **Compare** link near the top of the list is similar to the same link on various **Company** pages. Please go to page 7 for information about the **Compare** link.
Tradenames & Subsectors

The **Tradenames & Subsectors** tab will open a *Products & Services* page with all companies listed alphabetically in trade name order.

The list is in four columns: Trade-names, Ticker, Company, and Sub-sector. All entries in the Tradenames, Company and Subsector columns are links. The entries in the Tradenames column will open a hierarchal display showing the levels where the trade name is active.

The entries in the Company column will open the *Company* page for the selected company. See page 5 for information about the *Company* page.

The entries in the Subsector column will open the *Sector* page for the selected sector. Please go to page 46 for information about the *Sector* page.

**Group By Company**

The **Group By Company** tab will open a *Products & Services* page with the products and services listed under company headings. The company ticker symbols are links that will open the *Company* page for that company. See page 5 for information about the *Company* page.

The trade name is a link that will open a hierarchal display showing the levels where the trade name is active.

The **Compare** link near the top of the list is similar to the same link on various *Company* pages. Please go to page 7 for information about the **Compare** link.

**Group By Tradename**

The **Group By Tradename** tab will open a *Products & Services* page with products and services grouped by trade name. The entries in the Tradenames column will open a hierarchal display.
showing the levels where the trade name is active.

The entries in the Company column will open the Company page for the selected company. See page 5 for information about the Company page.

Subsectors

The Subsectors selection in the Sector page menu column will open the Subsectors page. This page displays a list of the subsectors included in the sector. Clicking on a subsector name will open the Sector page. Please go to page 46 for information about the Sector page.

The Compare With Sector link near the top of the list will open a Comparative: Views page with the selected subsectors listed with their sector. See page 7 for information about the Comparative: Views page.

Indices

The Indices selection in the Sector page menu column will open the Indices page. This page shows financial information for the subsectors. The Levels data field will open the display to show the sectors in the various levels of the hierarchy. In the page pictured the display opened with sectors in the third level listed. By selecting a different level (e.g., 4 or 5) the sectors included to that level of the hierarchy will be listed.
The **Compare With Sector** link near the top of the list will open a *Comparative: Views* page with the selected subsectors listed with their sector. See page 7 for information about the *Comparative: Views* page.

The **Customize** link and the **View** data field operate in a similar manner as the link and data field on various pages in the *Company* page. See page 7 for information about the **View** data field. See page 9 for information about the **Customize** link.

**Healthcare Events**

The **Healthcare Events** selection in the Sector menu column is not part of the current subscription.

**Financials**

The **Financials** selection will open the *Financials* page. This page will give you some general financial information over a period of the previous four quarters.
Relationship Exposure

The Relationship Exposure selection in the Sectors menu column will open the Relationship Exposure page. This page has five tabs: Suppliers By Revenue, Competitors, Customers, Suppliers, and Partners.

The page opens with the Suppliers By Revenue selection open.

Each of the tabs is arranged in a similar manner and are very similar in format and operation.

Each display has a long list of companies that do business with the companies in the sector being researched. The lists are specific to the tab subject (e.g., suppliers, competitors, etc.)

Clicking on the company name will open the Company page for that company. See page 5 for information about the Company page.

Each tab has a Compare link near the top of the list. This is similar to the same link on various Company pages. Please go to page 7 for information about the Compare link.

Related Sectors

The Related Sectors selection will open the Related Sectors page. This page has a list of sectors divided into five topics: Base Sector, Competitors, Customers, Suppliers, and Partners.

Each line gives some basic information about the sector. The name of the sector and its ticker are links that will open the Sector page for that sector.

The Levels box will display sectors included in different levels of the hierarchal display.

The Compare link near the top of the list is similar to the same link on various Company pages. Please go to page 7 for information about the Compare link.
Charts

The Charts selection in the Sectors menu column will open the Charts page. This page allows you to display a variety of charts. The opening display is of a Price chart.

The Chart box near the top of the display has a drop-down menu with eight selections for different charts that may be displayed. These are: Price, P/R, P/Book, P/E, Mkt. Cap, Debt/Mkt. Cap, Net Assets/Mkt. Cap, and EV (Enterprise Value). Clicking on one of these selections will cause the display to change to display the selected data.

The top of the display has selections that allow you to change the period of the chart. The selections are 3M, 6M, 1Y, 2Y, 3Y, 5Y, and 10Y. The opening display is for one year (1Y).

You also have the option to display Absolute or Performance data.

The Compare With Symbol(s) box allows you to enter up to nine additional tickers to the display. After you have entered the tickers you want, click on the Update button to display the additional companies.

The bottom of the original Price chart has a link that will allow you to download the data in the chart to an Excel file. You have this option in the various period selections and the Performance selection.

This link is not displayed in the other charts (e.g., P/R, P/E, etc.). It also is not available when multiple companies are being compared.

To download the data, click on the Excel link. This will open a File Download window that gives you the option to Open or Save the file. Click on the Open button to open the file in Excel. Click on the Save button to download the file to a disk. You will be prompted to name the file and choose a location.
Price History

The Price History selection will open the Price History page. This page opens with a table display of the daily prices of the sector. The data included in this table include the date, opening price, high price, low price, last price and the volume. The data is displayed 100 lines at a time. To go to the next page, click on the Next link at the bottom of the page.

You may change the time period to display other dates. Enter the new dates in the From and To data fields using the MM/DD/YYYY format. Click on the Update button to change the display.
Portfolios Tab

The Portfolios tab will open the Portfolios: My Portfolios page. This page has a Portfolios menu column on the left side of the page. There are two selections on this menu: My Portfolios (the default opening page for the tab) and Model Portfolios.

My Portfolios

The My Portfolios page is displayed when the Portfolios tab is first opened. It lists available portfolios. You may create portfolios but any changes are impermanent and will drop off the list after the current session ends. The Model Portfolios page has a list of canned portfolios. These portfolios may be copied to the My Portfolios page.

Clicking on a portfolio name will open the Portfolio page for that portfolio. See page 55 for information about the Portfolio page.

The My Portfolios page has some links across the top of the list header. These links allow you to perform some functions on the portfolios in the list, create a new portfolio or upload a portfolio.

You may delete one or more portfolios from the list by selecting them and clicking on the Delete link. Portfolios are selected by clicking on the check box next to the portfolio’s name so that a check mark appears in the check box.

The Allocate link opens the Allocate Positions page, which allows you to change allocations. Enter the new data into the Method boxes and make any selections for dates. Click on the OK button when finished.

The information about each portfolio is blank until you “run” the portfolio. To do this select the portfolio(s) you want to run and then click on the Restart History link. This will open the My Portfolios box shown on the right. Select the Start Date and click on the OK button. This should populate the various columns of the list. At the current time it is not possible to populate the columns.
To add a portfolio click on the **Create New Portfolio** link. This will open the Portfolios box shown to the right. Name the portfolio, enter a description (optional), and enter the tickers of the companies you want to add to your portfolio. Click on the **OK** button when you are ready to create the portfolio. This will add the portfolio to the list.

The **Upload Portfolio** link will allow you to add a portfolio to the list from a file you created in Excel or CSV format.

Locate the file to upload and enter the path in the **Select File** data field (you may use the **Browse** button to locate the file). You may let the program identify the file format or select the format manually.

Click on the **Next** button when you are ready to import your portfolio.

**Note:** Any changes to this tab are impermanent. New portfolios and other modifications will remain for the current session but will drop off the lists within a short time.

### Portfolio Page

Clicking on a portfolio name will open that portfolio’s page. The Healthcare List portfolio is pictured. The portfolio’s page has a Portfolio menu column on the left. This menu has the following selections: **Items** (this page is displayed when the portfolio is first opened), **Performance Chart**, and **History**.

The **Items** page is displayed when a portfolio is first opened. The **Items** page lists the companies included in the portfolio. Clicking on a company name will open the **Company** page for that company. See page 5 for information about the **Company** page.
The *Items* page has three links and a data field near the top of the list. These links (**Compare**, **Customize** and **Group By**) and **View** data field are similar in operation to links on various **Company** pages. See page 7 for information about the **Compare** link and **View** data field. See page 9 for information about the **Customize** link and page 11 for information about the **Group By** link.

**Performance Chart**

The **Performance Chart** selection will open the **Performance Chart** page. This page is similar to the **Charts** page of the **Company** page. Please go to page 24 for information about the operation of the **Charts** page.
History

The History selection in the Portfolio menu column will open the History page for that portfolio.

This page does not function in the current subscription.

The page opens with no history. Clicking on the Click to Start link will open the Start History page where you may enter data for a history. Clicking on the OK button will reopen the History page but the table will have no information entered. Adjusting the from and to dates and clicking on the Update button will not generate data.
Reports Tab

TheReports tab will open the Reports: Overview page. This page has a Reports menu column on the left side of the page. There are 10 selections on this menu: Overview (the default opening page for the tab), M&A Scenario, FDA Approval Decision, MedTech PMA Pipeline Monitor, Competitors By Product, Company Profile, New BioMed, Rubicon Investment, Rubicon Biotech Event, and Rubicon Cutting Edge Tech. These are all included in the Overview page.

The three Rubicon report selections are not available in the current subscription. Clicking on one of these selections will open a page saying this selection is a premium subscription but reports may be purchased separately. The Business Library does not provide this service and any purchases must be paid for by the requesting party.

Overview

The Overview page is displayed when the Reports tab is first opened. It lists seven available reports. The title of each report is a link to that report set-up page.

The right side of the Overview page has links to samples of each type of report. The title of the sample report will open a page with an abstract and a table of contents. Clicking on the View Report link will open the report in a new window.
M&A Scenario, Competitors By Product, and Company Profile

The M&A Scenario, Competitors By Product, and Company Profile selections all open similar pages. The Competitors by Product page is pictured.

Each page is divided into two sections. The top of the page has a box or two used to enter search data. Once you have entered your search term (e.g., company name, company ticker) click on the Find Company button.

Once a company is identified its name will be listed in the bottom section of the page and that section becomes active. You may select the full report (the default selection) or select the sections of the report you want by clicking on the radio buttons next to the sections you want.

When you have made your selections click on the View Report button.

This will open the report in a new window in PDF format.
FDA Approval Decision, MedTech PMA Pipeline Monitor, and New BioMed

The *FDA Approval Decision*, MedTech PMA Pipeline Monitor, and New BioMed selections all open similar pages. The *FDA Approval Decision* page is pictured.

Each page is divided into two sections. The top section gives a brief synopsis of the topic. There are also two tabs (Overview and Reports). The Overview tab is displayed when the page first opens.

The bottom section is a list of reports. These are the same reports that are displayed when the Reports tab is selected. The list under the Reports tab includes a brief description of the report.

Clicking on a report name will open a page with an abstract of the report and a table of contents.

Clicking on the View Report link, in either tab, will open the report. Most reports include more than one file and are opened using WinZip. The files must be extracted in a folder of your choice (on your media). The PDF file may then be opened.
Mergent Horizon Header Links

The Mergent Horizon header has four links on the right side of the page. These are Quick Guide, Glossary, Support, and Logout.

Quick Guide

The Quick Guide Link will open a two–page Quick User Guide in a new window in PDF format.

Glossary

The Glossary link will open a help feature in a new window. The page has five tabs: Financial Terms, Drug Regulatory Cycle, Device Regulatory Cycle, Technical Analysis Terms, and M&A.

Each tab will open a page with a list of hyperlinked terms. Clicking on a term will open a definition/description of the term below the tabs. Clicking on the Go Back link on this page will return you to the original page.

The Expand Terms link will open all definitions in one long scrolling page.

Support

The Support link will open the Client Support page with contact information for technical support. If you need assistance with this program please contact a member of the Business Library staff. If the company must be contacted the Business Library staff will perform this function.

Logout

The Logout link will close the program.