

Dow Jones Investment Banker

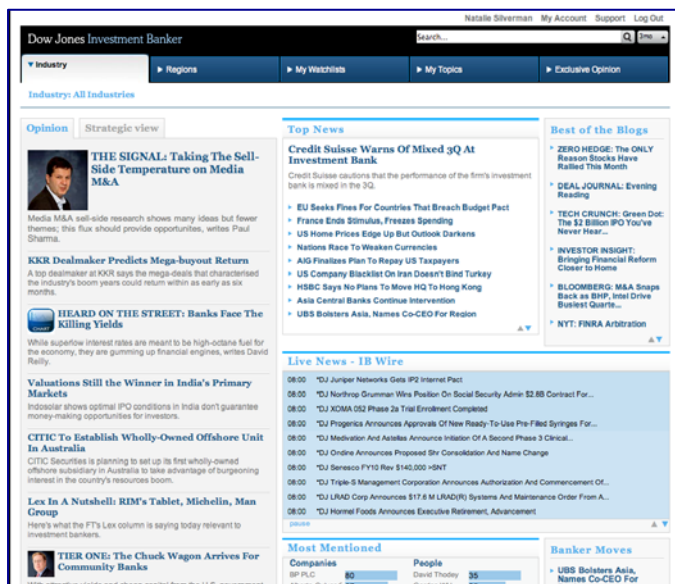
Deep intelligence that connects bankers to deals and deal makers

To solidify and even expand their position as trusted advisers, investment bankers need to offer advice and insight that their clients can't get elsewhere. To succeed in this role, bankers must have a constant flow of information about events, companies, people and markets. Dow Jones Investment Banker offers the deep intelligence edge that every banker needs to provide advice, generate ideas and connect to clients.

The Best of Dow Jones Designed for Bankers

News, opinion, research, data visualization and people connections are delivered in a suite of customizable components designed for smooth integration into the proprietary portals and applications essential to bankers and analysts. With Dow Jones, bankers will:

- **Develop unique deal ideas** with the exclusive, insider's viewpoint of a trusted, expert editorial team covering companies, sectors and decision-makers worldwide
- **Uncover opportunities and trends faster** with advanced technologies that find and extract significant events and relationships from a deep collection of the world's leading business sources
- **Open the door to corporate decision-makers** with unparalleled people data and connection technology
- **Make connections and pitch deals quickly** by utilizing configurable technologies that seamlessly reach across information sources to link proprietary and third-party data together in the applications bankers rely on



Develop Better Deals with Trusted Expertise

To meet the information demands of skilled, specialized bankers, Dow Jones has added something extra: a dedicated team of columnists and writers with extensive experience as investment bankers, fund managers and industry consultants. Their mission is to deliver sharp-edged opinion and analysis for the distinctive perspective of investment bankers.

The team handpicks coverage from more than 2,100 journalists across Dow Jones sources – Newswires, The Wall Street Journal, Factiva – to provide all news and analysis affecting bankers and clients.

- In-depth sector commentary and analysis, plus selections from leading industry publications
- Timely coverage of critical topics: VC, PE, IPOs, capital raising, M&A, regulatory changes, accounting standards
- Comprehensive real-time reporting on all asset classes, world events, corporate leaders, and public and private companies in developed and emerging markets

This rich, deep pool of intelligence is organized around the 13 industries and five regions of most interest to investment bankers, offering top sector and regional news and commentary around the clock.

News & Opinion for a Banker's Point of View

News and opinion from Dow Jones Investment Banker can be built into proprietary portals and applications, via

DJIBanker.com or through FactSet, surfacing information where it's vital to a team – or a banker.

- Monitor sectors, clients and competitors with editor-selected **Top News Headlines**
- Generate unique ideas with **Opinion & Analysis**
- Video of deal makers, columnists in **60-Second Video**
- Insight delivered in new, innovative formats: streaming news, video, spreadsheets, PowerPoint, PDFs

For more information about Dow Jones Investment Banker, email investmentbanker@dowjones.com

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Find Opportunities in 'Dark Pools' of Content

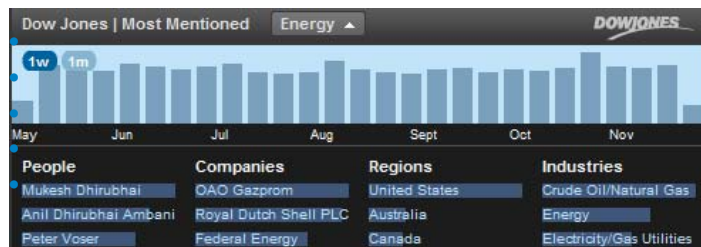
By combining the world's best business content with sophisticated technologies for content aggregation, metadata extraction and text-mining, this solution is unique in its ability to help bankers interpret events, perform deal diligence and offer strategic advice to clients.

- Dow Jones Factiva's 28,000 sources: newspapers, industry publications, 12,000 Web sites and 4,000 blogs
- Flag key events, companies and executives with **Alerts**
- Quickly find what matters to clients and deals in **Search**

Discover Deals in Data Visualization

Bankers contend with a daily deluge of information, so Dow Jones Investment Banker uses advanced data visualization to illuminate hidden trends, unexpected patterns and off-the-radar issues. When integrated into workflow, these graphics help bankers and researchers quickly identify what's significant for clients and targets.

- Watch deal activity heat up with **News Radar**
- Pull up **Most Mentioned** to monitor buzz on industries, companies and executives



Pinpoint & Connect to Decision-Makers

Dow Jones Investment Banker includes a global database – 18 million public and private corporate snapshots and 36 million executive profiles – backed with connection technology that can plot the pathway from inside the bank to the right decision-makers.

Deal Information Where & When It's Needed

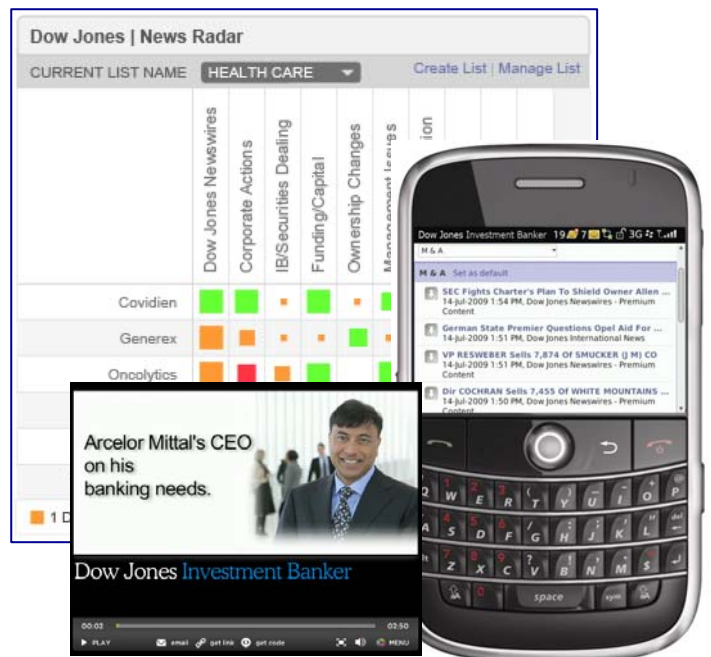
All relevant Dow Jones information and technology is available via a spectrum of flexible, easy-to-install integration and Web options to meet all workflow requirements.

- Simple API, widgets and developers' integration gallery
- Direct access to Dow Jones Investment Banker content when and where you need it through DJIBanker.com
- Full workflow solution available as an integrated offering into your FactSet workstation

For more information about Dow Jones Investment Banker, email investmentbanker@dowjones.com

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- Go **Mobile** with access to all content in an interface designed for bankers
- A companion iPad application for the banker on-the-go.
- Rich symbology and taxonomy is available to map key Dow Jones topics to internal content and data
- Dow Jones Client Solutions is available for basic integration support or custom engagements



Introducing the Dow Jones Investment Banker iPad App

The Dow Jones Investment Banker iPad app is a companion to the Dow Jones Investment Banker suite. Tailored for the on-the-go professional who cannot afford to miss critical, market-moving news, analysis and industry coverage, the app allows bankers to read the top news and analysis of the day where and when they need it.

With the Dow Jones Investment Banker iPad app, Dow Jones is advancing the efforts of bankers to interpret events, uncover new ideas and help guide their clients by providing access to the best sector intelligence, original opinion and strategic analysis.

