

# BI PRIMERS

Bloomberg Intelligence (BI), the research arm of Bloomberg L.P., now enables users to easily navigate through 1,900+ primers through BIP <GO>. BI Primers help clients to get smart quickly on an industry, company (including its credit, government and litigation factors), country, commodity or topic.

In each primer, BI analysts — who average 17+ years of research experience — detail key fundamentals and drivers to provide clients the essential information to make more informed investment decisions.

Bloomberg Intelligence Primers			
Search Keywords		Number of Primers	
Government X Europe X Insurance X		19	
Filters	Primer Title	Type	Region
Type	1) Aegon	Government	Europe
■ Company Related 46	2) Ageas	Government	Europe
■ Company 27	3) Allianz Group	Government	Europe
■ Credit 0	4) Aviva	Government	Europe
■ Government 19	5) Axa SA	Government	Europe
■ Litigation 0	6) Baloise Holding AG	Government	Europe
■ Industry 2	7) Beazley	Government	Europe
■ Country 0	8) CNP Assurances	Government	Europe
■ Commodity 0	9) Delta Lloyd	Government	Europe
■ Topic 0	10) Generali	Government	Europe
	11) Legal & General	Government	Europe
	12) Mapfre	Government	Europe
	13) Old Mutual	Government	Europe
	14) Prudential PLC	Government	Europe
	15) Standard Life	Government	Europe
	16) Swiss Life	Government	Europe
	17) Talanx	Government	Europe
	18) Unipol Gruppo	Government	Europe
	19) Zurich Insurance Group	Government	Europe
Subsector			
■ Insurance 19			
■ Banking 9			
■ Media 0			
More...			
Region			
■ Europe 19			
■ North America 2			
■ Global 0			
More...			

## QUICKLY FIND A PRIMER

BIP Filters allow users to find BI primers based on type, subsector, or region. Users can also find primers by searching for keywords. In the example below, by simply checking the “government,” “insurance”, and “Europe” filters in the type, subsector and region categories respectively, you will find 19 government primers that focused on European insurance companies.

Bloomberg Intelligence Primers			
Search Keywords		Number of Primers	
Topic X North America X		14	
Filters	Primer Title	Type	Region
Type	1) Auto Leasing Growth	Topic	North America
■ Company Related 612	2) Blockchain	Topic	North America
■ Company 369	3) Casual Dining	Topic	North America
■ Credit 88	4) E-Sports	Topic	North America
■ Government 95	5) Energy Borrowing Base	Topic	North America
■ Litigation 60	6) Insurers Energy Risk	Topic	North America
■ Industry 35	7) Large Power Grid	Topic	North America
■ Country 3	8) Mortgage Market Recovery	Topic	North America
■ Commodity 0	9) Obamacare	Topic	North America
■ Topic 14	10) Online Lending	Topic	North America
	11) Retransmission Fees	Topic	North America
	12) Spectrum	Topic	North America
	13) State of U.S. Consumer Spending	Topic	North America
	14) U.S. State Clean Energy Policy	Topic	North America
Subsector			
■ Media 2			
■ Banking 2			
■ Utilities, All 2			
More...			
Region			
■ North America 14			
■ Global 24			
■ Asia-Pacific 7			
More...			

You can also find topical primers that may affect a specific industry or the financial services marketplace. In the example below, the filters have identified 14 topical primers affecting the North American region across subsectors.

## TYPES OF PRIMERS

- **Industry** – Industry primers provide an overview of a given industry by taking a look at critical themes and recent trends for the given industry as well as delivering a thorough peer performance and valuation analysis.
- **Company** – Company primers offer a financial review of a company and take a deep dive into the critical themes and competitive forces affecting it. In addition, users can find specific primers on the credit, government or litigation factors that may be impacting a company at a given time.
- **Country** – Country primers review the economic prospects of a country and provide in-depth analysis on key topics such as monetary and fiscal policy.
- **Commodity** – Commodity primers examine the drivers and metrics of a commodity, mainly the supply, demand and price factors. These primers also look at the key trends that may be affecting a commodity.
- **Topic** – Topical primers provide an analytical background on key topics, like pending regulation or game-changing technology, which may affect an industry or the marketplace as a whole.

## CONTACT US

For additional information, contact your Sales representative. Clients can go to BIP <GO> and press the HELP key.

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