

## Using Bloomberg for basic security analysis

### 1. Equity analysis

Using Figure 1 describes the instrument and write short introduction of a company that issued this security. What are the business activities of this company? Are you able to suggest its main competitors?

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Figure 1: Bloomberg screen for the equity



Source: Bloomberg

In Figure 1 you are able to find basic information about the company stock. What is the company current price (at 11:31) and if you have the budget of 10.000 USD how many stocks you can buy?

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What is the company market capitalization and how many shares have been issued, resp. what is the number of shares outstanding and what is the one year maximum and minimum?

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How is measured the sensitivity of the stock to the market and what is actual value of this sensitivity?

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Figure 2: Bloomberg screen for stock trading

VOW3 GY €		↓ 188.10		-12.90		Y188.05 / 188.15Y		865 x 799	
At 11:32 d		Vol 2,144,661		O 186.65Y		H 188.40Y		L 185.90Y	
Val 402.259M									
VOW3 GY Equity		Report		Feedback		Page 2/4		Description	
1) Profile		2) Issue Info		3) Ratios		4) Revenue & EPS			
6) Public Offerings (CACS)		7) More		8) Institutional Holdings (OWN)					
Date	Shares	Price	Lead Manager	# of Inst. Owners	N.A.	Shares Owned	N.A.	Shares Out/Float	N.A./0%
03/15/13	5.78M	€ 158.00	F C Deutsche Bank AG	# of Buyers/Sellers	N.A./N.A.	Shares Bought	N.A.		
03/30/10	122.08k	€ 65.00	F C BAML,C,DB,H-TRNK,JPM						
03/26/10	47.40M	€ 65.00	F C BAML,C,DB,H-TRNK,JPM						
11/10/09	25.00M	€ 60.00	F C CS,GS						
9) Issue Information (RELS)		10) Eqty Weights(WGT)		11) Insider Holdings (OWN)					
Sec Type	Preference	SX5E	N.A.	% Held by Insiders		Net change last 6M			
Pri Exch	Xetra	DAX	N.A.	12) Top Holders (HDS)		as of 2/23/2014			
Pri MIC	XETR Lcl Mic XETR	SXXP	N.A.	BLACKROCK	5.11%	CAPITAL GROUP COMPAN	3.42%	VANGUARD GROUP INC	2.34%
Incorp	GERMANY	SXXE	N.A.	FMR LLC	2.32%	FIL LIMITED	1.51%	DEUTSCHE BANK AG	1.14%
Mkt Seg	Xetra FFM2 Regulated Market Pr	MSER	1.105%	LRI-FUND MANAGEMENT	1.06%				
BBGID	BBG000BFCS17	SXAP	N.A.						
ISIN	DE0007664039	MSPE	0.498%						
SEDOL1	5497168 DE	DAXK	N.A.						
Common	001117432	E100	0.619%						
	WPK # 766403	HDAX	N.A.						
	Sicovam 909007								
	SVM Code 7085848	13) OMON							
		Options Available							
<small>Australia 61 2 9777 8600 Brazil 5511 3048 4500 Europe 44 20 7330 7500 Germany 49 69 9204 1210 Hong Kong 852 2977 6000  Japan 81 3 3201 8900 Singapore 65 6212 1000 U.S. 1 212 318 2000 Copyright 2014 Bloomberg Finance L.P.  SN 831461 CET GMT+1:00 H183-3223-3 24-Feb-2014 11:47:50</small>									

Source: Bloomberg

In Figure 2 you can find information about stock trading. Write short text about company IPOs.

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What is the primary exchange for security trading?

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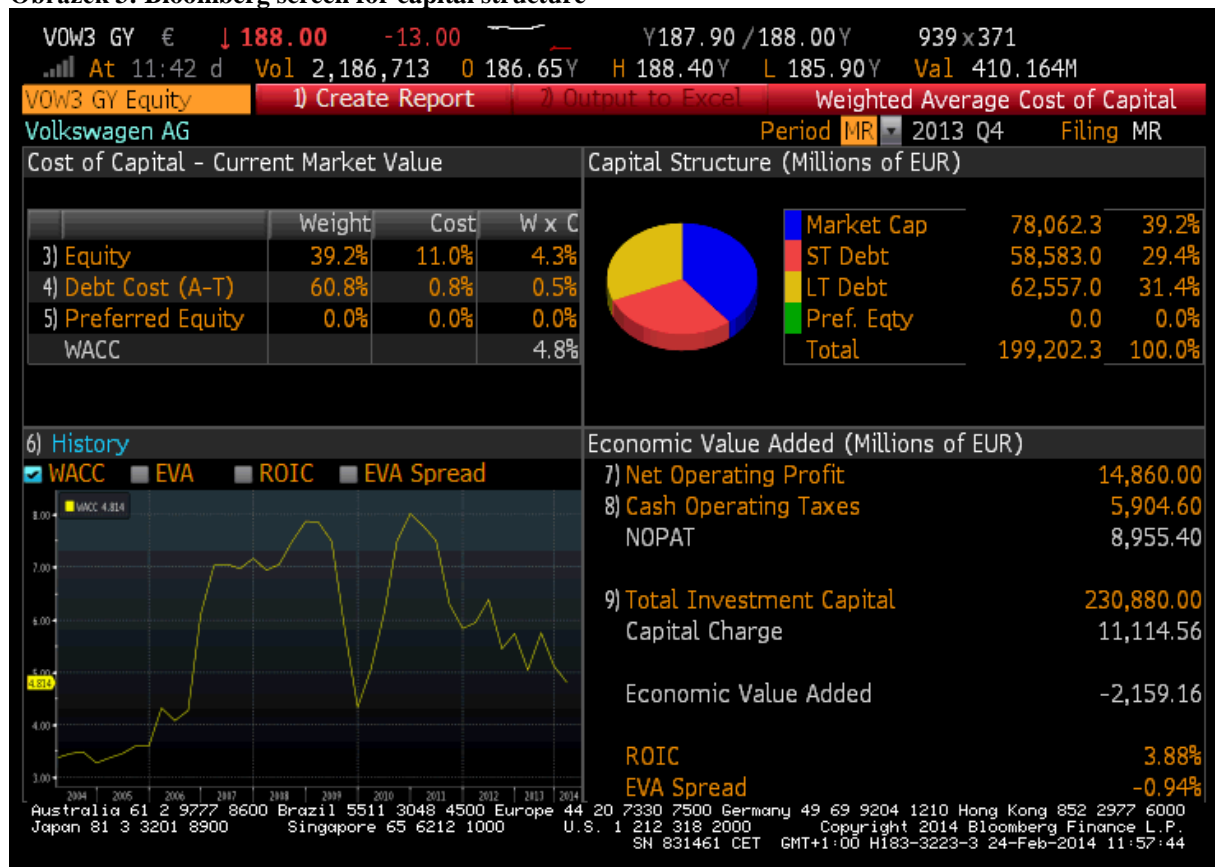
Describe terms: Institutional Holdings and Top Holders, what is the situation in the analysed company?

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Obrázek 3: Bloomberg screen for capital structure



Source: Bloomberg

In Obrázek 3 you are able to find basic information about the company stock.

In Obrázek 3 is capital structure of the company, describe it shortly. What are costs of particular capital level and the average costs?

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### References

- [1] *Financial markets and institutions*. Abridged 9th ed. Mason, OH: South-Western Cengage Learning, 2011. ISBN 05-384-8249-4.
- [2] BODIE, Zvi, Alex KANE a Alan J MARCUS. *Investments*. 9th ed. New York: McGraw-Hill/Irwin, c2011, 1 v. (various pagings). McGraw-Hill/Irwin series in finance, insurance, and real estate. ISBN 978-0-07-353070-3.
- [3] MISHKIN, Frederic S a Stanley G EAKINS. *Financial markets and institutions*. 6th ed. Boston: Pearson Prentice Hall, c2009, xxix, 714 p. ISBN 03-215-5211-3.

