

## The big deal in investment banking

Start making bigger deals now.

To solidify and even expand their position as trusted adviser, investment bankers need to offer advice and insight that their clients can't get from someone else. To succeed in this role, bankers must have a constant flow of information about events, companies, executives and markets.

### The new 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 – news, opinion, research, data visualization, people connections – is delivered in a suite of customizable components designed for smooth integration into the proprietary portals and applications essential to bankers and analysts, via DJIBanker.com, as an integrated offering into FactSet, or through your favorite mobile device. With Dow Jones, investment bankers will more successfully:

- **Develop unique deal ideas** with the exclusive, insider's viewpoint of a trusted, expert editorial team covering companies, sectors and decision-makers around the globe
- **Uncover opportunities and trends faster** with advanced technologies that find and extract significant events and relationships from a deep research collection of the world's leading business sources

- **Open the door to corporate decision-makers** and leaders with unparalleled executive data and unique relationship networking technology
- **Make connections and pitch deals quickly** by utilizing configurable technologies that seamlessly reach across information sources and systems to link proprietary and third-party data together in the applications and systems bankers rely on

Dow Jones Investment Banker draws on all the content and technology resources of Dow Jones – Newswires, Factiva, Companies & Executives, The Wall Street Journal, exclusive commentary and analysis – to provide the most powerful investment banking tools for monitoring events, trends and executives, supporting strategic advisory engagements and continuously feeding idea-generation.

# Dow Jones Investment Banker

## Develop Better Deals with Trusted Industry Expertise

Dow Jones has a respected heritage of award-winning journalism, but 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 across Dow Jones – 2,100+ journalists worldwide, Dow Jones Newswires, The Wall Street Journal, Dow Jones Factiva, and newsletters for bankruptcy, private equity and venture capital investors – to provide all the news and analysis affecting bankers, their practices and their clients.

- In-depth sector commentary and analysis, plus selections from leading industry publications
- Timely coverage of the topics critical to bankers: VC and PE financing, IPOs, capital raising, M&A, regulatory changes and 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 then organized around the 13 industries of most interest to investment bankers, offering top sector news and commentary around the clock.

- Telecom, Media & Technology
- Financial Services
- Natural Resources
- Retail
- Transportation
- Utilities
- Industrials
- Health Care
- Aerospace & Defense
- Automobiles
- Consumer Products
- Energy: Oil & Gas
- Food & Beverage

The screenshot shows the Dow Jones Investment Banker web interface. At the top, there are navigation tabs for 'Industry', 'Regions', 'My Watchlists', 'My Topics', and 'Exclusive Opinion'. Below these is a search bar and a 'Live News - IB Wire' section. The main content area is divided into three columns: 'Opinion' with a featured article 'THE SIGNAL: Taking The Sell-Side Temperature on Media M&A', 'Top News' with headlines like 'Credit Suisse Warns Of Mixed 3Q At Investment Bank', and 'Best of the Blogs' with various financial news snippets.

The screenshot shows a video player interface. The video frame displays a man in a blue shirt and glasses, identified as Adam Smallman, speaking. Below the video frame, a caption reads: 'Adam Smallman says bankers face a staffing crunch in...'. The video player includes standard controls like play, pause, and a progress bar.

### Dow Jones Investment Banker

Calculation of KKR's Internal Rate of Return (IRR) on Dollar General Lev...

(\$ in millions)	Q1 FY2010 <sup>1</sup>	A
EBITDA	284.4	
Net Int. Exp.	89.1	
DSA	64.5	
EBT	130.7	
Taxes (@ 38%)	49.7	
Net Income	81.1	
Est. Capital Expenditure	51.8	
Free Cash Flow for full year		
Less Free Cash Flow generated in Q1		
FCF to be generated in remainder of FY2010		
Cash on Hand (as of Q1 FY2010)	434.6	
Plus: Cash to be generated	226.1	
Estimated Cash (at end of FY2010)	660.7	
Debt (as of Q1 FY2010)	4,136.7	
Estimated Net Debt (at end of FY2010)	3,476.0	

### Dow Jones | Event Alerts

DATE/TIME	Names	Event
19 AUGUST 2009	Macquarie Group Limited, Lincol...	U.S.-based life insurer Lincoln National Corp. plans to ...
19 AUGUST 2009	Energy Conversion Devices, Inc...	Energy Conversion Devices Inc - Completes Merger Wi...
20 AUGUST 2009	HFA Holdings Limited, Lighthou...	HFA Holdings, led by chief executive Spencer Young, ...
20 AUGUST 2009	Moelis & Company Llc, Anheus...	Moelis & Company was involved in Belgian brewer inB...
19 AUGUST 2009	Hertz Global Holdings, Inc., Ele...	Hertz purchased Paris-based Eileo SA, a maker of tec...
20 AUGUST 2009	Daiwa Securities Group Inc., D...	Sumitomo Mitsui Financial Group Inc. is sounding out D...
19 AUGUST 2009	Barrick Gold Corp., Homestake ...	In addition to his prior position as Vice Chairman of Bar...
19 AUGUST 2009	Sea Dragon Energy Inc., Premier	Sea Dragon Energy Inc. ("Sea Dragon") or the "Compan...
19 AUGUST 2009	HHS, Roche Holding Ltd.	HHS has also bought 84 million courses of Roche AG ...
19 AUGUST 2009	France Telecom SA, Egyptian Co.	France Telecom has appealed the rejection of its third ...

## News & Opinion for a Banker's Point of View

The news, opinion and analysis in Dow Jones Investment Banker can all be built into proprietary client portals and applications, via DJIBanker.com or through FactSet, surfacing headlines, opinion and video where it's critical to a team – or an individual banker. And when information is easier to find, reaction times improve and there's more time for customizing client presentations before competitors do.

- Monitor sectors, clients and competitors with editor-selected **Top News** headlines
- Generate ideas and differentiate your pitch with **Opinion & Analysis**
- Hear first-hand from deal makers and columnists with **60-Second Video**

# Dow Jones Investment Banker

## Detect Strategic Opportunities in 'Dark Pools' of Content

By combining the world's best business content – 40% of which is *not* freely available on the Web – with sophisticated technologies for content aggregation, metadata extraction and text-mining, Dow Jones Investment Banker is unique in its ability to identify information that helps bankers interpret events, perform deal diligence and offer strategic advice to clients.

- Dow Jones Factiva's 25,000 sources: industry publications, newspapers, 12,000 Web sites and 4,000 blogs
- Flag key news with **Alerts** on companies, executives and events
- Quickly find all the information that matters to clients and deals with **Search**



## Discover Meaning – and Deals – with 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

**My Alerts**

- Management Leaving (5)
- Financial Announcements
- Top Stories (6)
- Partnerships
- Mergers
- Bankruptcy Filings

**Most Mentioned**

**Companies**

Morgan Stanley	2712
Lilly	2501
America Online	2400
Citigroup	2299
UBS	2100
GE Finance	1850

**Executives**

Jerry Yang	2712
Mark Peterson	2501
Mark Zuckerberg	2400
Rupert Murdoch	2299
Tom Gebauer	2100
Craig Murphy	1850

**Dow Jones Companies & Executives**

### The Boeing Company (BA)

100 N. Riverside Plaza  
Chicago, IL  
United States  
1 312 5442000  
Locate on a Map  
Company Website

Quotes Delayed 15min  
Latest: **65.77** Change: **1.25**  
Volume: 3.4m  
Listing: Public  
Exchange:

ADD TO WATCHLIST  
CONNECT ME  
COMPANY PROFILE  
OFFICERS AND EXECUTIVES  
LATEST NEWS  
Company Data Provided by Reuters

## Pinpoint Executives & Connect to Decision-Makers

Packaging a deal is complex – and finding the right person to pitch can be even harder. Dow Jones Investment Banker includes a constantly refreshed database – 18 million 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.

- Map the shortest route to decision-makers with **Connect Me**
- Link to **Company & Executive Profiles** directly from stories

# Dow Jones Investment Banker

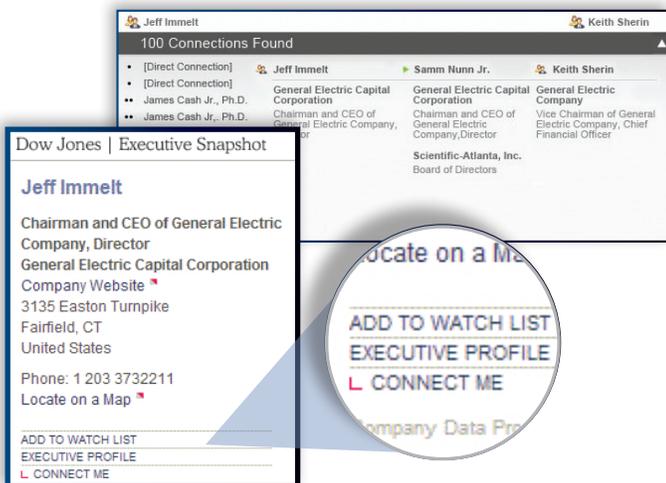
## Propel Deal-Making with Information Where – and When – Bankers Demand It

All relevant Dow Jones information and technology – news, opinion, connections, search and alerts – can be available where and when it's needed most. From the desktop to a banker's mobile device during a road-show, Dow Jones Investment Banker provides 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
- 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.

## Deep Intelligence that Connects Bankers to Deals and Deal Makers

Integrated into critical points of workflow, Dow Jones Investment Banker will cement the role of the banker as a trusted adviser by speeding information-gathering and the generation of original transaction ideas, while enhancing strategic advice delivered to clients.

For more information about Dow Jones Investment Banker, please email [investmentbanker@dowjones.com](mailto:investmentbanker@dowjones.com).

