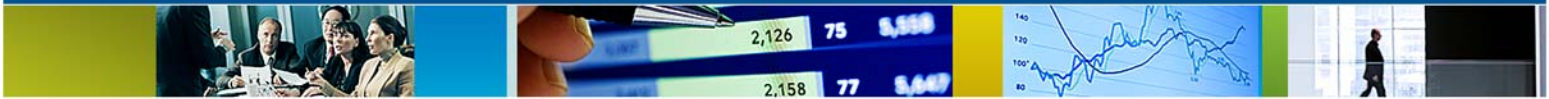


# Dow Jones Investment Banker

Deep intelligence that connects bankers to deals and deal makers



**Dow Jones Investment Banker** combines the best of Dow Jones – news, opinion, research, data visualization – to offer a deep intelligence edge that connects bankers to deals and deal makers. Now, Dow Jones Investment Banker is available as an integrated offering in **FactSet**, providing seamless access to Dow Jones information and tools that help investment bankers monitor events, generate ideas and prepare pitches.

## Support Deals from Idea Generation to Pitch

Dow Jones Investment Banker components are seamlessly integrated into FactSet, so from the beginning of research to the end of a pitch, bankers have access to the tools and information needed to identify new opportunities, track companies and industries, and evaluate ideas. With Dow Jones and FactSet, bankers will more successfully:

- **Develop unique deal ideas** with the exclusive, insider's viewpoint of Dow Jones's trusted, expert editorial team
- **Uncover opportunities faster** with advanced tools that extract significant events from a deep pool of sources
- **Bring deals to clients more quickly** with Dow Jones information surfaced in FactSet workflows

## Develop Better Deals with Trusted Expertise

To meet the information demands of bankers, Dow Jones now has something extra: a dedicated team of columnists with deep experience as bankers, fund managers and consultants delivering sharp-edged opinion and analysis.

The team handpicks coverage from across Dow Jones – Newswires, The Wall Street Journal and Factiva – to provide all the information affecting bankers and clients.

- **In-depth commentary and analysis on the Top 13 Industries** and selections from leading sector publications
- **Timely coverage of the topics critical to bankers:** VC, PE, IPOs, M&A, regulations, accounting standards
- **Complete real-time news on all asset classes, world events and corporate leaders** – plus views by region

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

Dow Jones Investment Banker's news and opinion is surfaced in FactSet where it's critical to bankers and analysts.

- **Track sectors, clients and competitors in Live News**
- **Generate unique ideas with Opinion & Analysis**
- **Hear directly from deal makers in 60-Second Video**
- **Insight delivered in new, innovative formats:** streaming news, video, spreadsheets, PowerPoint

N	Security Name	Last	Chg	%Chg	CVol	52W H	52W L	Mkt Cap	PE FY1
<b>Commodities</b> <b>0.00%</b>									
	Brent Crude (ICE \$/bbl) C	72.90	0.07	0.10%	75,703	82.45	39.35	--	--
	Crude Oil (WYM \$/bbl) Co	74.80	0.26	0.35%	98,773	83.25	33.85	--	--
	Natural Gas (NYM \$/bbl)	5.67	-0.06	-1.46%	13,172	5.99	2.51	--	--
<b>Integrated Oil</b> <b>-0.09%</b>									
	Exxon Mobil Corp.	66.09	-0.01	-0.01%	6,387,792	80.50	61.86	313,755	17.08x
	Petrobras Petroleo Brasile	41.70	-0.34	-0.81%	3,621,898	53.46	22.92	105,779	12.69x
	Chevron Corp.	74.66	0.07	0.09%	2,064,055	81.09	56.12	149,789	14.71x
	Royal Dutch Shell PLC (L)	17.23	-0.20	-1.12%	3,454,902	19.97	13.15	105,568	13.68x
	Marathon Oil Corp.	30.79	0.21	0.69%	869,479	35.71	20.18	21,795	17.00x
	Murphy Oil Corp.	52.93	0.17	0.32%	237,959	65.12	37.96	10,106	16.86x
	Total S.A.	42.62	-0.59	-1.35%	3,575,461	46.74	34.25	95,123	12.24x
	ConocoPhillips	50.83	0.23	0.45%	1,459,897	54.13	34.12	77,441	14.03x
	Hess Corp.	59.84	1.15	1.96%	894,373	69.74	46.33	19,572	30.71x
<b>O&amp;C Exploration/Production</b> <b>0.67%</b>									
	Apache Corp.	102.90	0.87	0.85%	615,901	108.92	51.03	34,592	18.78x
	Anadarko Petroleum Corp	64.53	1.40	2.22%	882,513	69.37	30.88	31,716	--

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

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## Discover Deals in Data Visualization

Bankers contend with a daily deluge of information, so Dow Jones Investment Banker's data visualization illuminates hidden trends and off-the-radar issues.

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

## Find Opportunities in 'Dark Pools' of Content

Aggregation and text-mining technologies sift through a deep content pool to support research and advice.

- Dow Jones Factiva's 25,000 sources: newspapers, industry publications, 12,000 Web sites, 4,000 blogs
- **Event Alerts** on key events, companies and executives
- Quickly find what matters to clients with **Search**

## Mobile: Stay Connected to Deals – Anywhere

All relevant Dow Jones information and technology is available where and when it's needed most – in a Mobile interface designed for bankers.

## Recognized by Peers in SIIA CODiE Awards

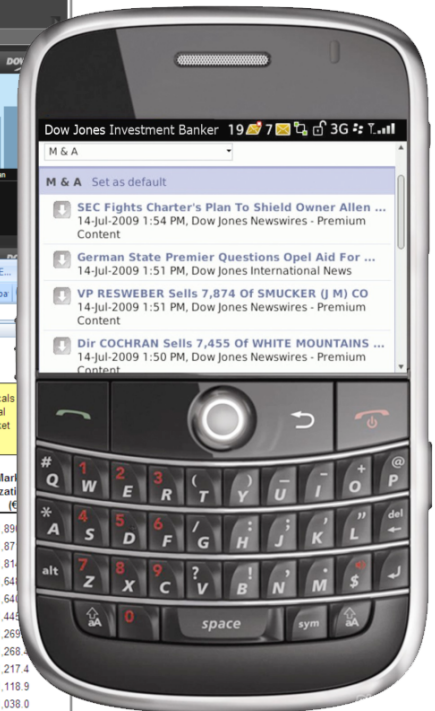
Dow Jones Investment Banker was named **Best Online Professional Financial Information Service** by industry leaders in the SIIA's 2010 CODiE Awards.

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

Together, Dow Jones Investment Banker and FactSet offer a cost-effective, integrated combination of news, opinion, data, tools and analytics that 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.

The screenshot displays the Dow Jones Investment Banker desktop interface. The main content area features an article titled "HEAVY DUTY: A Far-Reaching Law Complicates EU Chemicals M&A" with a sub-headline "LONDON (Dow Jones Investment Banker)—Life for bankers working on small and medium company M&A in the European chemicals sector will this year become more complex on an underappreciated piece of EU law that demands the registration of thousands of chemical components by December." The article text discusses the challenges of REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) regulations and the need for compliance. A sidebar on the right lists "Related content" including articles about financing, price forecasts, and targeting. Below the article is a table of companies with their exchange and ticker symbols.

Company Name	Exchange:	Ticker	Market Capitalization (\$)
10			
11			
12			
13			
14			
15			
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19			
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21			
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24			



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

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