MarketLine is excited to announce the release of four new tools exclusive to Advantage subscribers.

Introducing:
Financial Deals Tracker
Investment & Advisory Prospector
Company Prospector
Company Report Generator

Explore today at http://advantage.marketline.com
With this new suite of tools you will...

The addition of these new tools will support Advantage users in:

- Sales prospecting,
- Investment targeting,
- Competitive intelligence,
- Market & customer intelligence.

By using these tools in conjunction with other key MarketLine content sets such as Country Profiles/Statistics, and Industry Profiles, users can:

- Assess the business potential of various industries and regions,
- Identify actionable leads
- Understand target customers

The tools sit under the Databases section of MarketLine Advantage alongside the existing Country Statistics database.
MarketLine provides users with macro and micro views that matter when searching for new prospects


2. **Identify Potential Prospects:** Build a list of potential prospects in attractive markets and then unearth micro level details about the prospects identified.

3. **Analyze Business Aspects:** Understand the business performance, M&A activity, recent developments, etc. of the shortlisted companies through our in-depth company/investor/advisor reports.

4. **Drive Business Agenda:** Start talking with leads using key executive biographies and company contact details and keep ahead of the curve with the latest business announcements from around the world.
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<td>Master industry report&lt;br&gt;Companies in M&amp;A activity by revenue</td>
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What is the Financial Deal Tracker?

MarketLine’s Financial Deals Tracker is a database providing detailed information on mergers and acquisitions (M&A); private equity, venture finance, and private placement transactions; IPOs; and partnerships across various industries across the globe.

The database provides a complete resource for deal information including detailed reports on deals, along with relevant data on the companies and advisors involved in each transaction.

By using this database in conjunction with other key MarketLine content sets such as Country Profiles/Statistics, and Industry Profiles, users can assess the business potential of various industries and regions, identify actionable leads, and understand target customers.
Financial Deal Tracker

Will enable clients to:

- Understand the Deal landscape of an Industry and/or Country
- Track real time market developments and build insightful reports
- Perform advanced analytics on financial deal categories and gain insights into customer, competitor, and market activity.

This tool can be used for:

- Market intelligence
- Client intelligence
- Competitor intelligence
Use Financial Deal Tracker to...

### Competitive Intelligence

- Monitor deal activity to stay abreast of business opportunities and keep up with competitors
- Identify investment opportunities and anticipate competitive moves
- Contextualize deals against company strategy and industry trends
- Use data to create league tables for marketing purposes – for example, assess their own and competitors’ strengths and weaknesses across geographies, industry sectors, and market segments
- Monitor deal activity trends to offer new business ideas to clients

### Market Intelligence

- Monitor market trends related to consolidation & shortlist attractive segments & targets for future investments
- Identify expert advisory teams working on specific sectors
- Identify investment firms with similar investment strategies (for large deal partnering)
- Track acquisition & divestment activity to identify exit & acquisition targets
- Track investment history of portfolio companies to identify follow-on investment opportunities and understand target/focus markets
- Track deals to pitch, in order to build bidder, target, and seller lists

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**MarketLine**

an informa business
Financial Deal Tracker – Sneak Peek

Database Homepage

1. Industry and Geography Filters
2. Latest News and Events
3. Top Deal Makers (Volume)
4. Latest Deals
5. Industry distribution by targets’ industry
6. Deal volume trend by deal type
7. Geographic distribution of deal activity
8. Top private equity investors
9. Top Venture capital investors
10. Top financial advisors
11. Top legal advisors
How to build your own deals query

**STEP 1: BUILD YOUR DEALS SEARCH**
Select the combinations of search terms and filters you wish to use

1. **Search options:**
   - Detailed filter-based search: use text search and filters to build your search
   - Intuitive left-hand menu: Build your search using various deal and company parameters
   - Time period: for time sensitive information

**STEP 2: VIEW RESULTS**
View results on a highly interactive page, which can be fully customized by adding and removing columns

1. **Sort deals:** based on value, date, country, or any other field of your choice
2. **Deep-dive:** Directly access detailed deal and company information using hyperlinks provided
3. **Extract results to excel**

**STEP 3: CHART AND ANALYZE YOUR RESULTS**
Analyze your results using the interactive charts and reports

1. **Charting and analysis options:** Deal activity based heat maps, bar/pie charts for quick reference on your sample; ready-to-use reference reports on your sample
2. **User-friendly charts:** easy-to-prepare charts with accompanying tables
3. **Export options:** directly export to .xls

**STEP 4: EXPORT RESULTS**
Export results for 50+ fields to build worksheets

1. **Quick export:** use lists for custom analysis and details
How to build your own report?

**STEP 1: SELECT THE INDUSTRY AND GEOGRAPHY YOU ARE INTERESTED IN**

1. **Select the industry**: select industry from the list of industries displayed
2. **Select the geography**: select the required regional groups or country
3. **Select the report**: Select the type of pre-defined industry report you require from the five report options

**STEP 2: VIEW THE REPORT IN HTML**

1. **Industry/ geographic information and charts**: quick reference information and charts with aggregated data
2. **Export options**: Download complete report as .doc
What is the Company Prospector?

MarketLine Advantage’s Company Prospector is a list builder tool which enables Advantage clients to generate lists of potential business partners, clients, and investment targets in industries/countries of interest.

This tool can be used for:

- Sales prospecting
- Analysis of groups of companies
- Partner/vendor search and analysis
Company Prospector – Sneak Peek
How to build your search query

**STEP 1: BUILD YOUR SEARCH**

Select the combinations of search terms and filters you wish to use

1. **Three list generation options:**
   - **Quick search:** use pre-defined lists provided by MarketLine Analyst team
   - **Detailed filter-based search:** use text search and filters to build your search
   - **Enter your own companies:** already have a list of companies? Use this feature to know more about them

2. **Intuitive left-hand menu:** Build your search using basic company information or company events

3. **Time period:** for time sensitive opportunity shortlisting

**STEP 2: VIEW RESULTS**

View results on a highly interactive page which can be fully customized by adding and removing columns or sorting columns

1. **Sort companies:** Sort companies based on revenue, employees or any other field of your choice

2. **Three list-view options:**
   - Pre-defined view that includes industry, geography, M&A, tel. and fax, website, and vendor relationships
   - Contact-list view that includes key executives and their biographies, along with contact details
   - Further customize your view by adding new columns

3. **Deep-dive:** Directly access detailed company information using hyperlinks provided for most information fields

**STEP 3: CHART AND ANALYZE YOUR RESULTS**

Analyze your results using the interactive charts and reports

1. **Charting and analysis options:**
   - Deal activity and revenue based heat maps, bar/ pie charts for quick reference on your sample; ready-to-use reference reports on your sample

2. **User-friendly charts:** easy-to-prepare charts with accompanying tables

3. **Export options:** directly export to .xls

**STEP 4: EXPORT RESULTS**

Export results from any of the 50+ fields to build prospecting worksheets

1. **Quick export using pre-selected fields:** use pre-defined lists provided by MarketLine Analyst team

2. **Select your own fields:** customized export by selecting any of the 50+ fields
Company Prospector – build your search & view results

Download fields:
Option of xls download with multiple fields

Display options available for:
- Default View
- Contact List View and
- Customize your View

Filtering Options:
Option of filtering companies by telephone number, executive name and address

Hyperlinks:
Companies displayed will have hyperlinks providing the company snapshot along with SWOT analysis (where available)

Default view includes the following information:
- Company
- Country
- Primary Industry
- Revenue
- Employees
- Deals and Alliances Volume
- Deals and Alliances Value
- Partnership Volume
- News and Events

The tool also has customizable display options

Substantial download choice:
User has the option of downloading a maximum of 1,000 records at a time

Additional hyperlinks:
Company specific fields of financial deals and news are hyperlinked to related company content
What is the Company Report Generator?

MarketLine Advantage’s Company Report Generator will be useful to all clients as it enables clients to generate fresh, custom and comprehensive ‘all-in-one’ company reports featuring analytical text and charts on-demand.

For example, a client could generate a report that includes company overview, key employees and biographies, history, SWOT analysis, contracts, M&A, capital raising & public offerings, partnerships and agreements, news and product information.

These reports can be used to gain a thorough understanding of individual companies, and to obtain updates on their M&A, partnership, and investment activities.
This tool can be used for:

- Sales prospecting
- Analysis of groups of companies
- Partner/ vendor search and analysis
- Lead Generation
Company Report Generator – Sample reports

Sample Table of Contents:

- Company overview & key facts
- Business description
- History
- Company SWOT analysis and management’s statement
- Key executives & biographies
- Top competitors
- Products and Services
- Revenue analysis
- Five year company financials
- Company locations
- Acquisition target and partners snapshot
- Top deals information
- Advisor information
- Mergers & acquisitions
- Private equity
- Corporate venturing
- Partnership
- Latest news and events
How to do your report selection & generation?

Step 1: Download any type of pre-defined company report

1. Select the company of your choice:
   - Enter the company name in search field
   - Confirm the selection out of the list of companies being displayed

2. Select the report:
   - Select the type of report out of the different intuitive pre-defined options
   - Options include company snapshot, contracts, M&A and investments reports or in-depth company reports that include all details

3. Download or customize the report: Download pre-defined reports or manually select download fields based on your requirements

Step 2: Download your customized company report

1. Select the fields of your choice:
   - Select the required fields related to company information to be included in your report
   - Select necessary fields related to company events

2. Download the report:
   - The report will be in available to view in a html format
   - Provision to download in a MS Word format also provided
What is the Investment & Advisory Prospector?

MarketLine Advantage’s new Investment & Advisory Prospector tool was primarily created for Investment & Advisory firms.

The tool (based on MarketLine's Financial Deals database), enables these users to:

- Quickly identify advisors and investors active in a particular area of interest
- Find insights to improve understanding of competitor investment and exit strategies and their relations with other investors and advisors.
- Research peer inorganic strategy and identify financial strategy
- Conduct investment prospecting, acquisition targeting, and preferred advisor identification

Academic users will find Investment & Advisory Prospector useful for building investment/ acquisition case studies and business role-plays. Students can also use the tool to understand the investment and inorganic strategy of companies.
Investment & Advisory Prospector – Sneak Peek
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2. **User-friendly charts:** easy-to-prepare charts with accompanying tables

3. **Export options:** directly export to .xls or .ppt

**STEP 4: EXPORT RESULTS**
Export results from any of the 50+ fields to build prospecting worksheets

1. **Quick export using pre-selected fields:** use pre-defined lists provided by MarketLine Analyst team

2. **Select your own fields:** customized export by selecting any of the 50+ fields
Would you like to see more?

Free training sessions are available to you. Contact us today for a training session.

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Join our conversation online

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