

NetAdvantage – The Next Generation

NetAdvantage is a comprehensive source of industry, company and investment analysis, offering on-line access to S&P Capital IQ™'s independent research, data and commentary on stocks, bonds, funds, and industries.

NetAdvantage is now even more powerful than ever with expanded content from S&P Capital IQ's leading financial data and independent analysis.

Broad, In-Depth Analytical Tools



INDUSTRY RESEARCH

Industry Surveys, a core resource for understanding industry dynamics and how to analyze an industry, covers US industries plus international reports on key industries in Europe and Asia



MARKETS

Benchmarks, key ratios, statistics and constituents by industry with drill-downs to its component sub-industries, as well as geographic breakdowns



STOCK REPORTS

Using our proprietary methodology, our equity analysts evaluate US and international companies based on fundamental, quantitative and technical data



PUBLIC COMPANIES

Research and data on a deep universe of domestic and international companies, representing over 98% of the global market



FINANCIALS

Company financials, auditable with click-throughs to the source document



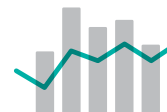
PRIVATE COMPANIES

Search over 3 million privately held companies and screen on key variables



SCREENING

Flexible screening tools with extensive financial and qualitative criteria, exportable to Excel or Word [with ability to add/customize display columns]



CHARTING

Create/export informative charts from a wide range of metrics such as pricing history, with options to include annotations, moving averages, or benchmarks



ARCHIVED REPORTS

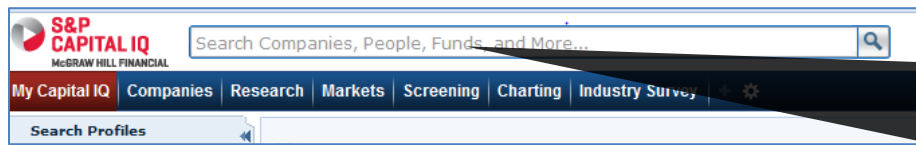
Historical files of resources such as Industry Surveys and Corporation Records

The next generation NetAdvantage will be built on our Capital IQ interface and that will give the new NetAdvantage:

- **A more integrated search in contrast to the current NetAdvantage where the user needs to differentiate searches by ticker, name, public or private companies etc.**
- **A major boost in public company coverage to over 250,000 public companies**
- **Expanded private company universe to over 3 million private companies**
- **Better workflow integration tools such as the ability to download every screen or list**
- **New industry research with key benchmarks and constituent data by industry with a refine industry drill down into micro level sector data.**
- **Auditability of financial data with click-throughs to identify the components of balance sheet, income statement and cash flow items down to their source documents such as 10-Ks**

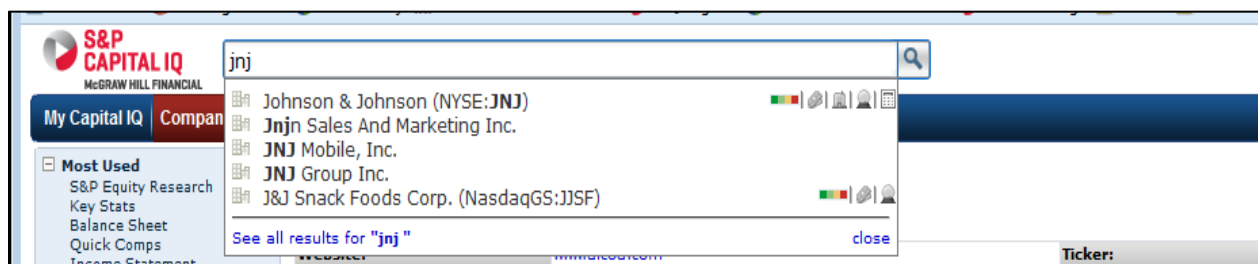
The new NetAdvantage service will **not** contain **all** of the capabilities or data sets available on the full Capital IQ desktop used in academic investment labs or by professionals at financial institutions. But it will utilize the same interface so that students can gain familiarity and proficiency with a professionally used resource they will likely encounter later.

Search Bar



The screenshot shows the S&P Capital IQ search bar. The search bar is located at the top left of the page, with the text "Search Companies, People, Funds, and More..." inside it. Below the search bar is a navigation menu with tabs for "My Capital IQ", "Companies", "Research", "Markets", "Screening", "Charting", and "Industry Survey". A "Search Profiles" dropdown menu is visible below the navigation menu. A dark grey callout box on the right side of the image contains the following text: "Enter a name, ticker or keyword in the upper search bar to look up companies, mutual funds, people, or keywords. Then select from results list."

Your typed term will generate a list. Click your selection in the drop-down



The screenshot shows the S&P Capital IQ search results for the term "jnj". The search bar contains the text "jnj". Below the search bar is a list of search results, including "Johnson & Johnson (NYSE:JNJ)", "Jnjn Sales And Marketing Inc.", "JNJ Mobile, Inc.", "JNJ Group Inc.", and "J&J Snack Foods Corp. (NasdaqGS:JJSF)". A "See all results for 'jnj'" link is visible at the bottom of the list. A "Ticker:" field is visible at the bottom right of the page.

Next screen provides an overview description (“Tearsheet”) of your selection

Johnson & Johnson (NYSE:JNJ) Public Company Profile

Website: www.jnj.com Ticker: JNJ (NYSE)

Number of Employees: 126,500 Year Founded: 1885

Current Professionals Profiled: 36

Business Description

Johnson & Johnson, together with its subsidiaries, researches and develops, manufactures, and sells various products in the health care field in segments: Consumer, Pharmaceutical, and Medical Devices. The Consumer segment offers baby care products under the JOHNSON'S brand name; LISTERINE brand name; skin care products under the AVEENO, CLEAN & CLEAR, DABAO, JOHNSON'S Adult, LE PETITE MARSEILLAIS, LUBRIDERM, names; women's health products, such as sanitary pads under the STAYFREE and CAREFREE, and o.b. tampon brand names; wound care products and first aid products under the BAND-AID and NEOSPORIN brand names; and nutritional products comprising no calorie sweetener under the S also offers over-the-counter medicines, including acetaminophen products under the TYLENOL brand name; cold, flu, and allergy products under the BENADRYL and ZYRTEC brand names; ibuprofen products under the MOTRIN IB brand name; and heartburn products under Pharmaceutical segment provides various products in the areas of immunology, infectious diseases, neuroscience, oncology, and cardiovascular Medical Devices segment offers orthopaedic, and trauma and neurological products; general surgery, and biosurgical and energy products; pro disease; infection prevention products; diagnostics products; blood glucose monitoring and insulin delivery products; and disposable contact lens products to general public, retail outlets and distributors, wholesalers, hospitals, and health care professionals for prescription use in the professional, hospitals, and clinics. Johnson & Johnson was founded in 1885 and is based in New Brunswick, New Jersey.

Primary Industry Classification [View Complete Industry Classification](#)
Pharmaceuticals

Then, use the left-hand column for a deeper dive into your topic.

Key tools here include:

- Industry Classification
- Financials
- Peers (Quick Comps)
- S&P Equity Research (Stock Reports)

Johnson & Johnson (NYSE:JNJ) Public Company Profile

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Primary Industry Classification [View Complete Industry Classification](#)
Pharmaceuticals

Primary Office Location
One Johnson & Johnson Plaza | New Brunswick, NJ | 08933 | United States
Phone: 732-524-0400

Current and Pending Investors [View Details](#)
[Delaware Management Company Inc.](#), [State Street Global Advisors, Inc.](#)

Exportability:

As in the example below (Key Developments from left hand column), whatever page you're viewing can be exported, typically as either an excel or a word document

Search Companies, People, Funds, and More...

My Capital IQ Companies Research Markets Screening Charting Industry Survey + ⚙

Johnson & Johnson (NYSE:JNJ) Key Developments

Customize View

Date	Company	Type	Headline
May-07-2015	Johnson & Johnson (NYSE:JNJ)	Company Conference Presentation	Johnson & Johnson Presents at 40th Annual Deutsche Bank Health Care Conference, May-07-2015 10:00 AM
May-06-2015	Johnson & Johnson Vision Care, Inc.	Business Expansion	Johnson & Johnson Vision Care Inc. Plans to Invest \$300 Million into Jacksonville Contact Lens Manufacturing Facility
May-06-2015	Vistakon, Inc.	Business Expansion	Vistakon Plans to Invest \$300 Million into its Jacksonville Contact Lens Manufacturing Facility
May-06-2015	Johnson & Johnson Innovation - JJDC, Inc.	Company Conference Presentation	Johnson & Johnson Innovation - JJDC, Inc. Presents at International Business Forum 14th Annual MedTech

S&P Stock Reports (listed as S&P Equity Research in left hand column) can be exported as a pdf

My Capital IQ Companies Research Markets Screening Charting Industry Survey + ⚙

S&P Equity Research Johnson & Johnson (NYSE:JNJ)

Research Settings View/Request Entitlements

Recommendation (STARS): ★★★★★ (BUY) | S&P Quality Ranking: (A+)

Research Reports

Print Download Add to Binder Export

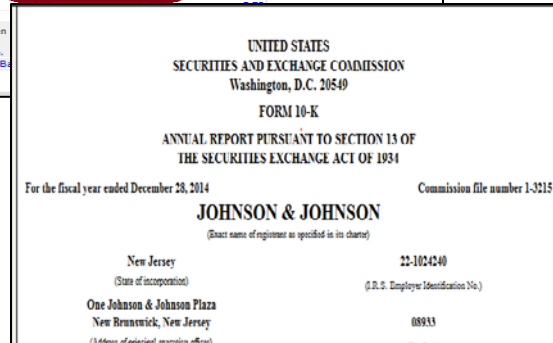
Contributor	Analyst	Date/Time	Company	Headline	Type	Pages
S&P Capital IQ Equity Research	Loo, Jeffrey	May 06, 2015 03:19 AM	JNJ	Johnson & Johnson	Reports	11
S&P Capital IQ Equity Research		Apr 14, 2015 09:58 AM	JNJ	S&P CAPITAL IQ KEEPS BUY OPINION ON SHARES OF JOHNSON & JOHNSON	EPS Estimates*	1

Company Search tools

Financials /Valuation links contain a range of key company financial data and data sources.

In Financials, click on a figure to see how it's derived. Click throughs let you drill down to the components and reporting document.

Key Stats	2012	2013	2014
Total Revenues	67,224.0	73,590.0	73,590.0
Cost of Revenues	21,658.0	21,658.0	21,658.0
Selling General & Admin Expenses	20,869.0	20,869.0	20,869.0
R & D Expenses	7,665.0	7,665.0	7,665.0
D&A for EBITDA	3,666.0	3,666.0	3,666.0
= EBITDA	20,698.0	20,698.0	20,698.0
D&A for EBITDA	3,666.0	3,666.0	3,666.0
+ Net Interest Expenses	(468.0)	(468.0)	(468.0)
- Currency Exchange Gains (Loss)	(58.0)	(58.0)	(58.0)
Other Non Operating Income (Expenses)	618.0	618.0	618.0
- Unusual Items, Total	(3,349.0)	(3,349.0)	(3,349.0)
- Income Tax Expense	3,261.0	3,261.0	3,261.0
Minority Interest in Earnings	339.0	339.0	339.0
= Net Income	10,853.0	10,853.0	10,853.0
Minority Interest in Net Income	3.86	3.86	3.86
= Net Income Available to Common Shareholders	10,797.0	10,797.0	10,797.0



Screening tab (below) in menu bar lets you screen on a wide range of variables across a universe of over 3 million private companies and over 250,000 public companies (98% of the global equity market).

Screening Criteria: Company Type

Available Items: (250,000+ public, 3,000,000+ private)

- Public Company
- All Investment Firms
- Private Investment Firm
- Financial Service Investment Arm
- Corporate Investment Arm
- Public Investment Firm
- Private Company
- Private Company With Public Debt

Selected Items:
Public and Private Companies

Criteria Expand All / Collapse All

My Links:
Most Used
Geographic Locations
Industry Classification
Company Type
Equity Security Type
S&P Equity Rankings
Equity Valuation
Company Status
Market Partners
Add Equities

Company Details:
Industry Classifications
Geographic Locations
Business Descriptions
Status
Ownership Status
Company Type
Company Statistics

Financial Information

Equity Details:
Dates
Valuation
Security Type
Security Features
Exchanges
Exchange Country
Indices
Index Values
Dividends & Splits
Currency
S&P Equity Rankings

Corporate Actions:
Investment/Transaction History

Investment/Advisory Firms:
Investment Firm Type
Advisory Firm Type
Primary Fund Types Managed
Vehicle Type Managed
Investment Style Managed

Getting research on a company's industry sector

When you're viewing a company's business description (Tearsheet), click on its Primary Industry Classification.

Johnson & Johnson (NYSE:JNJ) Public Company Profile

Website: www.jnj.com

Number of Employees: 126,500

Current Professionals Profiled: 36

Primary Industry Classification View Complete Industry Classification

Pharmaceuticals

That will open the Industry Profile screen below. Here use the Left hand column for links to data, key developments and ratios / benchmarks for that sector as well as the related S&P Industry Surveys

Pharmaceuticals Industry Profile

Investment Research View More

Date/Time	Contributor	Analyst	Company	Headline
04:58 AM	Eugene Inve...	Han, Byung ...	A068270	필리온(068270)
Apr 18, 2015 08:53 PM	S&P Capital I...	Loo, Jeffrey	MYL	Mylan NV
Apr 18, 2015 08:53 PM	S&P Capital I...	Loo, Jeffrey	PRGO	Perrigo Co Plc
Apr 18, 2015 08:52 PM	S&P Capital I...	Loo, Jeffrey	ZTS	Zoetis Inc'A'

To go to other sub-industries, click on Refine Industries in upper right hand corner.

Refine Industry

Refine Geography

That opens a new drill down box.

Drill down to locate sub and micro sectors.

Make your selection, then click the Submit box.

Search Industries: [Search] [Clear] Mapping: SIC NAICS

- Biotechnology
- Pharmaceuticals
 - Medicinal Chemicals and Botanical Products
 - Non-Prescription Drugs
 - Pharmaceutical Contract Laboratories
 - Pharmaceutical Contract Manufacturing Services
 - Pharmaceutical Contract Research Organization
 - Pharmaceutical Products
 - Pharmaceutical Research and Development
 - Veterinary Drugs
- Life Sciences Tools and Services
- Financials
- Information Technology

Submit

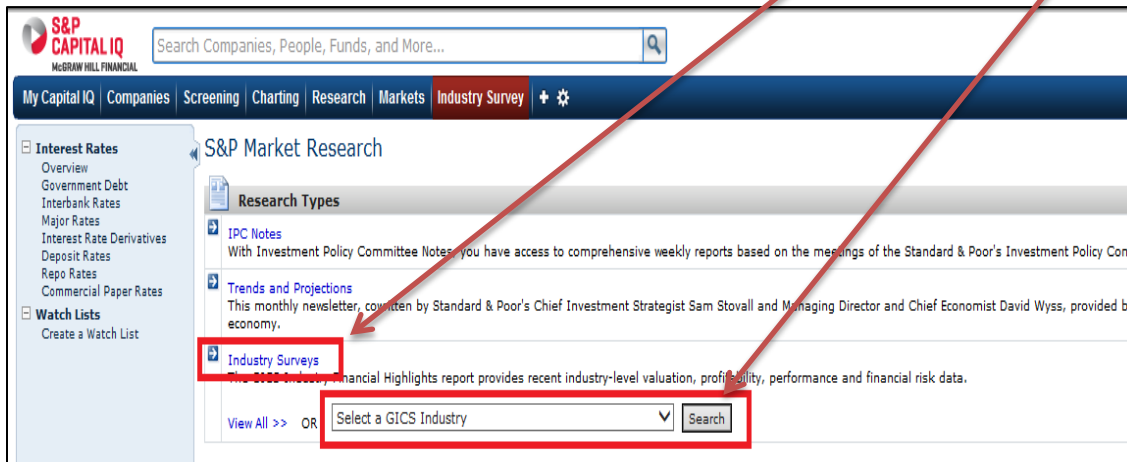
Industry analysis

Click the **Industry Survey** tab in the upper menu bar.

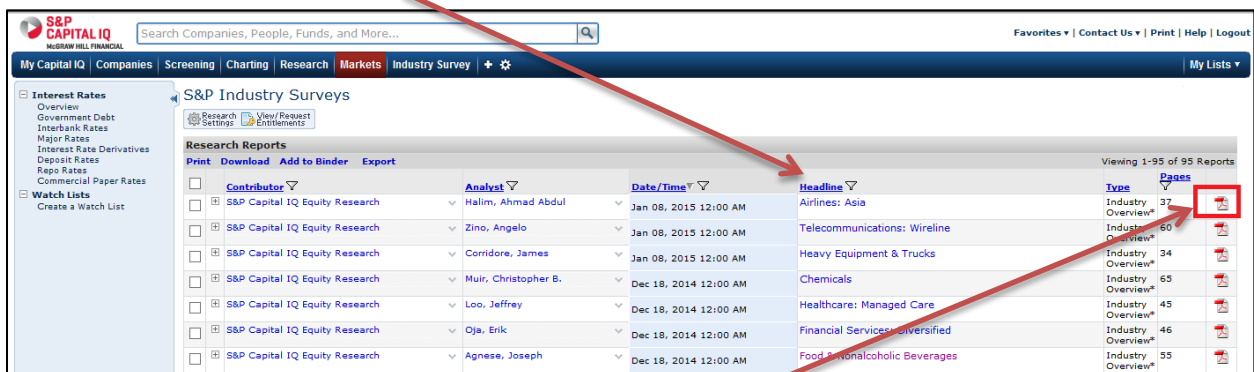
1. To access Industry Surveys, click on the menu Tab called **Industry Survey**.



2. There are two ways to view Industry Surveys there.
 - a) First, to view a list of Industry Surveys click on the **Industry Surveys** link.
 - b) To view a specific Industry only, select from the drop down & click the **Search** box.



3. After selecting the Industry Survey link the following page will display.
4. Reports are arranged chronologically, but you could change that by clicking a heading; for example, click **Headline** to arrange list by survey title



5. To open the Industry Survey, click the PDF icon.

Archive Surveys

To view historical Industry Survey select the filter icon next to the **Date/Time**

The screenshot shows the S&P Industry Surveys Aerospace and Defense page. The 'Date/Time' column header has a filter icon (a small square with a downward arrow) next to it, which is highlighted with a red box. A red arrow points from the text above to this icon. The table below shows two reports: 'S&P Capital IQ Equity Research' by Corridore, James, dated Nov 07, 2014 12:00 AM, and another dated May 08, 2014 12:00 AM. Both reports are titled 'Aerospace & Defense' and are 'Industry Overview' type. The 'Pages' column shows 51 and 50 pages respectively. A red box also highlights the 'Pages' column header.

In the filter dropdown, select **All History** and then click the **Apply Filter** Button

The screenshot shows the filter dropdown menu. The 'All History' option is selected and highlighted with a red box. Below it are 'From' and 'To' date pickers. At the bottom, the 'Apply Filter' button is highlighted with a red box. A red arrow points from the text above to the 'Apply Filter' button.

NOTE: When viewing your Results list, if you're seeking archived reports, be sure to note at bottom right corner of screen if there are additional pages of results that you can access from there.

Most survey titles have an archive back to 1999 unless that subject only became a separate survey title more recently.

S&P Industry Surveys Airlines

The screenshot shows the header of the S&P Industry Surveys Airlines page. The 'Apply Filter' button is highlighted with a red box. A red arrow points from the text above to this button.

Research Reports

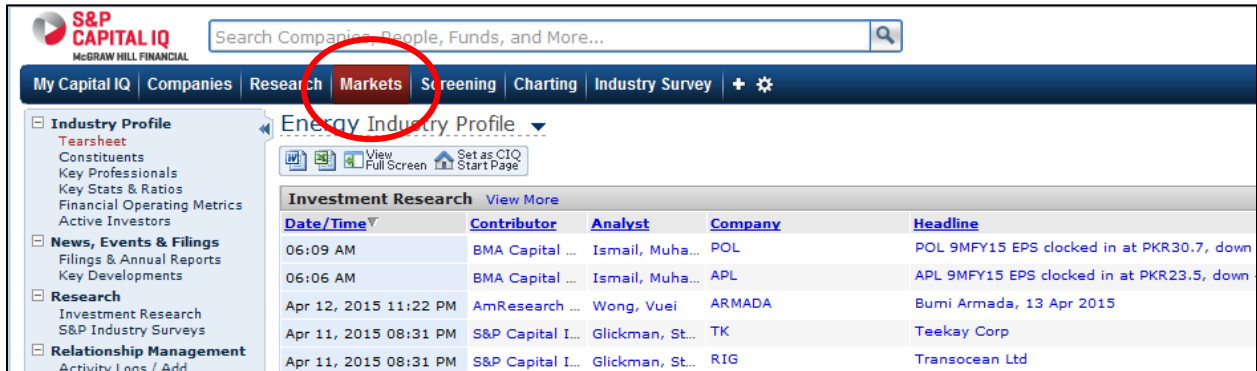
Preview Print Download Add to Binder Export Add to Cart

Viewing 26-40 of 40 Reports [View 1-25 | 26-40]

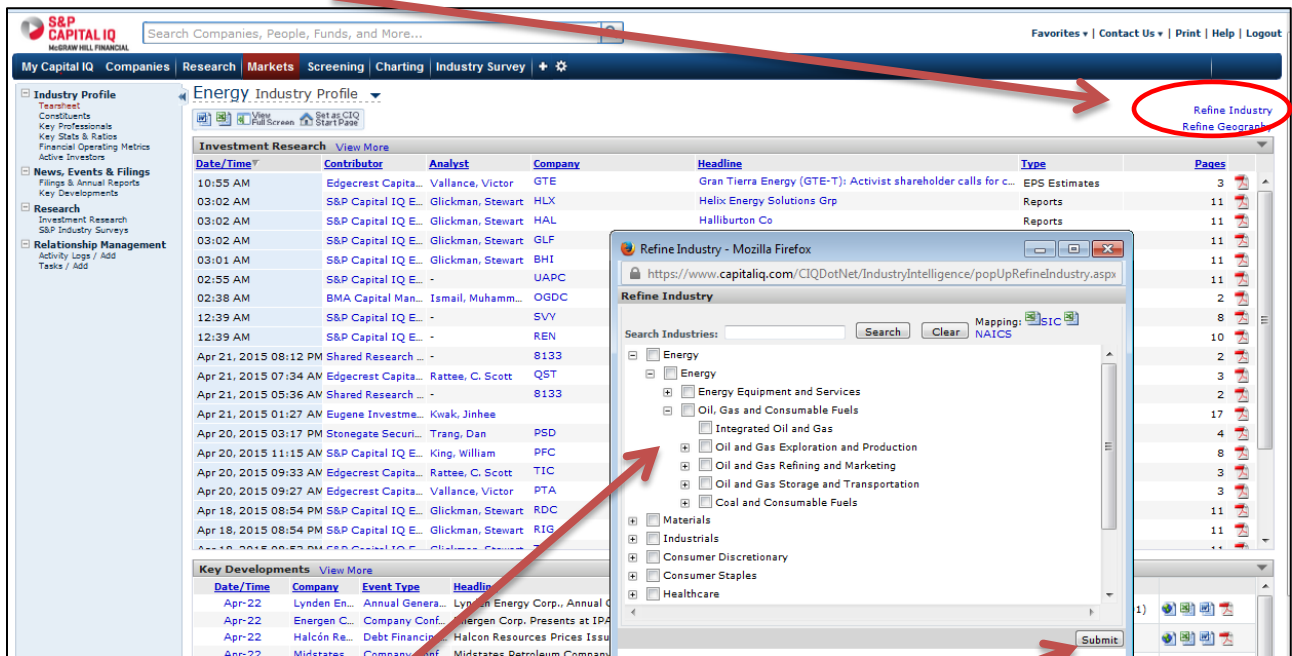
Contributor	Analyst	Date/Time	Headline	Type	Pages
S&P Capital IQ Equity Research		May 31, 2007 12:00 AM	Airlines	Industry Overview [®]	44
S&P Capital IQ Equity Research		Nov 30, 2006 12:00 AM	Airlines	Industry Overview [®]	45
S&P Capital IQ Equity Research		May 31, 2006 12:00 AM	Airlines	Industry Overview [®]	44
S&P Capital IQ Equity Research		Nov 30, 1999 12:00 AM	Airlines	Industry Overview [®]	38
S&P Capital IQ Equity Research		May 31, 1999 12:00 AM	Airlines	Industry Overview [®]	38

Viewing 26-40 of 40 Reports [View 1-25 | 26-40]

Industries and Sub-industries: Use the Markets tab – for data and benchmarks

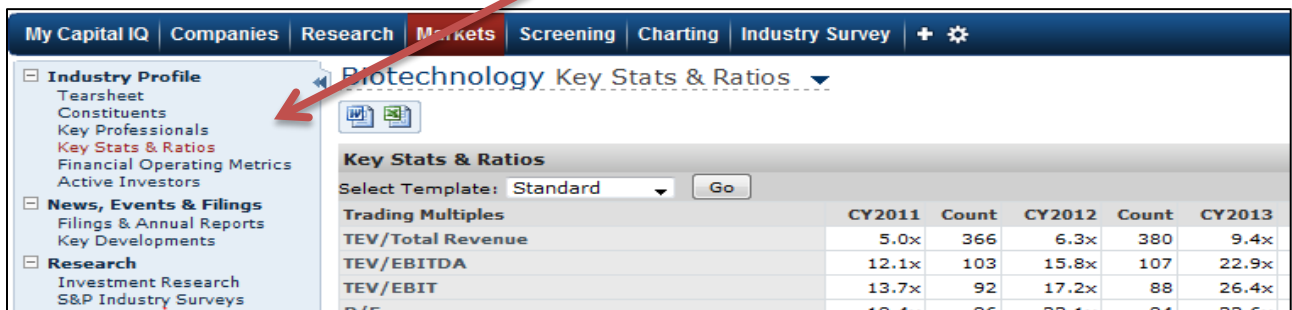


Click on Refine Industries to open drill-downs to industry components, sub sectors.



Drill down to select a sub-industry and then click the button Submit.

At the next screen use the left hand column to view that group's ratios, constituents, etc.



About S&P Capital IQ

S&P Capital IQ, a part of McGraw Hill Financial (NYSE:MHI), is a leading provider of multi-asset class data, research and analytics to institutional investors, investment and commercial banks, investment advisors and wealth managers, corporations and universities around the world. We provide a broad suite of capabilities designed to help track performance, generate alpha, identify new trading and investment ideas, and perform risk analysis and mitigation strategies. Through leading desktop solutions such as the S&P Capital IQ platform, Global Credit Portal, and MarketScope Advisor; enterprise solutions such as S&P Securities Evaluations and Global Data Solutions; and research offerings including Leveraged Commentary & Data, Global Markets Intelligence, and company and funds research, S&P Capital IQ sharpens financial intelligence into the wisdom today's investors need.

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