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Getting Started with Bloomberg

Bloomberg Fundamental Training

Bloomberg Product Specialist
Eva Qu

Agenda

1. Basic Navigation

2. Equity Functions

3. ECO& NEWS Functions

4. Other resources

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1. Basic Navigation

Utilizing Command Bar

- Key words search & Autocomplete
- Ticker & Function

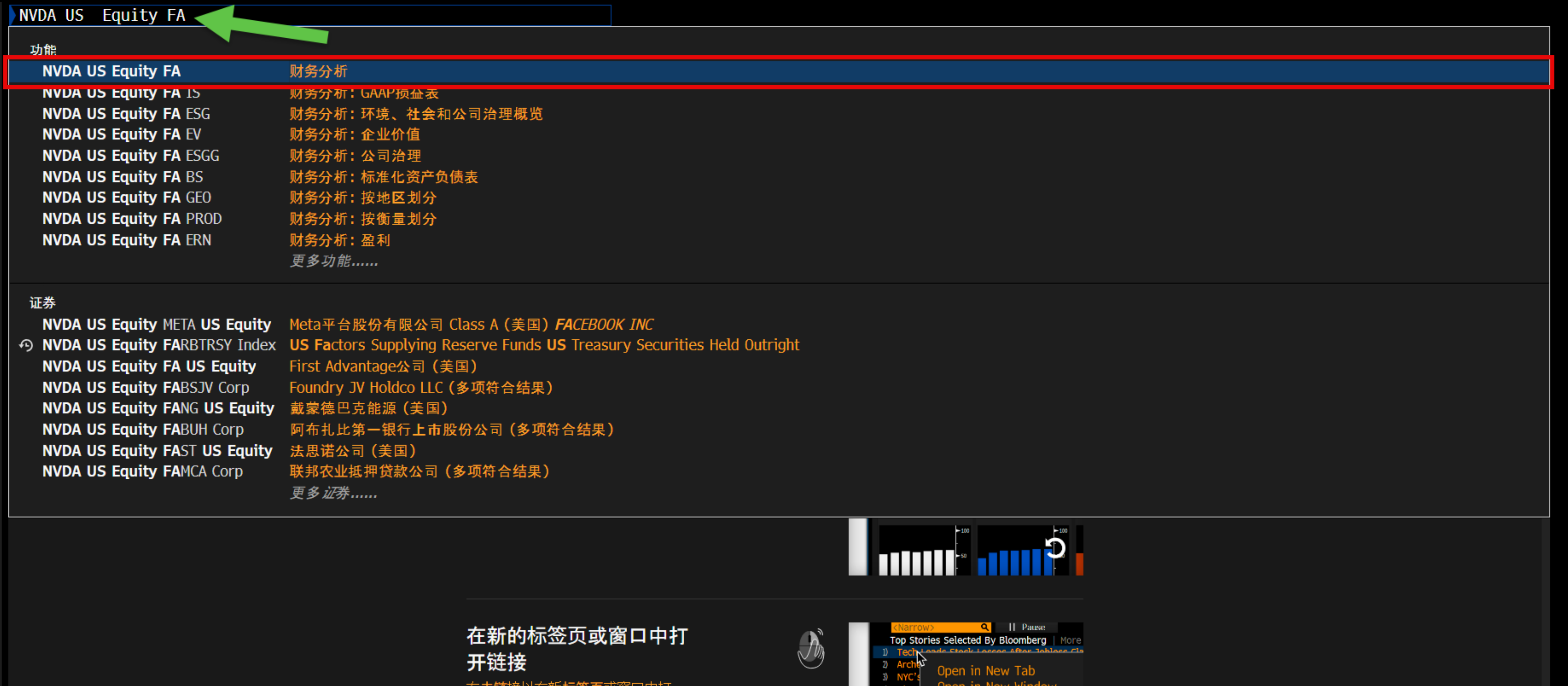

Chart & Technical Analysis - Charting {GP <GO>}

- RSI.. Bollinger bands…

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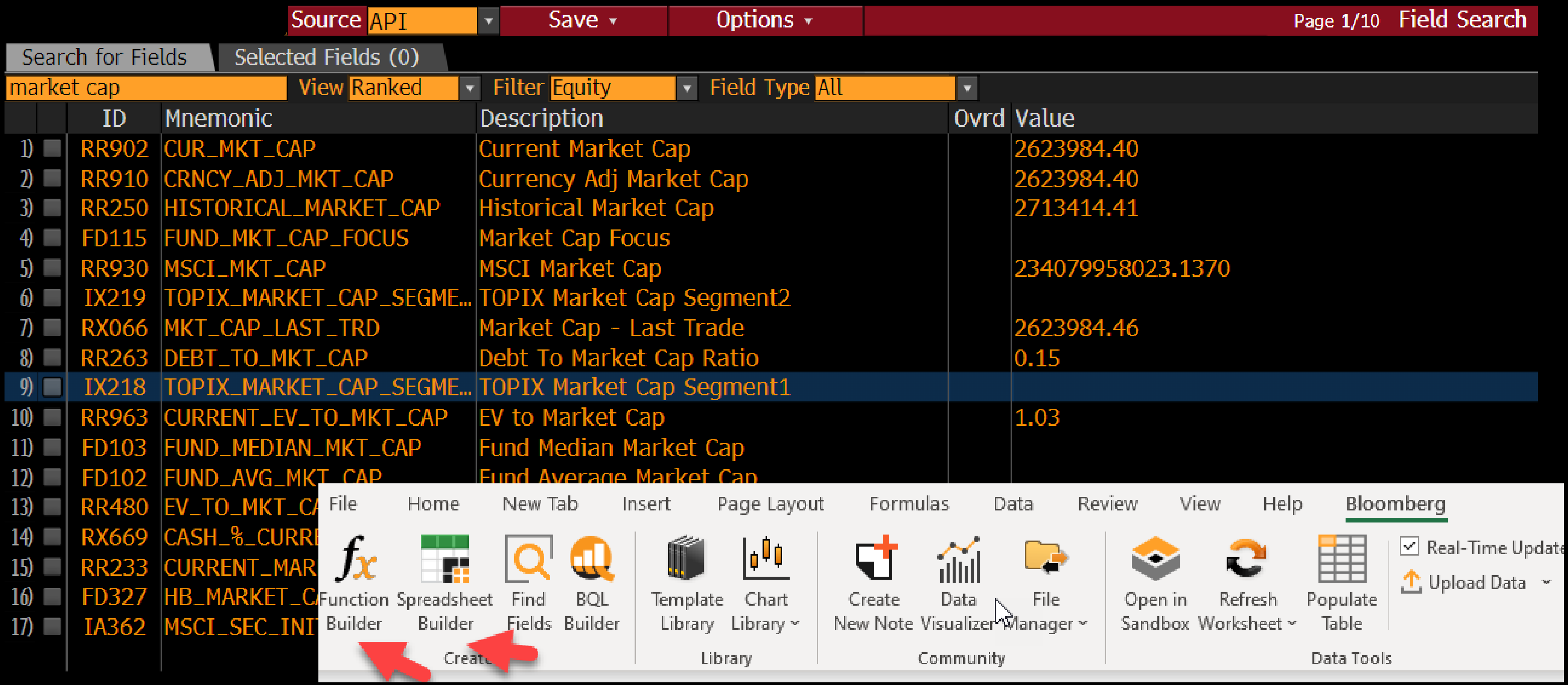
Field Search {FLDS <GO>}

- For more formula constructing information >> {HELP DAPI <GO>}
- Function Builder in excel



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2. EQUITY

Financial Analysis {FA<GO>}

- Include data from financial reports, set different frequency and also show estimations

96) Actions ▾ | 97) Export ▾ | 98) Settings | Financial Analysis

IFRS 16 ? | BOL | Acct Mixed | Periodicity Annuals | Cur FRC (CNY)

1) Key Stats | 2) I/S | 3) B/S | 4) C/F | 5) Ratios | 6) Segments | 7) Addl | 8) ESG | 9) Custom | 10) Shared

11) BBG Adj Highlights | 12) BBG GAAP Highlights | 13) Company Model | 14) Earnings | 15) Enterprise Value | 16) EV Ex Operating Leases | 17) Multiples | 18) Per Share | 19) Stock Value

In Millions of CNY	2019 Y~	2020 Y	2021 Y	2022 Y	Current/LTM	2023 Y Est	2024 Y Est
12 Months Ending	12/31/2019	12/31/2020	12/31/2021	12/31/2022	09/30/2023	12/31/2023	12/31/2024
Market Capitalization	3,196,093.8	4,542,397.3	3,572,097.6	2,817,433.0	2,412,954.4		
- Cash & Equivalents	187,391.0	229,011.0	264,101.0	290,756.0	362,495.0		
+ Preferred & Other	56,118.0	74,059.0	70,394.0	61,469.0	62,431.0		
+ Total Debt	232,520.0	262,464.0	323,476.0	359,141.0	372,929.0		
Enterprise Value	3,297,340.8	4,649,909.3	3,701,866.6	2,947,287.0	2,485,819.5		
Revenue, Adj	377,289.0	482,064.0	560,118.0	554,552.0	598,773.0	613,432.4	678,720.6
Growth %, YoY	20.7	27.8	16.2	-1.0	8.1	10.6	10.6
Gross Profit, Adj	167,533.0	221,532.0	245,944.0	238,746.0	277,367.0	291,300.6	331,012.1
Margin %	44.4	46.0	43.9	43.1	46.3	47.5	48.8
EBITDA, Adj	140,395.0	174,412.0	190,929.0	184,698.0	218,188.0	211,427.2	240,279.1
Margin %	37.2	36.2	34.1	33.3	36.4	34.5	35.4
Net Income, Adj	102,378.0	118,803.3	90,654.5	74,455.8	115,531.1	155,920.4	184,216.6
Margin %	27.1	24.6	16.2	13.4	19.3	25.4	27.1
EPS, Adj	10.59	12.27	9.33	7.60	11.92	16.08	18.78
Growth %, YoY	2.3	15.9	-24.0	-18.5	97.4	111.4	16.8
Cash from Operations	149,443.0	194,806.0	175,908.0	147,447.0	204,081.0		
Capital Expenditures	-27,122.0	-39,417.0	-31,006.0	-23,205.0		-33,443.9	-38,915.7
Free Cash Flow	122,321.0	155,389.0	144,902.0	124,242.0		136,643.5	179,424.1

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Fundamental Estimations {EEO <GO>}

- Estimation consensus overview page and graphs

Alert | Earnings & Estimates

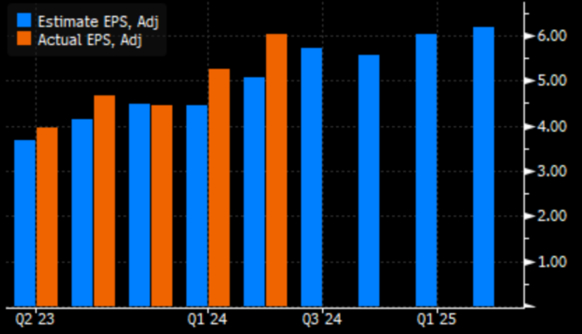
Periodicity Quarters Source BEst Mean Consensus (Standard) Cur CNY

1) Earnings History | ERN »		2) Consensus Overview | EEO »		3) Analyst Coverage | ANR »	
Next Announcement	(E) 11/14/24	Trailing 12M P/E	22.44	Buy/Hold/Sell	70/1/0
Prior Announcement	08/14/24	Forward 12M P/E	15.57	Current Price (HKD)	405.40
Avg/Implied 1 Day Move	1.89% / 4.00%	Est. LTG (EPS)	26.32%	Target Price (HKD)	477.78

4) Company Financials | MODL » 21) Current Period Overview (03/24) 22) Prior Period Analysis (02/24)

Measure	Q3/24
11) EPS, Adj+	5.7
12) EPS, GAAP	5.(
13) Revenue	168.54
14) Net Income, Adj+	54.10
15) Operating Profit	53.99
16) EBITDA	61.55

5) Earnings Trends | EM » Q3s Only



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700 HK Equity | Actions | Export | Settings | Consensus Overview

Tencent Holdings Ltd

Periodicity Quarters Source Standard Cur CNY
Broker -------- Guidance

More estimates are available | MODL »

1) Headline 2) Headline Growth 3) Company-Specific

	Q2 2024 Act	Q3 2024 Est		Q4 2024 Est		Q1 2025 Est		Q2 2025 Est	
3 Months Ending	06/30/2024	09/30/2024	#	12/31/2024	#	03/31/2025	#	06/30/2025	#
11) EPS, Adj+	6.014	5.721	22	5.562	20	6.019	11	6.183	11
12) EPS, GAAP	5.112	5.007	18	4.881	18	4.928	10	5.120	10
13) Revenue	161.117B	168.546B	32	170.490B	29	177.537B	13	180.679B	13
14) Gross Margin %	53.312	53.430	28	53.392	27	53.730	13	53.945	13
15) Operating Profit	50.498B	53.994B	22	52.413B	22	60.420B	13	58.905B	13
16) EBIT	50.732B	53.694B	16	52.501B	16	61.307B	11	59.404B	11
17) EBITDA	68.518B	61.554B	17	59.717B	15	68.553B	9	67.039B	8
18) Pre-Tax Profit	58.534B	58.350B	20	55.944B	19	63.170B	10	61.818B	10
19) Net Income Adj+	57.313B	54.104B	30	52.586B	28	56.648B	14	57.969B	13
20) Net Income, GAAP	47.630B	45.548B	22	44.684B	21	48.685B	12	48.307B	12
21) Net Debt	-4.381B	81.550B	1	83.459B	1	98.487B	1	105.294B	1
22) BPS	92.006								
23) CPS	6.352								
24) DPS		4.560	2	4.103	4				
25) Return on Equity %	18.637	9.882	6	9.542 ↓	6	20.890 ↑	2	15.022	4
26) Return on Assets %	9.568	7.963	4	7.937	3	11.850	2	11.190	2

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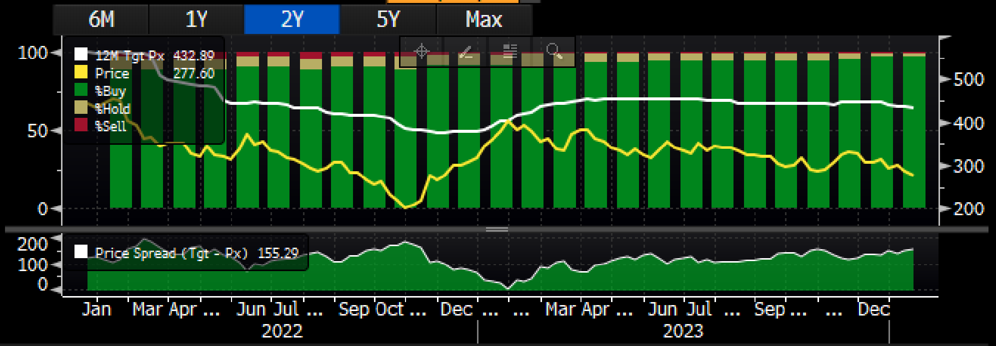
Analyst Recommendation {ANR<GO>}

- Analyst rating and target price, show recommendation of buy/sell/hold

Actions ▾ | Alert | Export — Analyst Recommendations

As of 01/18/24

Consensus Rating	▲	4.92
Buys	97.2%	69
Holds	2.8%	2
Sells	0.0%	0
12M Tgt Px	51/74	432.89
Last Price		277.60
Pricing Currency		HKD
Return Potential		55.9%
LTM Return		-26.4%



Showing 72 of 77 sources

	Firm	Analyst	Recommendation	Tgt Px	Date	1 Yr Rtn	BARR	Rank
1)	New Street Resear...	Jin Yoon	buy	450.00	01/17/24	-26.01%		
2)	Goldman Sachs	Ronald Keung	buy	426.00	01/16/24	-26.01%		
3)	Bernstein	Robin Zhu	outperform	455.00	01/16/24	-26.01%		1
4)	Mizuho Securities	James Lee	neutral	300.00	01/16/24	0.00%	2	13
5)	Daiwa Securities	John Choi	buy	405.00	01/16/24	-26.01%		20
6)	Sealand Securities	Mengzhu Chen	buy	411.00	01/16/24	-26.01%		
7)	Guotai Junan Secur...	Zhaojin Liang	overweight		01/16/24	-26.60%		
8)	HSBC	Charlene Liu	buy	380.00	01/15/24	-26.01%		10
9)	China Renaissance ...	Ella Ji	buy	430.00	01/15/24	-32.92%		9
10)	Citi	Alicia Yap	buy	497.00	01/14/24	-26.01%		
11)	Investec	David Smith	↑ buy	340.00	01/12/24	8.45%	1	5
12)	Redburn Atlantic	Xiao Sophie	buy	375.00	01/12/24			
13)	BNP Paribas Exane	William Packer	outperform	435.00	01/12/24	-26.01%		
14)	China Merchants Se...	Tommy Wong	buy	378.00	01/12/24	-27.94%		
15)	CLSA	Elinor Leung	buy	500.00	01/12/24	-26.01%		
16)	Cmb International ...	Saiyi HE	buy	465.00	01/11/24	-26.01%		
17)	Macquarie	Ellie Jiang	outperform	455.00	01/10/24			
18)	GF Securities Co. Lt...	Kuang Shi	buy	460.73	01/09/24	-26.01%		
19)	CITIC Securities Co...	Guanran Wang	buy	468.00	01/09/24	-26.01%		

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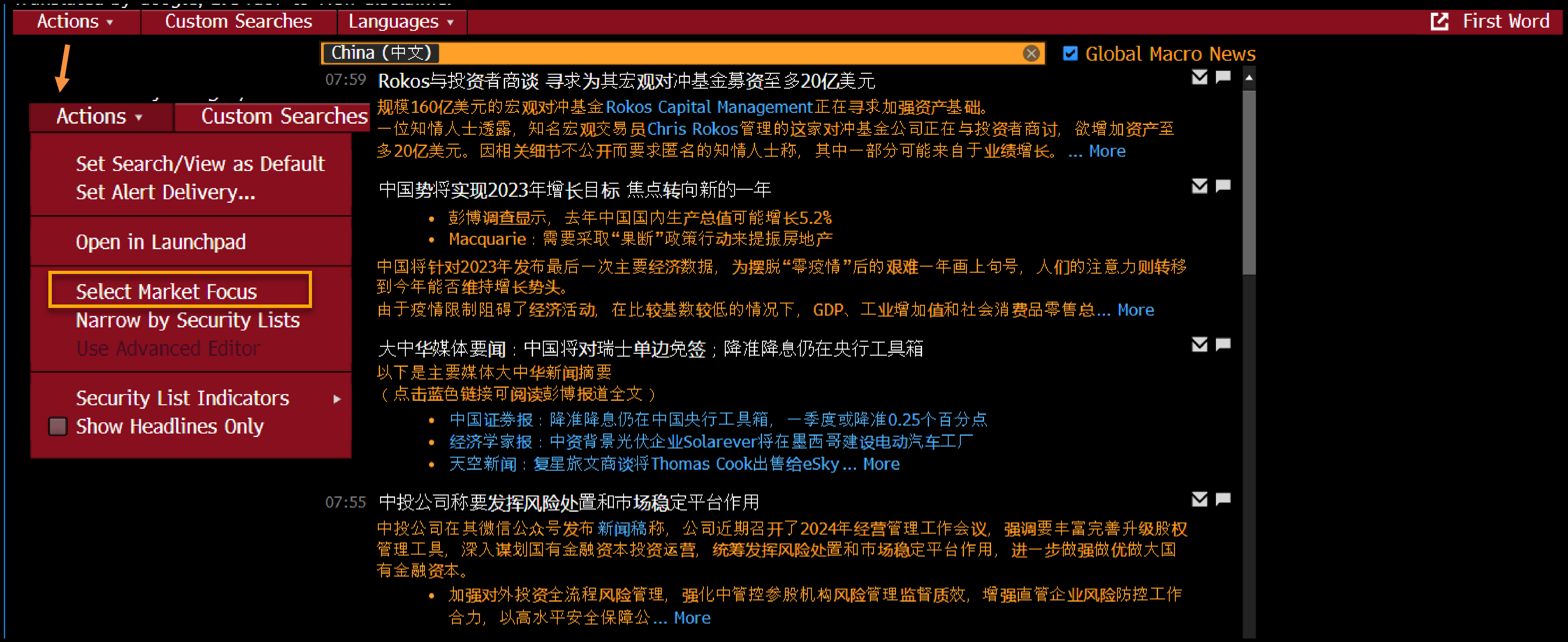
3. NEWS&ECO

First Word {FIRS <GO>}

- First Word Stories from Bloomberg News Editors
- Highlight keywords for fast reading



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NSE News Feed {NEWS ON CHINA / NI CHINA <GO>}

- Based on the search for keywords(Region, Company, People..)

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Bloomberg Intelligence {BI <GO>}

- Provide research/data/chart on industry, economic and strategy
- From Bloomberg Intelligence team

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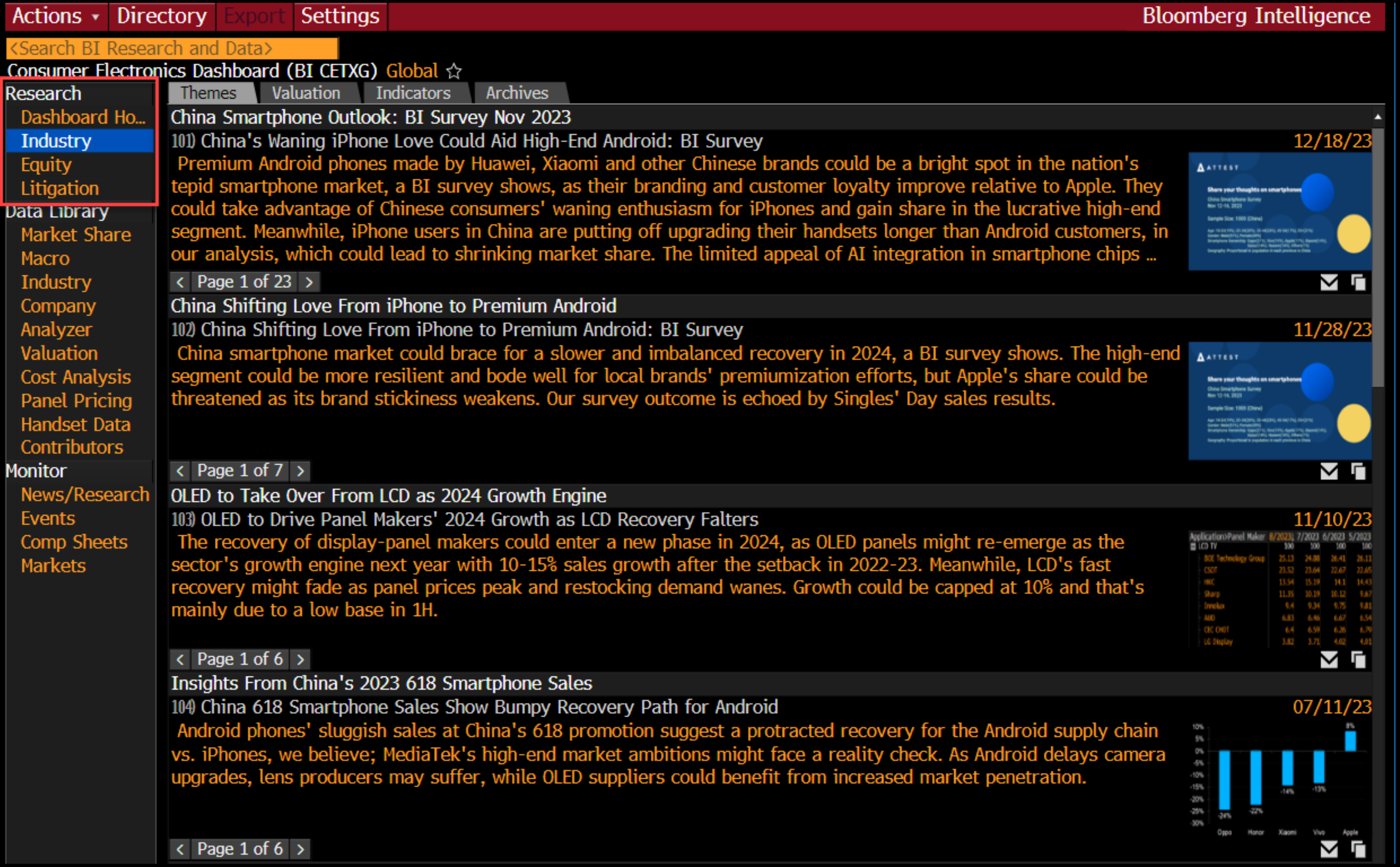
- From Bloomberg Intelligence team



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Bloomberg Intelligence {BI BBYJ <GO>}

- Chinese Version BI, translate by internal translation team for accuracy

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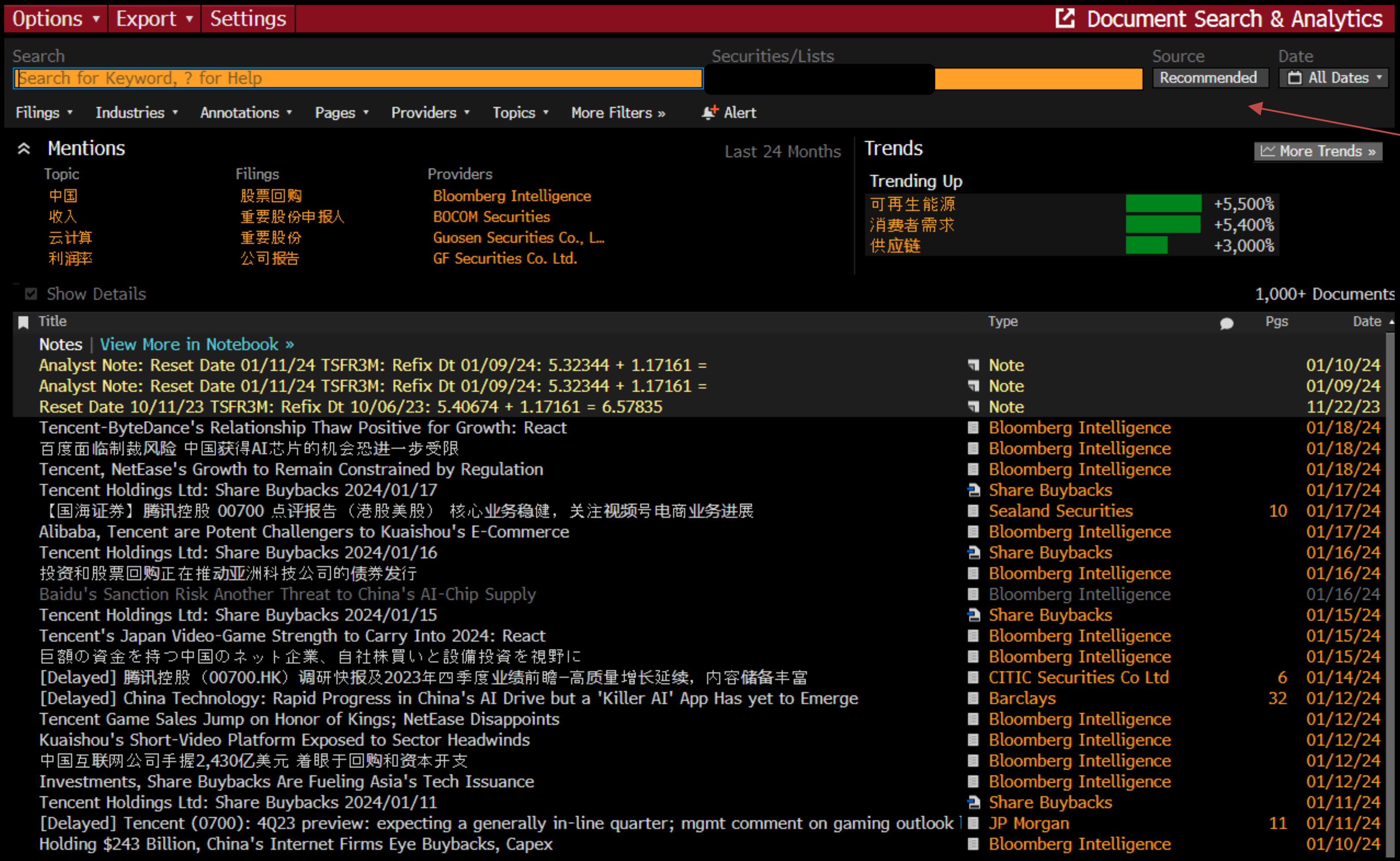
Filing Search {DS <GO>}

- Can be retrieved from a diverse collection of files from over 1500 providers to discover files that support your analysis



Change the type to corporate filing, research..

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Economic Database {ECST <GO>}

- Current and History Data Available for different countries

Search | Settings ▾ | World Economic Statistics

Standard Views | Custom Views | Economic Reports

China | Browse

- Key Indicators
- National Accounts (GDP)
- Prices
- Labor Market
- Retail & Wholesale Sector
- Industrial Sector
- Services Sector
- Whole Economy Activity
- Surveys/Cyclical Indicators
- Housing and Real Estate
- Personal/Household Sector
- Intl Trade & BoP
- Government Finance & Debt
- Monetary Sector
- Financial Indicators
- Demographics

Key Indicators - China 08/18/2023 - 01/18/2024

			2023				
				Q4		Q3	
	Text	Ticker	Dec	Nov	Oct	Sep	Aug
	National Accounts						
101)	Real GDP (yoy %)	CNGDPYOY I...	5.2			4.9	
102)	Real GDP (yoy %, yearly)	GDPNTTLY In...	5.2				
103)	Nominal GDP by Expenditure (CNY bn)	CNNGPQ$ In...	34789.00			31999.23	
104)	Nominal GDP (yoy %, yearly)	GDPOTTLY In...	--				
105)	Beijing Real GDP (yoy %, cumulative)	CNBJGDPY I...	--			5.1	
106)	Beijing Nominal GDP by Industry (CNY bn)	CNBJGDP In...	--			31723.1	
107)	Tianjin Real GDP (yoy %, cumulative)	CNTJGDPY I...	--			4.6	
108)	Tianjin Nominal GDP by Industry (CNY bn)	CNTJGDP In...	--			12252.61	
109)	Hebei Real GDP (yoy %, cumulative)	CNBHYTDY I...	--			5.2	
110)	Hebei Nominal GDP by Industry (CNY bn)	CNBHYTD In...	--			31776.60	
111)	Shanxi Real GDP (yoy %, cumulative)	CNXHYTDY I...	--			--	
112)	Shanxi Nominal GDP by Industry (CNY bn)	CNXHYTD In...	--			--	
113)	Jilin Real GDP (yoy %, cumulative)	CNJLGDPY In...	--			5.8	
114)	Jilin Nominal GDP by Industry (CNY bn)	CNJLGDP Ind...	--			9935.68	

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Economic Forecast {ECFC <GO>}

- Show economic forecast for different countries and know about the trend

96) Chart | 97) Set as Default View | Disclaimer | Economic Forecasts

Country/Region/World | Contributor: Contributor Composite | Yearly | Quarterly

China | Browse | Private | Official

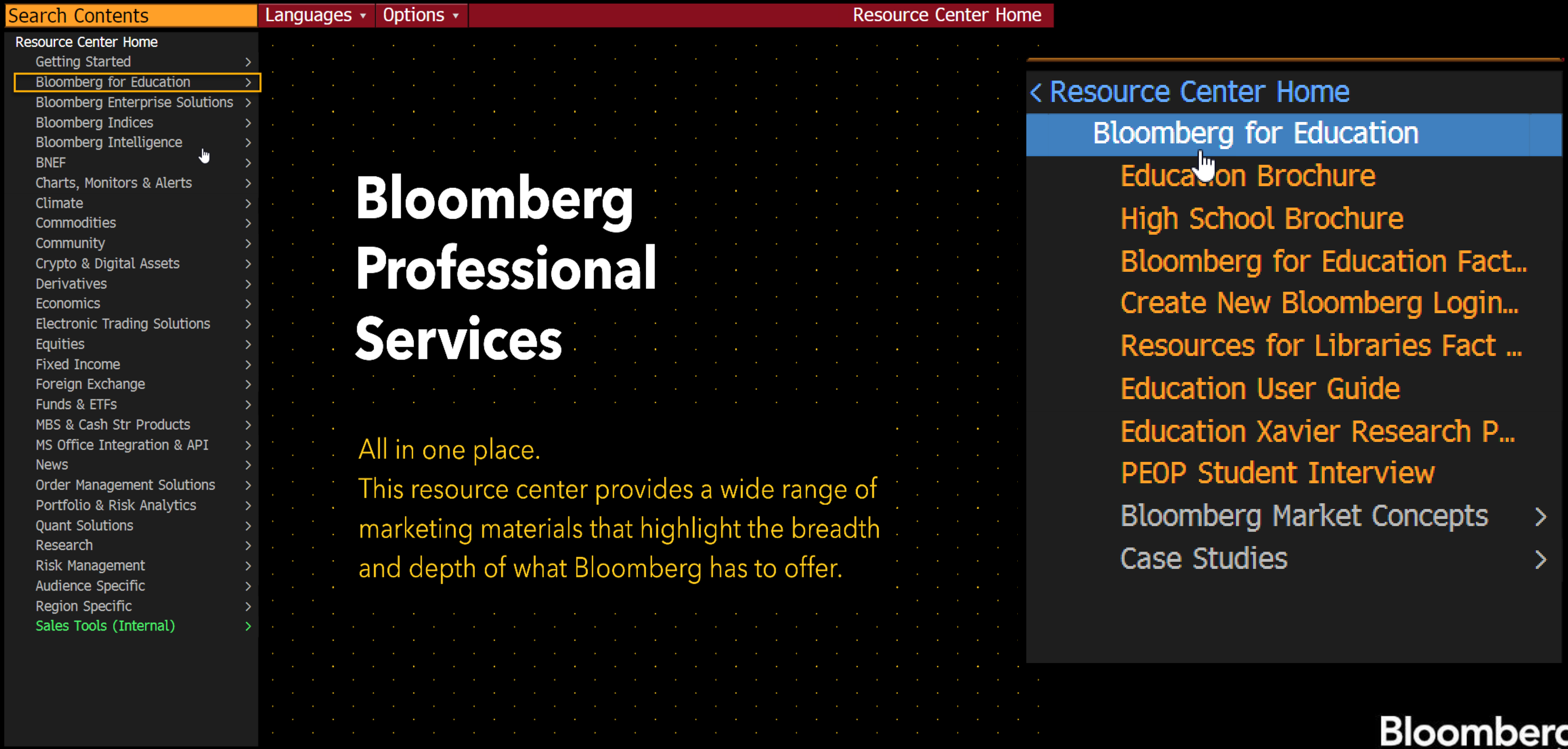
Actual / Forecasts | Probability of Recession 15.0%

Indicator	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Activity										
Real GDP (YoY%)	6.8	6.9	6.7	6.0	2.2	8.4	3.0	5.2	4.5	4.3
Fixed Asset Investment (Y…							5.5	3.5	4.5	4.5
Industrial Production (YoY…	6.2	6.6	6.1	5.8	5.1	6.7	3.0	4.4	4.5	4.2
Retail Sales (YoY%)							1.3	7.6	6.0	5.6
Price Indices										
CPI (YoY%)	2.0	1.6	2.1	2.9	2.5	0.9	2.0	0.2	1.4	1.8
PPI (YoY%)							4.3	-3.0	0.6	1.5
Labor Market										
Unemployment (%)			4.9	5.2	5.2	5.1	5.5	5.2	5.0	5.1
External Balance										
Curr. Acct. (% of GDP)	1.7	1.5	0.2	0.7	1.7	2.0	2.2	1.5	1.2	1.1
Export Trade (YoY%)							8.0	-4.2	2.4	3.1
Import Trade (YoY%)							2.4	-5.3	2.8	2.4
Fiscal Balance										
Budget (% of GDP)	-3.8	-3.7	-4.1	-4.9	-6.2	-3.8	-4.7	-5.0	-5.0	-5.0

4. Other resources

Resource Center Home {BPS <GO>}

- Learn about all the product the functionality available in Bloomberg
- Bloomberg for Education



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- **Bloomberg Market Concept, Finance Fundamentals & Bloomberg ESG Certificate**

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Q&A and Info Session

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6:30-8:00PM

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- {SMNR<GO>} For more Seminar and Events