

Capital IQ Quick Start Guide

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Introduction

What is Capital IQ?

Capital IQ is a web and Excel-based financial research application produced by Standard & Poor's. It organizes historical information on companies, markets, transactions, and people worldwide, providing clients with the data necessary to analyze company fundamentals, build financial models, screen for investment ideas, and execute other financial research tasks. Some user-friendly features are its chart builder, screening tool and Excel Plug-in modeling tools. This document focuses on the basics of Capital IQ and aims to provide a guide for the beginner user and act as a reference for the experienced user.

Capital IQ is organized by six Top Menu options - My Capital IQ, Companies, Markets, Screening, Charting, and Coverage.

My Capital IQ

Instructions:

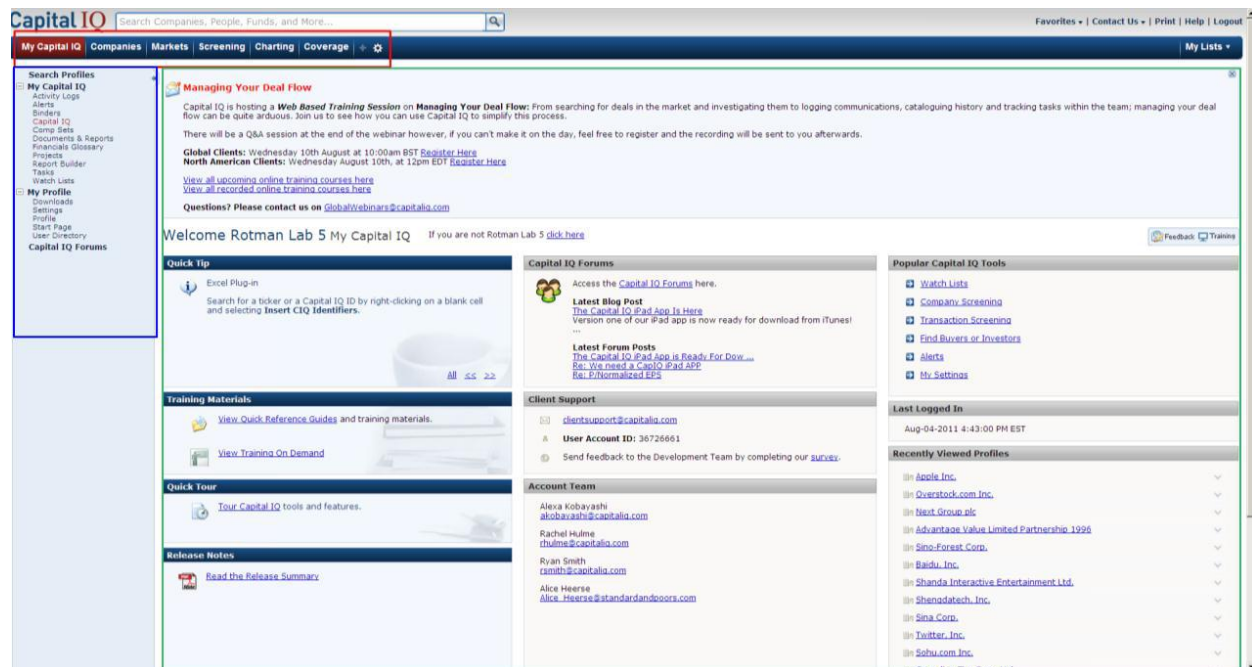
When you open Capital IQ from the desktop icon, the web-based software is automatically logged in and ready to use, opening to the "My Capital IQ" page.

Every Capital IQ page follows the same layout:

Top Menu Bar: provides access to other feature of Capital IQ such as "Companies", "Markets", "Screening", "Charting", and "Coverage".

Left Menu: list of functions that are specific to each option of the Top Menu bar

Body: displays selected information



Key Functions

Report Builder

Capital IQ's has many user-friendly features including the **Report Builder**. This function allows clients to develop a custom formatted report of their Capital IQ findings.



Report Builder Company

The screenshot shows the 'Report Builder Company' interface. It includes a navigation bar with 'Report Status', 'Feedback', and 'Training'. Below this is a 'Report Templates' section with tabs for 'Recently Generated', 'Saved Templates', and 'Capital IQ Templates'. A central area displays a 'CIQ Report (Landscape)' with an 'Edit' button. Below this is a 'Report Options' section with fields for 'Template Name' (No Template Selected), 'Access Level' (No Template Selected), and 'Format' (PDF, Word, Excel). There are 'Save Template' and 'Generate Report' buttons. The bottom section is 'Report Categories & Fields' with a table of categories and options.

Report Category	Options
<input type="checkbox"/> Company Information	Basic Information
<input type="checkbox"/> Professionals & Board Members	Key Executives & Board Members Basic Information
<input type="checkbox"/> Financials	Default
<input type="checkbox"/> Estimates	
<input type="checkbox"/> Charts	
<input type="checkbox"/> Transactions	Last 5 Transactions
<input type="checkbox"/> Transaction Advisors	
<input type="checkbox"/> Business Relationships	Recently Disclosed Only (2 Years)
<input type="checkbox"/> Ownership	
<input type="checkbox"/> Public Holdings	
<input type="checkbox"/> Filings & Annual Reports	Latest of Selected Type(s)
<input type="checkbox"/> Key Developments	Last 10 Key Developments
<input type="checkbox"/> News	Last 10 Articles
<input type="checkbox"/> Events	Next 5 Events

Companies

Company Intelligence provides comprehensive information on over 60,000 public companies, 685,000 private companies, 10,600 private capital firms, 312,000 transactions and 985,000 professionals worldwide.

To search for a company, either:

1. Click on the **Companies** tab in the Top Menu and select the **Search Profiles** option
2. Use the *Search Box* at the top of the page, above the Top Menu

Clients are presented with a list of matches from which they can choose their desired company, and will then be directed to its **Tearsheet**.



The **Tearsheet** page provides a company's basic business description, industry classification, current and prior investors, primary office location, stock information, financial statistics, key executives and current and pending subsidiaries.

Below is a screenshot of Apple Inc.'s Tearsheet:

Apple Inc. (NasdaqGS:AAPL) Public Company Profile

[Create](#) [Tearsheet Report](#) [SEO Report](#) [10-K](#) [10-Q](#) [Feedback](#) [Training](#) [Activity](#) [List](#) [Add to Binder](#) [1 Item](#)

Website:	www.apple.com	Coverage Summary
Number of Employees:	46,600	Coverage List: No
Tickers:	AAPL (NasdaqGS)	Relationships: No
Current Professionals Profiled:	26	Projects: No
Year Founded:	1976	Activity Logs/Tasks: No

Business Description

Apple Inc., together with subsidiaries, designs, manufactures, and markets personal computers, mobile communication and media devices, and portable digital music players, as well as sells related software, services, peripherals, networking solutions, and third-party digital content and applications worldwide. The company sells its products worldwide through its online stores, retail stores, direct sales force, third-party wholesalers, resellers, and value-added resellers. In addition, it sells third-party Mac, iPhone, iPad, and iPod compatible products, including application software, printers, storage devices, speakers, headphones, and other accessories and peripherals through its online and retail stores; and digital content and applications through the iTunes Store. The company sells its products to consumer, small and mid-sized business, education, enterprise, government, and creative markets. As of September 25, 2010, it had 317 retail stores, including 233 stores in the United States and 84 stores internationally. The company, formerly known as Apple Computer, Inc., was founded in 1976 and is headquartered in Cupertino, California.

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

Computer Hardware

Primary Office Location [View All Office Addresses](#)

1 Infinite Loop | Cupertino, CA | 95014 | United States
Phone: 408-996-1010 Fax: 408-996-0275

Current and Pending Investors [View Details](#)

Integral Capital Partners, Kinadom Holding Company (SASE:4280)

Prior Investors [View Details](#)

Anthem Capital Management, LLC, Apex Partners L.P., Artsturus Capital, AVI Capital, L.P., Brentwood Associates, Brentwood Venture Capital, CIVC Partners, L.P., KeyNote Ventures, Matrix Partners, Morozenthaler, New Enterprise Associates, Sequoia Capital, Venrock

Investment Arms

Braeburn Capital Inc.

Stock Quote and Chart (Currency: USD)

Last (Delayed Quote)	377.37	Market Cap (mm)	349,856.3
Open	389.41	Shares Out. (mm)	927.1
Previous Close	377.37	Float %	90.3%
Change	(15.20)	Shares Sold Short (mm)	10.9
Change %	(3.9%)	Dividend Yield %	-
Day High/Day Low	391.32/ 377.35	Diluted EPS Excl. Extra Items	25.28
52 wk High/52 wk Low	404.50/ 235.55	P/Diluted EPS Before Extra	15.17%
Volume (mma)	30,91	Beta	1.24
Avg. Vol - 3 mo (mm)	15.59		

Delayed Quote** | Last Updated on Aug-04-2011 04:00 PM (GMT-5)

Quick Chart

NasdaqGS:AAPL - Common Stock

Financials/Valuation

Capital IQ Search

My Capital IQ Companies Ma

- Most Used
 - Income Statement
 - Multiples
 - Key Stats
 - Ratios
 - Industry Classifications
- Company Summary
 - Tearsheet
 - Corporate Timeline
 - Long Business Description
 - Products
 - Competitors
 - Industry Classifications
 - Offices
 - Analyst Coverage
 - Corporate Governance
- People
 - Professionals
 - Board Members
 - Committees
 - Compensation
- Financials/Valuation**
 - Key Stats
 - Income Statement
 - Balance Sheet
 - Cash Flow
 - Multiples
 - Capitalization
 - Capital Structure Summary
 - Capital Structure Details
 - Ratios
 - Supplemental Pension/OPEB
 - Segments
- Estimates
 - CIQ Estimates
- Quick Comps

This function on the left menu provides a detailed list of financial information used to analyze and value companies. In the image below, outlined in red, you can find key statistics, Income Statement, Balance Sheet, and much more.

Users also have the option to download this information in an Excel sheet for further analysis. The button for download is below the Top menu, outlined in blue on the below diagram.

Apple Inc. (NasdaqGS:AAPL) Financials > Income Statement

Download This Page | Download Financials | 10-K | 10-Q | FAQs | Feedback | Training | Create Activity | Add to Binder | 1 Item

Key Stats | **Income Statement** | Balance Sheet | Cash Flow | Multiples | Cap. Structure | Ratios | Supplemental | Pension/OPEB | Segments

Template: Standard | Restatement: Latest Filings | Enable Freeze Panes

Period Type: Annual | Order: Latest on Right | Go | More Options >>

'88 '89 '90 '91 '92 '93 '94 '95 '96 '97 '98 '99 '00 '01 '02 '03 '04 '05 '06 '07 '08 '09 '10 '11 | View All

In Millions of the reported currency, except per share items.

	12 months Sep-30-2006 USD	Restated 12 months Sep-29-2007 USD	Restated 12 months Sep-27-2008 USD	Restated 12 months Sep-26-2009 USD	12 months Sep-25-2010 USD	LTM 12 months Jun-25-2011 USD
For the Fiscal Period Ending						
Currency						
Revenue	19,315.0	24,578.0	37,491.0	42,905.0	65,225.0	100,322.0
Other Revenue	-	-	-	-	-	-
Total Revenue	19,315.0	24,578.0	37,491.0	42,905.0	65,225.0	100,322.0
Cost Of Goods Sold	13,717.0	16,426.0	24,294.0	25,683.0	39,541.0	60,372.0
Gross Profit	5,598.0	8,152.0	13,197.0	17,222.0	25,684.0	39,950.0
Selling General & Admin Exp.	2,433.0	2,963.0	3,761.0	4,149.0	5,517.0	7,145.0
R & D Exp.	712.0	782.0	1,109.0	1,333.0	1,782.0	2,278.0
Depreciation & Amort.	-	-	-	-	-	-
Other Operating Expense/(Income)	-	-	-	-	-	-
Other Operating Exp., Total	3,145.0	3,745.0	4,870.0	5,482.0	7,299.0	9,423.0
Operating Income	2,453.0	4,407.0	8,327.0	11,740.0	18,385.0	30,527.0
Interest Expense	-	-	-	-	-	-
Interest and Invest. Income	394.0	647.0	653.0	407.0	311.0	311.0
Net Interest Exp.	394.0	647.0	653.0	407.0	311.0	311.0
Currency Exchange Gains (Loss)	-	-	-	(94.0)	(174.0)	(304.0)
Other Non-Operating Inc. (Exp.)	(29.0)	(48.0)	(33.0)	13.0	18.0	271.0
EBT Excl. Unusual Items	2,618.0	5,006.0	8,947.0	12,066.0	18,540.0	30,805.0
Impairment of Goodwill	-	-	-	-	-	-
Gain (Loss) On Sale Of Invest.	-	-	-	-	-	70.0
Other Unusual Items	-	-	-	-	-	-
EBT Incl. Unusual Items	2,618.0	5,006.0	8,947.0	12,066.0	18,540.0	30,875.0
Income Tax Expense	829.0	1,511.0	2,828.0	3,831.0	4,527.0	7,268.0
Earnings from Cont. Ops.	1,989.0	3,495.0	6,119.0	8,235.0	14,013.0	23,607.0
Earnings of Discontinued Ops.	-	-	-	-	-	-
Extraord. Item & Account. Change	-	-	-	-	-	-
Net Income to Company	1,989.0	3,495.0	6,119.0	8,235.0	14,013.0	23,607.0
Minority Int. in Earnings	-	-	-	-	-	-
Net Income	1,989.0	3,495.0	6,119.0	8,235.0	14,013.0	23,607.0

Estimates

- [-] **Company Summary**
 - Tearsheet
 - Corporate Timeline
 - Long Business Description
 - Products
 - Competitors
 - Industry Classifications
 - Offices
 - Analyst Coverage
 - Corporate Governance
- [-] **People**
 - Professionals
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 - Committees
 - Compensation
- [-] **Financials/Valuation**
 - Key Stats
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 - Capitalization
 - Capital Structure Summary
 - Capital Structure Details
 - Ratios
 - Supplemental
 - Pension/OPEB
 - Segments
- [-] **Estimates**
 - CIQ Estimates** +
- Quick Comps**

This page summarizes analysts' predictions for the company. The **Estimates** page provides current pricing information, buy or sell recommendations, long-term growth rate %, and other estimate information. The screenshot below shows the Estimates page for Apple Inc.:

Apple Inc. (NasdaqGS:AAPL) Capital IQ Estimates > Consensus

Download All Estimates
Download This Tab
Feedback
Training
Create Activity
Add to Binder
4 Items

Consensus | Recent Changes | Multiples | Surprise | Trends | Revisions | Charts

Currency: Conversion:

Units: Decimals:

Consolidation: Acctg. Standard:

Current Fiscal Year End: Sep-30-2011

FY 2011 Expected Earnings Release Date: Oct-18-2011

NasdaqGS:AAPL (USD)

	Mean	Median	High/Low	Std. Dev.	No. of Est.
Target Price	491.61	500.00	666.00/210.00	66.61	43/43
LT Growth	23.15%	20.00%	37.00%/15.00%	7.37	13/13

NasdaqGS:AAPL - Recommendation: Buy (1.47)

Market Summary

	NasdaqGS:AAPL (US GAAP)(USD)	Current Quarter	Current Year	NTM
Latest Price/Last Close Price	373.62/373.62	6.965	27.652	30.864
52 Wk. High/Low	404.50/235.56			
Potential Upside/Diff. from Target Price	31.58 %/117.99			

Company Level (US GAAP)(USD)

	Revenue	EBITDA
Current Quarter	28,494.74	8,855.17
Current Year	108,534.95	35,427.67
NTM	126,465.61	40,068.92

View By: [Corporate Guidance](#)

Fiscal Years

	2010	2011	2012	2013
NasdaqGS:AAPL (USD)				
EPS Normalized	15.150 A	27.652 E	32.251 E	37.698 E
EPS (GAAP)	15.150 A	27.621 E	32.130 E	37.124 E
Company Level (USD)				
Revenue	65,225.00 A	108,534.95 E	132,849.35 E	155,422.58 E
EBITDA	19,412.00 A	35,427.67 E	43,507.09 E	49,513.51 E

Calendar Years

	2011	2012
NasdaqGS:AAPL (USD)		
EPS Normalized	29.812 E	33.681 E

Markets

The Market Analysis page provides a quick analysis on the entire industry, divided into ten major sectors, as well as in-depth research on selected sectors. Two of the most useful sections are:

Industry Performance – highlights some of the best and worst performing industries. In addition, users can view a graph comparing the performance of ten major sectors to the S&P 500 Index.

Sector Performance - lists key financials and ratios to give users a clear picture of the position of each industry in the market.

Below is screenshot of the Market Page:

Market Analysis Industry Analysis

Feedback Training Create Activity Add to Binder 4 Items

Industry Performance Highlights - YTD

General Market Stats *

[S&P 500 Index](#) **-4.63%**

Top Performing Industries *

Industry	% Change	Worst Performing Industries *
Internet and Catalog Retail	18.62%	Airlines
Marine	15.00%	Thrifts and Mortgage Finance
Tobacco	14.49%	Automobiles
Gas Utilities	12.04%	Building Products
Consumer Finance	9.43%	Construction Materials

* by index value

Relative Sector Performance over*: [1d](#) [5d](#) [1m](#) [3m](#) [6m](#) [1y](#) [2y](#) [5y](#)

* Data from S&P 500 Indexes

Capital IQ Stats

Industry	Market Cap (\$mm)	TEV (\$mm)	LTM Total Rev (\$mm)	LTM EBITDA (\$mm)	TEV/LTM Total Rev	TEV/LTM EBITDA	P/Diluted EPS Before Extra
Energy	5,562,480.3	7,779,026.8	6,393,179.0	1,151,399.3	1.2x	6.7x	12.6x
Materials	5,173,779.9	7,487,812.5	4,960,863.6	877,924.2	1.6x	8.3x	14.3x
Industrials	6,798,989.8	9,178,050.5	8,866,461.9	1,013,539.0	1.1x	9.1x	14.9x
Consumer Discretionary	6,087,424.7	7,609,153.2	7,679,526.2	922,921.0	1.0x	8.3x	15.2x
Consumer Staples	4,645,007.4	5,587,744.0	5,261,539.5	581,283.1	1.1x	9.6x	16.7x
Healthcare	3,885,145.7	4,151,926.4	2,558,759.9	430,416.1	1.6x	9.0x	17.6x
Financials	14,236,164.7	-	7,915,314.5	620,265.9	NA	11.3x	10.5x
Information Technology	5,455,911.5	5,318,923.7	23,907,963.2	632,438.4	0.2x	8.3x	4.8x
Telecommunication Services	2,545,143.2	3,589,397.7	2,157,190.4	735,679.4	1.9x	5.4x	12.1x
Utilities	2,399,827.2	4,260,017.0	2,682,349.9	613,261.6	1.8x	8.0x	13.7x

Screening

This feature allows users to find comparable companies, people, key developments, and transactions according to a wide selection of screening data points. To access this feature, go to the Top Menu and click on **Screening**.

Company Screening – full in-depth screening tool that allows you to screen companies based on hundreds of characteristics.

Key Developments – screen for companies by corporate actions e.g. SEC filings, bankruptcies, transactions.

Idea Generation Screens- find potential M&A opportunities, undervalued companies, distressed or potentially distressed situations, arbitrage situations, and more.

Transaction Screening – Screen companies by M&A transactions, Growth Capital transactions, Equity Buybacks, PIPE transactions, new issues, and transaction details.

Basic Screener – quickly screen companies based on a few attributes.

The screenshot displays the Capital IQ web application interface. At the top, there is a search bar and a navigation menu with the following items: My Capital IQ, Companies, Markets, **Screening** (highlighted with a blue box), Charting, Coverage, and a settings icon. Below the navigation bar, the page title is "Screening & Analytics". On the left, a sidebar menu lists various categories: Screening (with sub-items: Companies, Basic Screener, Equities, Fixed Income, Key Developments, People, Transactions, Saved Screens, Screening Reports), Idea Generation Screens (with sub-items: Getting Started, Idea Generation), Targeting (with sub-items: Find Buyers, Find Limited Partners), Comparables, and Charting (with sub-items: Chart Builder, Saved Charts). The main content area features a "Select a project:" dropdown menu and a "Go" button. Below this is a list of screening options, each with a small icon and a red box around the text: Company Screening, Basic Screener, Equities Screening, Fixed Income Screening, Key Developments Screening, Person Screening, Transaction Screening, and Saved Screens. On the right side, there are two additional sections: "Idea Generation Screens" (with a lightbulb icon and a red box around the text) and "Targeting" (with a target icon). The "Idea Generation Screens" section includes sub-items: Idea Generation Screens (with a red box around the text), Getting Started Screens, and Find Buyers or Investors. The "Targeting" section includes sub-items: Find Buyers or Investors and Find Limited Partners. At the top right of the main content area, there is a "Create New Project" button.

- [-] **Screening**
 - Companies
 - Basic Screener
 - Equities
 - Fixed Income
 - Key Developments
 - People
 - Transactions
 - Saved Screens
 - Screening Reports
- [-] **Idea Generation Screens**
 - Getting Started
 - Idea Generation
- [-] **Targeting**
 - Find Buyers
 - Find Limited Partners
- [-] **Comparables**
 - Create - Companies
 - Create - Transactions
 - Create - Fixed Income
- [-] **Charting**
 - Chart Builder
 - Saved Charts

The **Company Screening** page allows clients to select and apply filter options for company data. Clicking on a criterion link opens the category field at the bottom of the page with filtering options - typically a list of available company characteristics or inequalities for numerical data. Choose the desired items you wish to screen on and set up the values as required. Then click **Add Criteria**. Below is a screenshot highlighting the numerous options to narrow down your search result.

The screenshot shows the 'Company Screening' interface. At the top, there's a navigation bar with 'Screening Settings', 'Feedback', and 'Training' (4 items). Below that, a 'Screen for:' section has radio buttons for 'Companies', 'Equities', 'Fixed Income', 'Key Devs', 'People', and 'Transactions'. A search bar with 'Add Criteria' is present. A grid of filter criteria is displayed, with a red box highlighting the following categories and their sub-items:

- Company Details**
 - Industry Classifications
 - Geographic Locations
 - Business Descriptions
 - Products
 - Company/Strategy Notes
 - Status / Ownership
 - Company Type / Investment Type
 - Company Statistics
 - Most Recent Auditor
 - No. of Analysts / Analyst Coverage
 - S&P Equity Rankings
- Equity Details**
 - Dates
 - Equity Valuation
 - Security Type / Features
 - Exchanges / Exchange Country
 - Indices / Index Values
 - Dividends & Splits
 - Currency
- Person Details**
 - Biographies / Notes
 - Agas
 - Person Locations
- General Transaction Details**
 - Transaction Dates
 - Transaction Descriptions
 - Pre-Deal/Post-Deal Comments
 - Transaction Types / Status
 - Primary Features
 - Transaction Valuations
 - Transaction Advisors and Fees
- Compensation/Ownership**
 - Compensation / Options
 - Ownership Positions
- Education**
 - Degrees
 - Graduation Year
 - Colleges/Universities
 - Majors
- M&A/Buyback Details**
 - Merger/Acquisition Features
 - Buyback Features
 - Target Security Types / Details
 - Consideration Offers / Details
 - Deal Conditions / Responses
 - Deal Attitude
 - Deal Approach
- Takeover Defenses**
 - Takeover Defenses / Statistics
 - Corporate Governance / Statistics
 - State Laws / Statistics
 - State of Incorporation
- Employment/Board**
 - Professional Job Functions
 - Board Job Functions
 - Committees
 - Professional Types
 - Titles
 - Specialties
- Spin-off/Split-off Details**
 - Spin-off/Split-off Features
 - Spin-off/Split-off Conditions
- Company Relationships**
 - Business Relationships
- Private Placement Details**
 - Private Placement Features
- Company Ownership**
 - Company Ownership
 - Insider Ownership
 - Public Holders
- Public Offerings Details**
 - Public Offerings Features
 - Security Types
 - Security Features
 - Security Ratings at Issuance
- Holdings/Investments**
 - Holdings Characteristics
 - Public Holdings
 - Calculated Investment Style
 - Calculated Market Cap Emphasis
- Analyst Coverage**
 - Companies Covered
- Targeting Engine**
 - Find Buyers or Investors
 - Find Limited Partners
- Investment Criteria / Private Equity Funds**
 - Industries of Interest
 - Geographies of Interest
 - Site Sites
 - Stages of Interest
 - Investment Transaction Types
 - Private Equity Funds
- Key Developments**
 - Key Developments by Category
 - Key Developments by Type
 - Key Developments by Keyword
 - Key Developments by Date
 - Key Development Stock Return
- Bankruptcy Details**
 - Bankruptcy Filing Type
 - Bankruptcy Features
 - DIP Financing Security Types
 - Bankruptcy Committee Advisors
 - Plan Financing Sources
 - Classification of Claims
 - Treatment of Claims
 - Bankruptcy Court State / District
- Formula Builder**
 - Create Custom Formula
 - Saved Formulas
 - Capital IO Defined Formulas
 - Create Custom Data Point
- Fixed Income Securities**
 - Dates
 - Security Valuation
 - Security Types
 - Seniority
 - Security Currency
 - Coupon Details / Covenants
 - Security Features / Notes
 - Security Advisors
 - Security Status
- List Management**
 - Saved Screens
 - Coverage Lists
 - Watch Lists
 - Target Lists
 - Company Comp Sets
 - Transaction Comp Sets
 - Fixed Income Comp Sets
 - Contact Lists
 - Relationships
 - Activity Logs
 - Add Companies / Equities