

H&M CONSULTING GROUP

Independent Research Provider Profile

HMCG is an independent research firm that provides insight into a company's fundamentals and value drivers using a highly-disciplined primary research technique the firm itself pioneered. HMCG collects data through rigorous, standardized surveying procedures and then performs proprietary longitudinal analysis that makes it possible to track trends and identify inflection points with accuracy. Clients use this research to generate ideas, time entry points and monitor existing investments.

RESEARCH TYPE

Primary Research

APPROACH

Proprietary Independent Research

COVERAGE

North America

METHODOLOGY

- **Primary Research:** HMCG conducts ongoing channel checks on approximately 30 retail/restaurant companies with a focus on trends in same-store sales, store traffic, average ticket, markdown activity and other key metrics.
- **Standardized Procedures:** Survey design, data sampling and analysis are standardized and based on a rigorous discipline to ensure consistency and reliability of results.
- **Longitudinal Analysis:** HMCG has pioneered a unique form of longitudinal analysis that sharply improves signal clarity in market research procedures.
- **Rigorous Compliance Procedures:** HMCG employs a rigid compliance framework that has been vetted by outside counsel. The firm constantly monitors all research activities and reviews all collected information to ensure compliance with federal securities laws.
- **Professional Call Center:** HMCG's call center is staffed by professional, full time market researchers and a high level management team to leverage the benefit of accumulated experience.

SERVICES

- **Core Research:** Clients receive approximately 25 reports per quarter identifying need-to-know situations within the coverage universe, including a forecast of same-store sales.
- **Data Analysis:** Crosstabs, data breakouts and other details are available on request.
- **Analyst Access:** Clients have full access to HMCG's senior analysts by phone, email or on-site meetings. Analysts answer detailed questions about surveys, reports and coverage.
- **Custom Research:** HMCG will undertake custom projects on a per-contract basis in many geographic areas and industries, including Healthcare, TMT, Industrial and Consumer Products
- **Research Archive:** Subscribers may request historical survey/report data, as available.

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For more information please contact your Tradebook Sales Representative or email

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About Bloomberg Tradebook

Bloomberg Tradebook is Bloomberg's agency broker that partners with both the buy-side and sell-side to provide high-quality liquidity, market insight, and customized solutions based on innovative technologies. Founded in 1996, Bloomberg Tradebook offers its customer base trading solutions for equities, futures, options, and foreign exchange (FX) to actively manage complex trading strategies across more than 100 global exchanges.

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About Tradebook Research Services

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