

The Analyst

Independent Research Provider Profile

The Analyst is a unique online resource providing independent equity investment ideas to industry professionals and like-minded investors. The Analyst is designed to complement clients' investment process by injecting fresh ideas supported by fundamental research. They offer differentiated research and recommendations grounded in a tried and tested investment philosophy.

The Analyst was founded by Mark Hiley based on his belief that the research industry is defined by consensus thinking, short-termism and a lack of clarity as to what really matters when making sound investment decisions. His vision for The Analyst is to have a team of highly-talented individuals contribute differentiated ideas for an exclusive client base.

RESEARCH TYPE

Fundamental Research

APPROACH

Fundamental, bottom-up stock picking

FOCUS

Global, value bias
1-2 year minimum investment horizon

METHODOLOGY/INVESTMENT PHILOSOPHY

- **Independence:** The Analyst is not affiliated to any institutions that could bias the research. They do not profit directly from trades, cannot be influenced by company relations and, as a result, are not afraid to be bold in their views.
- **Long Term Value:** Dramatic mis-valuations in stock prices occur at major inflection points in an industry and at times of extreme fear or greed. They look at absolute valuation levels, misunderstood financials and search for significant long term upside.
- **Perspective:** By stepping away from the institutionalized thinking of the city, they can focus on what really matters and ignore the noise of the herd.
- **Unrestricted:** They look at any stock, any sector, any size, any place. They want to find the best ideas available from the wealth of listed stocks worldwide and are open-minded about where and when they find them.
- **Fundamentals:** A comprehensive understanding of how a business works and its financial fundamentals are critical to reaching an investment conclusion. Their research is grounded in rigorous analysis.

COVERAGE

In 2010 The Analyst covered between 20 and 30 equity ideas. These ideas were selected from their broader coverage list on the basis of two factors:

- Valuation
- The quality of the asset they were buying

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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

In the same way that Bloomberg connects you to data of unmatched breadth and depth, Tradebook Research connects you to information that goes beyond consensus. Tradebook provides clients with numerous ways to find and implement smart trading ideas by providing direct access to independent research analysts and commission management services.

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