



Press the <HELP>
key twice for instant
live assistance.

Bloomberg

bloomberg.com

Frankfurt

+49 69 9204 1210

Hong Kong

+852 2977 6000

London

+44 20 7330 7500

New York

+1 212 318 2000

San Francisco

+1 415 912 2960

São Paulo

+55 11 3048 4500

Singapore

+65 6212 1000

Sydney

+61 2 9777 8600

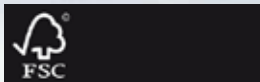
Tokyo

+81 3 3201 8900

The BLOOMBERG PROFESSIONAL service, BLOOMBERG Data and BLOOMBERG Order Management Systems (the "Services") are owned and distributed locally by Bloomberg Finance L.P. ("BFLP") and its subsidiaries in all jurisdictions other than Argentina, Bermuda, China, India, Japan and Korea (the "BLP Countries"). BFLP is a wholly-owned subsidiary of Bloomberg L.P. ("BLP"). BLP provides BFLP with all global marketing and operational support and service for the Services and distributes the Services either directly or through a non-BFLP subsidiary in the BLP Countries. BLOOMBERG, BLOOMBERG PROFESSIONAL, BLOOMBERG MARKETS, BLOOMBERG NEWS, BLOOMBERG ANYWHERE, BLOOMBERG TRADEBOOK, BLOOMBERG BONDTRADER, BLOOMBERG TELEVISION, BLOOMBERG RADIO, BLOOMBERG PRESS and BLOOMBERG.COM are trademarks and service marks of BFLP or its subsidiaries.

©2009 Bloomberg Finance L.P. All rights reserved. 32211197 010 10006030

GETTING STARTED



- 02 **The Bloomberg Keyboard**
Keyboard and Navigation
- 04 **Creating a Login Name and Password**
- 06 **Finding Information**
Autocomplete and the **<HELP>** Key
- 06 **The Global Help Desk: 24/7**
Interact with the Bloomberg Help Desk
- 08 **Broad Market Perspectives**
Top Recommended Functions
- 09 **Analyzing a Company**
Basic Functions for Bonds and Equities
- 10 **Communication**
The BLOOMBERG PROFESSIONAL[®]
Service Message System
- 11 **Tips, Tricks, and Fun**
- 12 **Customer Support**






If you are not using a Bloomberg-provided keyboard, press the Alt + K buttons simultaneously to view an image of your keyboard. This will enable you to position your Bloomberg keyboard stickers accurately.



NAVIGATE THE BLOOMBERG PROFESSIONAL® SERVICE

The Bloomberg keyboard has been color-coded for ease-of-use.







RED keys are STOP keys

-  Press once to LOG-IN to the system.
Press once to LOG-OUT of the system.
-  Equivalent to the traditional 'Escape' button.
Press **<CANCEL>** and enter 1 **<GO>** for Global Customer Support Numbers
-  Leverage all four BLOOMBERG PROFESSIONAL service windows. Press **<PANEL>** to rotate between the windows.

YELLOW keys correspond to MARKET SECTORS

-   Press any of the yellow keys for a main menu for that specific sector; e.g. **<EQUITY><GO>** will bring you to a complete menu of equity-related news, data and analytics.

GREEN keys are ACTION keys

-  The **<GO>** key is equivalent to the 'Enter' key on a traditional keyboard and is essential to activate each function. Simply press it after you enter a command.
-  The **<MENU>** key is essential in the navigation process. This is equivalent to the 'Back' key to return you to the previous screen.
-   Press **<PAGE FWD/BACK>** to access the next/previous screen.
-  Press **<PRINT>** to print a one-page screen.
Enter {# of pages} **<PRINT>** for consecutive pages.
-  Keyword Search: enter a keyword at the top of the BLOOMBERG PROFESSIONAL service screen and press **<HELP>** to search our entire database of information.
Press **<HELP>** once for more detailed information on the function you are viewing. Press **<HELP>** twice to interact with the Bloomberg Help Desk, 24 hours a day, seven days a week.
HDSK <GO> to access your previously-sent Help Desk queries and answers.

CREATING A LOGIN NAME AND PASSWORD

1. Once the Bloomberg software has been installed, use the mouse to double-click on the Bloomberg icon that appears on your desktop to launch the application.

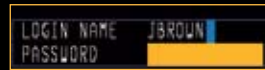


2. Press the red **<CONN DEFAULT>** key once (equivalent to the pause break key on a traditional keyboard). Leave the login and password fields blank and press **<GO>**.
3. Answer the basic questions to complete the login creation process.
4. A member of Bloomberg's Global Customer Support team will call you shortly to validate your new login. At this point, they can also assist with other initial questions you may have, including setting up a training session.

Please note: It is important that your login is validated within five days. If we are unable to contact you and validate your details, the login will expire. Should this happen, please repeat the instructions above to create a new login.

Changing your password

Once the login name has been chosen it is fixed permanently, however the password may be changed as often as you like. Please use the function **UUF <GO>**.



Once your login has been validated we recommend that you define the personal defaults associated to your login. These settings include time zone, base currency, country, etc and will impact other functions. Simply type **PDFQ <GO>** and enter your choices in the boxes provided.

If you are a BLOOMBERG ANYWHERE[®], subscriber, your final step is the registration of your B-UNIT[®] authentication device. Type **BA <GO>** and follow the instructions on the screen or refer to the documentation included with the B-UNIT device. **ANY <GO>** provides on-line documentation for account setup and enrollment.

For technical assistance you can always contact our 24-hour Global Customer Support. Press **<CANCEL>** and enter 1 **<GO>** for Global Customer Support Numbers.

BROAD MARKET PERSPECTIVES

Gain broad market perspective with these suggested functions. Many of these screens are customizable so that you can change the parameters to suit your needs.

- MAIN <GO>** Menus for market sectors, customer support, and more.
- TOP <GO>** Display today's top business and general news headlines.
- READ <GO>** Most-read news stories.
- N <GO>** The main news menu.
- ECO <GO>** Display a calendar of economic releases.
- IM <GO>** Display a menu of treasury/money-market and international bond monitors.
- WEI <GO>** Monitor world Equity indices.
- WB <GO>** Monitor world Government bonds.
- FXIP <GO>** Foreign Exchange Information Platform.
- IRSM <GO>** Interest Rate and Credit Derivatives
- EVTS <GO>** Display events and earnings announcement calendar.
- MOST <GO>** Monitor the most active stocks.
- IBQ <GO>** More than 65 industry overviews.
- EQS <GO>** Scan the Bloomberg Equity universe to find companies that match your selected criteria.
- BLP <GO>** BLOOMBERG LAUNCHPAD™, The ultimate, customizable desktop display.



To view a Launchpad display:

From the Launchpad toolbar, click 'Tools' and click 'Sample Views' to select a sample view that will load onto the screen instantly.

ANALYZING A COMPANY

If you are already familiar with the ticker of the security, enter:

TICKER <YELLOW KEY> FUNCTION <GO> to bring you to that function.

An Equity example: **MRK <EQUITY> DES <GO>**
A Bond example: **MRK 5.125 11 <CORP> DES <GO>**

- DES <GO>** Descriptive page including a snapshot of fundamental data and management information.
- BQ <GO>** Display price, trade, earnings, relative value data on a single screen.
- CN <GO>** Display all Company News.
- G <GO>** Create customized graphs.
- GPO <GO>** Graph historical prices and moving averages.
- RELS <GO>** Related Securities – The capital structure.
- CRPR <GO>** Credit Profile – Current and historical credit ratings for an issuer.
- RV <GO>** Relative Value – Perform customized peer group analysis.
- ISSD <GO>** Display issuer information, capital structure and cash flow breakdown.
- AGGD <GO>** Aggregated Debt – Institutional exposure to corporate debt.
- COMP <GO>** Comparative returns for your chosen security to its benchmark index and its industry group.

EQUITY SPECIFIC

- ANR <GO>** Displays analyst recommendations.
- EE <GO>** Display earnings estimates menu.

BOND SPECIFIC

- YAS <GO>** Yield and Spread Analysis.
- ALLQ <GO>** A liquidity platform of price and yield quotes from contributed sources.

CUSTOMER SUPPORT

The outstanding level of customer and product support provided by Bloomberg will ensure you are always up-to-date with the latest features and benefiting from the full value of the BLOOMBERG PROFESSIONAL service. The following options are available for your use:

BREP <GO>

Display the name of your Bloomberg Account Representative.

BU <GO>

BLOOMBERG UNIVERSITY® is your gateway to a variety of Bloomberg training resources to help you better navigate the BLOOMBERG PROFESSIONAL service. View on-line cheatsheets, register to attend Bloomberg seminars and events, or read about new functions and enhancements.

CERT <GO>

The Product Certification program allows you to participate in well-structured classes to improve your knowledge and proficiency of Bloomberg, optimize your job performance, and differentiate yourself from your peers.

WRAP <GO>

Bloomberg's quarterly newsletter of new products, functionality and enhancements by market sector.

<HELP> <HELP>

Contact the LIVE 24/7 Global Help Desk to send enquiries and receive help in real time.

