

TESTING/MEASURING SUCCESS

There will be a short assessment at the end of each course—only for the program participants (not for all participants of the seminars). The assessments will be in multiple-choice form (with a maximum of 10 questions each).

TRAINING FACILITIES

ATLANTA

BOSTON

CHICAGO

HOUSTON

LOS ANGELES

MIAMI

NEW YORK

SAN FRANCISCO

TORONTO

WASHINGTON, D.C.

INTRODUCTORY COURSES (required seminars for all participants)

UNIT 1: BB001 Getting Started: Equity or Fixed Income

This practical learning session will show you how to find and use the wealth of company information on the BLOOMBERG PROFESSIONAL service. Learn the basics of the BLOOMBERG PROFESSIONAL service, including:

- > System logic and navigation, and keyboard and custom toolbar layouts
- > Learn how to gather general market information (news, indices, etc.), as well as security-specific information
- > Practice finding current and historical information on single securities, including quotes, descriptions, and price graphs

This seminar will cover the main debt and equity functionality applicable to the new user.

UNIT 2: BB002 NW <GO> Creating Customized Monitors With Bloomberg Analytics

Whether you are a new or existing user, you have to see this—you will never view the BLOOMBERG PROFESSIONAL service in the same way again! Learn how to utilize the New Worksheet (NW <GO>) window to display all the market data needed so you can make profitable decisions on the fly.

In this session, we will explain how to:

- > Facilitate idea generation or order flow using the New Worksheet (NW <GO>)
- > Set up time and sales, news alerts, and price-limit alerts
- > Customize to dynamically monitor your P&L and watch list
- > Tie in the fundamental and technical analysis Bloomberg offers all on one page

UNIT 3: BB003 Introduction to API: Downloading Bloomberg Data Into Excel®

Ever need to access not only Bloomberg data, the industry standard, but also Bloomberg calculations in an Excel spreadsheet or on your company's proprietary applications? Stay ahead of your competition by designing original models that combine Bloomberg data with your ideas!

Learn how to use the Bloomberg API. This basic API session will cover:

- > New wizards
- > Basic formula writing (BLP Statements)
- > PC-based Bloomberg functionality, such as drag and drop

Whether you have used our API before or want to know what the downloading features into Excel can provide you, this seminar is for you.

LEVEL 1 (all classes required)

EQ101 Equity Idea Generation

No matter which direction the stock market moves, one thing always remains constant—the need to generate stock ideas. Your BLOOMBERG PROFESSIONAL service workstation is loaded with ways to generate trade ideas both on a fundamental and technical basis.

In this session, we will highlight Bloomberg's newest idea-generating tools:

- > Build profits by identifying trade ideas through country and industry monitors
- > Locate undervalued companies with our new earnings analysis applications
- > Find the sectors that are driving profits in the market
- > Delve into new industries that are powerful market movers and identify the equities within them that will build you a profit by using our robust equity search engine

Add these to your existing favorites and you have the ultimate idea generator.

EQ102 Company Valuation

Internet valuations have come back to reality and gone are new-age metrics like “price per eyeball” as earnings regain the spotlight. Sky-high target prices, like the pet rock, are a fad of the past, and industry credit ratings resemble alphabet soup. So in this market, how do you determine what a company is really worth?

Join Bloomberg as we demonstrate the tools that will help you gain an in-depth understanding of a company and make informed investing decisions. In this session we will cover:

- > Analyzing a company's leverage, profitability, and overall financial health using thorough fundamental ratio analysis as well as seeing what S&P and Moody's are saying
- > Assessing the firm's prospects by using your own assumptions in Altman's Z Score and the dividend discount model
- > Comparing your views with the street by accessing analyst recommendations and research
- > Gaining a complete earnings perspective on the firm and comparing with street estimates, then performing peer analysis to determine if it is rich or cheap relative to the industry
- > Using money flow and holder's information to see institutional sentiment on the stock
- > Accessing historical price graphs and the latest news to help time your decision

LEVEL 2 (all classes required)

EQ202 Technical Analysis Applications

In turbulent markets, turn to a proven method of analysis—technical analysis. A growing practice amongst all investment professionals, as well as a valuable tool in judging market movements, is using charts and technical indicators to time investment decisions. Whether you're new to technical analysis or a seasoned pro, come check out what new tools Bloomberg provides to help you conduct more effective analysis.

The Technical Analysis Applications session will focus on:

- > The Custom Graph function to enable you to verify signals between multiple studies as well as apply and save your own trend lines and other assumptions
- > Applying technical analysis to the markets
- > Viewing Tom DeMark's (The Technician's Technician) most powerful market timing indicators and incorporating them into a trading approach

EQ203 Equity Portfolio Analysis

Bloomberg is continually adding value to the business of equity analysts and portfolio managers. The BLOOMBERG PROFESSIONAL service provides you with the most effective way to access the news, fundamentals, and pricing information in a customizable format that is designed to enhance your investment recommendations and decisions, so you can maximize your intelligence and ultimately benefit both yourself and your clients.

This session will show you how to:

- > Upload your current portfolio into the BLOOMBERG PROFESSIONAL service from Excel and evaluate performance
- > Rebalance your portfolio
- > Run comprehensive analysis reports
- > Screen for trade ideas
- > Create custom benchmarks by using popular indices or mutual funds as a basis for your own modeling or benchmark creation

The Bloomberg portfolio analysis helps you to monitor and evaluate where returns are coming from and where they are not.

LEVEL 3 (select a minimum of 2 electives)

PC303 Advanced Fundamental Analysis

In this session, we will cover:

- > Analyzing market and equity risk premiums
- > Measuring weighted average cost of capital
- > Understanding and applying dividend discount model
- > Understanding and applying capital-asset pricing model to measure risk-adjusted returns

PC304 Advanced Technical Analysis

In this session, we will cover:

- > Basic interpretation of candlestick patterns
- > Moving Average Convergence Divergence
- > Relative strength index
- > Fibonacci
- > Money flow

PC305 Energy

From the California energy crisis to volatile oil and natural gas markets, the energy markets have once again captured front-page headlines.

For over 10 years, Bloomberg has provided comprehensive coverage of the energy markets and is responsible for researching daily price movements for the oil, gas, and power markets, and analyzing and reporting on those movements in light of economic, political, manipulative, technical, and natural factors that may individually or collectively affect prices.

The seminar will look at the way this information is consolidated on the system in daily market reports and relevant price updates. Learn how to integrate news, data, and analytics all on one platform.

This session will cover:

- > News and commentary—intraday energy market commentary and news on all markets from around the world
- > Data—cash and futures energy market pricing, statistics, outages, and history, as well as coverage of all major markets
- > Analytics—correlations, charting, custom indices, spread analysis, volatilities, and downloads into Excel

LEVEL 3 (select a minimum of 2 electives)

PC308 Convertible Bonds on Bloomberg

Convertibles can offer rewarding strategies that may offer protection in uncertain times. With the potential characteristics of both an equity and fixed income security, the convertible can be a complex endeavor to analyze. If you need to analyze convertibles quickly and efficiently, Bloomberg can help.

This session will take an in-depth look at the Bloomberg convertible bond product covering:

- > Basic fundamentals
- > Earnings
- > Credit profiles
- > Volatility to the Bloomberg two-factor stochastic convertible-bond valuation model that allows you to value the components of the convertible, run scenarios, and determine if a security is a strategic fit

The uncertainty in today's market is causing convertible bonds to become more attractive to investors. Bloomberg's market standard data and analytics offer some of the most comprehensive evaluation tools for convertible bond analysis!

PC309 Municipal Bonds on Bloomberg

Bloomberg is uniquely positioned to provide the news, data, and analytics that can make you a more effective participant in the municipal bond markets! Please join us to learn how to get the most out of your BLOOMBERG PROFESSIONAL service for all of your municipal bond needs.

This session will cover:

- > A complete analysis of the current interest rate environment, new issue calendars, and the competitive bidding tools
- > Specific bond information and analysis to determine relative value between issues
- > Broad market indicators for trend analysis
- > Utilizing Bloomberg as a communication platform

LEVEL 3 (select a minimum of 2 electives)

PC312 Money Markets on Bloomberg

Come and learn how to take full advantage of Bloomberg's enhanced money market data, analytics, and electronic trading capabilities, which will allow you to maximize the returns on your money market investments and/or maximize the costs of your issuance programs. In this session, we will take a look at general economic landscape assessment, investment/issuance idea generation, security evaluation, and electronic execution.

PC313 Syndicated Loans on Bloomberg

Bloomberg is uniquely positioned to provide the news, data, and analytics that can make you a more effective participant in the high yield and syndicated loan markets. Please join us for an overview of the many functions Bloomberg provides to keep you abreast of new developments in the markets, see some intelligent analytical functions for these markets, and uncover some critical fundamental data on the issuers in the high yield and syndicate loan markets.

PC314 Fixed Income Derivatives

Do you incorporate interest rate swaps into the way you finance your company? Are you using swaps, floors, caps, or collars to hedge your basis risk? Join us as we discuss how Bloomberg's interest rate derivative calculators allow you to value deals before execution, as well as save and store deals so that they can be marked to market independently and on demand.

LEVEL 1 (all classes required)

FI101 Introduction to Fixed Income Analysis

This session is aimed at those users at a basic level working in fixed income (sales, research, trading, capital markets). We will show you how to:

- > Access specific government and corporate securities
- > Find price source discovery descriptive data and news based on these bond issuers
- > Set price defaults
- > Create customized screens or spread monitors to track a list of debt instruments
- > Yield curve analysis, fair market curves, and relative value analytics will be discussed

FI102 Credit Analysis

In this session, we examine how the BLOOMBERG PROFESSIONAL service can help professionals in the field of credit valuation.

- > Explain how to measure a bond's credit spread against a number of different benchmarks and examine the way in which that spread has moved both historically and with changes in various economic factors
- > Look at credit ratings, where to find them, and how to put them into historical perspective
- > Insights into a company's balance sheet/income statements, the trends in it's financial ratios, and how it compares to its competition

FI103 TFI Idea Generation

Looking for some new taxable fixed income trade/investment ideas? Learn how the tools on the BLOOMBERG PROFESSIONAL service can help you generate better ideas and help you maximize the returns of your portfolio.

Topics that will be discussed include:

- > Broad market trends
- > Curve analysis and comparison
- > Industry sector analysis
- > Historical sector spread comparisons

Learn about these tools and more on how Bloomberg can help you capitalize on the ever-changing taxable fixed income markets.

LEVEL 2 (all classes required)

FI203 Advanced API: Downloading Bloomberg Data Into Excel

Ever need to access not only Bloomberg data, the industry standard, but also Bloomberg calculations in an Excel spreadsheet on your company's proprietary applications? Stay ahead of your competition by designing original models that combine Bloomberg data with your ideas! The Bloomberg API provides this capability and more!

The advanced API session will focus on:

- > Building upon Bloomberg statements, giving you the ability to write formulas in existing spreadsheet applications using Bloomberg's real-time and historical financial information
- > Formula writing to reference Bloomberg analytics data in a spreadsheet application

FI204 Bond Swaps

Are you leveraging all of your Bloomberg tools to maximize the performance of your fixed income trading strategies? As economic uncertainty continues to influence the shape of our benchmark curve, investors may look for curve trade opportunities to enhance portfolio performance. Whether swapping into shorter or longer duration securities or qualifying a butterfly trade, investors can use insightful Bloomberg tools to assess current value and monitor trades.

This session will review how to:

- > Customize your swap curve
- > Create, store, and value swaps, caps, and floors
- > Mark to market all your swaps using the portfolio system
- > See how your swaps would perform under different interest rate assumptions

LEVEL 3 (select a minimum of 2 electives)

PC305 Energy

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- > Analytics—correlations, charting, custom indices, spread analysis, volatilities, and downloads into Excel

PC306 Currency Markets

Bloomberg is a powerful tool for anyone involved in the FX market. The quality of our price discovery, the power of our analytics, and the depth of our database, integrated with our electronic trading capability, makes Bloomberg indispensable for your FX needs. From generating trade ideas to managing your currency risk, this seminar will allow you to use Bloomberg to handle every aspect of your daily activities so you can maximize profitability and manage risk in the foreign exchange markets.

This session will cover:

- > Spot prices
- > Currency forwards and options (including NDFs)
- > Correlation analysis
- > Technical analysis
- > FX arbitrage
- > Electronic trading

LEVEL 3 (select a minimum of 2 electives)

PC309 Municipal Bonds on Bloomberg

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This session will cover:

- > A complete analysis of the current interest rate environment, new issue calendars, and the competitive bidding tools
- > Specific bond information and analysis to determine relative value between issues
- > Broad market indicators for trend analysis
- > Utilizing Bloomberg as a communication platform

PC310 Structured Finance Analytics

Are you utilizing the most effective tools to assess your prepayment/repayment risk? Since making prudent prepayment assumptions ultimately impacts the accuracy of your analysis of MBS/CMO/ABS, Bloomberg has incorporated a host of tools to help you analyze this critical assumption.

This session will:

- > Provide you with the ability to analyze historical trends in prepayments
- > Utilize rigorous prepayment models and/or custom vectors in your valuations
- > Compare these different assumptions in your analysis to make more informed value decisions

The Bloomberg prepayment model is a dynamic prepayment model to be used in all Bloomberg analytics for agency, whole loan, and various ABS sectors. Whether viewing historic trends in prepayments or projecting cash flows using a preferred prepayment vector, Bloomberg's prepayment choice flexibility will help you draw the most informed conclusions.

Frequently Asked Questions

Isn't it time you started getting the best out of Bloomberg?

Our new certification program gives you the opportunity to take part in well-structured courses that will help you unleash the power of Bloomberg and get it to work for you.

How valuable is the Bloomberg Certification Certificate?

Our research shows that employers place great emphasis on having well-trained employees. In the current marketplace, the need to differentiate yourself from your peers is crucial. Let Bloomberg help you do just that: By participating in the Bloomberg Product Certification Program, you will be provided with the requisite knowledge and proficiency of using the BLOOMBERG PROFESSIONAL service to help you get the highest level of information needed to do your job effectively.

How do I register?

Fill in the application form and mail the completed form back to us or type USCP <GO> on the BLOOMBERG PROFESSIONAL service. You will receive notification confirming your participation in the program.

How do I sign up for the courses?

Type BU <GO>, 2 <GO>, and choose your city.

Are there any costs involved?

No.

Where is it held?

All courses will be held in the Bloomberg office located in your region.

Duration?

Each course will take approximately one hour.

Assessments?

There will be a short assessment at the end of each course. The structure of the assessment will be in the form of multiple-choice questions.

For more information, please send your questions to gptg@bloomberg.net.

APPLICATION FORM

BLOOMBERG PRODUCT CERTIFICATION

Personal Information

TITLE: MR MRS MS DR

NAME:

Company Information

JOB TITLE:

COMPANY NAME:

COMPANY ADDRESS:

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.....

OFFICE PHONE:

EMAIL:

Preferred Market Sector

PLEASE CHECK ONE: EQUITY FIXED INCOME

I agree to participate in the Bloomberg Product Certification Program and be bound by the terms and conditions of the program in such manner as Bloomberg L.P. deems proper. I confirm the information above to be true and correct. I understand that Bloomberg L.P. reserves the right to award the certification to participants who have met all the requirements of the program.

SIGNATURE: DATE:

Please return this form to Jessica Brooks by fax at 917.369.6159, by email at jbrooks4@bloomberg.net, or by mail at:
BLOOMBERG L.P.
499 Park Avenue
New York, New York 10022
Attn: Jessica Brooks

