A. CREATE A BLOOMBERG LOG IN

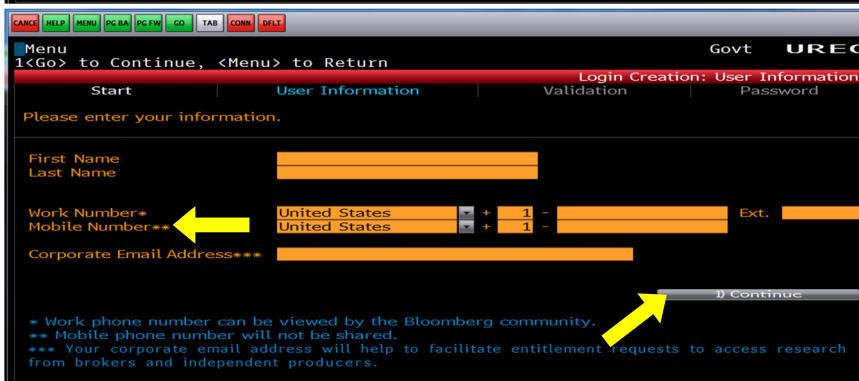1   Click on the Bloomberg Icon on your desktop

2   Press enter of <go> to begin

3   Click on "Create a New Login"
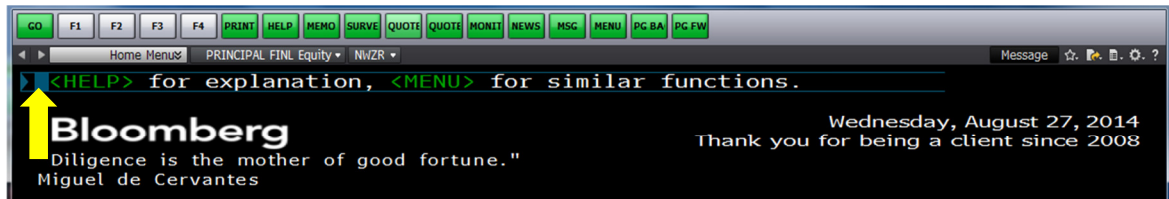
4   Answer questions and hit <1) continue> to progress through the screens. **Enter your cell phone** – they
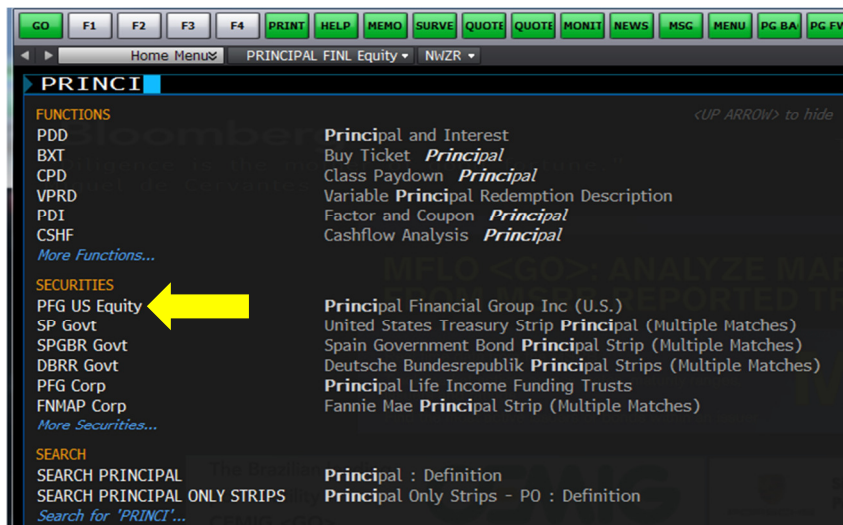   will text you a validation code that is needed to activate your subscription.

B. Bloomberg basics

1 The **command line** at the top of the screen is your typed commands will be displayed. The far left end of the command line has a cursor shaped as a blue box

2 Bloomberg includes **auto complete/search** that provides you with options based upon what you enter on the command line.

a. For example if you enter are interested in Principal Financial group and you start to type princi you get a drop down box that includes PFG US Equity as a choice. If you click on this link it will take you to information about PFG's equity.

3 You can search for data in a number of methods:

a. Search – type related words into the command line and choose from among the provided options from the auto complete/search functionality provided by Bloomberg (see B2)

b. Using Bloomberg commands – Each type of data has a specific shortcut or command specified by Bloomberg. Once you learn a command you can use it to go directly to the requested information. For example WEI provides world economic indicators. Typing WEI <go> in the command line will take you to a summary of world economic indicators.

c. Narrow your search using the function keys (see B4) to access information related to a specific market

4 The **function keys** (F1, F2 etc.) are a starting point for each market. Hitting the respective key will take you to a home menu for the respective market.

a. F1 – People

b. F2 – Government

c. F3 – Corporate Debt

d. F4 – Mortgages

e. F5 – Money Market

f. F6 – Municipals

g. F7 – Preferred

h. F8 – Equity

i. F9 – Commodity

j. F10 – Index

k. F11 – Currency

l. F12 – Client

5   If you are interested in a **specific firm** you can start with the ticker symbol for the firm then access information about the firm's securities in a given market by following the ticker with the respective function key. The following examples assume you are interested in Principal Financial Group (PFG).

a. **Equity <F8>** Entering **PFG <F8>** will take you to a home menu related to PFG equity. Each option provides deeper analysis related to PFG equity or PFG in general. Keep track of the shortcuts – for example FA provide financial analysis including the financial statements. Instead of going to the equity menu you could also type **PFG <F8> FA** and go directly to the financial analysis page. Some examples of useful commands include:

   a.   Security description (DES)
   b.   Financial Analysis (FA) – include financial statements presented in a number of formats
   c.   Ownership summary (OWN) – % held by institutions etc.
   d.   Supply Chain Analysis (SPLC)
   e.   Credit Rating Profile (CRPR)
   f.   Weighted Average Cost of Capital (WACC)
   g.   Beta (BETA)
   h.   Relative Valuation (RV) -- includes list of competitors and benchmarks
   i.   Equity relative valuation (ERV)
   j.   Analysts recommendations (ANR)
   k.   Company News (CN)
   l.   Company Filings (CF)
   m.   Historical Line Chart (GP)
   n.   Graph Fundamentals such as revenue (GF)
   o.   Earnings Estimates (EE)
   p.   Total Return Analysis (TRA)
   q.   Investor Relations (IR)
   r.   Debt Distribution (DDIS)
   s.   Company Management summary (MGMT) – incudes links to governance details such as board committees
   t.   Management Snapshot (MGSN)
   u.   Management Holdings (MGHL)
   v.   Company Risk profile (RSKC) -- includes Corp Governance index, and other summary stats
   w.   Shareholders listed by size (HDS)
   x.   Dividends (DVD)
   y.   Bloomberg Dividend Forecast (BDVD)
   z.   Debt Holders Aggregated (AGGD)

b. **Debt <F3>** Entering **PFG <F3>** will take you to a listing of all debt issued by PFG. Clicking on a specific issue will provide information about that specific issue. To access detailed information you can click on the link from the popup menu or type in the Bloomberg command (shown in parenthesis below). Some examples include:

   a.   Yield and Spread analysis (YAS)
   b.   Covenants (COV)
   c.   Credit default curve (CDSV)
   d.   Security description (DES)
   e.   Holders (HDS)
   f.   Historical line chart of price (GP)

6   **Bloomberg News Commands**. There are many useful Bloomberg commands that will take you directly to key information. Some additional commands not listed under equity or debt include:

   a.   TOP – Aggregated Summary of the top news stories
   b.   TOP BON – Top Bond Market News
   c.   TOP DEAL – Top Corporate Finance news
   d.   TOP EC – Top Economic news
   e.   TOP FIN – Top Financial news
   f.   TOP FX – Top Currency Market News
   g.   TOP MUN – Top Municipal Market News
   h.   TOP SPWW – top sport news worldwide
   i.   TOP SPNA – Top Sports news North America
   j.   TOP US – Top US News
   k.   TOP UK – Top UK News

7   Bloomberg Broad Bond Market and Interest Rate Commands

   a.   CRVF – Curve finder (choice of country, credit, money market etc)

   b.   SOVM – Sovereign Bond Monitor (can select county, for example SOVM: US)

   c.   WEI – Summary of world equity indices

   d.   WEIF – Summary of world equity index futures

   e.   WB – Summary of world bond markets – rates on sovereign debt

   f.   WBF – World Bond Futures

   g.   WBX – World Bond Spreads

   h.   WBIX – Bloomberg World Bond Indexes

   i.   WBCV – World Bond Curves

   j.   WBI – World Inflation Bonds

8   Bloomberg Economic Data / Information Commands

a. TOP ECO – Top economic news
b. ECO – Economic Calendar
c. WECO – Economic Calendars by country
d. ECST – World Economic Statistics (searchable by country)
e. ECST S – Allows search for specific economic statistic
f. ECFC – Economic Forecasts
g. ECMX – Economic Matrix (snapshot of country groups including G20 etc)
h. ECOF – Economic Data Finder
i. ECOW – Economic Data Watch – includes link to many indicators such as U Michigan cons sentiment etc.)
j. LEAD – leading economic indicators
k. GEW – Global Economy Watch (summary statistics by region)
l. STAT – Bloomberg menu of key statistics such as bank rates by country
m. WBGR – World Bank Data Group
n. WBG – Economist Big Mac Index
o. WEU – emerging economies economic snapshot
p. WIRP – World interest rate probability (probabilities of rate increases by central bank meeting date)
q. TAYL – Taylor Rule (uses taylor rule to estimate current rate then compares to actual rate)
r. ECTR – Trade flows and trading partners
s. IMFO – Inflation Monitor
t. WMC – World Market Capitalization
u. ATSL – Auto Statistics
v. BUIS – Business Inventories/Sales
w. CPI – Consumer Price Index
x. EMPR – Employment Statistics
y. EUST – Eurostat
z. FODG – Factory Orders and Durable Goods
aa. GDP – Gross Domestic Product
bb. HSST – US Housing and Construction
cc. INPD – Industrial Production
dd. PINC – Personal Income and spending
ee. PPI – Producer Price Index
ff. PRIM – Global Prime Rates
gg. RTSL – Retail Sales
hh. TRBL – Trade Balance / Current Account
ii. USTB – US Trade Balance

9 Bloomberg Currency Market Commands

  a. FXIP   FX information Portal
  b. FXTF   FX Ticker Finder
  c. FXC   Currency Rates
  d. WCR   World Currency Rates
  e. WVOL   FX World Volatility Matrix
  f. XCCY   Cross Currency Basis Spread
  g. FXSW   FX Strategy Workbench
  h. XDSH   FX Dashboard
  i. FXFC   FX Forecasts
  j. WCRS   World Currency Ranking System
  k. OVRA   FX Option Risk Analysis
  l. ALLQ   All Quotes
  m. FRD   FX Forward Calculator
  n. OVML   Option Valuation
  o. BFIX   Bloomberg FX Fixings
  p. FXFA   FX-Interest Rate Arbitrage
  q. GP   Historical Line Chart
  r. FIRS   First Word FX
  s. N FX   Top News Stories
  t. STNI   FX Scrolling News
  u. RES FX   Research Portal

Note:

- If you are getting an error message when you try to export the data onto Excel, you will need to activate Excel Addins for Bloomberg. To do this, use the following steps:
  1. Go to the start menu (the Windows Icon in the lower left hand corner of the screen).
  2. Go to All programs and select Bloomberg.
  3. Select "Install Office Addins" and a popup menu will ask you to install the addins – If you open excel after doing this, you should see the Bloomberg tab in Excel.

- If you are having trouble with Bloomberg terminal in general, you can also run the diagnostic. To do this, you need to complete the following steps:
  1. Go to the start menu (the Windows Icon in the lower left hand corner of the screen).
  2. Go to All programs and select Bloomberg.
  3. Select "API Environment Diagnostics" and a popup window will ask you if you want to run the diagnostics then attempt to repair any problems it finds.