

ORIANA

Public and private financial company
information for the Asia-Pacific region



BUREAU VAN DIJK
ELECTRONIC PUBLISHING



ORIANA: Public and private financial company information for the Asia-Pacific region

ORIANA is a database containing comprehensive company information for public and private companies in the Asia-Pacific region. ORIANA combines data from a number of specialist sources with Bureau van Dijk Electronic Publishing's (BvDEP) flexible software. The information is provided in a standardized format for cross-border searching and analysis.

The following features make ORIANA the definitive solution for researching companies in the Asia-Pacific region:

1. COVERAGE

The ORIANA database combines data from many sources and covers the vast geography of the Asia-Pacific region – a region where company information, particularly for private companies, is often elusive. BvDEP partners with local, reputable IPs who bring their indigenous expertise to ORIANA.

Inclusion criteria¹ are applied to prevent any bias in coverage towards countries where information is more readily available.

As part of its philosophy of constant enhancement, BvDEP continues to source and verify new IPs to increase the depth and scope of ORIANA. In June 2009 ORIANA contained information approaching seven million companies from 40 countries.

OWNERSHIP

BvDEP supplements the ownership links provided by the IPs. BvDEP's research is unique. It references many published sources of corporate ownership as well as direct contact with companies to verify and collect information. All types of ownership are covered - individual - and down to levels of less than 1%. The information is presented in a very detailed format and includes an "independence indicator" to convey a company's degree of independence in relation to its shareholders. The global and domestic ultimate owners of a company are clearly indicated as well as immediate owners. An archive is also provided. There are over 22 million ownership links in ORIANA.

2. COMPARABILITY

Accounts

BvDEP has developed a uniform format² containing (where available) 25 balance sheet items, 26 profit and loss items and 26 standard ratios. This format is applied to all companies so you can search and analyse companies across borders. The same format is also available on BvDEP's other international products so you can compare companies across products and continents.

Activities

In addition to their national industry codes the companies on ORIANA have been allocated NACE (Rev 2) and NAICS (2007) for cross-border searching.

3. FLEXIBILITY

Software

ORIANA is easy to use. It has BvDEP's new generation software which combines functionality with a sleek interface. Advanced options include full Boolean logic, peer and statistical analyses plus time-series searching.

Access

Access is by annual subscription or via a pay-per-view credit account. You can choose to subscribe to the whole database or modules defined by company size, see below.

¹ ORIANA includes companies whose main exchange place is located in Asia (incl. Middle-East) or the Pacific region and private companies for which information is available in these regions (Banks and financial or insurance companies are not included on ORIANA as they file specific formats. Information on banks can be found on BANKSCOPE and insurance companies on ISIS – both published by BvDEP).

Users can choose to access all companies on ORIANA or larger companies that comply with one of the following criteria:

Turnover > 10 million EUR
Total assets > 20 million EUR
Employees > 150

Companies with Operating Revenue per Employee or Total Assets per Employee below 100 EUR are excluded from this group of larger companies.

² The standard format is also available on:
ORBIS/MINT Global: companies worldwide
AMADEUS: pan-European coverage of companies

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The reports and the information they contain

Reports include the following information:³

Standard financial items

- 25 balance sheet items
- 26 account items
- 26 ratios

Consolidated statements are provided when available. Up to 10 years of information is provided per company.

Descriptive information

Official national identity number and BvDEP number, address, contact numbers, email addresses and URLs, legal form, year of incorporation, quoted/unquoted indicator, status and account information, size and main activity/industry with local and international codes, trade description, number of employees, board members and officers, auditors, shareholders, subsidiaries, corporate group, details of peer group. Larger companies have a detailed overview covering history, activity and brands.

Ownership section

Supplemented by BvDEP this unique data lists:

- Shareholders with their percentage of interest
- Shareholdings and subsidiaries for both public and private companies
- Direct and indirect ownership
- Global and domestic ultimate owners
- Independence indicator
- Ownership history

BvDEP news section

Combines news from the FT Newswires and Newspapers, Associated Press, Thomson Reuters, Dow Jones plus M&A deals and rumours from our own M&A database ZEPHYR. News stories are included in the company reports as well as in a searchable news module.

Market research from Datamonitor

Market research is included in the relevant company reports as well as in a searchable module. The **Industry Profiles** are associated with companies' activities and brands and indicate market share and size plus forecasts for the sector. The **Company Profiles** are about specific companies and many include a SWOT analysis of the company's position.

Report library

Full colour PDF documents are provided by Global Reports and include annual, interim and quarterly reports, IPO prospectuses plus corporate and social responsibility reports. The library goes back to 1990 and covers listed companies plus some large private companies.

Mergers and acquisition details from ZEPHYR⁴

Merger and acquisition activity (including rumours) relating to the company are provided with links to the full deal records in ZEPHYR. You can also search by deal characteristics to find companies affected by M&A activity.

Additional detail for listed companies

Listed companies have additional data, such as detailed stock data which includes current, monthly and annual market capitalization figures plus current and annual stock data and valuation, security information, type of share, market price and price trends, any stock exchange the company is listed on, beta values with correlation coefficients to the main indexes and monthly pricing series.

Integrated reports

Various preset report sections are available for quick and easy analysis and presentation:

Summary report: A précis of financials, status, contact details and activity

Peer report: An automatic comparison to similar companies.

Corporate group: Shows all companies with the same parent as the company you're researching

Graphs: Various integral graphic options are included so you can plot the evolution of your chosen variables, compare a company against its peers or view the ownership structure graphically.

Searching and analysis

Companies can be identified using any combination of over 100 search criteria (including all financial items). You can search in any one of over 25 currencies. Full Boolean logic gives you complete flexibility. Results can be ranked by any variable. Time-series searching is available for all financial items. Adapting the display of your results is simple and you can click and drag columns to display the items you're interested in.

³ Some data items may not be included in the reports because they are not filed or cannot be published due to country specific legal restrictions. Not all information is provided in a standard subscription – some is via additional modules.

⁴ ZEPHYR is a BvDEP product that contains information on merger and acquisition activity worldwide. Access to full deal records on ZEPHYR is by BvDEP credits or subscription.
www.zephyrdealdata.com

Working with the information

ORIANA has extremely flexible software for organizing and presenting the results of your searches – from simple graphs to advanced, tailored analysis.

Peer groups

You can compare companies against their peers using either the standard peer groups provided or your own search criteria. You can create graphs and tables to analyse companies' relative performances. Default peer reports are also included for each company. These compare the subject company to similar organizations, and you can customize their content and scope.

Analysis matrix

The segmentation function gives you options to create a matrix that displays a group of companies defined by two variables of your choice. You can illustrate your results in graphs and tables.

Exporting

You can easily download your search results to all popular formats. Graphs can be saved for use in reports and presentations. You can also send them automatically via email from within ORIANA.

Dynamic links

You can look at reports of the holdings and subsidiaries included in the ownership section via dynamic links – automatically if the company is on ORIANA or via BvDEP credits if the company is on another database published by BvDEP. The structure of the organization can be illustrated in a tree diagram which you can navigate to access further structures. The links allow you to move around group structures quickly to get a better understanding of who owns whom.

User-defined variables

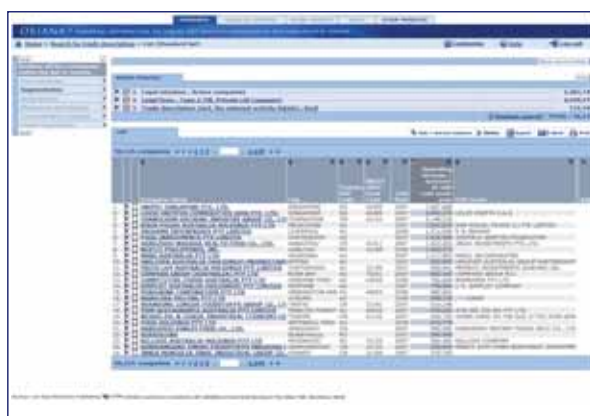
As well as the many default ratios included in ORIANA, you can create your own that match your in-house methods. You can use these for searching for companies as well as in the analysis functions.

Alert service

An alert service notifies you of changes to your chosen companies. It can also be applied to your saved searches and indicate changes to the companies complying with your inclusion criteria.

Add-in

The add-in function means you can create analysis templates in Excel that access the information in ORIANA giving you a customized, instant analysis of any report in ORIANA. As the links are dynamic, the data will automatically be updated as and when the report is updated in ORIANA.



USING ORIANA

ORIANA is a very flexible company information solution. Some applications are listed below.

Credit analysis

- Analyse companies and peer groups in detail
- Stay informed of changes in companies using the alerts
- Compare companies to their peer groups

Corporate finance and mergers and acquisitions

- Identify targets for acquisitions or joint ventures
- Compare the performance of a target company against its peer group

Equity research

- Create your own comprehensive analyses and forecasting

Investment portfolio management

- Create investment portfolios that are simple to maintain and monitor

Tax, audit and transfer pricing

- Identify, short-list and benchmark comparable companies
- Use ORIANA in conjunction with TP Catalyst, BvDEP's wizard-led transfer analysis product, for creating TP reports in-house

Market research

- Identify peer groups for benchmarking and analysis
- Analyse trends and create detailed industry analyses

Competitive intelligence

- Identify peer groups efficiently
- Create geographical comparisons that you can include in your reports

Business development

- Research potential markets
- Identify companies precisely by industry, size and/or other financial criteria
- Create and monitor sales territories

Procurement

- Identify companies by activity and/or location
- Segment data for financial breakdown by activity
- Track suppliers and understand their ownership structures

Academic environment

- Search and manipulate information easily
- Provide as a resource for both students and tutors
- Use to teach and demonstrate accounting practices

ORIANA includes companies in the following countries:

Australia	Kuwait	Saudi Arabia
Bahrain	Kyrgyzstan	Singapore
Bangladesh	Lebanon	South Korea
China	Malaysia	Sri Lanka
Fiji	Marshall Islands	Syria
Hong Kong	Nepal	Taiwan
India	New Zealand	Thailand
Indonesia	Oman	Turkey
Iran	Pakistan	United Arab Emirates
Iraq	Palestinian Territory	Vanuatu
Israel	Papua New Guinea	Vietnam
Japan	Philippines	Yemen
Jordan	Qatar	
Kazakhstan	Russian Federation	

ORIANA also contains information on over 1,000 companies registered elsewhere in the world but trade predominantly in the Asia-Pacific region.

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