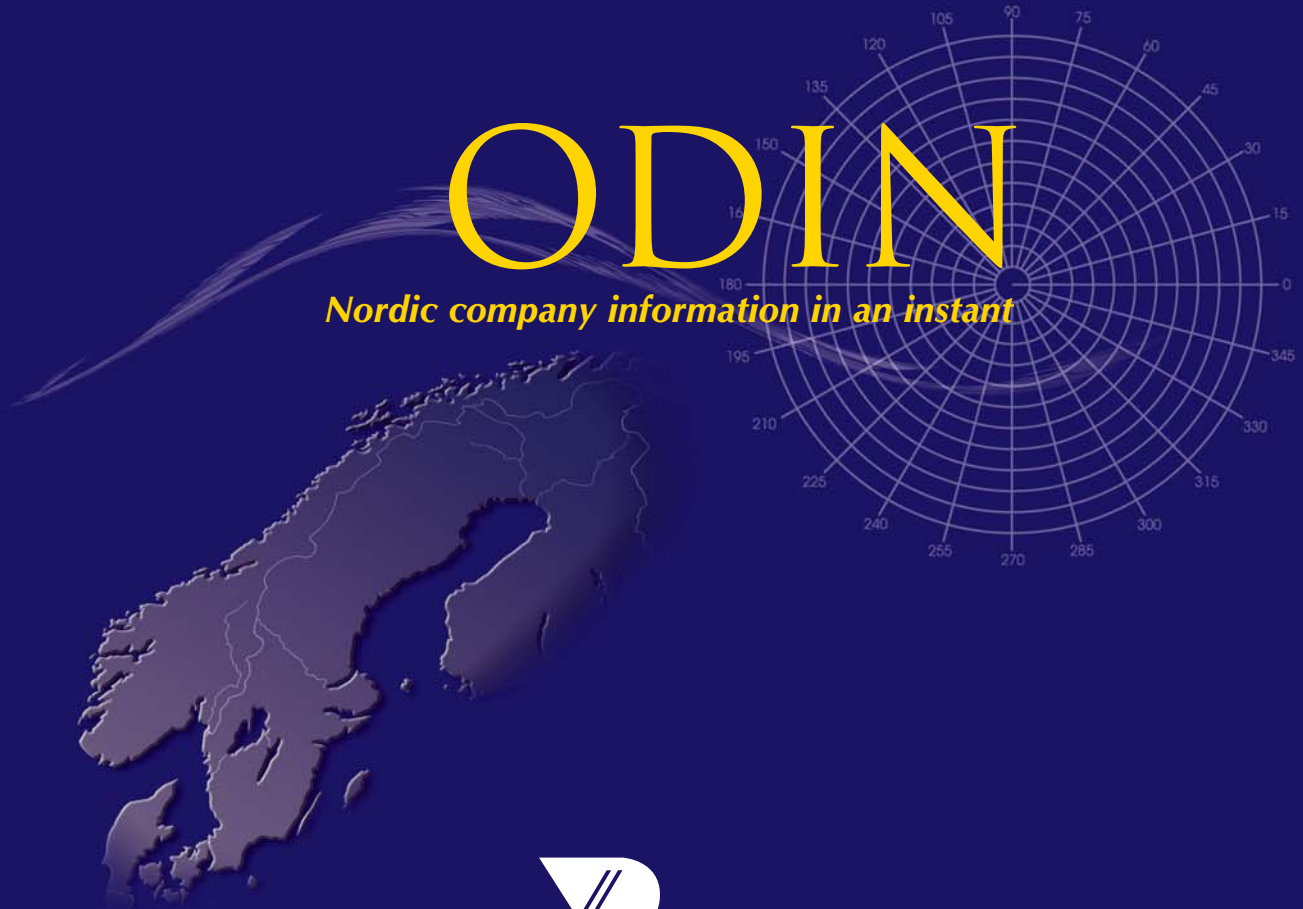


# ODIN

*Nordic company information in an instant*



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## ***ODIN: Nordic company information in an instant***

ODIN is a comprehensive database containing financial information on 650,000 public and private companies in the Nordic region. Combining data from eight sources with software for searching and analysis, ODIN is a flexible company information solution for searching across the Nordic region.

ODIN is available on the internet and as an intranet feed. You can also access the information via BvD's ORBIS<sup>1</sup>.

Four features make ODIN the definitive company information solution for the Nordic states:

### **Coverage**

The ODIN database is exclusive to Bureau van Dijk (BvD) and its information providers (IPs), and is not available over any other platform.

BvD sources data from four information providers of company financials, each an expert in its local market, to ensure ODIN contains the best available information for each country. Inclusion criteria are applied to prevent any bias in coverage. BvD's own consultants research the ownership section as no other comprehensive cross-border source exists. Further IPs complement the financials with descriptive information such as news and market research and supplementary financial data.

### **Standardised company accounts**

BvD has developed a uniform format of 46 balance sheet and profit and loss account lines plus 25 standard ratios. This format is applied to all companies for precise cross-border searching and analysis.

### **Matched industry codes**

In addition to their national industry codes, the companies have been allocated NACE, US SIC and NAICS codes to give you additional options, and to maximise ODIN's compliance with various methodologies and research projects. BvD has developed a cross-referencing matrix between these codes for reliable search results.

### **Quick and expert user modes**

ODIN offers both quick and expert searching options. Quick search is ideal for basic searches and less experienced users. The expert mode has over a hundred search criteria, Boolean logic, peer and statistical analysis, time series searching and other analysis and presentation options to give you complete flexibility in how you manipulate the information.

<sup>1</sup> ORBIS contains information on companies worldwide and is the integration of BvD's co-published company information products on the internet, with one search interface

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## ***The reports and the information they contain***

The reports can be viewed in the currencies of your choice. You can set one currency as a reference currency and include the original currency in the same report. The standard report <sup>2</sup> includes the following:

### **Financial items**

The company reports are in a standard format comprising: 22 balance sheet items, 24 profit and loss account items and 25 ratios. Consolidated statements are provided when available. Up to 10 years of information is available per company.

### **General descriptive information**

Official national identity no, address, telephone and fax nos., URL and e-mail address, legal form, year of incorporation, quoted/unquoted indicator, main exchange, peer group, trade description plus primary and secondary industry codes in the national codes and NACE, US SIC and NAICS codes, number of employees, board members and officers, auditors, shareholders, subsidiaries.

### **Ownership section**

Supplemented by BvD this section lists shareholders with their percentage of interest, shareholdings and subsidiaries for both public and private companies. Both direct and indirect ownership is detailed. The ultimate owner of each company is clearly indicated. To assist you in identifying and searching by independent companies, BvD has created an independence indicator that signifies a company's degree of independence in relation to its shareholders.

### **News from Reuters**

News stories are added daily and archived for three months.

### **Market research from Datamonitor**

Industry Profiles that are associated with the company's activities and brands. The profiles detail the leading companies in the sector and indicate market size, share and forecasts.

### **Merger and acquisition details from ZEPHYR**

Details on mergers and acquisitions that are pertinent to the company, with links to the complete deal information on ZEPHYR<sup>3</sup>.

### **Security and price information from Fininfo**

Current, monthly and annual market capitalisation plus current and annual stock data and valuation, security information, type of share, market price and price trends plus stock exchange(s) the company is listed on, beta values with correlation coefficients to the main indexes plus monthly pricing series.

### **Integrated reports**

Included in the standard report are various pre-set formats for quick and easy analysis and presentation:

- **Summary report:** A précis of financials, activities and shareholders
- **Executive report:** An overview with integral graphics.
- **Peer report:** An automatic comparison to compatible companies which you can specify as cross-border or domestic. This report can be customised.

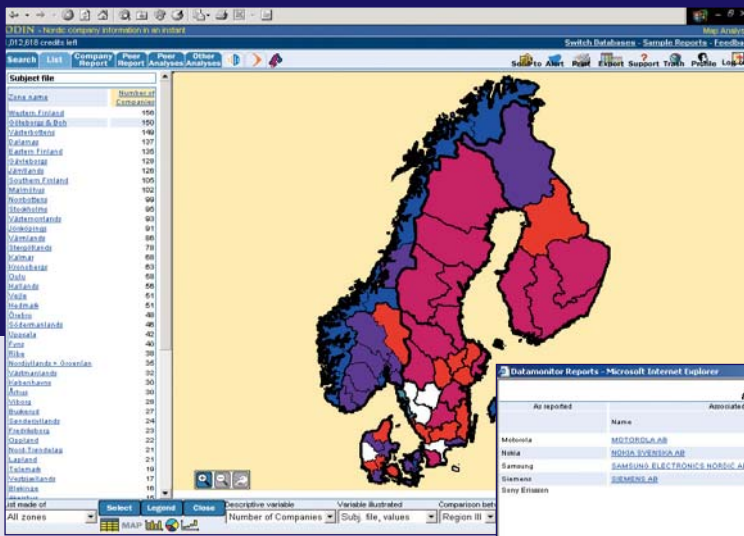
## **Searching and analysis**

You can identify groups of companies using any combination of over 100 search criteria (including all financial items). You can also search by a number of options within the ownership, news and mergers and acquisitions sections. Full Boolean logic is provided so more advanced users have all the flexibility they need. The results of your search can be sorted by any variable.

Time series searching is available for all financial items. For example, you can identify companies with a consistent growth in turnover for the last three years, or companies with a turnover of at least €50 million in 2000, 2001 and 2002.

<sup>2</sup> 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

<sup>3</sup> ZEPHYR is a BvD product that contains information on merger and acquisition activity, IPOs, joint ventures and private equity, with no minimum deal value.



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## Working with the information

### Peer groups

You can compare companies against their peers by using the standard peer groups, or use the search criteria to identify your own. Integrated analysis options allow you to create graphs and tables to analyse companies' relative performances.

### Analysis matrix

The segmentation option allows you to create a matrix of a group of companies, defined by two variables of your choice. For example, view Swedish and Danish companies with turnover on one axis and number of employees on the other. This can be illustrated graphically.

### Geographical analysis

A mapping module allows you to plot the results of your search on maps to allow you to analyse the penetration of trade sectors by region. You can use a zoom-in facility for more detailed scrutiny of specific areas. These zones can then be illustrated in a bar chart.

### Exporting<sup>4</sup>

The results of your search can easily be downloaded to all popular formats. The graphs can be saved for use in reports and presentations.

### Dynamic links

All the subsidiary and holding company reports are dynamically linked so you can move between them quickly and easily. The structure of an organisation can be illustrated in a tree diagram which you can navigate to access other diagrams. You can have direct access to subsidiaries whose reports are not included in ODIN but are included in ORBIS using your subscription password, or pay-per-view credits.<sup>5</sup>

### User-defined variables

In addition to the standard ratios you can create your own variables. These can be displayed in the company reports and are searchable.

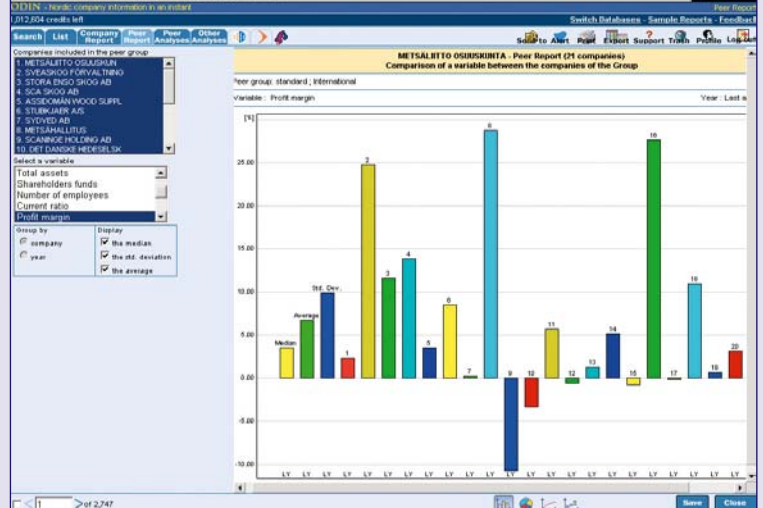
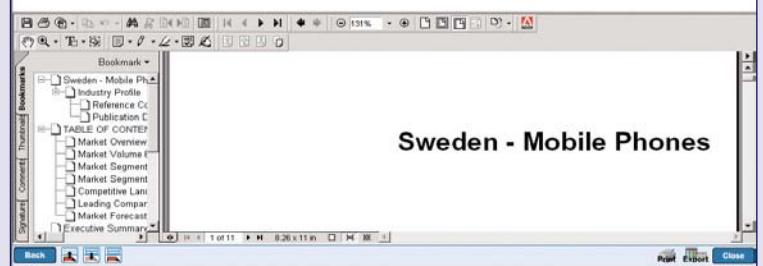
### Alert service

An alert service will notify you of any changes to your chosen companies by e-mail; you can choose which sections of their reports to monitor. You can also customise the alerts to monitor saved searches and find out when companies become newly compliant with your criteria, or no longer fulfil them. The system can be tailored to monitor news mentioning your companies and any mergers or acquisitions they are involved in.

### Add-in

The Add-in allows you to access ODIN from within your Excel spreadsheet. You can set up templates that incorporate figures from ODIN reports with graphs and equations that you have created in Excel. The Add-in technology will establish a dynamic link between your template and ODIN, allowing you to import information from any company instantly into your spreadsheet. As this link is dynamic the information in your template will be automatically refreshed when the data is updated in ODIN.

As reported	Name	Associated local Company	Bvd ID N°	Indep. Indec.	Name	Ultimate Owner (Company)	Cont. by	Bvd ID N°	Indep. Indec.
Mobistar	NETSOLLAB AB	SE550540004	C	NOT DECLARING		US	US2005901	A	
Nokia	NOKIA ELECTRONIC AB	SE550540042	C	NOKIA OY	FI	FI2120289	A		
Samsung	SAMSUNG ELECTRONIC'S NORSC AB	SE555445435	C	SAMSUNG ELECTRONICS CO., LTD.	KR	KR130111000240	A		
Siemens	SIEMENS AB	SE550500261	C	SIEMENS AG	DE	DE8170001500	A		



Company Name	Year	Operating revenue (M USD)	Profit (M USD)	Profit Margin (%)	Current Ratio	Dividend Yield (%)	Shareholders (M USD)	Number of employees
METSALBITO OSUNBOKITA	2002	8,588,880	1,210,520	14.10	1.20	1.20	1,401,000	11,200
STORA ENSO SHOO AB	2002	2,372,720	2,031,800	85.70	1.20	1.20	2,031,800	2,031
STORA ENSO SHOO AB	2001	2,372,720	2,031,800	85.70	1.20	1.20	2,031,800	2,031
STORA ENSO SHOO AB	2000	2,372,720	2,031,800	85.70	1.20	1.20	2,031,800	2,031
STORA ENSO SHOO AB	1999	2,372,720	2,031,800	85.70	1.20	1.20	2,031,800	2,031
STORA ENSO SHOO AB	1998	2,372,720	2,031,800	85.70	1.20	1.20	2,031,800	2,031
STORA ENSO SHOO AB	1997	2,372,720	2,031,800	85.70	1.20	1.20	2,031,800	2,031

<sup>4</sup> Legal restrictions apply

<sup>5</sup> If your subscription includes access to this information. If not, you can supplement your subscription with pay-per-view credits

## **ODIN - the benefits when researching and analysing Nordic companies:**

### **The benefits of ODIN include:**

#### **Comprehensive coverage**

ODIN combines data from various sources to ensure a consistent quality of information across the Nordic region. ODIN is the most comprehensive source of Nordic financial company information available.

#### **Suitable for all levels of experience**

Even the expert search mode is intuitive and the quick-multi step search option means that users with all levels of experience can start using ODIN with no training and get fast results.

#### **Flexible access modes**

ODIN is available on a subscription basis or via pay-per-view credits. Credits can be purchased to supplement your subscription to give you access to information using ORBIS - the integration of BvD's company information products on the internet.

#### **Reliable customer service**

BvD and the IPs provide training and free helpdesk support for you and your colleagues.

#### **ODIN for the research function**

- Quick and expert search options make ODIN ideal for both information professionals and end-users
- Time-saving features such as integral graphs, default peer groups and dynamic links

#### **ODIN for banks and financial institutions**

- In-depth analysis of companies and peer groups
- Tailored searching with the user-defined variables

#### **ODIN for corporate finance and merger and acquisition research**

- Flexible search criteria to identify peer groups including detailed activity searching
- User-defined variables for customised searching and analysis
- Accurate peer group identification for comparing the performance of a target company against its peer group

#### **ODIN for international tax research (transfer pricing)**

- Flexible cross-border searching and analysis
- Simple to create credit analysis templates

#### **ODIN in an academic environment**

- Easy to manipulate the information for end users
- Suitable for student and teacher research projects
- Ideal as a teaching tool

#### **ODIN for credit analysis and risk management**

- Tailor-made exposure/risk lines by analysing the financial data using the Add-in functionality

#### **ODIN for marketing and business development**

- Precise identification of companies by industry groups and size
- Time-saving segmentation analysis and mapping functions for pre-campaign research and strategy development

#### **ODIN for consultants**

- Ideal for identifying peer groups for benchmarking and analysis
- Accurate analysis of industries across borders and regions



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