



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

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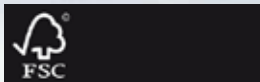
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If you are not using a Bloomberg-provided keyboard, press the Alt + K buttons simultaneously to view an image of your keyboard. This will enable you to position your Bloomberg keyboard stickers accurately.

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.

FINDING INFORMATION AND KEYWORD SEARCHES

Autocomplete

The Autocomplete feature helps you find information faster by displaying a list of the most-relevant securities, functions, and more as you begin typing. The example below shows functions and securities that match 'EA'.



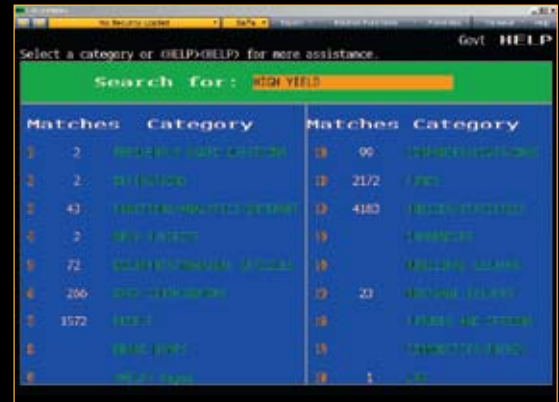
To enable Autocomplete type **PDF <GO>**, select 'Workstation Defaults' and select 'Autocomplete Settings'. Choose 'Auto'.

<HELP> key

The **<HELP>** key is an additional method used to find information on the BLOOMBERG PROFESSIONAL service. At the top of the screen, type a keyword(s) associated with your subject of interest, followed by the **<HELP>** key.

Here are some examples:

- Brand Name Search**
Lipitor <HELP>
Select # 8, 'Brand Names' to display matching brands for Lipitor.
- Market Sector Search**
High Yield <HELP>
Select from any of the categories presented, News, Funds, etc.



The Global Help Desk: 24/7

The Bloomberg Help Desk is available 24 hours a day, seven days a week and provides immediate assistance to our customers worldwide. The INSTANT BLOOMBERG® communication platform allows any Bloomberg user to send an enquiry to the Help Desk and receive a response in real time.



Press the **<HELP>** key twice to open a "LIVE HELP" chat window. In the orange box type your query and press **<GO>** to send.

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.

COMMUNICATION

MSGM <GO>

The main message menu which outlines the function codes needed to send a message, retrieve incoming messages, set up message defaults, and more.

Shortcuts and FAQs

MSG JOHN BROWN or **MSG jbrown@aol.com <GO>**

Enter persons name to send a message to them as a Bloomberg user or enter a traditional email address (i.e. non-Bloomberg user).

MSG1 FROM JOHN BROWN <GO>

View all messages received from a specific user.

MSG4 TO JOHN BROWN <GO>

View all messages sent to a specific user.

IB JOHN BROWN <GO>

Chat in real time via INSTANT BLOOMBERG.

MSG1 FROM INTERNET <GO>

View all messages received from Internet addresses.

MSG4 TO INTERNET <GO>

View all messages sent to Internet addresses.

MSG1 UNREAD <GO>

View all unread incoming messages.

MSG4 UNREAD <GO>

View all unread outgoing messages.

SPDL <GO>

Create and maintain a speed-dial list that serves as your address book of contacts. Store information for each user, including job title, company and address.

GRAB <GO>

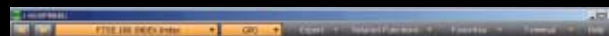
Send a single BLOOMBERG PROFESSIONAL service screen shot as a message attachment.

TIPS, TRICKS AND FUN

Need to find a good restaurant? Want to check out the weather or view a flight schedule? In addition to the best business and financial data, use Bloomberg as a resource for all your personal and lifestyle information requirements.

FAVE <GO>

Bookmark your favorite functions and securities for quick and easy access. The 'favorites' button is part of the gray toolbar at the top of your screen.



BERRY <GO>

Access the BLOOMBERG PROFESSIONAL service on your BlackBerry®.

MUSE <GO>

Arts and culture.

DINE <GO>

Restaurant search and reviews.

POSH <GO>

Classified adverts.

BSP <GO>

Bloomberg sports menu.

FLY <GO>

Flight schedules.

WEAT <GO>

Regional weather forecasts.

EASY <GO>

Ease-of-use tips and shortcuts.

JOBS <GO>

Bloomberg career center.

PEOP <GO>

People search.

BBXL <GO>

Bloomberg data and calculations in Microsoft® Excel – download sample spreadsheets.

PSET <GO>

Printer settings.

EXCH <GO>

Real-time exchanges and request form.

HDSK <GO>

Historical archive of all your Help Desk enquiries and corresponding answers.

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.

