

FMRCO's Key Research Products

I. Daily Notes (DNs)

Definition

- ▶ **One-Page Research Note on Specific Company**
- ▶ **Financial Model on Back**
- ▶ **Contains Investment Thesis (*Reasons to Buy, Sell, Hold*)**
- ▶ ***Proprietary* Investment Opinion**
- ▶ **Value-Added, Descriptive Headline**
- ▶ **Succinct, Conclusion-Oriented Note**
- ▶ **Leads to Action, Decisionmaking**
- ▶ **Sense of Urgency**
- ▶ **What PM Must Know at End of Day**

Reasons to Write a DN

A Brief:

- ▶ **Defense of Investment Thesis**
- ▶ **Interpretation — *Not Regurgitation* — of News/Current Events**
- ▶ **Clarification of Earnings Update**
- ▶ **Valuation Analysis**
- ▶ **Explanation — *Not Exposition* — of Company Call or Visit**

Publishing Logistics

- ▶ **Automated Publishing Platform (Explained in Systems Session)**
- ▶ **Notes Packet Published Twice Daily**
- ▶ **Publication Deadlines: *8:30 a.m. and 12:30 p.m.***
- ▶ **Sorted by Market Cap, Then Alpha Order**
- ▶ **Available on Line Immediately**
- ▶ **Hard Copy Packet Distributed Approximately Four Hours After Publication**

II. Investment Reports (IRs)

Definition

- ▶ ***In-Depth* Research Report Featuring Company and Industry Analyses**
- ▶ **No Length Restriction**
- ▶ **First-Page Should be Summary of Key Points, Which are Addressed in Longer Report**
- ▶ **First Page Published Along With Daily Notes**
- ▶ **Full Report Available on Line Immediately**

Reasons to Write an IR

- ▶ **Initiating Coverage**
- ▶ **Request for 15% Ownership**
- ▶ **Special Situation**
- ▶ **Extensive Analysis or Discussion**
- ▶ **You Have More to Say**

FMRCO's Key Research Products

Publishing Logistics

- ▶ **Collection of Complete Investment Reports Published and Distributed in Hard Copy three Times a Week (Monday, Wednesday and Friday)**
- ▶ **Deadline: *Day Before Publication by 12:30 p.m.***
- ▶ **Leave assistant Voice Mail or e-Mail Indicating What Parts of Model (or Other Attachments) You Want Included**
- ▶ **Bring Hard Copy Attachments — That Can't be Sent on Line — to assistant on E32A**

III. General Notes (GNs)

Definition

- ▶ **A Daily Note on Any Topic. For Example:**
 - Initial Public Offerings
 - Industry Critical Variables
 - Merger and Acquisition Activity
 - Economics
 - Current Events
 - General Thought Pieces

Why Write a General Note

- ▶ **Doesn't Fit Into Category of DN or IR**
- ▶ **Is Not Company/Ticker Specific**

Publishing Logistics

- ▶ **Not Yet Part of the Automated Publishing System**
- ▶ **Appears in Separate Section of DN Packet (Afternoon Only)**
- ▶ **Three Separate GN Templates:**
 1. "GENERAL_new.doc" for Miscellaneous Note
 2. "INDUSTRY_new.doc" for Note on Specific Industry
 3. "IPO_new.doc" for Note Concerning Initial Public Offering
- ▶ **Templates Located on Shared (U:/) Drive in General Notes Folder (Save Templates Onto Your Hard Drive for Future Use)**
- ▶ **Once GN Template is Complete, e-Mail Copy to assistant With Any Attachments (Bring Hard Copies if Can't be Sent on Line)**
- ▶ **Deadline: *Day of Publishing at 12:15 p.m.***
- ▶ **Assistant Will Save GNs in U:/ Drive Under General Notes Folder**

IV. Sector Publications

Definition

- ▶ **A Quarterly Update of Each of FMRCO's Seven Sectors**
- ▶ **Reflects Comments of all Analysts Within Sector**
- ▶ **Publication Accompanies Regular Sector Lunches**
- ▶ **Contents Vary; Determined by Sector Leader**

FMRCO's Key Research Products

Publishing Logistics

- ▶ **Deadline for Submission: 10:00 a.m. on the Day Before Sector Lunch**
- ▶ **Sector Specialists Act as Production Liaison With Holly**
- ▶ **Voice Mail and E-Mail Reminders Will be Sent Out by assistant**
- ▶ **Template Will be Sent Out by assistant**
- ▶ **Save Template to Your Hard Drive**
- ▶ **E-Mail Template and Industry Sheet to assistant (Bring Down Hard Copies That Cannot be Sent on Line)**

V. Topicks

Definition

- ▶ **A Quarterly Publication of Associates' Work Only**
- ▶ **Collection of One-Page Summaries of Three (Maximum) Best Investment Ideas**

Publishing Logistics

- ▶ **Published First Week of March, June, September, and December**
- ▶ **Deadline: The Week Before the First Day of Each Month Listed Above (assistant Mails/Voice Mails Deadline Reminders)**
- ▶ **Template e-Mailed to You by assistant**
- ▶ **Save Template to Your Hard Drive**
- ▶ **Send Complete Template Back to assistant Via e-Mail**

V. Industry Reviews

Definition

- ▶ **Comprehensive Overview of Particular Industry**
- ▶ **Individual Pieces Used in Conjunction With Analyst Luncheon Presentations**
- ▶ **Cites Background, Macro-Environment, Economics, Trends, and so Forth**
- ▶ **Includes Relative-Value Comparison of Universe of Companies Within Industry**

Publishing Logistics

- ▶ **Worked Out Between Analysts, Coordinators, and Sector Specialists**

VI. Daily Distribution

Definition

- ▶ **A 'Catch-All' Delivery Vehicle**
- ▶ **Disburses Research-Related Material That Does Not Fit Into Other Product Categories**

Publishing Logistics

- ▶ **Contact: assistant (x3-0174)**