

# GET THE MARKETLINE ADVANTAGE

an **informa** business

# Marketline

# MARKETLINE REACH FURTHER...

In an information-rich world, finding facts you can rely upon isn't always easy. MarketLine is the solution.

At MarketLine, we make it our job to sort through the data and deliver accurate, up-to-date information on companies, industries and countries across the world. No other business information company comes close to matching our sheer breadth of coverage.

And, unlike many of our competitors, we cut the 'data padding' and present information in easy-to-digest formats, so you can absorb key facts in minutes, not hours.

## Why choose MarketLine?



Reliable, concise,  
accessible insights



Competitive  
pricing



Extensive company  
and industry coverage



Vast geographic  
spread



Instant delivery



Over 10 years'  
experience



Current and  
informed data



Great customer  
service

## We do the work for you...

Profiling all major companies, industries and geographies, MarketLine is one of the most prolific publishers of business information today.

Our content is produced by an internal team of analysts, drawing on primary and secondary research and prepared under an established methodology that's been tried and tested over 10 years.

With stringent checks and controls to capture and validate the accuracy of our data, you can be confident in MarketLine to deliver quality data in an instant.



No other  
business  
information  
company  
comes close to  
matching our  
sheer breadth  
of coverage  
- 30,000+  
companies,  
3,500 industries  
and 110  
countries.



# GET THE MARKETLINE ADVANTAGE

...for unlimited access to one of the biggest sources of company, industry and country information.

Advantage is our interactive, subscribers-only platform, giving you anytime access to a unique mix of company, industry, financial and country data, for every major marketplace in the world.

Along with this incredible wealth of qualitative and quantitative information, the Advantage platform features highly advanced search functionality, a user-friendly interface and navigational aids to help you access what you need in seconds.

## Developed with you in mind

We've developed the Advantage platform specifically with our users in mind – you told us what you want and we've delivered it.

Advantage gives you access to our entire information library from one place, in just a few clicks. With keyword search functionality, it's as simple to use as conducting a general search on the web and you can access it from anywhere – at home or at work.

Much of our information is presented in graphical format so you can integrate our data into your projects and presentations with ease. Our breadth of industry coverage also means we don't just cover the obvious sectors, but the really niche ones too, so you'll always find what you need to support your research needs.

And, because we believe that everyone deserves access to first-class

information, our subscription service provides a competitive edge at a competitive price.

**That's why we call it the MarketLine Advantage.**

## MarketLine Advantage is a dynamic platform featuring:

- Coverage of **30,000+ companies**, updated annually
- **3,500+ Industry Profiles**, updated annually
- **110 Country Profiles**, updated annually
- Country Statistics Database covering **215 countries and 46 political and geographic groupings**
- Annual coverage of **50,000+ financial deals** related to companies and industries tracked by MarketLine
- **60,000+ news articles** published annually related to companies and industries tracked by MarketLine
- **75+ company-focused Case Studies** added annually – NEW for MarketLine Advantage subscribers
- Market Data Analytics – interactive database covering **215 countries** and **700 parameters**

## Five-star service

MarketLine Advantage is simple to use, even for first-timers. However, if you ever get stuck or can't find what you're looking for, our dedicated customer service consultants are always on hand to help.

Add us to your address book:  
E: reachus@marketline.com  
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The Advantage platform can be translated into over 50 languages, making it the ideal institution-wide research resource.



# MARKETLINE COVERAGE

From Aerospace and Automotive to Media, Mining and Textiles,  
MarketLine covers every major industry in every major marketplace,  
worldwide.



# MARKETLINE COVERAGE

Whether you want to zoom in and learn more about a specific company, or step back to look at an industry and its geographic context, MarketLine can help. We cover business information from the ground up, so you can connect the dots and make better decisions.

Company



Industry



Geography



# MARKETLINE PRODUCTS

MarketLine has eight core products that make finding exactly what you're looking for easier than ever.

While MarketLine products can be purchased individually from our online Research Store, Advantage subscribers pay a one-off fee and enjoy unlimited access to our entire product portfolio, at a much-reduced cost, with bonus access to exclusive subscriber content.

## The MarketLine product portfolio includes:



**MarketLine profiles 30,000+ companies at different depths, based on the size of each organization. Advantage subscribers get access to over 2,700 SWOTs, 12,600 Company Profiles, and 16,800 Company Capsules.**

### Company SWOTs: 2,700

Taking an analytical approach to data, MarketLine Company SWOTs uncover the strengths, weaknesses, opportunities and threats facing the biggest corporations globally, so you can make informed assessments in minutes.

#### SWOTs contain:

- Latest financial data for public companies
- Merger and acquisition activity
- Lists of products and services
- Competitor information

#### Example title:

*DST Systems Inc: SWOT Analysis*

### Company Profiles: 12,600

Available exclusively to Advantage subscribers, Company Profiles are a first stop resource for company data, covering everything from history and personnel to competitors, products and services.

Company Profiles are either newly created or fully updated annually, meaning approximately 1,050 standard Company Profiles are added to or amended on Advantage every month.

#### Company Profiles contain:

- Company overview
- Key facts
- Business description
- History
- Listing of key employees
- Key employee biographies
- Listing of major products and services
- Listing of top competitors
- Company view
- Locations and subsidiaries

#### Example Title:

*Pfizer Inc – Company Profile*

### Company Capsules: 16,800

A more streamlined version of Company Profiles, Company Capsules are either newly created or fully updated on an annual basis, so Advantage subscribers can expect about 1,400 Company Capsules to be changed and added to Advantage each month.

#### Company Capsules contain:

- Company overview
- Key facts
- Listing of key employees
- Listing of major products and services
- Listing of top competitors
- Locations and subsidiaries

#### Example Title:

*Kraft Foods – Company Capsule*



2.

INDUSTRY  
PROFILES:  
3,500

**MarketLine's Industry Profiles will help you form a clear picture of individual sectors, including who is operating within them and how they are performing.**

Our profiles utilize the globally recognized Porter's Five Forces analysis framework to evaluate the competitive pressures acting on "players" (rival companies) in a particular market. Industry Profiles are the ideal starting point for gaining a top-level view of individual sectors across the globe and are updated annually.

**Example title:** *Mining in Germany*

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3.

COUNTRY  
ANALYSIS  
PROFILES: 110

**MarketLine Country Analysis Profiles source and pull together key market data to paint a top-level picture of the business landscape in over 110 countries.**

Using the globally recognized PESTLE/PEST country analysis framework, our Country Analysis Profiles contain data on the current strengths and challenges as well as future prospects and risks facing each country.

**Example title:** *Country Analysis Report: Austria - In-depth PESTLE Insights*

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4.

CASE STUDIES:  
75

**New to MarketLine, Case Studies analyze the latest innovative company strategies – or ineffective ones, for that matter – to highlight and share key business lessons.**

From social media initiatives to unusual store formats and online retailing, Case Studies present examples of best practice across a wide variety of industries and geographies, bringing innovation into full focus. Over 75 Case Studies will be added to MarketLine Advantage annually.

**Example title:** *Palm Oil Case Study: How consumer activism led the push for sustainable sourcing*

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5.

COUNTRY  
STATISTICS  
DATABASE

**MarketLine's Country Statistics Database contains over half a million data points across 215 countries and 46 political and geographic groupings.**

The database has 750 indicators divided into three categories:

**Macroeconomic criteria:**

- GDP
- Inflation
- Consumption expenditure
- Disposable income
- National savings
- Unemployment

**Demographic criteria:**

- Household numbers
- Household types
- Population by age, gender
- Household with/without children

**Industry criteria examples:**

- Energy demand
- Broadband subscribers/penetration
- Number of doctors
- Number of passenger cars



**Market Data Analytics (MDA)** is an interactive database that covers over five million data points across 215 countries and 700 parameters, enabling you to identify and contextualize country and market trends, historically and into the future.

**Covering the global food, drinks and personal care markets, MDA includes:**

- 60 markets divided by category, segment and sub-segment
- Segmentation by demographic consumer groups
- Data collection process designed with and audited by a leading global audit firm, utilizing rigorous modeling and forecasting methodologies
- Modeling incorporates complex strategy and consumer behavior analyses created by industry experts



**MarketLine's Company News** will keep you informed of the latest developments affecting the organizations on your radar.

We track activity across 11,000+ companies within a specified list of industry sectors. Each year, 60,000+ news articles are made available exclusively to our Advantage subscribers.

**MarketLine tracks:**

- New business start-ups
- Market entry & market exit
- Business expansion
- Reorganization
- Operating/financial results
- Product re-call
- Termination of project/contract/brand/service
- Regulatory approvals and disapprovals
- New discoveries
- Franchises
- Patents
- Contracts & orders
- Research & development
- Earnings guidance
- Legal or corporate changes
- Management changes



**Identifying and tracking major financial activity across our full scope of company and sector coverage, MarketLine delivers financial deal information to help you spot opportunities and threats in your market.**

**Made available exclusively to our Advantage subscribers, MarketLine covers:**

- Mergers & acquisitions
- Private equity backed buyouts, investments and exits
- Venture capital investments, buyouts and exits
- IPOs and secondary and follow-on offerings
- Private placements and exits

Additional non-corporate finance deals including partnership agreements, joint ventures, co-development and research, licensing and co-marketing agreements are also available.



# GET STARTED

A subscription to MarketLine Advantage gives you access to our entire online information library, with its simple navigation, intuitive design and unbeatable mix of coverage.

## Get in touch to arrange an obligation-free demonstration of MarketLine Advantage from one of our helpful consultants.

Or sign up on our website [www.marketline.com](http://www.marketline.com), where you'll be able to access NewsLine, our free MarketLine newsletter, and blog for great snippets of information on your industry.

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