

## FactSet RBICS with Tradenames

RBICS with Tradenames offers a database of 170,000+ products/services 'Tradenames' for 49,000 global companies, all of which are mapped to the RBICS taxonomy. The result is a comprehensive multi-sector representation of companies' businesses, which enables product-level competitive analysis and unprecedented elucidation of peer groups and the market landscape.

### RBICS Taxonomy

RBICS is a unique industry classification system with twelve anchor economies, six levels of depth and over 1,500 distinct subindustries at the most granular (sixth) level.

The top-levels' market-defined approach groups companies based on their behavioral similarities and stock price co-movement, while the patented product-based design of the lower levels enables the requisite precision to capture the specialty sectors of global markets.

### Tradenames Definitions and Methodology

Tradenames represent a company's participation in a given RBICS sector, and will typically incorporate some combination of the following (in rough increasing order of granularity): Company Name, Subsidiary, Business Segment/Unit/Division, Product/Service Categories, Brands, Product/Service Names.

#### Tradename Syntax Examples

Syntax Format	Example
Company Name - Product/Service/Brand	Procter & Gamble - Crest
Company Name - Business Segment - Product/Service/Brand	Boeing - Commercial Airplanes - 787
Company Name - Subsidiary Name - Product/Service/Brand	Siemens - Mentor Graphics - Codelink
Subsidiary Name - Product/Service/Brand	McLane Company Inc. - McLane Foodservice
Company Name – Brand Name (Chemical Name)	Amgen - Aranesp (Darbepoetin Alfa)

#### Methodology Notes:

- A company can have multiple Tradenames mapped to a single sector, and one Tradename can be mapped to multiple sectors.
- Within the RBICS Consumer Economy, tradenames marked with an asterisk (\*) indicate brands which have been in-licensed from another company. Example: Constellation Brands - Corona Light\*

### Benefits/Utility

- Delve beyond simplistic company-level peer groups to reveal product-level competitors.
- Create a robust framework for NLP-based analysis by integrating unstructured or alternative content associated with a particular product, service or brand.
- Uncover the true market landscape exposed through the interactions of companies' complete multi-sector profiles.

### Data Maintenance

FactSet maintains the RBICS with Tradenames database through a rigorous, analyst-driven process. Analyst teams, specialized by industry vertical, review primary source documents (e.g. annual reports/filings, investor presentations, company websites) in order to catalogue and map companies' material product and service offerings to the most suitable RBICS sub-industry. FactSet conducts full profile reviews at least annually, based on the filings cycle. Coverage selection and expansion are prioritized based on global index inclusion, liquidity, market value, and asset size, among other factors.