

### Financial Analysis Made Easy (FAME)

FAME is a database containing detailed financial information about public and private companies in the UK and Ireland. It contains information for 1.4 million companies including turnover, company news, profit and loss, ratios, and other financial information. FAME can be used to produce reports on individual companies, or for company peer group analysis.

There are two ways of searching FAME – quick search, and criteria lists.

### Searching for Information Using Quick Search

To quickly find information, you can enter a company name, registered number, company director name, postcode, or UK SIC classification into the search box.

The screenshot shows the FAME search interface. At the top, there's a navigation bar with 'Companies', 'News', 'M&A deals', and 'Industry research'. Below this is a search box with the placeholder text 'Enter company name or registered number'. A red arrow points to this search box. A dropdown menu is open, showing search criteria options: 'Company name, registered no or ticker', 'UK SIC (2007) classification', 'Postcode', and 'Director name'. Below the search box, there are buttons for 'Home', 'SEARCH', and 'SA'. At the bottom, there are tabs for 'GROUPED VIEW', 'ALPHABETICAL LIST', and 'FIND A CRITERION', followed by a search bar and a 'Find' button.

You will then get a list of companies that match your keywords. To view the standard company report, click on the name of the company.

The screenshot shows the FAME search results table. The table has columns for 'Company name', 'R/O Full Postcode', 'Registered number', 'Primary UK SIC (2007) code', 'Latest accounts date', 'Latest Operating Revenue (Turnover) th GBP Last avail. yr', and 'Latest No of Employees Last avail. yr'. A red arrow points to the first row, which is 'Tesco PLC'. The table lists various Tesco subsidiaries and other companies. On the right side, there's a sidebar with a 'Back to search' button and a list of search options: 'New search', 'Modify current search', 'Define the format', 'List format', 'Analysis', 'Segmentation', 'Peer Analysis', 'Aggregation', 'Statistical distribution', 'Concentration analysis', 'Linear regression', 'Map', 'Plot companies', 'Analysis', 'Mailing', and 'Mailing'.

	Company name	R/O Full Postcode	Registered number	Primary UK SIC (2007) code	Latest accounts date	Latest Operating Revenue (Turnover) th GBP Last avail. yr	Latest No of Employees Last avail. yr
1.	Tesco PLC	EN8 9SL	00445790	47110	29/02/2012	64,539,000	406
2.	Tesco Stores Limited	EN8 9SL	00519500	47110	29/02/2012	41,981,000	264
3.	Tesco Overseas Investment...	EN8 9SL	03193632		29/02/2012	18,603,000	179
4.	Tesco Distribution Limited	EN8 9SL	02972724	49410	29/02/2012	1,651,590	13
5.	Tesco Personal Finance Gro...	EH12 5BH	SC173198	70100	29/02/2012	947,643	2
6.	Tesco Personal Finance PLC	EH12 5BH	SC173199	64999	29/02/2012	943,567	2
7.	Tesco Underwriting Limited	SO53 3YA	06967289	65120	31/12/2011	393,200	
8.	Tesco Mobile Limited	EN8 9SL	04780736	61900	31/12/2011	364,388	
9.	Tesco Freetime Limited	EN8 9SL	04345023	96090	29/02/2012	187,191	
10.	Tesco Food Sourcing Limited	EN8 9SL	07502096	82990	29/02/2012	194,000	
11.	Tesco Maintenance Limited	EN8 9SL	06003554	96090	29/02/2012	140,342	1
12.	Tesco Property Holdings Li...	EN8 9SL	02353133	70100	29/02/2012	94,146	
13.	Dillons Stores Limited	CM15 9ST	03498958	47260	30/11/2011	67,013	1
14.	Tesco Property Finance 3 PLC	EC3A 6AP	07251526	64999	31/05/2012	61,933	
15.	Tesco Property Finance 4 PLC	EC3A 6AP	07455552	64999	30/11/2011	40,298	
16.	Tesco Property Finance 2 PLC	EC3A 6AP	07004310	64999	29/02/2012	43,840	

You can export, email, or print the company report; read it on screen; or select specific sections e.g. legal and accounts; size and main activity; industry and brand names; industry research; financials and ratios, credit data; gazette data; stock data; directors and contacts; ownership; mortgage data; filing details; advisors and auditors; trading addresses; news and deals; notes; and peer reports.

## Searching for Information Using Criteria Lists

You can also use FAME to build lists of companies that meet a range of criteria, e.g. location, turnover, sector, and number of employees.

*Example: Searching by Location*

The screenshot shows the FAME search interface. A red arrow labeled '1' points to the 'Location' criterion in the 'FIND A CRITERION' list. Below this, a second screenshot shows the 'Search by Region, Postcode area, City' window. A red arrow labeled '2' points to the list of regions on the left. A third red arrow labeled '3' points to the 'OK' button at the bottom right of the window.

1

2

3

You can keep adding different criteria until you are ready to see the list of results of companies. To remove a criteria click the 'x' next to the criteria name.

The screenshot shows the 'SEARCH STRATEGY' window. A red arrow points to the 'x' icon next to the second criterion, 'Postal regions: Prim. trading address, R/O address: London Inner'. At the bottom right, a red arrow points to the 'View list of results' button.

SEARCH STRATEGY		Save	Print	Clear all steps
<input checked="" type="checkbox"/>	1. All active companies (not in receivership nor dormant)	132,120	132,120	
<input checked="" type="checkbox"/>	2. Postal regions: Prim. trading address, R/O address: London Inner	48,558	35,035	
<input checked="" type="checkbox"/>	3. Major sectors: Food, beverages, tobacco	2,010	123	
Boolean search: 1 And 2 And 3		Refresh		TOTAL : 123
		View list of results		

When you have your list of results, you can read individual company reports by clicking on the name of the company, or you can select a group of companies to analyse.

## Company Analysis

FAME allows you to perform six types of company analysis:

### *1. Segmentation Analysis*

Segmentation analysis allows you to create a two dimensional analysis on selected companies and variables. It can create a profile of a particular market, for example what industries are based in which regions, or what is the turnover of companies in a certain region. There are two default segmentation analyses that you can choose, or you can use the segmentation wizard to create your own.

### *2. Peer Analysis*

Peer analysis allows you to compare a company with other companies from its peer group in fully customisable tables and graphs, e.g. key financials, net turnover. You can select the companies using the list builder, or FAME will produce a list of peers that match the company you searched for.

### *3. Aggregation Analysis*

Aggregation analysis allows you to sum up the lines of all the selected companies accounts and view this account in customisable tables and a variety of graphs. There are two default analyses – balance sheets and profit and loss accounts, or you can use the aggregation wizard to create your own.

### *4. Statistical Distribution Analysis*

Statistical distribution analysis allows you to analyse how a specific variable is distributed in a group of companies. The default analysis looks at turnover; however you can use the statistical distribution analysis wizard to build your own.


### *5. Concentration Analysis*

Concentration analysis allows you to determine the weight of each selected company for any financial variable, e.g. total assets. The default analyses will look at turnover; however you can use the concentration wizard to create your own.

### *6. Linear Regression Analysis*

Linear regression analysis is used to determine the relationship between two random variables by plotting, in a two dimensional graph, all the observations, and constructing a straight line that best fits the data. The default analysis looks at turnover by number of employees, or you can use the linear regression wizard to build your own analysis.

## Exporting and saving reports and analyses

To download a report, click on  at the top right of the page. Select which version of Excel you are using and whether you want to download the report for the company that you currently have displayed, or for all the companies that you have in your list. Click OK to begin the download.

### Example: Creating a Statistical Distribution Analysis

- Search for a company or create a list of companies (see above).
- Select a minimum of five companies by ticking the box next to their names.
- Select 'Statistical distribution' and then 'New analysis' to open the wizard.
- Choose the variables you need for your analysis, then click 'Next'.

The screenshot shows the 'fame' web application interface. At the top, there's a navigation bar with 'Companies', 'News', 'M&A deals', and 'Industry research'. Below this is a search bar and links for 'Alerts' and 'Settings'. The main content area is titled 'Home > List > Distribution wizard'. A progress bar at the top of the wizard shows four steps: 1 (selected), 2, 3, and 4. The current step is 'My analysis 1: Select the variable'. On the left, there's a sidebar with options: 'New analysis', 'Load from disk', 'PREDEFINED ANALYSIS' (with 'Turnover (LY)' selected), and 'SAVED ANALYSES'. The main area is divided into 'Options:' and 'Your selection:'. The 'Options:' list includes 'Financial sections', 'Key financials & employees' (with sub-items like 'Turnover', 'Profit (Loss) before Taxation', etc.), 'Profit & Loss account', 'Balance sheet', and 'Cash Flow statement'. The 'Your selection:' box currently contains 'Turnover'. A search box is located at the bottom of the 'Options:' list. At the bottom of the wizard, there are buttons for 'Cancel', 'Enter name' (with 'My analysis 1' entered), 'Previous', 'Next', and 'Finish'.

Progress bar

Title bar: indicates what action is needed for this step

Options list: choose variables from the options list. The variables will appear in the 'Your Selection' box

Search box: you can also search for a variable

- Choose the year(s) you wish to analyse and then click 'Next'.
- Choose the type(s) of chart you need, edit the display options (e.g. currency) by selecting 'Display options', and then click 'Finish'.
- You can then export, send, or print your analysis report.

