

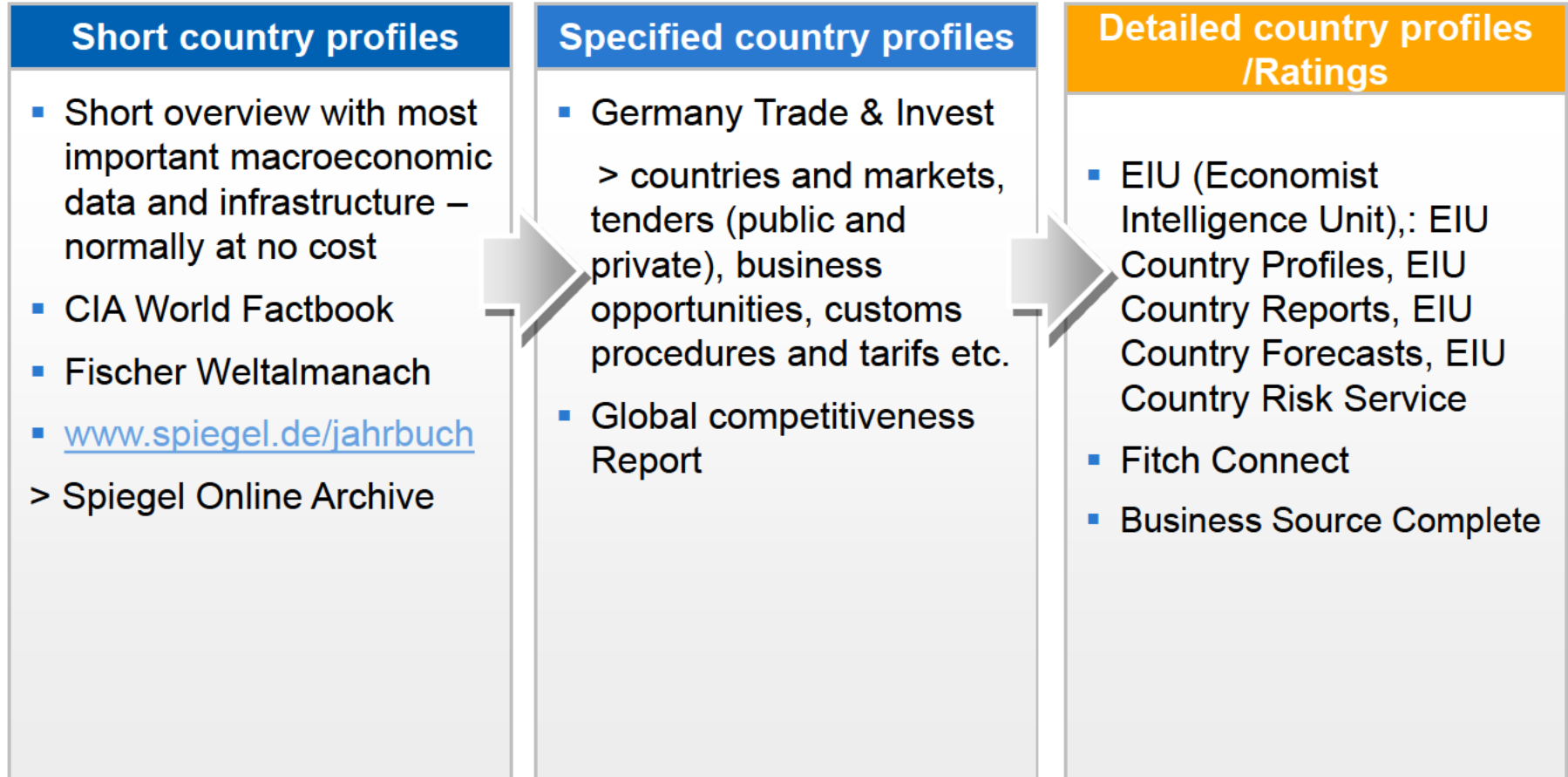
# 7 Country information | macroeconomic data



## What is macroeconomic data?

Macroeconomic data is needed to judge on potential markets and can encompass quite different data: e.g. IT infrastructure, labour costs, political stability, unemployment rates,.....

# 7 Country information | macroeconomic data



# 8 Statistical Information

## Statistisches Bundesamt

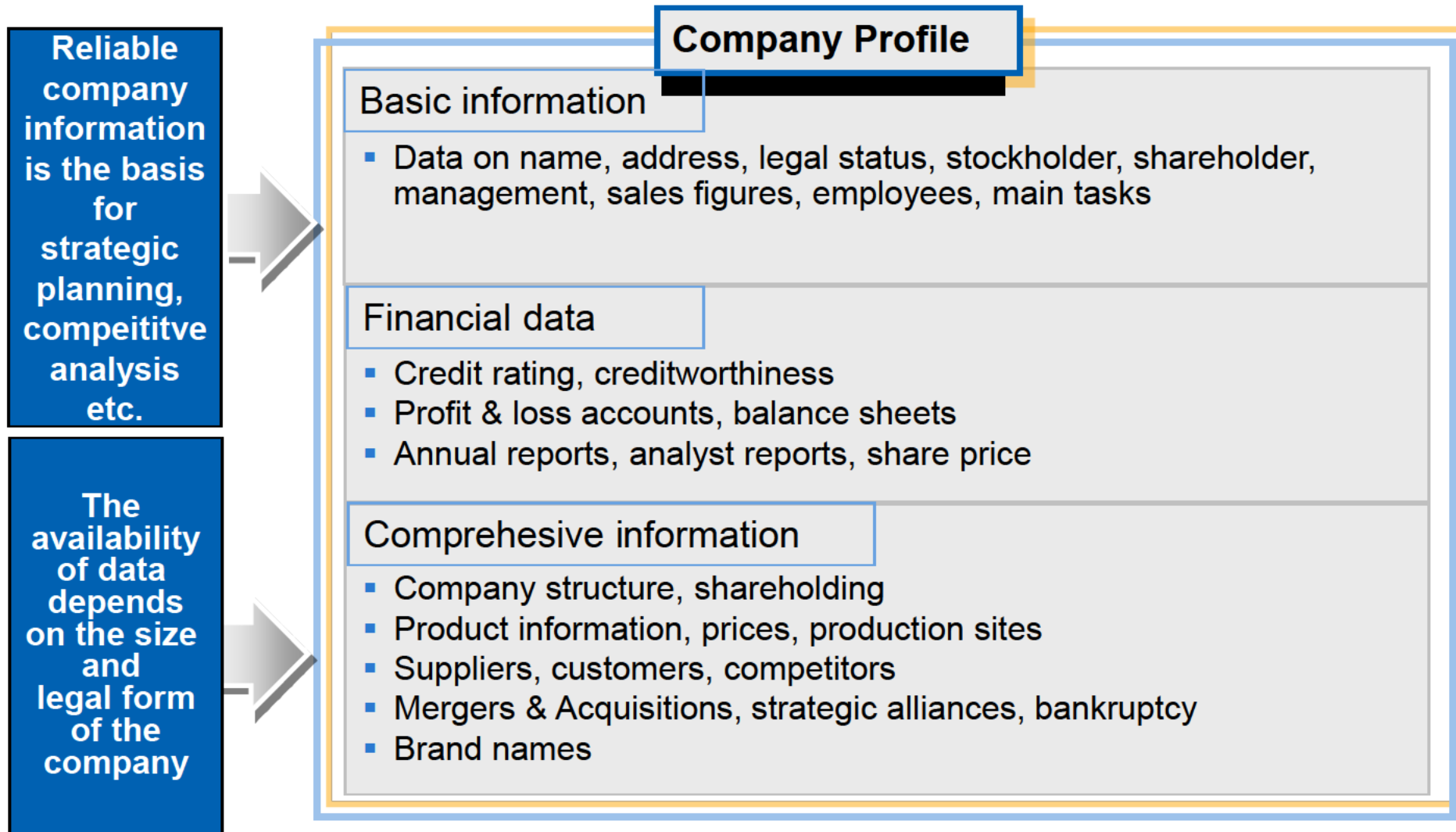
- [www.destatis.de](http://www.destatis.de)
- publishes statistical information available to everyone in cooperation with the statistical offices of the federal states, associations etc.
- Short-term & structural indicators
- Earning and labour costs
- Prices & production statistics
- Expenditures, costs and financing data etc.

## Eurostat

- <http://epp.eurostat.ec.europa.eu>
- Statistical Office for the European Union
- National Accounts
- Flagship publication: European Economic Statistics

- **Statista.com** → Statistics of different sources, incl. Stat. Bundesamt
- **Data planet statistical datasets**

# 9 Company Information



# 9 Company Information | Commercial Register

## Disclosure Obligation for companies:

- Corporation ; Public limited company (AG)
- Association limited by shares (KGaA)
- Limited Company (GmbH)

Recording at commercial register  
company register

- place of business
- address
- capital stock / share capital
- management
- task of company

...

## 9 Company Information | Commercial Register

Im Bundesanzeiger und unter [www.unternehmensregister.de](http://www.unternehmensregister.de) werden alle deutschen Pflichtpublikationen zum Firmenstatus publiziert.

### Was finde ich dort:

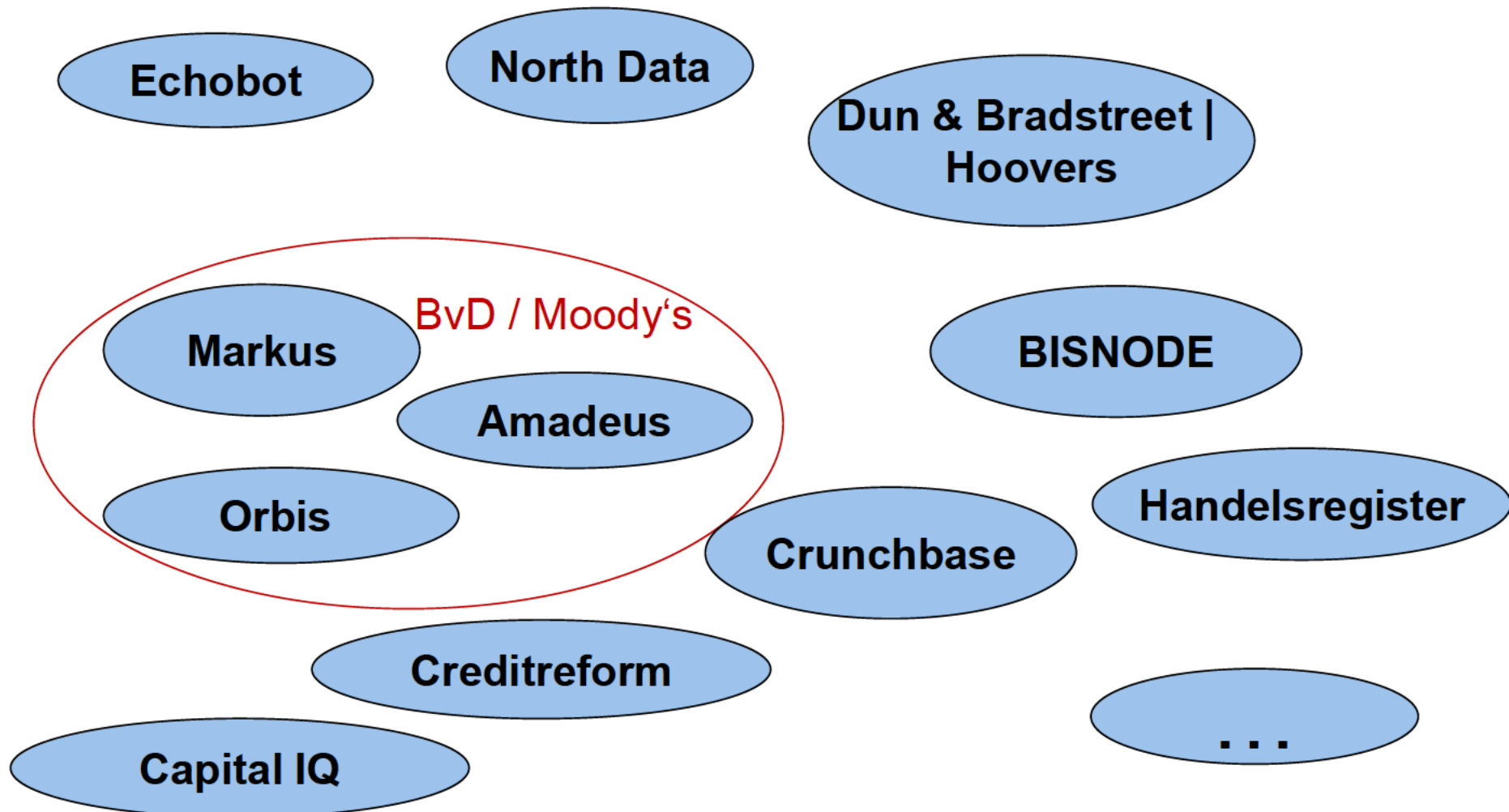
- Unternehmensnamen: Vermeidung von Namensgleichheiten bei Neugründungen
- Adresse
- Zuständiges Amtsgericht, gerichtliche und sonstige Bekanntmachungen
- Firmengründung, Neueintragungen und Rechtsform
- Vertretungsbefugnisse, Änderungen der Prokura
- Jahresabschlüsse
- Insolvenz, Konkurs, Löschung, Gesamtvollstreckungs- u. Vgl.verfahren
- Veränderung (Stammkapital-Erhöhung, Geschäftsführung...)
- Geschäftsgegenstand des Unternehmens
- ...

# 9 Company information | basic information

Basic data of a company (policy brief) can be described and identified by the following criteria / meta data:

<b>Name</b>	Unternehmensnummer	Grundkapital
<b>Anschrift</b>	Rechtsform	Bankverbindungen
<b>Produkte</b>	Gründungsjahr	Mitgliedschaften
<b>Management</b>	Branche (SIC o.a.)	Produkte
<b>Umsatz</b>	Geschäftsjahr	Produktionsstätten
<b>Mitarbeiteranzahl</b>	Kurzbeschreibung des Unternehmens	Eigentümer
		Töchterunternehmen

# 9 Company information





# 10 Financial information

Next to basic data, you need financial information to assess the business situation



## What kind of financial data?

- Balance sheet
- Profit & Loss Account
- Sales by segment
- Creditworthiness
- Share prices
- Financial Ratios e.g. ROI, cash flow, profitability,...
- ...

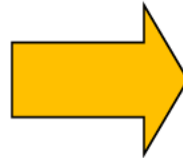
# 10 Financial information

- Bürgel, Creditreform Firmenwissen (Kurzprofil, Firmenprofil, Finanzprofil, Bilanz, Bonität)
- Annual Reports
- North Data ([www.northdata.de](http://www.northdata.de)) | Echobot ([www.echobot.de](http://www.echobot.de))
- S&P Capital IQ
- Handelsregister > Bundesanzeiger
- FactSet
- Bureau van Dijk (Moody's) Databases (Markus, Dafne, Fame, Orbis etc.)
- Bloomberg, Reuters
- Crunchbase
- ...

# 10 Financial information

## Different information on shares / stock prices

- Share performance
- Dividends and market capitalisation
- Number of issued shares
- Information on IPO's
- stock market indices
- Quoted companies of an industry
- Main shareholders of a company

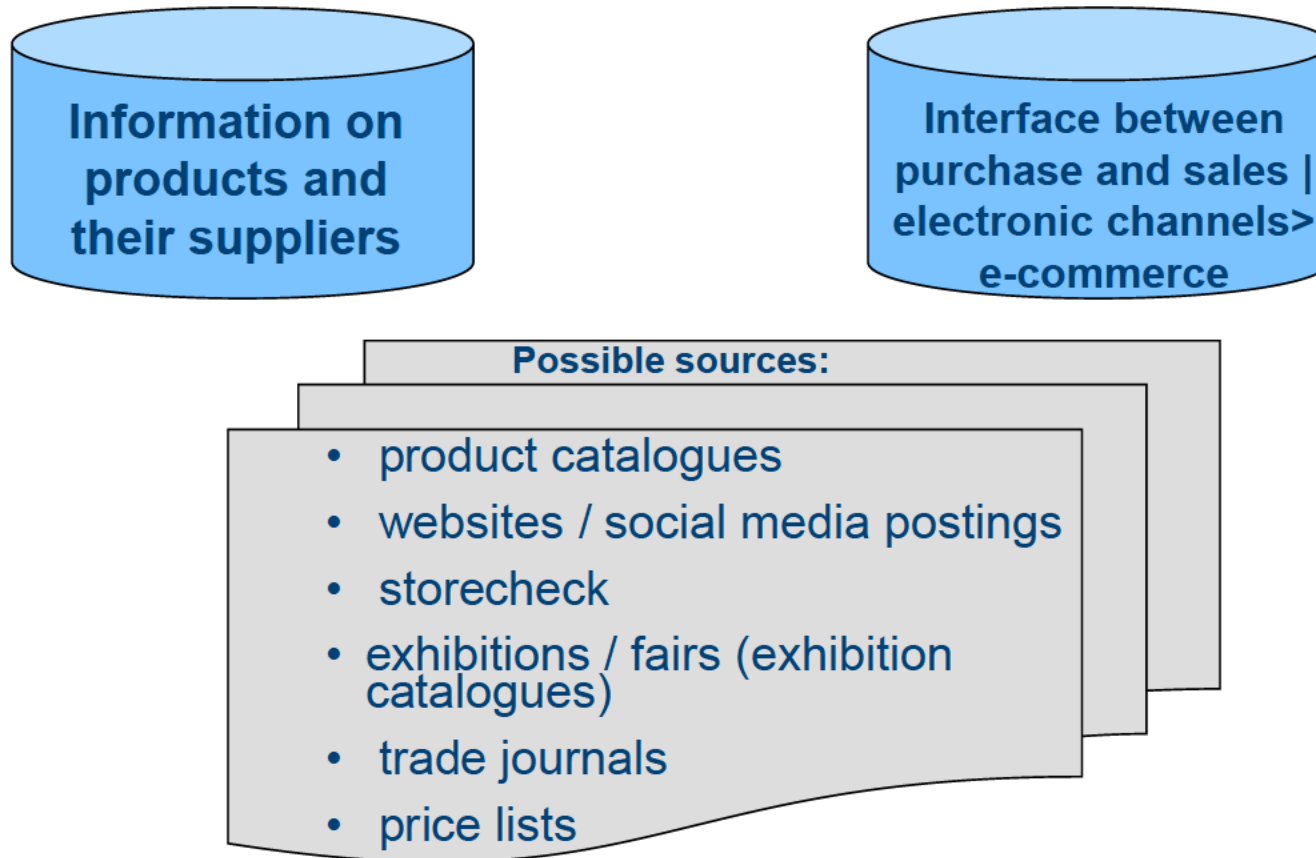


## Sources for share information

- Finance portals
- Professional sources for stock brokers (equity trading)  
→ Bloomberg, Reuters etc.
- Shareholder databases
- Analysts Reports
- Trading books / Websites of the stock exchanges
- Share guides
- Press information (e.g. Börsenzeitung)

# 11 Product information

product information is interesting from different angles....



# 12 Mergers & Acquisitions

Joint ventures – Strategic alliances – M & A

