Revere Hierarchy™

The Revere Hierarchy is the most detailed classification system ever created. Its extreme precision and patented methodology provide unique capabilities for analyzing competition and managing data on companies.

Methodology

The philosophy behind the Revere Hierarchy is that companies are best understood through detailed analysis of the various business sectors in which they compete. Standard top-down classification systems assign each company to a single broad category. The Hierarchy works from the bottom up, mapping companies to multiple, highly specific Product Levels based on their actual products. The Hierarchy then "rolls up" Product Levels into an easily navigable structure of Product Groups, Subsectors, Sectors, and Industries.

To refine comparisons, companies that draw over half their earnings from a sector are tagged as Focused. Even more specific are Sector Pure-Plays™; at a given level of the Hierarchy, they are mapped to only a single sector.

Coverage

The Hierarchy provides exceptionally detailed **industry classification** for companies in all industries. Every company that trades on the NYSE, AMEX, and NASDAQ is mapped to each sector in which it competes, with a Focused tag for its primary business area. This brings the Hierarchy's total scope to approximately 6,200 U.S. public companies and ADRs.

In addition, the Hierarchy gives **product-level detail,** including tradenames, for 3,700 companies in highly dynamic industries: Technology, Healthcare, Media, and Finance.

Creating the Hierarchy has so far consumed more than 175 man-years of cumulative research by Revere's team of industry specialists. Continual maintenance efforts total thousands of man-hours per month.

Value

The Hierarchy's core value is its ability to organize information in uniquely powerful ways. In the Revere Research™ equity research platform and Revere RealTime™ market data application, for example, the Hierarchy pinpoints exact comparables and market movers. It also underpins proprietary Revere Indices™ for tracking sector performance as well as "rolled up" company data for identifying sector trends.

The Revere Hierarchy…

- **Is at least three times as detailed** as any other classification system

- **Provides industry classification** for 6,200 companies based on 16,000 Product Levels

- **Adds product-level detail** for 3,700 companies in the most dynamic industries: technology, healthcare, media, and finance

- **Flags Focused Companies and Sector Pure-Plays** to pinpoint the most relevant competitors

- **"Rolls up" company data** to reveal sector-level trends

- **Uses a patented bottom-up methodology:** U.S. Patent No. 6,338,067

- **Represents more than 175 man-years** of research

- **Powers Revere's research and trading tools,** including the Revere Research equity research platform and the Revere RealTime market data application

- **Can be licensed as a data feed** for other applications

Applications

The Revere Hierarchy's unmatched precision makes it invaluable wherever exact comparisons and peer-group analysis are required. Investment research, securities trading, and competitive intelligence are prime examples. Among the ways that Revere has applied the Hierarchy are:

- **Competitor by Product Reports** – a company's exact competitors, with tradenames, on a product-by-product basis
- **Revere Indices** – proprietary indices to track sector price movements and volume in real time
- **Revere Movers** – real-time snapshot of the most active market sectors by price or by volume, with drill-down to identify the specific companies that are moving the market
- **Value-added data** – "rolling up" of individual company data (fundamentals, insider trades, institutional holdings, etc.) to create averages or aggregates at any level of the Hierarchy

Structure of the Revere Hierarchy

⊞ ❙ *Finance [1234]
⊞ ❙ *Healthcare [956]
⊞ ❙ *Media [254]
⊟ ❙ *Technology [1722]
   ⊞ ▪ Electronic Components [269]
   ⊟ ▪ Hardware [532]
      ⊞ ◆ Commercial Electronics [247]
      ⊞ ◆ Communications Equipment [253]
      ⊞ ◆ Computer Hardware [152]
      ⊞ ◆ Consumer Electronics [65]
      ⊟ ◆ Data Storage [72]
         ⊞ ▲ Data Storage Drives/Peripherals [39]
         ⊟ ▲ Data Storage Media [35]
            ⊞ ▲ Batch Duplication Equipment [3]
            ⊞ ▲ Magnetic Disk [7]
            ⊞ ▲ Optical Disk [13]
            ⊟ ▲ Solid State [22]
               ⊟ ▲ Flash Memory Cards [20]
                  ● CompactFlash [15]
                  ● Memory Stick [5]
                  ● MultiMediaCard (MMC) [10]
                  ● PCMCIA I/II/III (PC Card) [9]
                  ● Secure Digital [7]
                  ● SmartMedia [8]
               ● USB Memory Keys [7]
            ⊞ ▲ Tape-Based [13]
         ⊞ ▲ Information Storage Systems [44]
   ⊞ ▪ Manufacturing Equipment and Services [179]
   ⊞ ▪ Software [712]
   ⊞ ▪ Technology Services [568]
⊞ ❙ Construction and Real Estate [415]
⊞ ❙ Energy [391]
⊞ ❙ Hospitality [328]
⊞ ❙ Manufacturing [2005]
⊞ ❙ Retail and Wholesale [1189]
⊞ ❙ Services [1249]
⊞ ❙ Transportation [237]

The Hierarchy's top-level Industries are identified by a black ❙

Each Industry is organized into Sectors (▪), the number of which varies by Industry

Each Sector is divided into Subsectors (◆)

Each Subsector is classified into Product Groups (▲) and/or Product Levels (●)

Product Levels, the deepest layer of the Hierarchy, map to tradenames for companies' products and services

A number (**[44]**) indicates how many companies are mapped to each level

Clicking on a plus mark (⊞) expands the Hierarchy to show the next level