

Getting Started with Recognia[®] Value Analyzer[™]

A Guide for End- Users

Introduction

Recognia[®] Value Analyzer[™] helps self-directed investors make better decisions and achieve better performance in their self-directed accounts. Geared towards the value investor, Value Analyzer's combination of timely, pertinent information and unmatched ease-of-use make it the perfect tool for those practicing this popular investment style.

While working through this guide, it is important to note that your broker's implementation of the Recognia platform may vary slightly from the screen images reproduced here. The underlying principles, however, remain the same.

What this guide covers

This guide will teach you the basic skills required to get started with Value Analyzer.

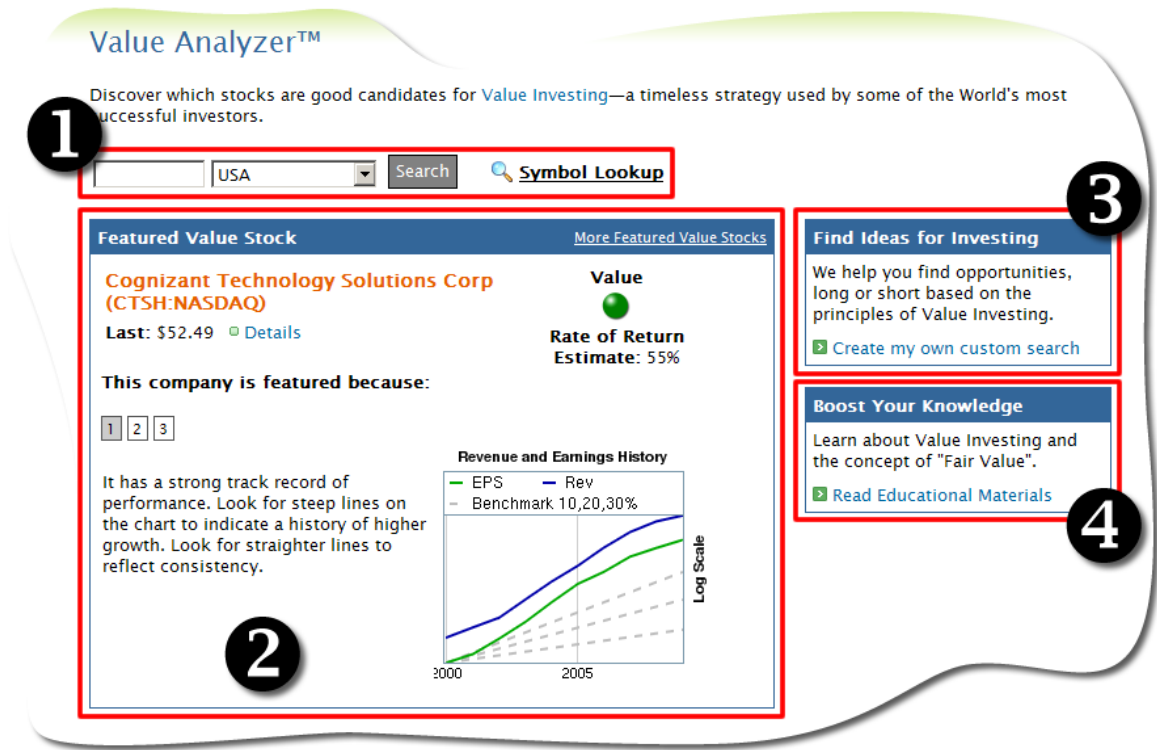
You will learn how to:

- Page 2 Understand the Value Analyzer Overview page
- Page 3 Perform a Value Lookup
- Page 6 Access reports on pre-screened value stocks
- Page 9 View projected chart results by manually adjusting future Earnings Per Share (EPS) growth rates or time horizons

THE VALUE ANALYZER OVERVIEW PAGE

The **Value Analyzer Overview** page consists of four primary components (see Figure 1):

- ❶ The **Stock and Stock Symbol Lookups** let you search by instrument symbol to determine a stock's suitability for value investing or search for a specific instrument symbol if you are unsure of the correct symbol. (See page 3)
- ❷ A **Feature Value Stock** summary is showcased on the Overview page. You can browse through this summary to view several informative charts or click the link to access more Featured Value Stocks organized by industry. (See page 6)
- ❸ The **Value Screener Custom Search Module Link** takes you to the Value Screener page, where you can search for Value Stocks that match specific criteria that you determine. (See page 3)
- ❹ Click the **Educational Materials Link** to access useful information pertaining to Value Investing. (See page 10)



Value Analyzer™

Discover which stocks are good candidates for **Value Investing**—a timeless strategy used by some of the World's most successful investors.

❶ USA [Symbol Lookup](#)

Featured Value Stock [More Featured Value Stocks](#)

Cognizant Technology Solutions Corp
(CTSH:NASDAQ)
Last: \$52.49 [Details](#)

Value
Rate of Return Estimate: 55%

This company is featured because:

❷

It has a strong track record of performance. Look for steep lines on the chart to indicate a history of higher growth. Look for straighter lines to reflect consistency.

Revenue and Earnings History

Year	EPS	Rev	Benchmark
2000	~10	~20	10%
2005	~20	~40	20%
2010	~40	~80	30%

Log Scale

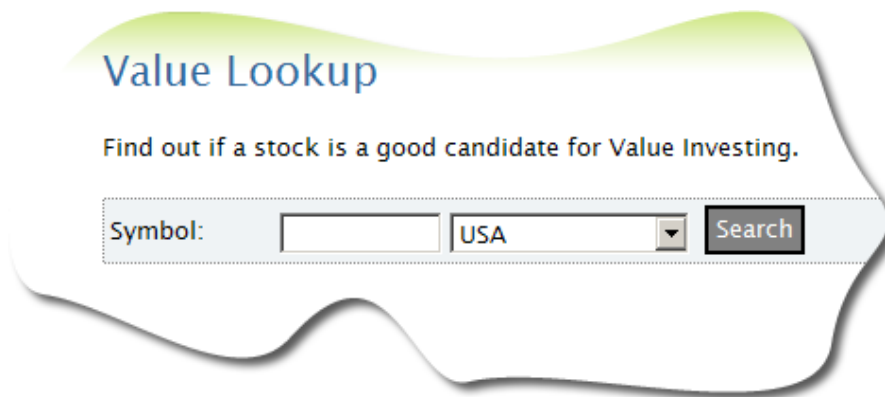
❸ **Find Ideas for Investing**
We help you find opportunities, long or short based on the principles of Value Investing.
[Create my own custom search](#)

❹ **Boost Your Knowledge**
Learn about Value Investing and the concept of "Fair Value".
[Read Educational Materials](#)

Figure 1: The Overview Page

VALUE LOOKUPS

While some might think of Value Analyzer primarily as a tool which provides pre-screened stock recommendations for Value Investing, it is important to realize that this same comprehensive automated analysis can also be performed on any instrument of your choosing.



Value Lookup

Find out if a stock is a good candidate for Value Investing.

Symbol: USA

Figure 2: The Value Lookup Page

To perform a Value lookup:

- 1 Enter a Stock Symbol in the **SYMBOL** box. (See Figure 2)

If you are unsure of the exact symbol for the instrument you wish to lookup, use the [SYMBOL LOOKUP](#) link to find it. (See "To perform a Stock Symbol lookup" below)

- 2 Select the **EXCHANGE** from the drop-down list.

The default is "USA", but you can select from a list of exchanges located around the world, or restrict your search to a specific exchange within a particular country.

- 3 Click **SEARCH**.

The Symbol Lookup Results Page (Figure 5) appears with the results of your search. You can now click [VALUE LOOKUP](#) to access a detailed Value Analysis of this stock.

To perform a Stock Symbol lookup:

- 1 Click the **SYMBOL LOOKUP** link. (See Figure 3)

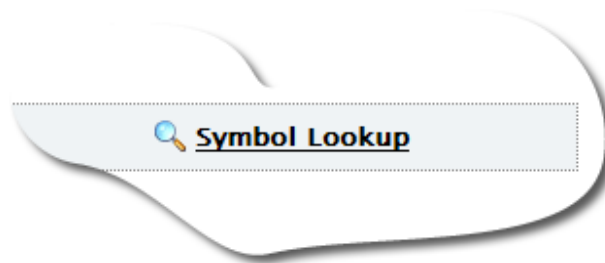


Figure 3: The Symbol Lookup Link

The Symbol Lookup Page (Figure 4) appears. You may now enter either an instrument **NAME** (to retrieve the symbol) or part of the **SYMBOL**, if you know it.



Figure 4: The Symbol Lookup Page

- 2 Enter the **NAME** or **SYMBOL** you wish to look for.
- 3 Select the **EXCHANGE** from the drop-down list.

The default is "USA", but you can select from a list of exchanges located around the world, or restrict your search to a specific exchange within a particular country.

- 4 Click **SEARCH**.

The Symbol Lookup Results Page (Figure 5) appears with the results of your search. You can now click **VALUE LOOKUP** to access a detailed Value Analysis of this stock.

Symbol Lookup

Name or Symbol:

Exchange:


Search Results			
Symbol	Exchange	Name	Action
LXX	NYSE	Lexmark International Inc	 Value Lookup

Figure 5: The Symbol Lookup Results Page

PRE-SCREENED VALUE STOCK REPORTS

Value Analyzer can offer you a list of pre-screened value stock ideas, updated daily. (Figure 6) These stocks are sorted by industry and represent opportunities that may be of interest to the value investor. Each opportunity has been evaluated by Value Analyzer and found to exceed a minimum threshold for several key categories, including a Fair Value price that exceeds, and is projected to continue to exceed, its market price.

Featured Value Stocks



Pre-Screened Ideas		Value Screener
BANKING	<ul style="list-style-type: none"> Southeastern Bank Financial Corp CoBiz Financial Inc Hudson City Bancorp Inc Prosperity Bancshares Inc 	<ul style="list-style-type: none"> SPECIALTY RETAIL GameStop Corp Aeropostale Inc Urban Outfitters Inc
COMPUTER HARDWARE AND SOFTWARE	<ul style="list-style-type: none"> Cognizant Technology Solutions Corp Quality Systems Inc Micros Systems Inc 	<ul style="list-style-type: none"> UTILITIES UGI Corp Stericycle Inc
EDUCATIONAL SERVICES	<ul style="list-style-type: none"> ITT Educational Services Inc 	<ul style="list-style-type: none"> WHOLESALE Airgas Inc LKQ Corp ScanSource Inc
ELECTRONICS	<ul style="list-style-type: none"> L-3 Communications Holdings Inc 	
INSURANCE	<ul style="list-style-type: none"> Humana Inc 	
MANAGEMENT AND DIS...		

Figure 6: Featured Value Stocks Page

To view a detailed Value Summary for one of the pre-screened stock ideas:

- 1 Click on the company name.

The Value Lookup for that instrument appears on-screen.

The Value Lookup contains a company summary, current revenue and EPS figures, plus a considerable amount of other useful data divided into a series of charts and graphs. (See Figure 7)

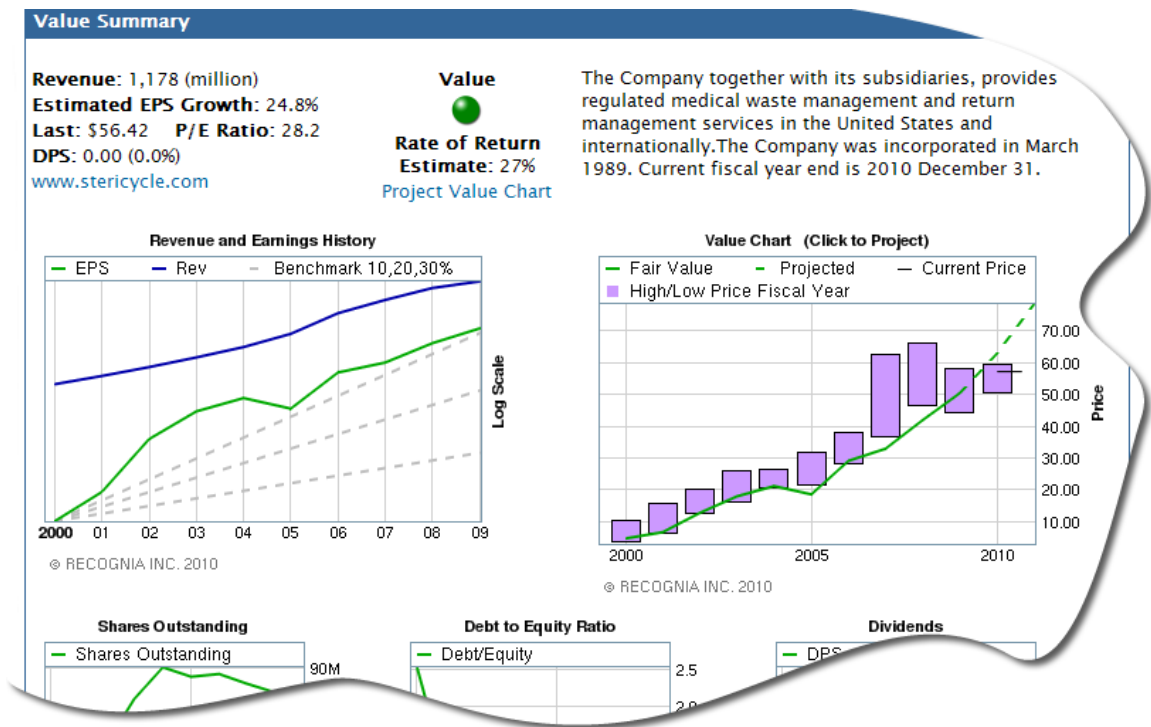


Figure 7: An Example of a Value Summary Page

Available Value Summary charts include:

- Revenue and Earnings History
- Value Chart (See page 9)
- Shares Outstanding
- Debt to Equity Ratio
- Dividends
- Price History
- Cash and Equivalents
- Annual Company Data

To view information that will help you interpret a chart or graph:

- 1 Place your mouse cursor over a graph.

A “What to Look for” bubble appears above the graph. (See example in Figure 8) This provides information that will help you make a more informed decision—explaining why certain patterns are considered either bullish or bearish, and why you should occasionally temper your interpretation due to particular ameliorating factors.

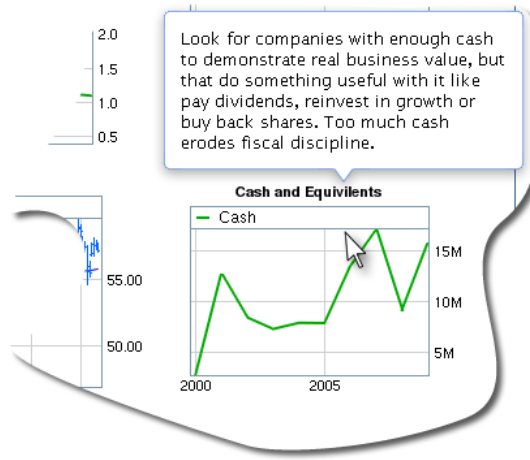


Figure 8: "What to Look for" Tip Example

PROJECTING CHART RESULTS

Once you have accessed the Value Summary page for an instrument, you are able to change parameters on the Value Chart to create “what if” scenarios for growth projection.

To define alternative Fair Value projection data:

- 1 From a stock’s Value Summary page, click on the Value Chart.

The Fair Value Projection form appears. (See Figure 9)

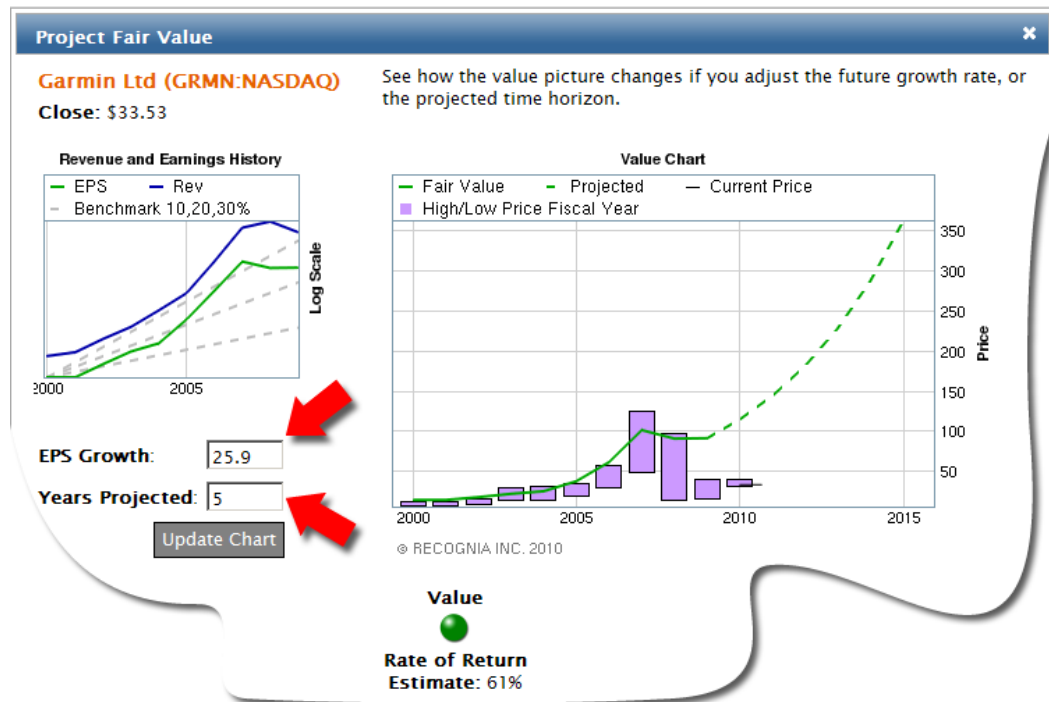


Figure 9: The Fair Value Projection Form

- 2 Click within either the **EPS GROWTH** box or the **YEARS PROJECTED** box:

You can change the estimated Earnings Per Share growth rate, the number of years the graph projects, or both. (See arrows in Figure 9)

- 3 Enter a new value.
- 4 Click **UPDATE CHART** to view the results.

Where to find more information

Visit the Value Analyzer Learning Center for more information on Value Investing and Fair Value stocks. You can access the Learning Center by clicking on **READ EDUCATIONAL MATERIALS** on the Value Analyzer Overview page.

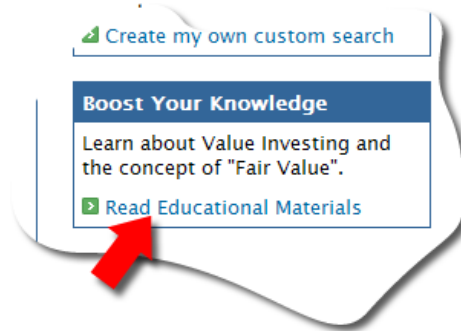


Figure 10: Link for the Value Analyzer Learning Center