

# eMAXX Bond Holders Market Intelligence for Fixed Income

Thomson Reuters Eikon is a powerful solution for fixed income professionals. With exclusive benchmark market data, market moving news, unique analytical tools and click-to-trade functionality with Tradeweb. Now with access to the world's most comprehensive and accurate information on institutional investors of all sizes and types with eMAXX Bond Holders, a powerful ownership and institutional investment profile tool.

Select firms, portfolios, and investment contacts by multiple criteria, including asset size, location, firm type, job function, and bond characteristics such as CUSIP/ISIN, coupon, maturity, credit sector, collateral and ratings.

All eMAXX Bond Holders data is also available as a data feed, enabling you to import the data directly into your own system for customized needs.

## HELP BOOST YOUR REVENUE

eMAXX Bond Holders combines essential fixed income ownership and institutional investor profile data with a powerful online search engine, placing sales and trading opportunities at your fingertips. eMAXX Bond Holders quickly displays reports showing owners of a chosen bond or a group of bonds as well as pinpoints the managing firms and portfolio managers responsible for portfolio trading decisions.

With eMAXX Bond Holders you can increase your trade activity by routing axes through the tool and quickly upload internal and external inventory as well as indications of interest received from clients throughout the day. With a single click, customized match reports can be messaged to a firm's sales force showing what each salesperson's account owns in the bonds the firm is looking to trade.

## BUSINESS BENEFITS

eMAXX Bond Holders provides many ways to enhance productivity, increase profits and quickly improve a firm's competitive position.

### With eMAXX Bond Holders:

- **Institutional Salespeople** can increase production by locating new prospects and improving their knowledge and penetration of existing clients. They can differentiate themselves to clients by making more intelligent and appropriate sales calls
- **Institutional Sales Managers** can boost revenue by sizing territories, identifying untapped account opportunities, and analyzing production
- **Bond Traders** can increase trading volume, identify trading opportunities and increase the efficiency and results of trade ideas sent to the sales force by utilizing the eMAXX Bond Holders Match axe routing technology
- **Liability Management** teams can source holders of particular bonds or all those of a given issuer to execute bond buy-backs, tender exchanges, consent solicitations and other transactions
- **Syndication Desks** can identify and target investors for new issue distribution and track secondary market activity in bonds for which they acted as Lead or Co-lead Manager
- **Debt Capital Markets** teams can ensure the success of deals by researching who is over/under weight bonds of a target issuer vis-à-vis the rest of the sector or class
- **Others** can accurately determine who does what on the fixed income buyside

Market Sector	# Bonds	Par Held*	% of Total	Net Change**
Corporate	10,196	137,387,652	43.68	16,329,496
Municipal/Regional	1,367	15,267,753	4.85	1,066,587
Mortgage-backed	11,389	54,552,766	17.34	1,189,526
Asset-Backed	1,027	9,141,772	2.91	(949)
Gov't/Sovereign	1,481	98,173,853	31.21	13,680,785
<b>TOTAL</b>	<b>25,480</b>	<b>314,523,796</b>	<b>99.99</b>	<b>32,207,445</b>

Filtering	Summary
Market Sectors: <input checked="" type="checkbox"/> Asset-Backed <input checked="" type="checkbox"/> Corporate <input type="checkbox"/> Filter from: <input checked="" type="checkbox"/> Gov't/Sovereign <input checked="" type="checkbox"/> Mortgage-backed <input type="checkbox"/> Select: <input checked="" type="checkbox"/> Non-U.S. <input checked="" type="checkbox"/> Municipal/Regional	Report Date: 12/31/2014 Number of Funds/Portfolios: 26 Number of Bonds: 25,480 Displayed Bonds*: 27,686 Total Par: 314,523,796 Current View: 25,480 Total Par: 314,523,796

Issuer Name	Coupon	Maturity Date	CCY	Description	CUSIP	ISIN	Par Held*	Net Change**
1011778 B C UNLIMITED LIABIT.	6.000	04/01/2022	USD	QSR 6.000 04/01/22 '17	89245XAA	US89245XAA72	400	400
1109 AVE OF THE AMERICAS CO.	5.896	10/18/2032	USD	COML MTG PASSTHRU CTF C...	952438AA	US952438AA47	15,900	0
1109 AVE OF THE AMERICAS CO.	5.945	10/18/2032	USD	COML MTG PASSTHRU CTF C...	952438AC	US952438AC03	10,000	0
1345 AVENUE OF THE AMERICA...	5.278	08/10/2035	USD	2085-1 COML MTG PASSTHRU ...	98275GAC	US98275GAC29	2,100	(700)
1999 SENTINEL TRUST	Fixed Rate		USD	1999-B - LN CTF - DUE	95258AAA		11,950	0
2020 CALAMOS COURT NAPERVI...	Fixed Rate		USD	SER 2004 TR CTF ISSUED SEP...	90218AAA		9,470	(121)
21ST CENTY FOX AMER INC	4.750	09/15/2044	USD	FOXA 4.750 09/15/44 '44	90131HAF	US90131HAF29	7,085	7,085
21ST CENTY FOX AMER INC	5.400	10/01/2043	USD	FOXA 5.400 10/01/43	90131HAB	US90131HAB15	11,690	11,690
21ST CENTY FOX AMER INC	3.700	09/15/2024	USD	FOXA 3.700 09/15/24 '24	90131HAG	US90131HAG07	1,815	1,815
321 HENDERSON RECEIVABLES	5.560	07/15/2059	USD	ASSET BACKED NT SER 2010-1...	88076XAA	US88076XAA46	0	(734)

## THE EMAXX BOND HOLDERS DIFFERENCE

### Key Profile Data Elements

- Detailed asset breakdown
- Portfolios under management
- Investment decision-makers
- Contact details including e-mail addresses and direct-dial phone numbers

### Key Bond Holdings Data Elements

- Par amount and net change
- US Insurance Company transaction activity
- Issuer name or ticker
- Range or structure
- Credit sector
- Instrument or collateral type
- Currency or issuer location
- Ratings
- Private placement type

### Coverage

Investors located in North America, Europe and Asia in the following market sectors.

### Markets

- ABS – incl. CDO and Covered Bonds
- Corporate – HY and Inv Grade
- Government – Sovereign and Govt. Agency
- MBS – Agency and Private Label Pass-through, CMO, CMBS and RMBS
- Regional/Municipal – U.S. Muni and International Cities, States and Provinces
- Private Placement – 144A and Non-144A
- Emerging Markets

## THE EMAXX BOND HOLDERS MATCH MODULE

The eMAXX Bond Holders Match module instantly loads client portfolios viewable only by users at your firm, placing all holdings information in one powerful, easy to search database.

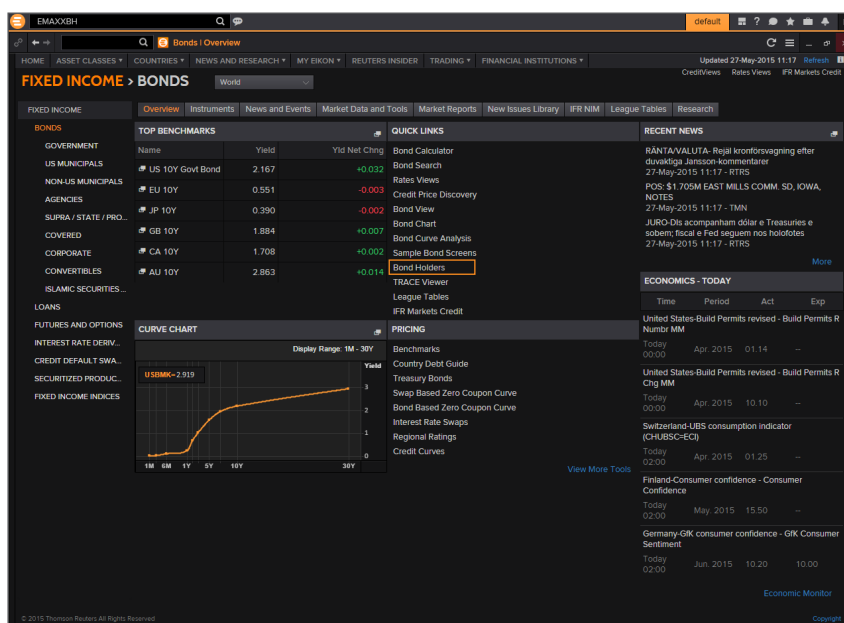
- Organize Client and Prospect Holdings
- Assign internal sales coverage to each firm
- Identify holders of bonds you want to trade
- Communicate trade information
- Benefit from flexible delivery and integration

## DATA HIGHLIGHTS

- Profile information on over 7,000 buyside firms representing \$22.3tln under management
- Holdings for U.S. and some European insurance companies, US mutual funds and top public pension funds and European, Canadian and Asian mutual funds
- Coverage of more than 50,000 fixed income issuers, over 500,000 bonds and 1.8 million individual positions
- Over \$7trillion in total fixed income par held in more than 19,000 funds, each linked to the firms and investment professionals

## HOW TO ACCESS VIA THOMSON REUTERS EIKON:

Fixed Income Home Page > Bonds > Quick Links > Bond Holders.



eMAXX Bond Holders

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