

The Bloomberg logo, consisting of the word "Bloomberg" in a white, sans-serif font, is positioned within a dark rectangular box. This box is part of a larger vertical bar on the left side of the slide, which features a light gray grid pattern.

Bloomberg

Getting Started with Bloomberg

Bloomberg Fundamental Training

Xiaotong Ou

19 Mar 2024

Agenda

1. Fundamental Function

2. API Introduction

3. Bloomberg Certificate

1. Fundamental Function

Create New Account

Bloomberg

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S/N 564725-0 | SID 7407231-1 | Version 08 Mar 18

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Govt

√ 用户信息

安全

请设立您的密码。

第2步，共3步

密码

确认密码

新密码必须：
长度是8-20个字符
满足下列4个条件中的3个：
至少包含1个大写字母
至少包含1个小写字母
至少包含1个数字
至少包含1个特殊字符

Bloomberg

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密码

登录

忘记密码或密码？

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Govt UREG

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请输入用户详细信息。

第1步，共2步：用户信息

姓名

登录名称

联系信息

公司电话

移动电话

公司电邮

您的彭博个人档案

职位

关注领域

上一步

下一步

取消

Understanding Bloomberg

We can search for Bloomberg tickers and functions in command line

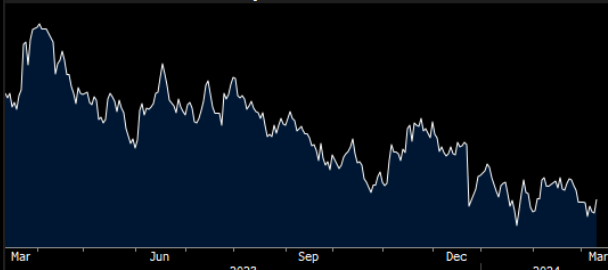
700 HK	
FUNCTIONS	
SEARCH 700 HK	Search Bloomberg for '700 HK'
700 HK Equity DES	Security Description: Tencent Holdings Ltd (Hong Kong)
700 HK Equity FLDS	Data Field Finder: Tencent Holdings Ltd (Hong Kong)
700 HK Equity HP	Historical Price Table: Tencent Holdings Ltd (Hong Kong)
↻ DES	Security Description (Did You Mean?)
↻ GIP	Intraday Price Chart (Did You Mean?)
SECURITIES	
↻ 700 HK Equity	Tencent Holdings Ltd (Hong Kong)
700 HK 3 C295 Equity	March 24 Calls on 700 HK Strike 295
700 HK 3 C300 Equity	March 24 Calls on 700 HK Strike 300
700 HK 4 P260 Equity	April 24 Puts on 700 HK Strike 260
700 HK 3 C285 Equity	March 24 Calls on 700 HK Strike 285
700 HK 9 P275 Equity	September 24 Puts on 700 HK Strike 275
700 HK 3/25 P220 Equity	March 25 Puts on 700 HK Strike 220
700 HK 3 C310 Equity	March 24 Calls on 700 HK Strike 310
700 HK 3 C290 Equity	March 24 Calls on 700 HK Strike 290
More Securities...	

What is Bloomberg ticker ?

- AAPL US Equity, 700 HK Equity, 600519 CH Equity...
- SPX Index, HSI Index, SHSZ300 Index...
- GT10 Govt, DIS 7 03/01/2032 Corp...
- USDCNY Curncy, USDJPY Curncy...
- CO1 Comdty, CL1 Comdty...

Security Description {DES<GO>}

- Description page for securities

700 HK Equity		98) Report		99) Contact IR		Page 1/5 Security Description: Equity			
Profile		Issue Info		Ratios		Revenue & EPS		ESG	
TENCENT HOLDINGS LTD				騰訊控股有限公司				FIGI BBG000BJ35N5	
6) BI Research Primer BICO »				Classification Internet Media & Services					
Tencent Holdings Limited is a holding company. The Company provides services including social network, music, gateway websites, e-commerce, mobile gaming, payment system, entertainment, artificial intelligence and technology solutions through its subsidiaries. Tencent Holdings serves customers worldwide.									
8) Price Chart GP »				9) Estimates EE »				13) Corporate Info	
				Date (C) 03/20/24				14) www.tencent.com	
Px/Chg 1D (HKD) 278.60/+3.19%				P/E 12.50				Shenzhen, Guangdong, CN	
52 Wk H (03/29/23) 397.60				Est P/E 12/23 15.91				Empls 105,309 (09/30/23)	
52 Wk L (01/22/24) 260.20				T12M EPS (CNY) 20.49				15) Management MGMT »	
YTD Change/% -15.00/-5.11%				Est EPS 16.09				16) Ma Huateng "Pony"	
Mkt Cap (HKD) 2,627.7B				Est PEG N.A.				Chairman/CEO/Exec Dir/Co-...	
Shrs Out/Float 9,431.8M/6,195.7M				Short Sell Allowed				17) Lau Chi Ping "Martin"	
No short interest information available from exchange.				12) Dividend DVD »				President	
				Ind Gross Yield 0.86%				18) Xu Chenye "Daniel"	
				5Y Gr Growth 22.22%				CIO/Co-Founder	
				Cash 05/19/23 2.40				12M Tot Ret -15.38%	
				Round Lot 100				Beta vs HSI 1.27	
								21) Depositary Receipts	
								Active Receipts 20	

Line chart {GP<GO>}

- Chart historical trend of data



Historical Price Table {HP<GO>}

- View historical price table, can export via the red tool bar

700 HK Equity

Export

Settings

Page 1/6

Historical Price Table

Tencent Holdings Ltd

High45.41485 on04/03/23

Range03/13/2023 - 03/11/2024PeriodDailyLow30.7797 on01/22/24

MarketLast PriceVolumeCurrencyEURAverage37.6518219,952,637

ViewPrice TableNet Chg-8.37377-20.45%

Date	Last Price	Volume	Date	Last Price	Volume	Date	Last Price	Volume
Fr 03/15/24			Fr 02/23/24	34.33198	13,229,798	Fr 02/02/24	33.1297	31,053,753
Th 03/14/24			Th 02/22/24	34.42883	12,441,270	Th 02/01/24	31.94612	17,329,472
We 03/13/24			We 02/21/24	34.16564	23,947,218	We 01/31/24	31.90127	20,052,974
Tu 03/12/24			Tu 02/20/24	33.60944	15,773,028	Tu 01/30/24	32.31334	21,505,998
Mo 03/11/24	32.56753	17,866,889	Mo 02/19/24	33.79205	15,415,304	Mo 01/29/24	33.38128	20,159,014
Fr 03/08/24	31.55945	12,416,156	Fr 02/16/24	34.61575	17,215,356	Fr 01/26/24	33.31191	24,815,795
Th 03/07/24	31.68091	17,159,729	Th 02/15/24	33.91423	12,568,028	Th 01/25/24	34.32194	34,160,783
We 03/06/24	32.19166	23,289,346	We 02/14/24	34.5635	11,567,444	We 01/24/24	33.05155	33,863,638
Tu 03/05/24	31.5658	26,055,083	Tu 02/13/24			Tu 01/23/24	32.10359	35,610,787
Mo 03/04/24	32.50877	13,832,089	Mo 02/12/24			Mo 01/22/24	L 30.7797	33,654,810
Fr 03/01/24	32.69439	27,952,651	Fr 02/09/24	34.05045	6,732,059	Fr 01/19/24	31.85334	26,897,479
Th 02/29/24	32.78367	29,721,885	Th 02/08/24	34.08543	17,910,672	Th 01/18/24	32.68299	24,604,079
We 02/28/24	32.651	25,903,478	We 02/07/24	34.71527	26,343,654	We 01/17/24	32.30938	36,114,167
Tu 02/27/24	33.51735	23,612,599	Tu 02/06/24	34.57359	28,856,902	Tu 01/16/24	33.21897	22,236,094
Mo 02/26/24	33.84875	12,412,426	Mo 02/05/24	33.28724	20,456,590	Mo 01/15/24	33.79406	16,334,371

Financial Analysis {FA<GO>}

- Include data from financial reports, set different frequency and also show estimations

700 HK Equity

96) Actions

97) Export

98) Settings

Financial Analysis

Tencent Holdings Ltd

IFRS 16

BOL

Acct Mixed

Periodicity Annuals

Cur FRC (CNY)

1) Key Stats

2) I/S

3) B/S

4) C/F

5) Ratios

6) Segments

7) Addl

8) ESG

9) Custom

10) Shared

11) BBG Adj Highlights

12) BBG GAAP Highlights

13) Company Model

14) Earnings

15) Enterprise Value

16) EV Ex Operating Leases

17) Multiples

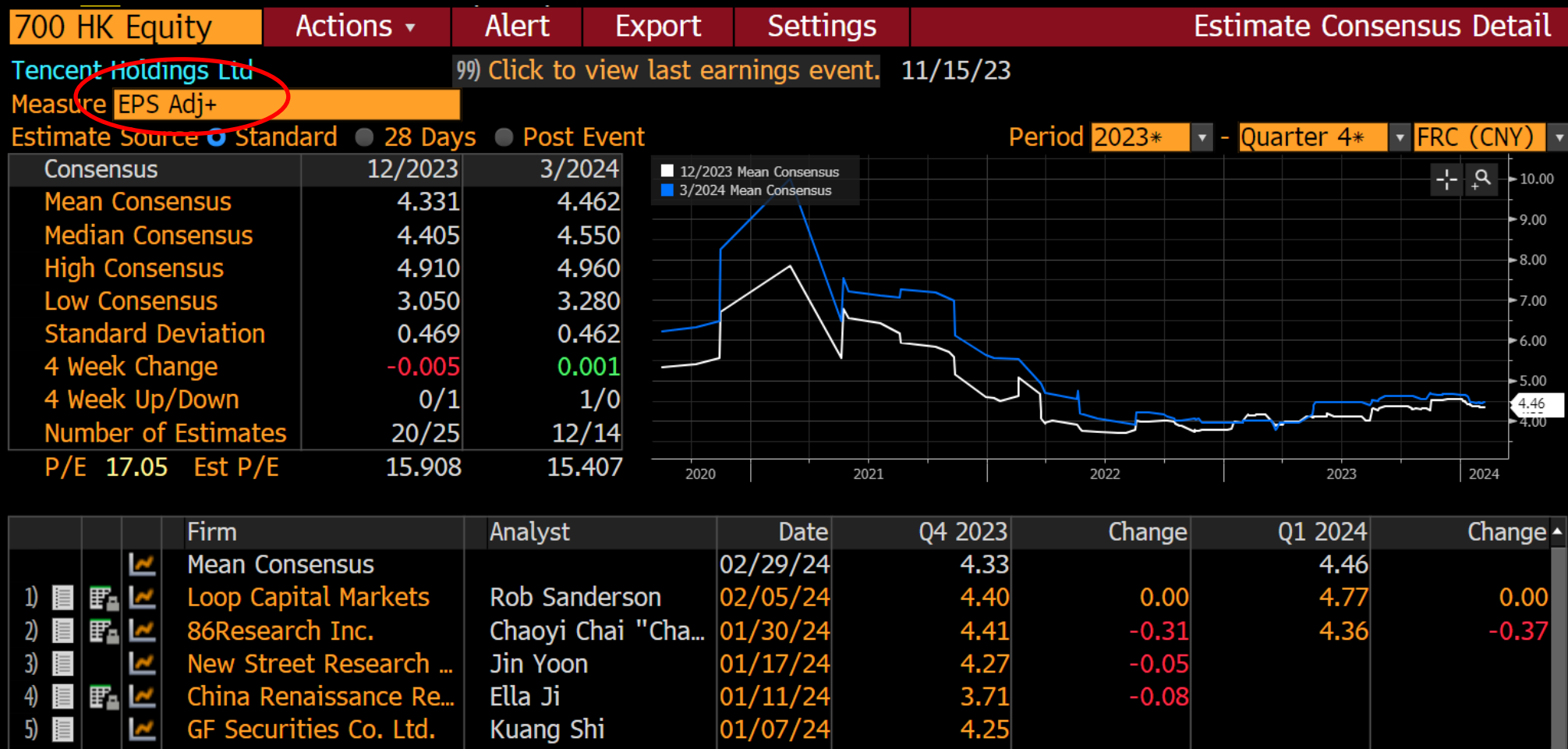
18) Per Share

19) Stock Value

In Millions of CNY	2019 Y~	2020 Y	2021 Y	2022 Y	Current/LTM	2023 Y Est	2024 Y Est
12 Months Ending	12/31/2019	12/31/2020	12/31/2021	12/31/2022	09/30/2023	12/31/2023	12/31/2024
Market Capitalization	3,196,093.8	4,542,397.3	3,572,097.6	2,817,433.0	2,412,954.4		
- Cash & Equivalents	187,391.0	229,011.0	264,101.0	290,756.0	362,495.0		
+ Preferred & Other	56,118.0	74,059.0	70,394.0	61,469.0	62,431.0		
+ Total Debt	232,520.0	262,464.0	323,476.0	359,141.0	372,929.0		
Enterprise Value	3,297,340.8	4,649,909.3	3,701,866.6	2,947,287.0	2,485,819.5		
Revenue, Adj	377,289.0	482,064.0	560,118.0	554,552.0	598,773.0	613,432.4	678,720.6
Growth %, YoY	20.7	27.8	16.2	-1.0	8.1	10.6	10.6
Gross Profit, Adj	167,533.0	221,532.0	245,944.0	238,746.0	277,367.0	291,300.6	331,012.1
Margin %	44.4	46.0	43.9	43.1	46.3	47.5	48.8
EBITDA, Adj	140,395.0	174,412.0	190,929.0	184,698.0	218,188.0	211,427.2	240,279.1
Margin %	37.2	36.2	34.1	33.3	36.4	34.5	35.4
Net Income, Adj	102,378.0	118,803.3	90,654.5	74,455.8	115,531.1	155,920.4	184,216.6
Margin %	27.1	24.6	16.2	13.4	19.3	25.4	27.1
EPS, Adj	10.59	12.27	9.33	7.60	11.92	16.08	18.78
Growth %, YoY	2.3	15.9	-24.0	-18.5	97.4	111.4	16.8
Cash from Operations	149,443.0	194,806.0	175,908.0	147,447.0	204,081.0		
Capital Expenditures	-27,122.0	-39,417.0	-31,006.0	-23,205.0		-33,443.9	-38,915.7
Free Cash Flow	122,321.0	155,389.0	144,902.0	124,242.0		136,643.5	179,424.1

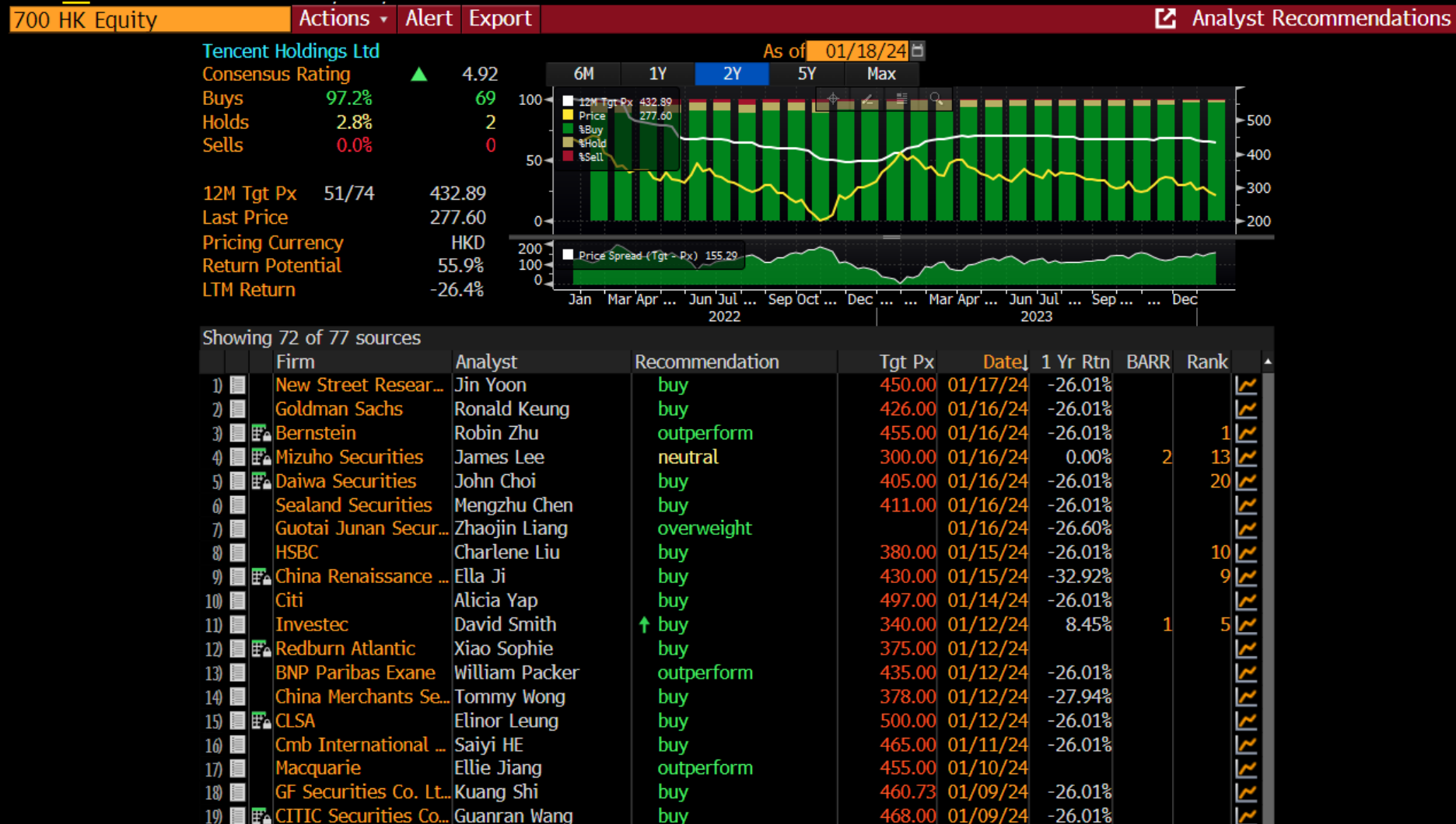
Estimate Consensus Detail {EEB<GO>}

- Consensus data detail with each banks' forecast



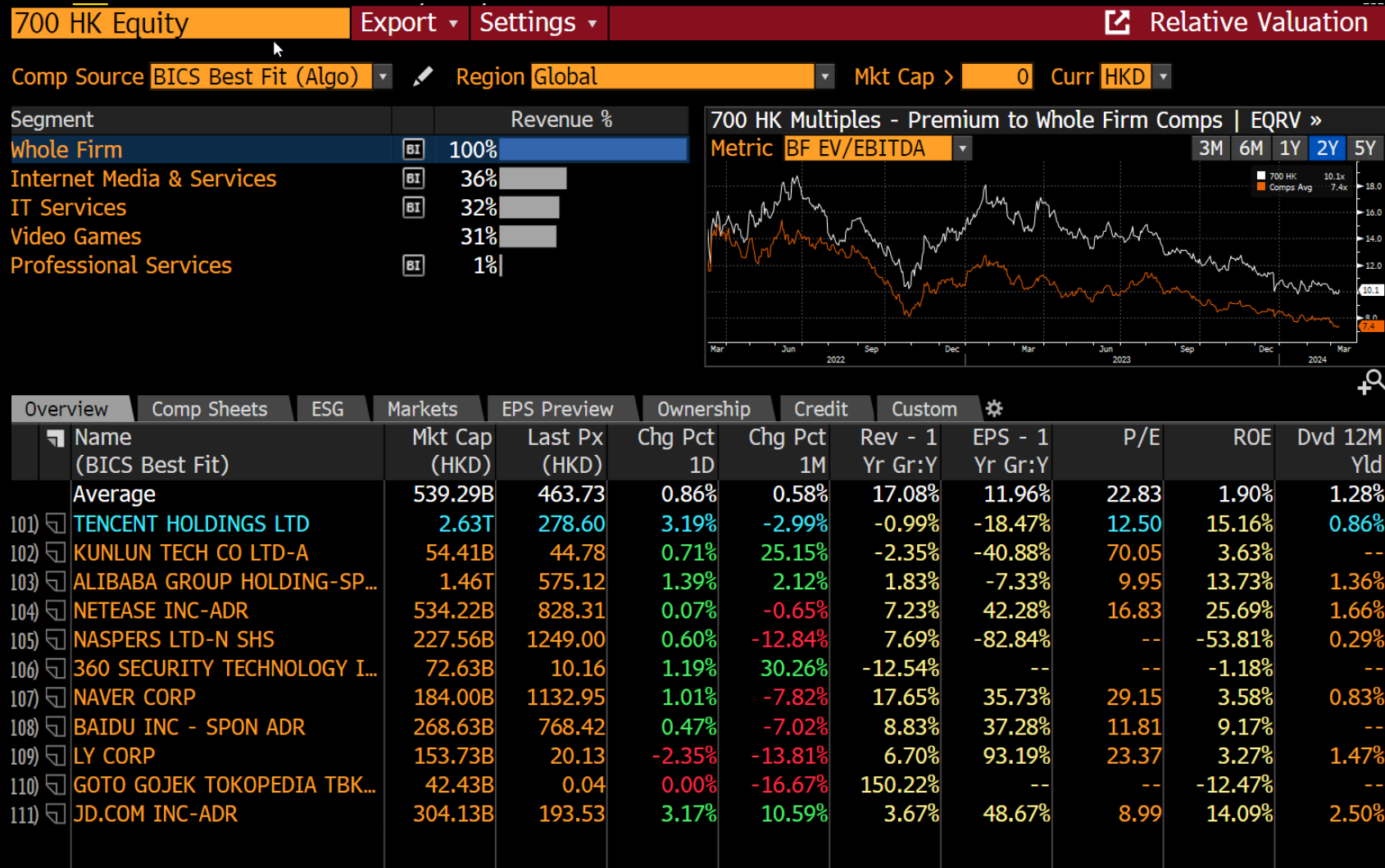
Analyst Recommendation {ANR<GO>}

- Analyst rating and target price, show recommendation of buy/sell/hold



Comparable companies {RV<GO>}

- Find comparable companies and compare key performance indicators



Equity Screening {EQS<GO>}

- Stock Screening by different conditions
- Backdated

My Recent Screens

10) Last Unsaved Screen

11) GAS

12) Screening for Michael

13) CHINA A SHARE

14) nasdaq 7

15) TEST EQ SPEC

16) test

20) All Saved Screens

Popular Screens

21) Activism Screen

22) BI Factor Rankings

23) China VIE Companies

24) ESG Exclusion: Alcoh...

25) ESG Exclusion: Fossi...

26) High CDS Spreads

27) Insider Buyers

28) News Sentiment

29) SZSE SEHK Northbou...

30) More Screens

As Of 01/18/2024

Screening Criteria

31) Exchanges

32) Sectors

33) Country/Territory of Domicile

34) Indices

35) Portfolios/Worksheets

36) Equity Screens

Add Criteria

Fields

Selected Screening Criteria	Matches	
Security Universe	1668143	
51) :: Trading Status: Active	534004	⊗
52) :: Security Attributes: Show Primary Security of company only	93812	⊗
53) :: Exchanges: Hong Kong	2682	⊗
54) Add screening criteria		

Economic Database {ECST <GO>}

- Current and History Data Available for different countries

Search Settings

World Economic Statistics

Standard ViewsCustom ViewsEconomic Reports

ChinaBrowse

Key Indicators - China

08/18/2023 - 01/18/2024

Key Indicators

+

National Accounts (GDP)

+

Prices

+

Labor Market

+

Retail & Wholesale Sector

+

Industrial Sector

+

Services Sector

+

Whole Economy Activity

+

Surveys/Cyclical Indicators

+

Housing and Real Estate

+

Personal/Household Sector

+

Intl Trade & BoP

+

Government Finance & Debt

+

Monetary Sector

+

Financial Indicators

+

Demographics

		2023				
		Q4	Q3			
Text	Ticker	Dec	Nov	Oct	Sep	Aug
National Accounts						
101 Real GDP (yoy %)	CNGDPYOY I...	5.2			4.9	
102 Real GDP (yoy %, yearly)	GDPNTTLY In...	5.2				
103 Nominal GDP by Expenditure (CNY bn)	CNNGPQ\$ In...	34789.00			31999.23	
104 Nominal GDP (yoy %, yearly)	GDPOTTLY In...	--				
105 Beijing Real GDP (yoy %, cumulative)	CNBJGDPY I...	--			5.1	
106 Beijing Nominal GDP by Industry (CNY bn)	CNBJGDP In...	--			31723.1	
107 Tianjin Real GDP (yoy %, cumulative)	CNTJGDPY I...	--			4.6	
108 Tianjin Nominal GDP by Industry (CNY bn)	CNTJGDP In...	--			12252.61	
109 Hebei Real GDP (yoy %, cumulative)	CNBHYTDY I...	--			5.2	
110 Hebei Nominal GDP by Industry (CNY bn)	CNBHYTD In...	--			31776.60	
111 Shanxi Real GDP (yoy %, cumulative)	CNXHYTDY I...	--			--	
112 Shanxi Nominal GDP by Industry (CNY bn)	CNXHYTD In...	--			--	
113 Jilin Real GDP (yoy %, cumulative)	CNJLGDPY In...	--			5.8	
114 Jilin Nominal GDP by Industry (CNY bn)	CNJLGDP Ind...	--			9935.68	

Economic Forecast {ECFC <GO>}

- Show economic forecast for different countries and know about the trend

96) Chart

97) Set as Default View

Disclaimer

Economic Forecasts

Country/Region/World

Contributor

Contributor Composite

Yearly

Quarterly

China

Browse

Private

Official

Actual / Forecasts

Probability of Recession

15.0%

Indicator	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Activity										
Real GDP (YoY%)	6.8	6.9	6.7	6.0	2.2	8.4	3.0	5.2	4.5	4.3
Fixed Asset Investment (YoY%)							5.5	3.5	4.5	4.5
Industrial Production (YoY%)	6.2	6.6	6.1	5.8	5.1	6.7	3.0	4.4	4.5	4.2
Retail Sales (YoY%)							1.3	7.6	6.0	5.6
Price Indices										
CPI (YoY%)	2.0	1.6	2.1	2.9	2.5	0.9	2.0	0.2	1.4	1.8
PPI (YoY%)							4.3	-3.0	0.6	1.5
Labor Market										
Unemployment (%)			4.9	5.2	5.2	5.1	5.5	5.2	5.0	5.1
External Balance										
Curr. Acct. (% of GDP)	1.7	1.5	0.2	0.7	1.7	2.0	2.2	1.5	1.2	1.1
Export Trade (YoY%)							8.0	-4.2	2.4	3.1
Import Trade (YoY%)							2.4	-5.3	2.8	2.4
Fiscal Balance										
Budget (% of GDP)	-3.8	-3.7	-4.1	-4.9	-6.2	-3.8	-4.7	-5.0	-5.0	-5.0

Economic Forecast {ECFC <GO>}

- Show economic forecast for different countries and know about the trend

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Contributor Composite

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China

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Fiscal Balance										
Budget (% of GDP)	-3.8	-3.7	-4.1	-4.9	-6.2	-3.8	-4.7	-5.0	-5.0	-5.0

First Word {FIRS <GO>}

- First Word Stories from Bloomberg News Editors
- Highlight keywords for fast reading

Actions ▾

Custom Searches

Languages ▾

China (中文) × ☒ Global Macro News

07:59 Rokos与投资者商谈 寻求为其宏观对冲基金募资至多20亿美元

规模160亿美元的宏观对冲基金Rokos Capital Management正在寻求加强资产基础。一位知情人士透露，知名宏观交易员Chris Rokos管理的这家对冲基金公司正在与投资者商讨，欲增加资产至多20亿美元。因相关细节不公开而要求匿名的知情人士称，其中一部分可能来自于业绩增长。 ... More

中国势将实现2023年增长目标 焦点转向新的一年

- 彭博调查显示，去年中国国内生产总值可能增长5.2%
- Macquarie：需要采取“果断”政策行动来提振房地产

中国将针对2023年发布最后一次主要经济数据，为摆脱“零疫情”后的艰难一年画上句号，人们的注意力则转移到今年能否维持增长势头。

由于疫情限制阻碍了经济活动，在比较基数较低的情况下，GDP、工业增加值和社会消费品零售总... More

大中华媒体要闻：中国将对瑞士单边免签；降准降息仍在央行工具箱

以下是主要媒体大中华新闻摘要

(点击蓝色链接可阅读彭博报道全文)

- 中国证券报：降准降息仍在中国央行工具箱，一季度或降准0.25个百分点
- 经济学家报：中资背景光伏企业Solarever将在墨西哥建设电动汽车工厂
- 天空新闻：复星旅文商谈将Thomas Cook出售给eSky ... More

07:55 中投公司称要发挥风险处置和市场稳定平台作用

中投公司在其微信公众号发布新闻稿称，公司近期召开了2024年经营管理工作会议，强调要丰富完善升级股权管理工具，深入谋划国有金融资本投资运营，统筹发挥风险处置和市场稳定平台作用，进一步做强做优做大国有金融资本。

- 加强对外投资全流程风险管理，强化中管控参股机构风险管理监督质效，增强直管企业风险防控工作合力，以高水平安全保障公 ... More

Set Search/View as Default

Set Alert Delivery...

Open in Launchpad

Select Market Focus

Narrow by Security Lists

Use Advanced Editor

Security List Indicators ▶

☐ Show Headlines Only

First Word

NSE News Feed {N ON CHINA / NI CHINA <GO>}

- Based on the search for keywords(Region, Company, People..)

Search News Actions Custom Searches Translate Page 1 News Feed

China x Sources All Dates My Lang Time

Top Ranked News | More »

	Top News	Background & Opinion
1) Translated: 龙光集团重组遇阻	BN	01/15
2) China's Central Bank Holds Key Rate in Policy Surprise (1)	BN	01/15
3) China Set to Reach 2023 Growth Goal as Focus Shifts to New Year	BN	06:00

Time Ordered News

4) 中长期资金看好A股 公募基金成为A股第一大专业机构投资者	SES	08:27
5) 香港电台: 王毅与突尼斯总统会面 称反对以人权和民主为借口干涉内政	NS6	08:27
6) 搜狐新闻: ETF规模速报 沪深300ETF净流出逾7亿元; 这只日经225ETF单日份额大增13%	NS6	08:27
7) 证券时报: 中长期资金看好A股 公募基金成为A股第一大专业机构投资者	NS6	08:26
8) 中金在线: 中国电信力推手机直连卫星 机构称将带来全新增量市场	NS6	08:26
9) 新浪财经: 【金融期权】成交PCR走低, 市场恐慌情绪降温	NS6	08:26
10) 大中华股市盘前: 中国经济复苏力度存疑; 发展银发经济; 北方华创预增	BFW	08:25
11) 搜狐新闻: 2023年广西进出口总值6936.5亿元人民币	NS6	08:25
12) {MMA}MOUTAI (600519) tops 10 most active stocks on MMA	ETN	08:24
13) {MMA}TRACKER FUND tops 10 most active stocks on MMA	ETN	08:24
14) 经济观察网: 中国首部“银发经济”政策文件出台	NS6	08:24
15) 中国金融信息网: 中国钢材抢占国际市场	WE6	08:24
16) Translated: 中国媒体称中国央行一季度仍可能下调利率和存款准备金率瑞士	BFW	08:24
17) 环球网: 多个领域蓬勃发展“全面开花” 从“成绩单”看中国经济新亮色	NS6	08:23
18) 中国债市盘前: 外资连续增持中债; 碧桂园料今年交付量较去年低20%	BFW	08:22
19) 网易: 深圳楼市: 新房跌回10年前, 二手房也降麻了	NS6	08:21
20) 超市销售的“无证”人参片原来是合规商品	EDN	08:21
21) 中国能源网: 外汇局最新数据: 去年12月外商直接投资明显增加!	WE6	08:21
22) 星岛环球网: 习近平《求是》撰文: 争取人心壮大台湾爱国力量, 推进“完全统一”	NS6	08:21
23) 搜狐新闻: 被甩卖的五星级酒店 旅讯八点正	NS6	08:20
24) 澎湃新闻: 牛市早报 央行超额续做MLF, 国办印发发展银发经济意见	NS6	08:20
25) 新浪财经: 独代模式落地三年: 大家人寿摒弃“金字塔”营销结构	NS6	08:20
26) 环球网: 故宫文物南迁纪念展在上海举办, 生动再现——“人类文化遗产保护的奇迹”	NS6	08:19

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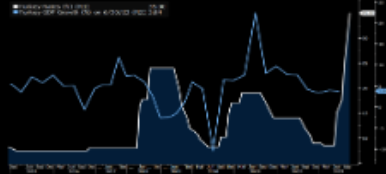
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China Smartphone Outlook: BI Survey Nov 2023

101) China's Waning iPhone Love Could Aid High-End Android: BI Survey

Premium Android phones made by Huawei, Xiaomi and other Chinese brands could be a bright spot in the nation's tepid smartphone market, a BI survey shows, as their branding and customer loyalty improve relative to Apple. They could take advantage of Chinese consumers' waning enthusiasm for iPhones and gain share in the lucrative high-end segment. Meanwhile, iPhone users in China are putting off upgrading their handsets longer than Android customers, in our analysis, which could lead to shrinking market share. The limited appeal of AI integration in smartphone chips ...

< Page 1 of 23 >

China Shifting Love From iPhone to Premium Android

102) China Shifting Love From iPhone to Premium Android: BI Survey

China smartphone market could brace for a slower and imbalanced recovery in 2024, a BI survey shows. The high-end segment could be more resilient and bode well for local brands' premiumization efforts, but Apple's share could be threatened as its brand stickiness weakens. Our survey outcome is echoed by Singles' Day sales results.

< Page 1 of 7 >

OLED to Take Over From LCD as 2024 Growth Engine

103) OLED to Drive Panel Makers' 2024 Growth as LCD Recovery Falters

The recovery of display-panel makers could enter a new phase in 2024, as OLED panels might re-emerge as the sector's growth engine next year with 10-15% sales growth after the setback in 2022-23. Meanwhile, LCD's fast recovery might fade as panel prices peak and restocking demand wanes. Growth could be capped at 10% and that's mainly due to a low base in 1H.

< Page 1 of 6 >

Insights From China's 2023 618 Smartphone Sales

104) China 618 Smartphone Sales Show Bumpy Recovery Path for Android

Android phones' sluggish sales at China's 618 promotion suggest a protracted recovery for the Android supply chain vs. iPhones, we believe; MediaTek's high-end market ambitions might face a reality check. As Android delays camera upgrades, lens producers may suffer, while OLED suppliers could benefit from increased market penetration.

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12/18/23

ATTENT

Share your thoughts on smartphones

China Smartphone Survey

Nov 12-16, 2023

Sample Size: 1000 Chinese

See all details of survey, its history, and the insights. You can also see the survey's results, including the survey's methodology, and the survey's results, including the survey's methodology, and the survey's results, including the survey's methodology.

11/28/23

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11/10/23

Applications/Panel Maker

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Q2/2023

Q1/2023

Q4/2022

Q3/2022

Q2/2022

Q1/2022

Q4/2021

Q3/2021

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1)	RR902	CUR_MKT_CAP	Current Market Cap		2623984.40
2)	RR910	CRNCY_ADJ_MKT_CAP	Currency Adj Market Cap		2623984.40
3)	RR250	HISTORICAL_MARKET_CAP	Historical Market Cap		2713414.41
4)	FD115	FUND_MKT_CAP_FOCUS	Market Cap Focus		
5)	RR930	MSCI_MKT_CAP	MSCI Market Cap		234079958023.1370
6)	IX219	TOPIX_MARKET_CAP_SEGME...	TOPIX Market Cap Segment2		
7)	RX066	MKT_CAP_LAST_TRD	Market Cap - Last Trade		2623984.46
8)	RR263	DEBT_TO_MKT_CAP	Debt To Market Cap Ratio		0.15
9)	IX218	TOPIX_MARKET_CAP_SEGME...	TOPIX Market Cap Segment1		
10)	RR963	CURRENT_EV_TO_MKT_CAP	EV to Market Cap		1.03
11)	FD103	FUND_MEDIAN_MKT_CAP	Fund Median Market Cap		
12)	FD102	FUND_AVG_MKT_CAP	Fund Average Market Cap		
13)	RR480	EV_TO_MKT_CAP			
14)	RX669	CASH_%_CURRI			
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e) 如何获取美国与中国分季度GDP预测

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