

# Business Segment Data Product



# Unlocking a Company's Potential with Deeper Business Insights

**As companies become more complex, investors can use MSCI's Business Segment Data Product which is designed to bring transparency and speed to their decisions.**

MSCI's Business Segment Data provides you with a granular view of the operations of thousands of companies. This data set reports a company's business segments using the Global Industry Classification Standard (GICS®) sub-industry definitions across three critical dimensions: sales, assets and operating income<sup>1</sup>.

Business Segment Data can be highly valuable for investment teams specializing in active portfolio management, as it enables them to conduct detailed analyses of companies and sectors, gaining a deeper understanding of their fundamental drivers and operations.

Sales	Assets	Operating Income
› Covers reported operating revenues from all on-going lines of business of a company	Covers reported total assets from all on-going lines of business of a company	Covers reported operating income from all on-going lines of business of a company

<sup>1</sup>GICS® (Global Industry Classification Standard) is the global industry classification standard jointly developed by MSCI Inc. and S&P Global.



# Unlocking a Company's Potential with Deeper Business Insights

## CHALLENGES

To gain a competitive advantage, investment managers need to be efficient in their data processing and adopt a multi-dimensional approach in their analysis to formulate a robust investment thesis for each company.

Additionally, they need to strike a balance between risk and potential returns, while also avoiding duplication of exposures when constructing portfolios.

## HOW WE CAN HELP

MSCI's Business Segment Data offers investors a time-saving advantage by providing access to granular business information for over 9,000 companies in a single place, along with various dimensions for their analysis.

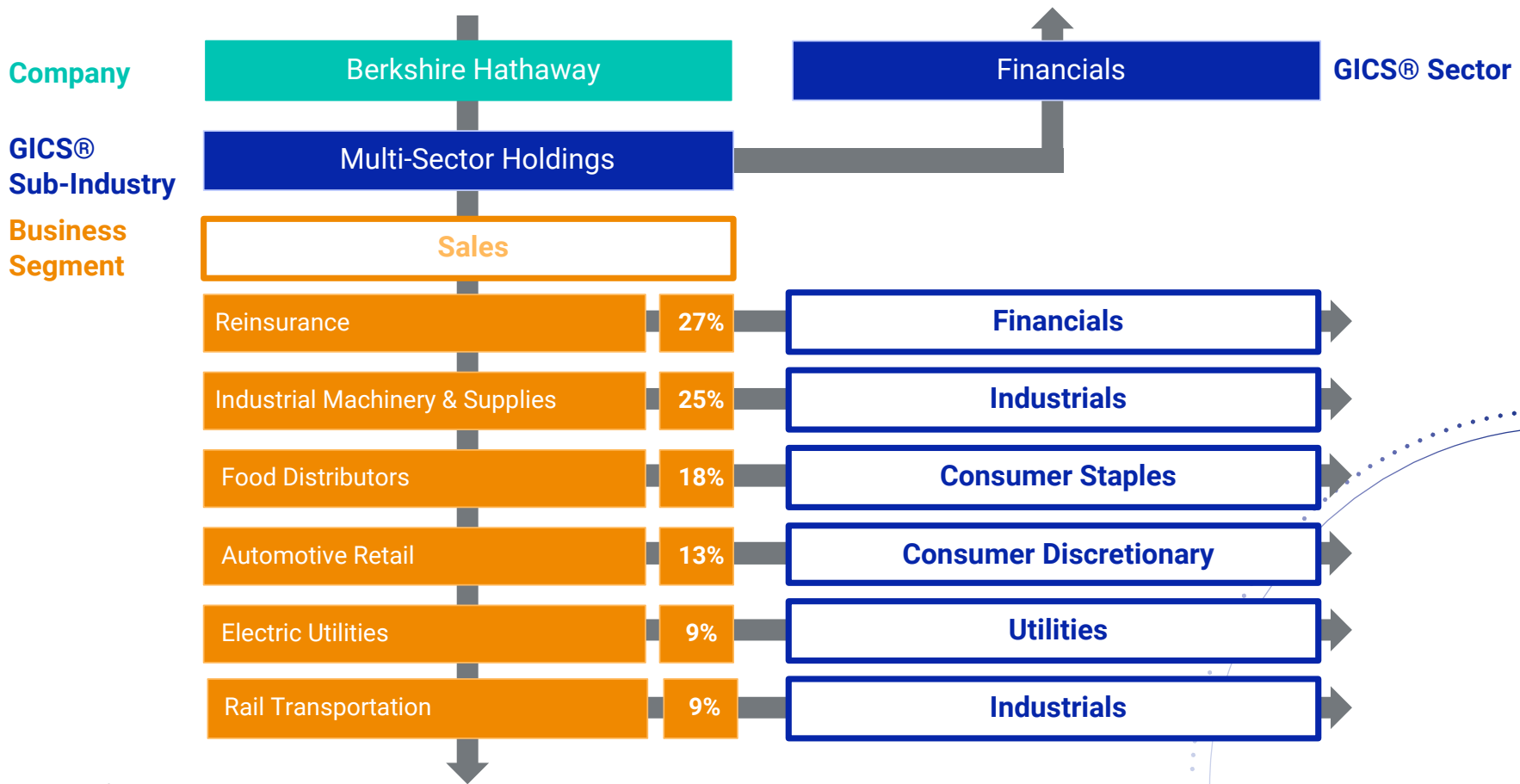
This data set can uncover hidden overlaps between companies' activities, highlighting potential risks that investors may want to avoid<sup>2</sup>.

<sup>2</sup>As of February 29th, 2024

# 1. Diving Deeper In Complex Companies

The following examples illustrate how our Business Segment Data can be leveraged to gain deeper insights at both the company and index or portfolio levels.

Berkshire Hathaway is a well-known American conglomerate, which is currently classified in the Financials sector. A business segment analysis shows a diversified business, with revenue streams from sectors as distinct as Utilities and Consumer Discretionary.



Source: MSCI, as of February 29th, 2024

# 2. Diversifying Business Drivers Through Time

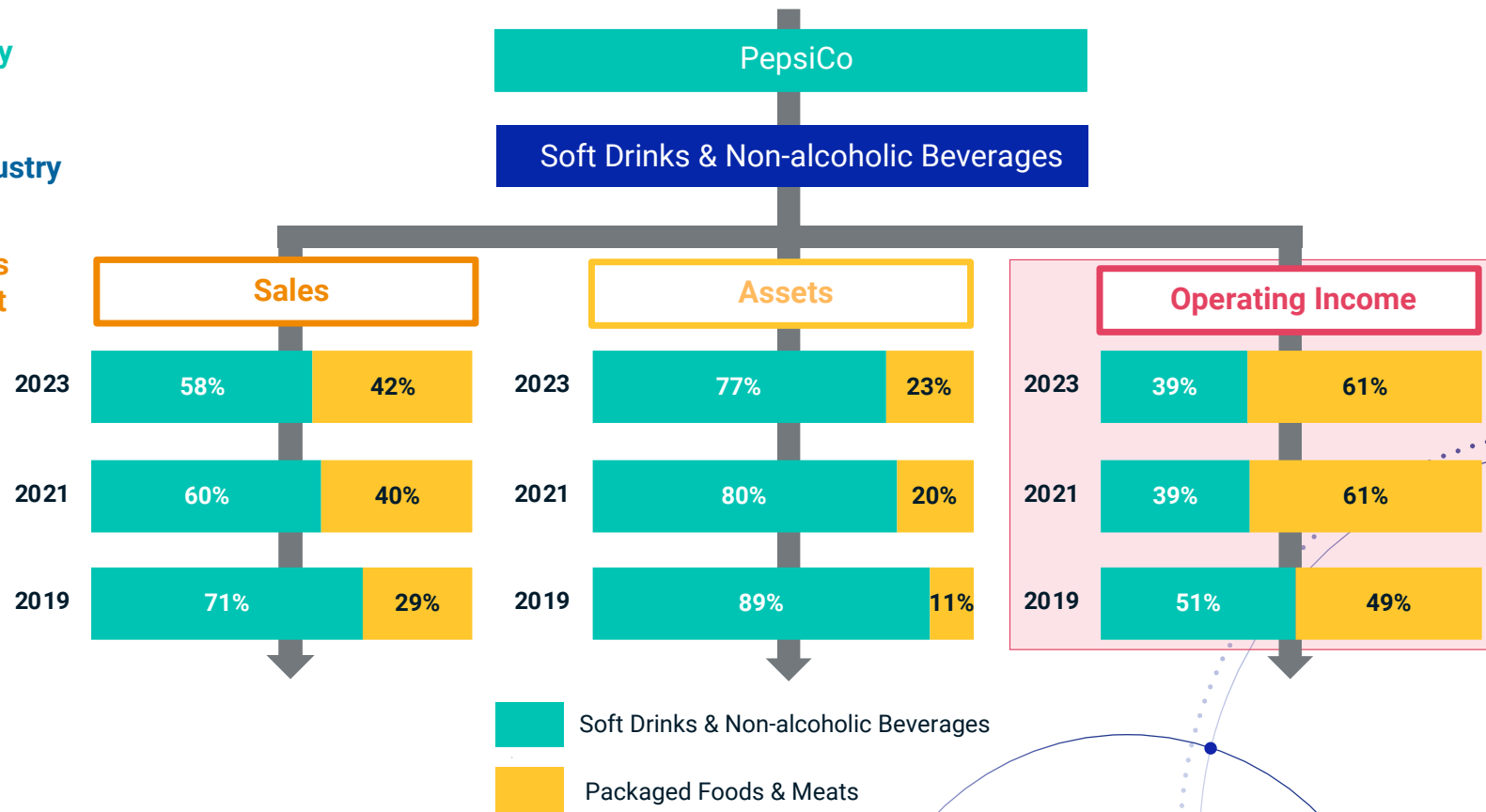
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Over time, PepsiCo's sales from soft drinks have decreased in relative terms, while the packaged foods division, encompassing brands as diverse as Cheetos and Quaker Oats, grew in importance. This is also evident in the company's asset changes through time. However, this is even more noticeable on the operating income split, where packaged foods now drive more than 60% of the total operating income.

Company

GICS®  
Sub-Industry

Business  
Segment

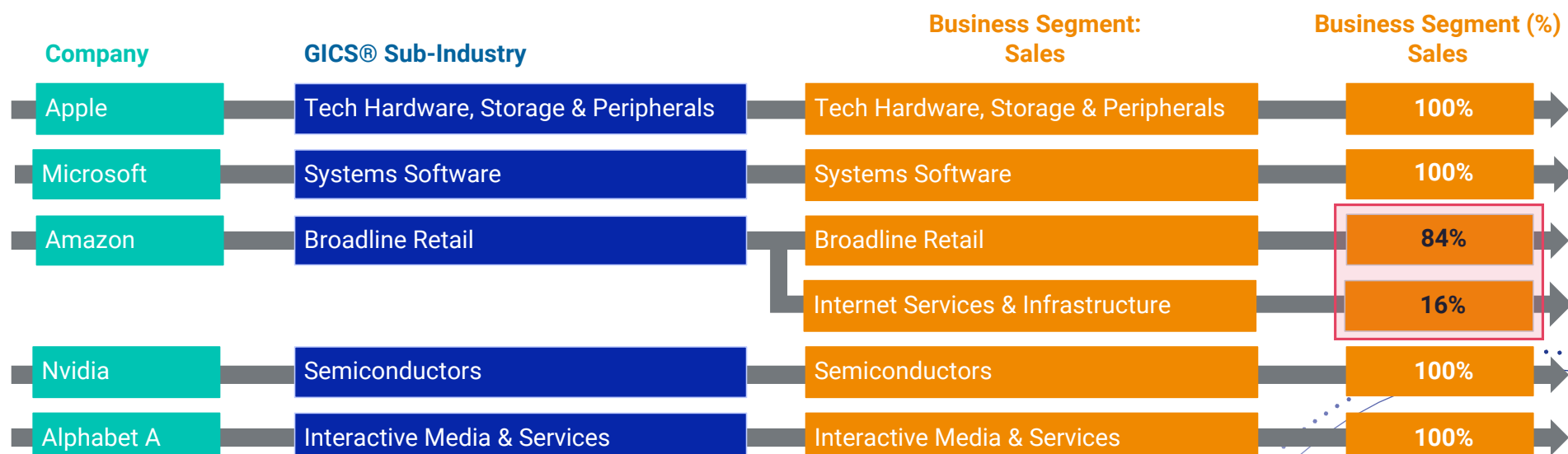


Source: MSCI, as of February 29th, 2024

# 3. Additional Granularity to Index Constituents' Analysis

Using MSCI's Business Segment Data provides a more detailed breakdown of the constituents of an index or a portfolio. For example, let's consider the top five constituents of the MSCI World Index and compare their GICS® classification at sub-industry level with the business segment classification.

While Amazon is classified in the Broadline Retail GICS® sub-industry, using the Business Segment Data for Sales reveals that 16% of its sales originate from the Internet Services & Infrastructure segment. That share of sales has been growing consistently through time, rising from 9% in 2018.



Source: MSCI World, top 5 constituents, as of February 29th, 2024



# Why MSCI?

Whatever your investment goals—diversification, differentiation or decarbonization—you need highly accurate data and timely insights to deliver better outcomes with conviction. MSCI continuously innovates by harnessing the collective intelligence and experience of our global enterprise. Through our research, partnerships, and technology, we aim to bring greater transparency and clarity to global financial markets, and to empower the investment community to make better-informed decisions.

BUSINESS SEGMENT DATA PRODUCT

From broad market to customized outcome-oriented indexes, our time-tested, globally consistent index and decision-support solutions are designed to enable investors to respond to change to solve modern investing's most pressing challenges.

# Product Structure and Licensing

<b>Modules</b>	MSCI Developed Markets Business Segment Data Module MSCI Emerging Markets Business Segment Data Module MSCI Asia Pacific Markets Business Segment Data Module MSCI Developed Markets Small Cap Business Segment Data Module MSCI Emerging Markets Small Cap Business Segment Data Module MSCI Asia Pacific Markets Small Cap Business Segment Data Module
<b>Frequency</b>	Monthly data
<b>History</b>	5 years' rolling history
<b>Pre-requisite</b>	Equivalent Core Modules
<b>Vendor</b>	MSCI direct distribution *
<b>Derived Data Distribution</b>	Not permitted, internal use only

\*GICS® As of February 29 2024. We will expand distribution through other avenues over time.



# Product Structure and Licensing

## This data set includes:

Column Names	Description
Security Name	Self-explanatory
MSCI Issuer Code	Self-explanatory
MSCI Security Code*	Self-explanatory
Barra ID	Self-explanatory
Security Ticker	Self-explanatory
ISO Country Symbol	Two-digit alphabetic code for country classification (ISO Country Symbol)
Country Name	Self-explanatory
GICS Sub-industry	GICS Sub-industry Code, always populated.
Business Segment Code	Code of the Business Segment
Business Segment Name	Name of the Business Segment
Fiscal Period End Date	Fiscal period end date for which % of Revenue , Asset, Operating Income at segment level is presented, may be blanked.
Sales by Business Segment (pct)	Percentage of sales attributed to the Business Segment; may be blanked.
Assets by Business Segment (pct)	Percentage of sales attributed to the Business Segment; may be blanked.
Operation Income by Business Segment (pct)	Percentage of operating income attributed to the Business Segment; may be blanked.

\*Other identifiers may be included if a separate/direct license with the providers of these identifiers is in place.



## About MSCI Inc.

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MSCI is a leading provider of critical decision support tools and services for the global investment community. With over 50 years of expertise in research, data and technology, we power better investment decisions by enabling clients to understand and analyze key drivers of risk and return and confidently build more effective portfolios. We create industry-leading research-enhanced solutions that clients use to gain insight into and improve transparency across the investment process.

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