

**To ensure the accuracy and reliability of data and incisive analysis in reports we employ a robust research process...**

## Company Profiles

Compiled by Industry specialized teams led by Senior Analysts. Authoring process based on extensive use of secondary research including company sourced data, management presentations and regulatory filings. SWOT Company Profiles expand on the Standard Profile methodology with the addition of an Analyst review of company filings, management presentations, transcripts, broker research and sector expert opinion to ascertain the Strengths, Weaknesses, Opportunities and Threats of the profiled company. A multi-step quality assurance process and peer review feedback ensures accuracy and reliability of information.

## City Data

Data sourced from national statistic offices, supported by international and regional statistical offices, and international charities, such as UNICEF. Using statistical offices which represent the country, or city, in question ensures access to the best and most up-to-date data available. . To ensure the highest quality data possible, quality checks are implemented at every stage of the end-to-end process.

## Company News

Authored by Industry specialized teams led by Senior Analysts. Articles are based on data provided by company website newsrooms and press releases. A two-step quality assurance process with authoring-level checks and a comprehensive quality check by reviewers before publication ensures accuracy and reliability of information.

## Case Studies & Analyst Insights

MarketLine's fact-based Case Studies and opinion based Analyst Insights explain the rationale of commercial decisions and illustrate wider market and economic trends. Content is produced using the pyramid principle to quickly and effectively communicate key points and ideas to the reader. A two stage quality assurance process with reviews

by Senior Analysts and thorough editorial proofing ensures analytical rigor.

## Country Profiles

Produced by a team of Analysts specialized in country analysis and trained to use the reliable PESTLE/PEST framework; based on data released by the World Bank, IMF, UN and OECD. Other sources include individual Analyst research and paid databases. Two-step quality assurance process to ensure accuracy and reliability of information ensures accuracy and reliability of information.

## Country Statistics

Database maintained by a specialized team of analysts trained to use sophisticated econometric modeling techniques and propriety models. Data sourced from national and international bodies such as National Statistics Organizations, Central Banks, trade associations, the World Bank, IMF, UN, and OECD. The database uses a two-step quality assurance process to ensure accuracy and reliability of information.

## Industry Profiles

Produced by Research Analysts specializing in industry and data analysis. Exhaustive secondary research processes provide a fully up-to-date picture of the industry. Sources include the IMF, World Bank, UN, OECD, industry trade associations, company reports and presentations. Robust research methodologies are in place to ensure reliability, accuracy, and traceability of data. Industry profiles also source selected data points from premium GlobalData databases. All research is aggregated, analyzed, crosschecked, and presented in a consistent and accessible style.

## Financial Deals

Deal activity is monitored by tracking company websites, stock exchanges, regulatory filings, paid databases, and advisory contacts to ensure real-time coverage. The deals team employs a multi-step quality assurance process to ensure accuracy and reliability of information.