

GUIDE TO STRATEGIC, OPERATIONAL, AND ACTIVITY-BASED INFORMATION AVAILABLE IN SEC FILINGS

Information Type	SEC Source(s)
Strategic: Industry	
Industry structure, including the principal competitors, degree of competition in the market, and critical success factors	10K, Item 1
Seasonality of business	10K, Item 1
Strategic: Company	
Main products or services, brand names	10K, Item 1
Channels of distribution, including direct vs. intermediated distribution, and some detail on the company's pricing and target market(s)	19K, Item 1
Markets served, including both geographic markets and demographic markets	10K, Item 1 & 2 Financial statement footnotes Segment disclosures
Sourcing, including whether the goods or services are produced in-house or outsourced; where the goods or services are produced (e.g. foreign or domestic)	10K, Items 1 & 2
Major changes in strategy, including new and discontinued ventures and markets	8K, 10K, Item 7 Financial statement footnotes: Non-recurring or restructuring charges
Operational (Implementation): External Relations	
Supplier information, including types, relative numbers, and dependency	10K, Item 1
Contracts with external parties, including suppliers, licensors, licensees	10K, exhibits beginning with 10
Lawsuits, including detailed description if lawsuit has a potentially material effect	10K, Item 3
Major changes to external operations	8K, 10K, Item 7
Operational (Implementation): Internal Structure	
Facilities, including location, activity, whether owned or leased, and how the company pays for the facilities	10K, Item 2 Financial statement footnotes: Lease footnote Properties footnote
Employees: Number, type, and unionization	10K, Item 1
Employees: Compensation, pension, incentive arrangements	Financial statement footnotes
Subsidiaries, typically including the percentage owned	10K, exhibit 21
Corporate structure, including corporate charter and by-laws	10K, exhibits beginning with "3"
Corporate governance: Board of directors, including board composition, compensation, background of directors, and board committee structure	Proxy statement (14 A) 10K, Item 10
Corporate governance: Executives, including position, biographical information, compensation/incentive information, and stock ownership	Proxy statement (14A) 10K, Items 10, 11 & 12, exhibits beginning with 10
Related parties, including who the related parties are and what type of relationship the related party has with the business	10K, Item 13 Financial statement footnotes: related parties
Activity	
Current financial activity	Financial statements
Effectiveness of implementation in recent periods, including a discussion of what did and did not work well	10K, Item 7 (Management Discussion & Analysis)