



Investing just got social

BUZZING NOW:

- + Monsanto
- + Walmart
- + salesforce.com
- + NVIDIA
- + Home Depot

SUMMARY OF CHANGES

IN

| COMPANY | TICKER | SECTOR |
|-----------------|--------|------------------------|
| Microsoft Corp. | MSFT | Information Technology |
| NVIDIA Corp. | NVDA | Information Technology |

OUT

| COMPANY | TICKER | SECTOR |
|---------------|--------|------------------------|
| Yahoo! Inc. | YHOO | Information Technology |
| Facebook Inc. | FB | Information Technology |

STOCK SPOTLIGHT

Microsoft

Discussion regarding the investment merits of Microsoft across Social Media has proven highly predictive. Microsoft was removed from the BUZZ index on the April, 2016 rebalance date, just one day before the company reported disappointing earnings with the stock falling 7% the following day. Following two consecutive months of exclusion, Microsoft once again emerges within the Index following a significant positive change in the tone of the discussion regarding the company's investment merits across the Social Media landscape. Registering the largest increase in bullish discussion following the announcement of a USD \$26.2 billion dollar takeover of LinkedIn, Microsoft once again appears to be poised to outperform.

NVIDIA

As the benefits of machine learning and artificial intelligence become evident in solving the challenges of big data analytics, the prospects for NVIDIA, the industry leader in the development of GPUs used to train Deep Neural Networks and to power high performance computing has been noticed by the investing community. NVIDIA appears to be setting the gold standard for the development of processors capable of meeting the intense demands of next generation applications which can handle the massive computational speeds and requirements of new deep learning techniques. Making its first appearance in the BUZZ index this year, it seems that the positive sentiment surrounding NVIDIA's product lineup and prospects within the hyper-competitive chip sector may just be beginning.

INDEX FUNDAMENTALS

1.6%

Dividend Yield

15.3

P/E Ratio

\$193.2B

Average Market Cap

\$5.0B

Smallest Market Cap

\$522.2B

Largest Market Cap

INDEX HOLDINGS

| COMPANY | TICKER | WEIGHT (%) | ADDED |
|---|--------|------------|-------|
| Alphabet Inc. | GOOGL | 13.11% | |
| Apple Inc. | AAPL | 11.45% | |
| Walt Disney Co. | DIS | 6.04% | |
| Gilead Sciences Inc. | GILD | 5.33% | |
| Tesla Motors Inc. | TSLA | 4.90% | |
| Alcoa Inc. | AA | 4.90% | |
| AbbVie Inc. | ABBV | 4.90% | |
| Valeant Pharmaceuticals International, Inc. | VRX | 4.90% | |
| Microsoft Corp. | MSFT | 4.90% | X |
| Twitter Inc. | TWTR | 4.67% | |
| Celgene Corp. | CELG | 4.27% | |
| Sirius XM Holdings Inc. | SIRI | 3.79% | |
| OPKO Health Inc. | OPK | 3.37% | |
| Ford Motor Co. | F | 3.27% | |
| Intel Corp. | INTC | 3.03% | |
| Johnson & Johnson | JNJ | 2.31% | |
| Boeing Co. | BA | 2.24% | |
| Altria Group Inc. | MO | 2.03% | |
| Kinder Morgan Inc. | KMI | 1.90% | |
| NVIDIA Corp. | NVDA | 1.50% | X |
| Biogen Inc. | BIIB | 1.49% | |
| Sprint Corp. | S | 1.47% | |
| General Motors Co. | GM | 1.44% | |
| NIKE Inc. | NKE | 1.43% | |
| AT&T Inc. | T | 1.37% | |

SECTOR COMPARISON

| SECTOR | JUNE 2016 INDEX WEIGHT | CHANGE FROM MAY 2016 |
|----------------------------|------------------------|----------------------|
| Consumer Discretionary | 20.9% | ↓ |
| Consumer Staples | 2.0% | ↑ |
| Energy | 1.9% | ↓ |
| Financial Services | 0.0% | — |
| Health Care | 26.6% | ↑ |
| Industrials | 2.2% | ↑ |
| Information Technology | 38.6% | ↑ |
| Materials | 4.9% | — |
| Telecommunication Services | 2.8% | ↓ |
| Utilities | 0.0% | — |

TOP 100 U.S. STOCKS DISCUSSED ON SOCIAL MEDIA



TOP FIVE POSITIVELY TRENDING STOCKS IN THE TOP 100

- Microsoft
- Apple
- Amazon
- Tesla Motors
- Netflix

TOP FIVE NEGATIVELY TRENDING STOCKS IN THE TOP 100

- Walmart
- Sprint
- Micron Technology
- Kinder Morgan
- Sirius XM Holdings

The BUZZ Social Media Insights Index identifies the 25 most bullish U.S. stocks based on investment insights derived from the Social Media's Big Data.

- Over 50 million unique stock-specific data points from Social Media comments, news articles and blog posts are processed on a monthly basis.
- The data is filtered through an analytics model which utilizes Natural Language Processing Algorithms and Artificial Intelligence applications.

HOW IT WORKS:



1. Where's the BUZZ?

First, from a defined investment universe of U.S. stocks, the BUZZ Index targets the 100 most mentioned stocks across the Social Media landscape. The more active the conversation, the greater the reliability of the BUZZ.

2. What's the BUZZ?

The BUZZ Index looks at what the Social community is saying about these top 100 stocks and whether the BUZZ is positive, negative or neutral on a collective basis.

3. Who is creating the BUZZ?

The BUZZ Index pinpoints influencers within the Social community and identifies whose tweets and posts are most likely to impact collective opinion. It also identifies and scores which members of the Social community have historically been the most successful in their forecasting accuracy.

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