



# Investing just got social

**BUZZING NOW:**

- + Positive sentiment propels Valeant Pharmaceuticals into the top 5.
- + Apple sentiment falls.
- + General Motors notable among new additions.

**SUMMARY OF CHANGES**

IN

COMPANY	TICKER	SECTOR
The Boeing Co.	BA	Industrials
General Motors Co.	GM	Consumer Discretionary
Sprint Corp.	S	Telecommunication Services

OUT

COMPANY	TICKER	SECTOR
Jetblue Airways Corp.	JBLU	Industrials
Visa Inc.	V	Information Technology
Freeport-McMoRan Inc.	FCX	Materials

## STOCK SPOTLIGHT

## General Motors

General Motors enters the BUZZ Social Media Insights Index. Overall sentiment improved following the company's release of record earnings on April 21<sup>st</sup> and remained elevated in the following weeks. The surge in positive tone relating to GM placed the company within the Top 5 BUZZ gainers for the month, securing a position within the May Index. A classic value name with a mid-single digit P/E, low price-to-sales ratio and nearly 5% dividend yield, investors increasingly are favorably disposed to the company's prospects and profitability.

## Valeant Pharmaceuticals

Nearly 90% below its all-time high and falling below \$30 seemed to awaken the value investor as Valeant Pharmaceuticals was included in the index for the second consecutive month in May 2016. Despite a drop in the amount of conversation and continued weakness in its share price, the tone of the conversation across the Social Media landscape remained decidedly bullish in May, with even more bullish conviction than what we observed in April. Perhaps encouraged by the hiring of new CEO Joseph Papa, Valeant scored the second highest increase in Social insight scoring during May, resulting in a near doubling of its weight in the index and securing a top five position for the first time.

## INDEX FUNDAMENTALS

**1.6%**

Dividend Yield

**15.1**

P/E Ratio

**\$168.9B**

Average Market Cap

**\$5.5B**

Smallest Market Cap

**\$528.2B**

Largest Market Cap

## INDEX HOLDINGS

COMPANY	TICKER	WEIGHT (%)	ADDED
Alphabet Inc.	GOOGL	13.04%	
Apple Inc.	AAPL	8.76%	
Walt Disney Co.	DIS	7.33%	
Valeant Pharmaceuticals International, Inc.	VRX	5.27%	
Abbvie Inc.	ABBV	4.90%	
Gilead Sciences Inc.	GILD	4.90%	
Sprint Corp.	S	4.90%	X
Alcoa Inc.	AA	4.90%	
Tesla Motors Inc.	TSLA	4.90%	
Sirius XM Holdings Inc.	SIRI	4.68%	
Twitter Inc.	TWTR	4.58%	
Celgene Corp.	CELG	4.22%	
Kinder Morgan Inc.	KMI	3.77%	
Ford Motor Co.	F	3.75%	
Opko Health Inc.	OPK	3.10%	
Intel Corp.	INTC	2.68%	
Johnson & Johnson	JNJ	2.32%	
Boeing Co.	BA	2.05%	X
Altria Group Inc.	MO	1.79%	
General Motors Co.	GM	1.64%	X
Nike Inc.	NKE	1.47%	
Yahoo! Inc.	YHOO	1.41%	
AT&T Inc.	T	1.23%	
Facebook Inc.	FB	1.21%	
Biogen Inc.	BIIB	1.20%	

## SECTOR COMPARISON

SECTOR	MAY 2016 INDEX WEIGHT	CHANGE FROM APRIL 2016
Consumer Discretionary	23.8%	↑
Consumer Staples	1.8%	↑
Energy	3.8%	↓
Financial Services	0.0%	—
Health Care	25.9%	↑
Industrials	2.1%	↑
Information Technology	31.7%	↓
Materials	4.9%	↓
Telecommunication Services	6.1%	↑
Utilities	0.0%	—

**TOP 100 U.S. STOCKS DISCUSSED ON SOCIAL MEDIA**



**TOP FIVE POSITIVELY TRENDING STOCKS IN THE TOP 100**

- Sprint
- Valeant Pharmaceuticals
- Twitter
- Netflix
- General Motors

**TOP FIVE NEGATIVELY TRENDING STOCKS IN THE TOP 100**

- Alcoa
- Apple
- Amazon.com
- OPKO Health
- Facebook

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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