



Investing just got social

SUMMARY OF CHANGES

IN

COMPANY	TICKER
Advanced Micro Devices Inc.	AMD
Allergan PLC	AGN
Amazon.com Inc.	AMZN
Delta Air Lines Inc.	DAL
Lockheed Martin Corp.	LMT
Marathon Oil Corp.	MRO
MGM Resorts International	MGM
Micron Technology Inc.	MU
Monsanto Co.	MON
NIKE Inc.	NKE
NVIDIA Corp.	NVDA
Priceline Group Inc.	PCLN
Salesforce.com Inc.	CRM
Ulta Salon Cosmetics & Fragrance, Inc.	ULTA
Wal-Mart Stores Inc.	WMT
Whole Foods Market Inc.	WFM
Williams Companies Inc.	WMB
Wynn Resorts Ltd.	WYNN

OUT

COMPANY	TICKER
American International Group	AIG
Blackstone Group LP	BX
Cisco Systems Inc.	CSCO
Comcast Corp.	CMCSA
Corning Inc.	GLW
Frontier Communications Corp.	FTR
General Motors Co.	GM
Lowe's Companies Inc.	LOW
Macy's Inc.	M
Oracle Corp.	ORCL
Qorvo Inc.	QRVO
Sirius XM Holdings Inc.	SIRI
Southwestern Energy Co.	SWN
United Continental Holdings	UAL
United Parcel Service Inc.	UPS
United Technologies Corp.	UTX
Valero Energy Corp.	VLO
Wells Fargo & Co.	WFC

SECTOR COMPARISON

SECTOR	SEPTEMBER 2016 INDEX WEIGHT (%)	OCTOBER 2016 INDEX WEIGHT (%)
Consumer Discretionary	15.7	20.8
Consumer Staples	7.3	5.1
Energy	8.1	5.5
Financial Services	3.4	1.5
Health Care	23.3	21.9
Industrials	6.7	7.0
Information Technology	28.8	31.0
Materials	3.5	4.8
Telecommunication Services	3.4	2.4
Utilities	0.0	0.0

STOCK SPOTLIGHT

AMZN

After a year of being absent from the BUZZ Index, Amazon made its return this month. Declining almost 30% during the downturn at the beginning of the year, Amazon has since surged to a new all-time-high of \$845, continuing its impressive multi-year run. After posting four straight earnings beats in 2015, Amazon hit a snag to start 2016 as a surprise earnings miss in January, along with general weakness in "FANG" stocks, kept social sentiment subdued. Since then, AMZN has shown the January miss to be an anomaly, as it followed up with two huge record profit quarters. Bullish discussion on the company, which had been steadily increasing throughout the year, jumped noticeably in September, signalling the a follow-through in the breakout to new highs.

AMD & NVDA

A sharp increase this month in bullish discussion surrounding chipsets and graphics processors resulted in two notable additions to the BUZZ Index. NVIDIA, which had not been in the index since early 2015, and Advanced Micro Devices, a first timer in the index, both surged into the top 15. As two of the largest players in the GPU chipset space, NVDA and AMD have benefited from the industry's enormous growth in 2016 as their stocks have more than doubled this year. Both companies have posed numerous surprise earnings beats in a row with no signs of slowing down. Investor bullishness towards the technology sector as a whole continues to be strong, and the positive sentiment looks poised to continue pushing these chipmakers higher.

INDEX FUNDAMENTALS

1.6%

Dividend Yield

18.6

P/E Ratio

\$135.2B

Average Market Cap

\$5.3B

Smallest Market Cap

\$630.8B

Largest Market Cap

INDEX HOLDINGS

COMPANY	WEIGHT (%)	COMPANY	WEIGHT (%)
Advanced Micro Devices	3.00	General Electric Co.	0.81
Apple Inc.	3.00	AT&T Inc.	0.81
Twitter Inc.	3.00	Home Depot Inc.	0.80
Alphabet Inc.	3.00	Kinder Morgan Inc.	0.79
Facebook Inc.	3.00	Allergan PLC	0.78
Tesla Motors Inc.	3.00	Ford Motor Co.	0.78
Monsanto Co.	3.00	Lockheed Martin Corp.	0.77
Valeant Pharmaceuticals International Inc.	3.00	Merck & Co. Inc.	0.77
Walt Disney Co.	3.00	Devon Energy Corp.	0.72
Amazon.com Inc.	3.00	CVS Health Corp.	0.72
Bristol-Myers Squibb Co.	3.00	Priceline Group Inc.	0.71
Gilead Sciences Inc.	3.00	Activision Blizzard Inc.	0.71
Microsoft Corp.	3.00	Boeing Co.	0.70
Abbvie Inc.	2.96	Marathon Oil Corp.	0.68
Nvidia Corp.	2.80	Bank of America Corp.	0.68
Celgene Corp.	2.47	Visa Inc.	0.66
Wynn Resorts Ltd.	2.20	Williams Companies Inc.	0.65
Intel Corp.	2.17	Las Vegas Sands Corp.	0.63
Jetblue Airways Corp.	2.12	Qualcomm Inc.	0.62
Nike Inc.	2.04	Delta Air Lines Inc.	0.62
Southwest Airlines Co.	1.94	International Business Machines Corp.	0.61
Salesforce.com Inc.	1.76	Wal-Mart Stores Inc.	0.60
Energy Transfer Equity LP	1.49	Verizon Communications Inc.	0.57
Micron Technology Inc.	1.42	Coca-Cola Co.	0.57
Freeport-Mcmoran Inc.	1.41	Ulta Salon Cosmetics & Fragrance, Inc.	0.52
Opko Health Inc.	1.27	Exxon Mobil Corp.	0.44
MGM Resorts International	1.26	Schlumberger Ltd.	0.44
Starbucks Corp.	1.26	Western Digital Corp.	0.44
Altria Group Inc.	1.26	Kroger Co.	0.43
Under Armour Inc.	1.23	Mcdonald's Corp.	0.43
Johnson & Johnson	1.20	Alcoa Inc.	0.42
Biogen Inc.	1.14	Citigroup Inc.	0.42
Sprint Corp.	1.06	Whole Foods Market Inc.	0.39
Amgen Inc.	1.02	Mallinckrodt PLC	0.39
Skyworks Solutions Inc.	0.95	Jpmorgan Chase & Co.	0.38
Paypal Holdings Inc.	0.88	Costco Wholesale Corp.	0.27
Procter & Gamble Co.	0.87	Conocophillips	0.27
Pfizer Inc.	0.87	Total:	100.00

TOP U.S. STOCKS DISCUSSED ON SOCIAL MEDIA



TOP FIVE POSITIVELY TRENDING STOCKS IN THE INDEX

- Twitter
- Apple
- Facebook
- Tesla
- Monsanto

BOTTOM FIVE NEGATIVELY TRENDING STOCKS NOT IN THE INDEX

- Netflix
- Mylan
- Sirius XM
- Oracle
- Wells Fargo

The **BUZZ Social Media Insights Index** identifies the 75 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 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 most-mentioned 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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