



Investing just got social

SUMMARY OF CHANGES

IN

COMPANY	TICKER
American Express Co.	AXP
Blackstone Group LP	BX
Chevron Corp.	CVX
General Motors Co.	GM
Goldman Sachs Group	GS
Incyte Corp.	INCY
Morgan Stanley	MS
Newmont Mining Corp.	NEM
Regeneron Pharmaceuticals Inc.	REGN
United Technologies Corp.	UTX

OUT

COMPANY	TICKER
ConocoPhillips	COP
Costco Wholesale Corp.	COST
Home Depot Inc.	HD
Las Vegas Sands Corp.	LVS
Monsanto Co.	MON
Priceline Group Inc.	PCLN
Skyworks Solutions Inc.	SWKS
Ulta Salon, Cosmetics & Fragrance, Inc.	ULTA
Whole Foods Market Inc.	WFM
Williams Cos Inc.	WMB

SECTOR COMPARISON

SECTOR	OCTOBER 2016 INDEX WEIGHT (%)	NOVEMBER 2016 INDEX WEIGHT (%)
Consumer Discretionary	20.8	17.4
Consumer Staples	5.1	4.4
Energy	5.5	4.8
Financials	1.5	4.8
Health Care	21.9	24.4
Industrials	7.0	6.4
Information Technology	31.0	30.4
Materials	4.8	2.7
Telecommunication Services	2.4	4.7
Utilities	0.0	0.0

STOCK SPOTLIGHT U.S. PRESIDENTIAL ELECTION EDITION

Biotechnology

While most areas of the financial markets seesawed wildly following Donald Trump¹'s victory in the U.S. presidential elections, there was little doubt in investors¹ minds that the result would be a net positive for the beaten down biotechnology sector. Hillary Clinton was a well-known advocate against price-gouging practices that she believed to be taking place within the sector; supporting increased regulation for the industry. One of the largest biotech ETFs, the iShares Nasdaq Biotechnology ETF (NASDAQ: IBB), declined over 10% in a single month as Clinton appeared to gain momentum heading into the November election. When it was Trump who emerged as the victor, IBB spiked up 10% the next day as investors piled back into biotech stocks. Social sentiment on the sector, which had already been bullish leading up to the election, jumped even further. In the days following Trump¹'s victory, the weighting of the biotechnology and pharmaceutical sector in the BUZZ Index increased to 22.7%, 2% higher than if it had been pre-election, with names such as Amgen Inc. (NASDAQ: AMGN) and Celgene Corporation (NASDAQ: CELG) leading the way.

Financials

Trump has been a vocal supporter of decreasing regulations in the banking sector, challenging the reforms created by the Dodd-Frank Act. Following the election, financial stocks broke out to their highest levels since 2008 as investors poured in on hopes that Trump¹'s policies would provide a major boost to the industry. Within a week, the SPDR Financial Select Sector ETF (NYSE: XLF) had surged 10% and bullish discussion surrounding financial stocks had increased notably. Unlike biotech stocks, which have historically been much more volatile and prone to large swings, bank stocks were unaccustomed to the amount of hype that followed Trump¹'s victory. Social sentiment on Bank of America (NYSE: BAC) rose sharply and was one of the top movers this month in the BUZZ Index. Reflecting the positive tone of the sector, the weighting of financial stocks in the BUZZ index nearly tripled to 4.8%.

INDEX FUNDAMENTALS

1.5%

Dividend Yield

18.2

P/E Ratio

\$129.8B

Average Market Cap

\$5.8B

Smallest Market Cap

\$586.3B

Largest Market Cap

INDEX HOLDINGS

COMPANY	WEIGHT (%)	COMPANY	WEIGHT (%)
Advanced Micro Devices	3.00	Boeing Co.	0.89
Alphabet Inc.	3.00	Southwest Airlines Co.	0.88
Twitter Inc.	3.00	Allergan PLC	0.87
Apple Inc.	3.00	CVS Health Corp.	0.82
Facebook Inc.	3.00	Ford Motor Co.	0.79
Microsoft Corp.	3.00	Procter & Gamble Co.	0.71
Walt Disney Co.	3.00	Marathon Oil Corp.	0.70
Tesla Motors Inc.	3.00	QUALCOMM Inc.	0.67
Amazon.com Inc.	3.00	Coca-Cola Co.	0.66
NVIDIA Corp.	3.00	salesforce.com Inc.	0.65
Under Armour Inc.	3.00	Merck & Co Inc.	0.65
Gilead Sciences Inc.	3.00	Kroger Co.	0.63
Valeant Pharmaceuticals International Inc.	3.00	Regeneron Pharmaceuticals Inc.	0.62
Bristol-Myers Squibb Co.	3.00	Citigroup Inc.	0.60
AbbVie Inc.	3.00	Blackstone Group LP	0.57
Celgene Corp.	2.88	American Express Co.	0.54
Sprint Corp.	2.57	Goldman Sachs Group Inc.	0.54
Intel Corp.	2.43	Wynn Resorts Ltd	0.51
NIKE Inc.	2.09	JPMorgan Chase & Co.	0.51
Freeport-McMoRan Inc.	1.95	Wal-Mart Stores Inc.	0.50
AT&T Inc.	1.84	Devon Energy Corp.	0.49
Bank of America Corp.	1.66	Delta Air Lines Inc.	0.49
Amgen Inc.	1.51	Newmont Mining Corp.	0.46
Biogen Inc.	1.47	General Motors Co.	0.46
JetBlue Airways Corp.	1.47	Mallinckrodt PLC	0.45
Energy Transfer Equity LP	1.37	Chevron Corp.	0.43
PayPal Holdings Inc.	1.30	United Technologies Corp.	0.41
OPKO Health Inc.	1.29	Schlumberger Ltd.	0.40
Visa Inc.	1.28	Micron Technology Inc.	0.40
General Electric Co.	1.28	Western Digital Corp.	0.38
Johnson & Johnson	1.26	Morgan Stanley	0.35
Activision Blizzard Inc.	1.17	McDonald's Corp.	0.34
Pfizer Inc.	1.12	Incyte Corp.	0.34
Altria Group Inc.	1.10	Exxon Mobil Corp.	0.33
International Business Machines Corp.	1.07	Verizon Communications Inc.	0.32
Kinder Morgan Inc.	1.07	Alcoa Corp.	0.32
Lockheed Martin Corp.	0.96	MGM Resorts International	0.28
Starbucks Corp.	0.93	Total:	100.00

TOP U.S. STOCKS DISCUSSED ON SOCIAL MEDIA



TOP FIVE POSITIVELY TRENDING STOCKS IN THE INDEX

- Advanced Micro Devices
- Under Armour
- Microsoft
- NVIDIA
- Sprint

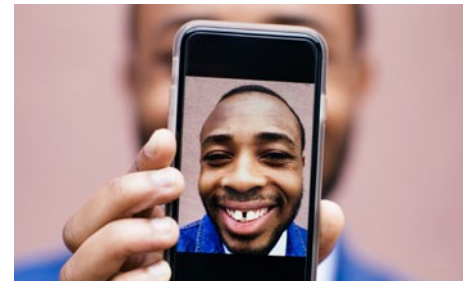
BOTTOM FIVE NEGATIVELY TRENDING STOCKS NOT IN THE INDEX

- Monsanto
- Netflix
- Chipotle Mexican Grill
- Caterpillar
- Skyworks Solutions

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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