



Investing just got social

SUMMARY OF CHANGES

IN

COMPANY	TICKER
Activision Blizzard Inc.	ATVI
ConocoPhillips	COP
Costco Wholesale Corp.	COST
Freeport-McMoRan Inc.	FCX
Kroger Co.	KR
Southwest Airlines Co.	LUV
PayPal Holdings Inc.	PYPL
QUALCOMM Inc.	QCOM
Qorvo Inc.	QRVO
Starbucks Corp.	SBUX
Under Armour Inc.	UA
United Continental Holdings	UAL
Exxon Mobil Corp.	XOM

OUT

COMPANY	TICKER
Delta Air Lines Inc.	DAL
Herbalife Ltd.	HLF
HP Inc.	HPQ
Cheniere Energy Inc.	LNG
Medivation Inc.	MDVN
Marathon Oil Corp.	MRO
Morgan Stanley	MS
NIKE Inc.	NKE
NVIDIA Corp.	NVDA
Priceline Group Inc.	PCLN
Regeneron Pharmaceuticals Inc.	REGN
Williams Cos Inc.	WMB
Wynn Resorts Ltd.	WYNN

SECTOR COMPARISON

SECTOR	SEPTEMBER 2016 INDEX WEIGHT (%)	AUGUST 2016 INDEX WEIGHT (%)
Consumer Discretionary	15.7	18.8
Consumer Staples	7.3	4.7
Energy	8.1	6.7
Financial Services	3.4	3.3
Health Care	23.3	25.0
Industrials	6.7	7.6
Information Technology	28.8	24.4
Materials	3.5	3.0
Telecommunication Services	3.4	6.4
Utilities	0.0	0.0

STOCK SPOTLIGHT

Apple

One of the staples in the BUZZ Index, Apple has had an interesting year. After reaching all-time highs in mid-2015, shares of the company trended downwards as a broad-market downturn took the enthusiasm out of the “FANG” stocks. Fears of slowing demand for its iPhones, along with declining sales and earnings growth, kept AAPL shares subdued around \$100. While sentiment on AAPL drifted lower, the bullish discussion was still high enough to keep the stock among the top names in the BUZZ Index. In recent months, there appears to have been a revival in interest in the FANG names, and AAPL shares have rallied over 15% since July. Bullish discussion on AAPL has been following suit, registering a large increase in September, signalling the rally may be poised to continue.

Tesla

The past few months have been very eventful for Tesla. Between autopilot-related car crashes to the Solarcity takeover to Elon Musk’s “Master Plan”, there has been no shortage of news surrounding the company. Volatility in TSLA’s stock price has flowed through to the sentiment as well. One of the top positively trending names last month, TSLA was among the top negatively trending stocks in September, with sentiment taking a big dive. It appears the bullishness that had built up in recent months has waned for the time being as the stock gave back all of its gains in July. With headlines continuing to roll in daily, TSLA is shaping up to be one of the most interesting names in the dynamic universe.

INDEX FUNDAMENTALS

2.0%

Dividend Yield

17.1

P/E Ratio

\$147.8B

Average Market Cap

\$5.0B

Smallest Market Cap

\$619.2B

Largest Market Cap

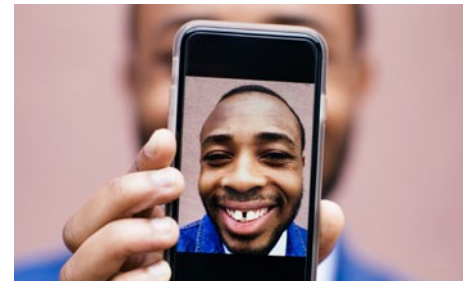
INDEX HOLDINGS

COMPANY	WEIGHT (%)	COMPANY	WEIGHT (%)
Alphabet Inc.	3.00	Merck & Co Inc.	0.94
Apple Inc.	3.00	Sprint Corp.	0.94
Microsoft Corp.	3.00	Energy Transfer Equity LP	0.91
Walt Disney Co.	3.00	Bristol-Myers Squibb Co.	0.90
AbbVie Inc.	3.00	Pfizer Inc.	0.87
Gilead Sciences Inc.	3.00	JetBlue Airways Corp.	0.83
Alcoa Inc.	3.00	Verizon Communications Inc.	0.82
Twitter Inc.	3.00	McDonald's Corp.	0.80
Celgene Corp.	3.00	Las Vegas Sands Corp.	0.77
Facebook Inc.	3.00	Citigroup Inc.	0.73
Intel Corp.	3.00	Corning Inc.	0.70
Oracle Corp.	3.00	JPMorgan Chase & Co.	0.69
OPKO Health Inc.	2.85	Lowe's Cos Inc.	0.67
Johnson & Johnson	2.71	Cisco Systems Inc.	0.66
Kinder Morgan Inc.	2.71	Comcast Corp.	0.65
Valeant Pharmaceuticals	2.68	Wells Fargo & Co.	0.64
Sirius XM Holdings Inc.	2.29	Bank of America Corp.	0.62
Ford Motor Co.	2.12	General Motors Co.	0.60
Schlumberger Ltd.	2.10	ConocoPhillips	0.55
Coca-Cola Co.	1.75	Exxon Mobil Corp.	0.55
Altria Group Inc.	1.73	Devon Energy Corp.	0.54
CVS Health Corp.	1.67	Skyworks Solutions Inc.	0.54
Boeing Co.	1.64	Freeport-McMoRan Inc.	0.45
Biogen Inc.	1.55	Frontier Communications Corp.	0.45
Procter & Gamble Co.	1.45	Mallinckrodt PLC	0.40
Amgen Inc.	1.42	American International Group	0.39
International Business Machine	1.41	PayPal Holdings Inc.	0.39
Under Armour Inc.	1.30	Southwest Airlines	0.39
United Parcel Service Inc.	1.25	Costco Wholesale Corp.	0.38
General Electric Co.	1.22	United Continental Holdings	0.36
Visa Inc.	1.21	Valero Energy Corp.	0.36
Tesla Motors Inc.	1.17	Southwestern Energy Co.	0.35
AT&T Inc.	1.14	Macy's Inc.	0.34
QUALCOMM Inc.	1.13	Western Digital Corp.	0.33
Qorvo Inc.	1.07	Kroger Co.	0.32
Starbucks Corp.	1.01	Activision Blizzard Inc.	0.32
Home Depot Inc.	0.97	Blackstone Group LP	0.30
United Technologies Corp.	0.96	Total:	100.00

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.

IMPORTANT DISCLOSURES & DEFINITIONS

BUZZ Social Media Insights Index and any other owned by BUZZ (the “**BUZZ Indexes**”) are a product of BUZZ Indexes Inc. (“**BUZZ**”). “**BUZZ Indexes**” and “**BUZZ Social Media Insights**” are trademarks of BUZZ. All materials published on and services offered through the BUZZindexes.com website (the “**Content**”) are protected by copyright and owned or controlled by BUZZ or the party credited as the provider of such content. Redistribution or reproduction of any BUZZ trademark or Content in whole or in part is prohibited without written permission.

The Content does not constitute an offer of services in jurisdictions where BUZZ or its affiliates do not have the necessary licences. All information provided by BUZZ or its affiliates is impersonal and not tailored to the needs of any person, entity or group of persons. BUZZ receives compensation in connection with licensing the BUZZ Indexes to third parties. Past performance of the BUZZ Indexes is not a guarantee of future results.

It is not possible to invest directly in any BUZZ Index. BUZZ does not sponsor, endorse, sell, promote or manage any investment fund or other investment vehicle that is offered by third parties and that seeks to provide an investment return based on the performance of a BUZZ Index. BUZZ does not make any assurance that investment products based on a BUZZ Index will accurately track index performance or provide positive investment returns. BUZZ is not an investment advisor and it makes no representation regarding the advisability of investing in any such investment fund or other investment vehicle. A decision to invest in any such investment fund or other investment vehicle should not be made in reliance on any of the statements in the Content. Prospective investors are advised to make an investment in any investment fund or other vehicle only after carefully considering the risks associated with investing in such funds or vehicles, as detailed in an offering memorandum or similar document that is prepared by or on behalf of the issuer of the investment fund or other vehicle. Inclusion of a security within a BUZZ Index is not a recommendation by BUZZ to buy, sell, or hold such security, nor is it considered to be investment advice. Any data on past performance, modelling or back-testing contained in the Content is no indication as to future performance. No representation is made as to the reasonableness of the assumptions made within or the accuracy or completeness of any modelling or back-testing. BUZZ Index returns represent past performance and are not indicative of any specific investment. The BUZZ Indexes and Content (including any of the output derived from any analytic tools or models) is not intended to predict actual results, which may differ substantially from those reflected. Past performance is not necessarily indicative of future results.

The Content, including any data, quantitative models, analytic tools and other information and services made available in the Content, are believed to be reliable, but BUZZ does not represent that the Content (including information obtained from third party sources) is accurate, complete or error free, and it should not be relied upon as such. The Content is provided for informational purposes only and is made available “as is”. Because of the possibility of human and mechanical errors as well as other factors, there can be no assurance of timeliness, reliability, performance or continued availability of the Content. BUZZ accepts no responsibility for any errors, omissions, delays, interruptions, completeness, continued availability or currency of or in the Content (including but not limited to the calculation or performance of any index and/or the output of any quantitative model or analytic tool). **In no event shall BUZZ or its affiliates be liable to any party for any direct, indirect, incidental, exemplary, compensatory, punitive, special or consequential damages, costs, expenses, legal fees, or losses (including, without limitation, lost income or lost profits and opportunity costs) in connection with any use of the Content even if advised of the possibility of such damages.** BUZZ disclaims any and all express or implied warranties, including, but not limited to, any warranties of merchantability or fitness for a particular purpose or use, freedom from bugs, software errors or defects, that the Content availability will be uninterrupted or that the Content will operate with any software or hardware configuration.