

# Powered by Artificial Intelligence

## SUMMARY OF CHANGES

### IN

COMPANY	TICKER
Ulta Beauty Inc	ULTA
Netflix Inc	NFLX
Lowe's Cos Inc	LOW
Intuitive Surgical Inc	ISRG
Oracle Corp	ORCL
Priceline Group Inc/The	PCLN
Best Buy Co Inc	BBY
CenturyLink Inc	CTL
Incyte Corp	INCY
Dollar General Corp	DG
JetBlue Airways Corp	JBLU
Mattel Inc	MAT
Alaska Air Group Inc	ALK
Palo Alto Networks Inc	PANW
General Motors Co	GM
Coca-Cola Co/The	KO
Schlumberger Ltd	SLB
McDonald's Corp	MCD

### OUT

COMPANY	TICKER
T-Mobile US Inc	TMUS
Domino's Pizza Inc	DPZ
JPMorgan Chase & Co	JPM
Citigroup Inc	C
Kite Pharma Inc	KITE
Blackstone Group LP/The	BX
Altria Group Inc	MO
Verizon Communications Inc	VZ
Foot Locker Inc	FL
Marathon Oil Corp	MRO
Sirius XM Holdings Inc	SIRI
Skyworks Solutions Inc	SWKS
Goldman Sachs Group Inc/The	GS
Vertex Pharmaceuticals Inc	VRTX
Marriott International Inc/MD	MAR
Delta Air Lines Inc	DAL
Alexion Pharmaceuticals Inc	ALXN
Corning Inc	GLW

## SECTOR COMPARISON

SECTOR	AUGUST 2017 INDEX WEIGHT (%)	SEPTEMBER 2017 INDEX WEIGHT (%)
Consumer Discretionary	19.3	24.6
Consumer Staples	5.6	4.6
Energy	1.4	0.9
Financial Services	6.1	1.5
Health Care	13.7	16.8
Industrials	4.6	6.6
Information Technology	42.3	40.5
Materials	0.9	1.6
Telecommunication Services	6.1	2.8
Utilities	0.0	0.0

## STOCK SPOTLIGHT

## Financial Sector

At the beginning of the year we highlighted the strength in the bank stocks following Trump's victory in the elections. With a Republican majority in both houses of Congress, many were optimistic about the Trump administration's ability to pass tax reform regulations that would benefit the economy, especially the financial sector. The weight of financial stocks in the BUZZ Index also steadily rose as bullish investor sentiment online echoed the optimism. After the Republicans' failed attempts this year to repeal and replace Obamacare, investors appear to also be losing confidence in the prospects for tax reform legislation, despite the administration's reported progress. This month we saw a large drop in sentiment across online platforms on bank stocks, notably Citigroup (NYSE: C) and JP Morgan (NYSE: JPM), and the weight of financials in the BUZZ Index dropped from 6% to just 1.5%. Financial stocks have been trading fairly range bound for most of the year; however, should there be no meaningful progress on tax reform by the end of the year, these stocks could be headed lower.

## Mattel Inc.

With retailer Toys "R" Us filing for bankruptcy, many were pessimistic regarding the future of toy-related stocks as a whole. Shares of toy manufacturers Hasbro (NASDAQ: HAS) and Mattel (NASDAQ: MAT) have been declining steadily all year alongside expectations of Wall Street analysts. Online sentiment on Mattel has become more positive lately; bullish enough to propel the stock into the BUZZ Index for the first time ever. The rising sentiment suggests that investors are viewing the woes of Toys "R" Us as more of a company-specific event rather than a sign of weakness for the prospects of the toy manufacturers. We once again have a situation where sentiment is taking a contrarian view against the stock's recent price action and views of traditional research analysts, suggesting the worst for Mattel could be in the past.

## INDEX FUNDAMENTALS

1.4%

Dividend Yield

23.9

P/E Ratio

\$164.2B

Average Market Cap

\$5.1B

Smallest Market Cap

\$792.3B

Largest Market Cap

## INDEX HOLDINGS

COMPANY	WEIGHT (%)	COMPANY	WEIGHT (%)
Advanced Micro Devices Inc	3.00%	Take-Two Interactive Software	0.97%
Apple Inc	3.00%	Kroger Co/The	0.96%
Alphabet Inc	3.00%	QUALCOMM Inc	0.96%
Micron Technology Inc	3.00%	Amgen Inc	0.90%
NVIDIA Corp	3.00%	Wal-Mart Stores Inc	0.88%
Square Inc	3.00%	Bristol-Myers Squibb Co	0.86%
Gilead Sciences Inc	3.00%	PayPal Holdings Inc	0.85%
Amazon.com Inc	3.00%	Lockheed Martin Corp	0.84%
Tesla Inc	3.00%	Sprint Corp	0.84%
Facebook Inc	3.00%	Lowe's Cos Inc	0.83%
Microsoft Corp	3.00%	Johnson & Johnson	0.81%
Walt Disney Co/The	2.65%	Intuitive Surgical Inc	0.78%
Home Depot Inc/The	2.64%	Pfizer Inc	0.78%
Celgene Corp	2.39%	Lam Research Corp	0.71%
AbbVie Inc	2.03%	Oracle Corp	0.69%
Exelixis Inc	1.93%	Priceline Group Inc/The	0.69%
Raytheon Co	1.82%	Best Buy Co Inc	0.67%
Activision Blizzard Inc	1.82%	CenturyLink Inc	0.66%
Costco Wholesale Corp	1.70%	Incyte Corp	0.60%
Twitter Inc	1.68%	Western Digital Corp	0.60%
Broadcom Ltd	1.58%	Dollar General Corp	0.59%
Freeport-McMoRan Inc	1.55%	Electronic Arts Inc	0.59%
Bank of America Corp	1.52%	JetBlue Airways Corp	0.58%
Mastercard Inc	1.36%	Mattel Inc	0.58%
AT&T Inc	1.35%	Alaska Air Group Inc	0.57%
Ford Motor Co	1.34%	Palo Alto Networks Inc	0.53%
General Electric Co	1.34%	CVS Health Corp	0.52%
Ulta Beauty Inc	1.32%	General Motors Co	0.51%
Applied Materials Inc	1.30%	Coca-Cola Co/The	0.50%
Viacom Inc	1.29%	Exxon Mobil Corp	0.49%
Wynn Resorts Ltd	1.28%	Starbucks Corp	0.46%
Target Corp	1.27%	Merck & Co Inc	0.46%
Intel Corp	1.24%	Schlumberger Ltd	0.45%
Biogen Inc	1.24%	McDonald's Corp	0.45%
Visa Inc	1.19%	eBay Inc	0.44%
Boeing Co/The	1.07%	American Airlines Group Inc	0.42%
Ionis Pharmaceuticals Inc	1.06%	<b>Total:</b>	<b>100.00</b>
Netflix Inc	1.04%		
NIKE Inc	0.97%		

## TOP U.S. STOCKS DISCUSSED ACROSS ONLINE PLATFORMS



### TOP FIVE POSITIVELY TRENDING STOCKS IN THE INDEX

COMPANY	TICKER
Gilead Sciences Inc	GILD
Netflix Inc	NFLX
Ulta Beauty Inc	ULTA
Home Depot Inc/The	HD
Broadcom Ltd	AVGO

### BOTTOM FIVE NEGATIVELY TRENDING STOCKS NOT IN THE INDEX

COMPANY	TICKER
Altria Group Inc	MO
Citigroup Inc	C
JPMorgan Chase & Co	JPM
Domino's Pizza Inc	DPZ
T-Mobile US Inc	TMUS

The **BUZZ NextGen AI US Sentiment Leaders Index** identifies the 75 most bullish U.S. stocks based on investment insights derived from the vast content generated across online platforms.

Millions of unique stock-specific data points aggregated from online sources including social media, 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 discussed across online platforms. The more active the conversation, the greater the reliability of the BUZZ.

### 2. What's the BUZZ?

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



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