

# Powered by Artificial Intelligence

## SUMMARY OF CHANGES

### IN

COMPANY	TICKER
Snap Inc	SNAP
Altria Group Inc	MO
Universal Display Corp	OLED
JPMorgan Chase & Co	JPM
Citigroup Inc	C
Albemarle Corp	ALB
Adobe Systems Inc	ADBE
T-Mobile US Inc	TMUS
Under Armour Inc	UAA
Alnylam Pharmaceuticals Inc	ALNY
Kinder Morgan Inc/DE	KMI
Constellation Brands Inc	STZ
Boston Scientific Corp	BSX
Verizon Communications Inc	VZ

### OUT

COMPANY	TICKER
Walt Disney Co/The	DIS
Ulta Beauty Inc	ULTA
Lowe's Cos Inc	LOW
Lam Research Corp	LRCX
Dollar General Corp	DG
JetBlue Airways Corp	JBLU
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
eBay Inc	EBAY
American Airlines Group Inc	AAL

## SECTOR COMPARISON

SECTOR	SEPTEMBER 2017 INDEX WEIGHT (%)	OCTOBER 2017 INDEX WEIGHT (%)
Consumer Discretionary	24.6	17.4
Consumer Staples	4.6	7.7
Energy	0.9	1.1
Financial Services	1.5	3.6
Health Care	16.8	13.7
Industrials	6.6	5.2
Information Technology	40.5	44.0
Materials	1.6	1.4
Telecommunication Services	2.8	5.9
Utilities	0.0	0.0

## STOCK SPOTLIGHT

## SNAP Inc

SNAP sentiment was negative following the company's public markets debut, despite the initial post-IPO gap higher. There simply wasn't broad investor buy-in to the IPO hype expressed across traditional media outlets. Investor sentiment appears to have bottomed in early August, just before the stock traded down to a low of below \$12/share. Generally speaking, the positive tone of sentiment relating to SNAP's prospects began to build at that time, rising steadily as the stock formed a new base around the \$14 level. Perhaps the new technical support gave investors confidence that a bottom was reached and a higher probability of gains lay ahead as opinions of the SNAP shifted to having 'fallen too far' and 'poised to rebound'. Positive sentiment gained further momentum as SNAP's stock trended sideways from late August through late September. SNAP sentiment is now as high as we have seen it since the company went public, a positive sign for potential gains in the months ahead.

## PayPal Holdings, Inc.

Recently we highlighted the increasing investor sentiment in shares of mobile payment solution company Square Inc (NYSE: SQ), which have more than doubled in price so far this year. While Square, led by well-known CEO Jack Dorsey, has captured much of the media attention, fellow payment processing company Paypal (NASDAQ: PYPL) has quietly been having a stellar year of its own. After trading sideways for much of 2016, Paypal's earnings beat in April this year jumpstarted a rally in the stock from \$45 to just under \$70, representing year-to-date gains of nearly 75%. Although traditional payment processing companies such as Mastercard (NYSE: MA) and Visa (NYSE: V) have also had strong performance this year, it has been the "technology-oriented" companies such as Square and Paypal that have really shined. While PYPL has been in the BUZZ Index since September 2016, its weight of 1.6% in the October index is at its highest level ever. Coincidentally, the October rebalance date for the BUZZ Index landed on the day Paypal reported its Q3 earnings. Another earnings beat sent shares up 7% while increasing positive investor sentiment suggests the rally still has further to run.

## INDEX FUNDAMENTALS

1.3%

Dividend Yield

29.6

P/E Ratio

\$169.9B

Average Market Cap

\$5.4B

Smallest Market Cap

\$805.7B

Largest Market Cap

## INDEX HOLDINGS

COMPANY	WEIGHT (%)	COMPANY	WEIGHT (%)
Advanced Micro Devices Inc	3.00%	Lockheed Martin Corp	0.89%
Apple Inc	3.00%	Pfizer Inc	0.83%
Alphabet Inc	3.00%	NIKE Inc	0.80%
Micron Technology Inc	3.00%	Starbucks Corp	0.79%
Amazon.com Inc	3.00%	Viacom Inc	0.78%
Square Inc	3.00%	Home Depot Inc/The	0.77%
Tesla Inc	3.00%	Biogen Inc	0.76%
NVIDIA Corp	3.00%	Freeport-McMoRan Inc	0.75%
Facebook Inc	3.00%	Johnson & Johnson	0.74%
Sprint Corp	3.00%	Best Buy Co Inc	0.74%
Microsoft Corp	3.00%	Exelixis Inc	0.73%
Netflix Inc	2.87%	Target Corp	0.70%
Costco Wholesale Corp	2.52%	CenturyLink Inc	0.68%
Gilead Sciences Inc	2.39%	Ionis Pharmaceuticals Inc	0.68%
Twitter Inc	2.33%	Visa Inc	0.66%
Snap Inc	2.25%	Albemarle Corp	0.65%
Intel Corp	2.18%	Adobe Systems Inc	0.63%
Celgene Corp	2.13%	Amgen Inc	0.63%
Kroger Co/The	2.05%	Bristol-Myers Squibb Co	0.62%
General Electric Co	1.92%	T-Mobile US Inc	0.62%
Bank of America Corp	1.69%	Mattel Inc	0.59%
PayPal Holdings Inc	1.60%	Under Armour Inc	0.59%
AbbVie Inc	1.54%	Alnylam Pharmaceuticals Inc	0.59%
Oracle Corp	1.53%	QUALCOMM Inc	0.58%
Activision Blizzard Inc	1.44%	Kinder Morgan Inc/DE	0.56%
Applied Materials Inc	1.43%	Incyte Corp	0.55%
Ford Motor Co	1.36%	Intuitive Surgical Inc	0.55%
Boeing Co/The	1.24%	CVS Health Corp	0.54%
Take-Two Interactive Software	1.22%	Exxon Mobil Corp	0.51%
Mastercard Inc	1.17%	Western Digital Corp	0.51%
Wal-Mart Stores Inc	1.14%	Merck & Co Inc	0.50%
Raytheon Co	1.13%	Constellation Brands Inc	0.49%
AT&T Inc	1.12%	Boston Scientific Corp	0.49%
Broadcom Ltd	1.06%	Priceline Group Inc/The	0.47%
Altria Group Inc	0.98%	Verizon Communications Inc	0.46%
Universal Display Corp	0.98%	Electronic Arts Inc	0.46%
JPMorgan Chase & Co	0.98%	<b>Total:</b>	<b>100.00</b>
Wynn Resorts Ltd	0.94%		
Citigroup Inc	0.93%		

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



### TOP FIVE POSITIVELY TRENDING STOCKS IN THE INDEX

COMPANY	TICKER
Gilead Sciences Inc	GILD
Home Depot Inc/The	HD
Exelisis Inc	EXEL
Apple Inc	AAPL
Freepport-McMoRan Inc	FCX

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

COMPANY	TICKER
Seagate Technology PLC	STX
Chipotle Mexican Grill Inc	CMG
Wells Fargo & Co	WFC
L Brands Inc	LB
Herbalife Ltd	HLF

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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