

# Powered by Artificial Intelligence

## SUMMARY OF CHANGES

### IN

COMPANY	TICKER
salesforce.com Inc	CRM
Palo Alto Networks Inc	PANW
Sprint Corp	S
Costco Wholesale Corp	COST
Macy's Inc	M
Target Corp	TGT
NIKE Inc	NKE
Splunk Inc	SPLK
Adobe Systems Inc	ADBE
Broadcom Inc	AVGO
Chipotle Mexican Grill Inc	CMG
TJX Cos Inc/The	TJX
Take-Two Interactive Software	TTWO
Foot Locker Inc	FL
Best Buy Co Inc	BBY
Lowe's Cos Inc	LOW
FedEx Corp	FDX
Valero Energy Corp	VLO
United States Steel Corp	X
General Motors Co	GM
Analog Devices Inc	ADI
Kroger Co/The	KR
Ulta Beauty Inc	ULTA

### OUT

COMPANY	TICKER
Booking Holdings Inc	BKNG
First Solar Inc	FSLR
Caterpillar Inc	CAT
Lockheed Martin Corp	LMT
McDonald's Corp	MCD
American Express Co	AXP
T-Mobile US Inc	TMUS
Baxter International Inc	BAX
Mastercard Inc	MA
CSX Corp	CSX
Chevron Corp	CVX
UnitedHealth Group Inc	UNH
GrubHub Inc	GRUB
XPO Logistics Inc	XPO
Starbucks Corp	SBUX
Raytheon Co	RTN
Eaton Corp PLC	ETN
Biogen Inc	BIIB
Citigroup Inc	C
Agilent Technologies Inc	A
Coca-Cola Co/The	KO
Exelixis Inc	EXEL
Philip Morris International In	PM

## STOCK SPOTLIGHT

## 2018 Performance Attribution

As the half-way mark of 2018 approaches, we take a deeper dive into the drivers of the BUZZ NextGen AI U.S. Sentiment Leaders Index ("BUZZ") year-to-date performance. We compare the relative performance of BUZZ to the benchmark S&P 500 Index ("S&P 500") noting that BUZZ has outperformed the benchmark by 12.6% through the June rebalance date. Throughout 2018 positive investor sentiment has proved to be a leading performance indicator across the large cap U.S. equity market. The combination of continued growth of investment related discussion across online platforms, together with increasing equity market volatility, has led to higher than typical levels of turnover within the BUZZ Index. So far in 2018, the BUZZ Index has seen an average of 23 names change during each monthly rebalance. An increase in the universe of eligible stocks resulting from continued growth in online discussion has likely been a positive contributing factor the positive outperformance of BUZZ relative to the S&P 500. Drilling into the stocks that have contributed to the 2018 outperformance, we note that the top 5 contributors collectively represent 8.2% of the total 12.6% outperformance. Those stocks include Square, Twitter, Netflix, Advanced Micro Devices and Micron Technologies.

## XPO Logistics

XPO Logistics ("XPO") is an interesting case study of a stock that made a brief appearance in the BUZZ Index as a result of the increasing universe of stocks meeting the eligible criteria for inclusion in the index. XPO provides logistics services, offering expedited airfreight forwarding, warehousing management, drayage, freight brokerage, intermodal, transportation, and reverse logistics. XPO serves customers throughout North America. XPO crossed the USD \$5B market cap threshold for eligible inclusion in the BUZZ Index in January, 2017; however, it wasn't until the April, 2018 quarterly universe rebalance that XPO met the minimum number of broad mentions to be included in the list of stocks eligible for inclusion within the BUZZ Index. As the stock continued to rally during 2018, investor sentiment grew alongside such that XPO was included in the BUZZ Index for the first time during the May, 2018 rebalance. The following month XPO rallied 5.5%. The positive investor sentiment proved short-lived, with XPO coming out of the BUZZ Index during the current June rebalance. Sentiment in the stock has proven prescient, as the stock has fallen nearly 8% since being removed from the index.

## SECTOR COMPARISON

SECTOR	MAY 2017 INDEX WEIGHT (%)	JUNE 2018 INDEX WEIGHT (%)
Consumer Discretionary	17.4	22.9
Consumer Staples	2.9	3.9
Energy	1.7	1.6
Financial Services	8.4	4.8
Health Care	13.8	10.3
Industrials	9.1	4.3
Information Technology	44.1	48.0
Materials	0.0	0.6
Telecommunication Services	2.5	3.7
Utilities	0.0	0.0

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



### TOP FIVE POSITIVELY TRENDING STOCKS IN THE INDEX

COMPANY	TICKER
Micron Technology Inc	MU
Walt Disney Co/The	DIS
Tesla Inc	TSLA
Snap Inc	SNAP
salesforce.com Inc	CRM

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

COMPANY	TICKER
McDonald's Corp	MCD
Lockheed Martin Corp	LMT
Caterpillar Inc	CAT
Booking Holdings Inc	BKNG
American Express Co	AXP

### INDEX FUNDAMENTALS

**1.3%**

Dividend Yield

**19.2**

P/E Ratio

**\$188.3B**

Average Market Cap

**\$5.5B**

Smallest Market Cap

**\$911.6B**

Largest Market Cap

**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.



# BUZZ NEXTGEN AI SERIES INDICES

US Sentiment Leaders - June 2018 Monthly Index Rebalance

## INDEX HOLDINGS

COMPANY	WEIGHT (%)	COMPANY	WEIGHT (%)
Advanced Micro Devices Inc	3.00%	Target Corp	0.86%
Micron Technology Inc	3.00%	NIKE Inc	0.85%
Walt Disney Co/The	3.00%	JPMorgan Chase & Co	0.82%
Twitter Inc	3.00%	Splunk Inc	0.82%
Tesla Inc	3.00%	Under Armour Inc	0.81%
Amazon.com Inc	3.00%	Adobe Systems Inc	0.81%
NVIDIA Corp	3.00%	Align Technology Inc	0.79%
Apple Inc	3.00%	Symantec Corp	0.79%
Valeant Pharmaceuticals Intern	3.00%	Broadcom Inc	0.78%
Square Inc	3.00%	Pfizer Inc	0.77%
Microsoft Corp	3.00%	Electronic Arts Inc	0.74%
Snap Inc	3.00%	Chipotle Mexican Grill Inc	0.73%
Facebook Inc	2.86%	Lam Research Corp	0.72%
General Electric Co	2.40%	TJX Cos Inc/The	0.72%
Walmart Inc	2.36%	Take-Two Interactive Software	0.71%
Netflix Inc	2.30%	Intuitive Surgical Inc	0.68%
Applied Materials Inc	2.17%	Verizon Communications Inc	0.68%
AT&T Inc	2.07%	Foot Locker Inc	0.68%
salesforce.com Inc	1.72%	Best Buy Co Inc	0.68%
PayPal Holdings Inc	1.62%	eBay Inc	0.67%
Bank of America Corp	1.57%	Activision Blizzard Inc	0.65%
Discover Financial Services	1.56%	Lowe's Cos Inc	0.65%
Celgene Corp	1.50%	Merck & Co Inc	0.64%
Alphabet Inc	1.44%	QUALCOMM Inc	0.64%
Cisco Systems Inc	1.32%	FedEx Corp	0.63%
Gilead Sciences Inc	1.29%	International Business Machine	0.63%
Boeing Co/The	1.28%	Valero Energy Corp	0.63%
Nutanix Inc	1.21%	United States Steel Corp	0.60%
Intel Corp	1.09%	Comcast Corp	0.60%
Ford Motor Co	1.08%	General Motors Co	0.57%
Visa Inc	1.07%	Analog Devices Inc	0.57%
Home Depot Inc/The	1.01%	CVS Health Corp	0.57%
Palo Alto Networks Inc	0.96%	Kroger Co/The	0.56%
Sprint Corp	0.94%	Ulta Beauty Inc	0.56%
Costco Wholesale Corp	0.94%	Bristol-Myers Squibb Co	0.52%
Exxon Mobil Corp	0.93%	AbbVie Inc	0.51%
Macy's Inc	0.91%	<b>Total:</b>	<b>100.00</b>
Wynn Resorts Ltd	0.90%		
Goldman Sachs Group Inc/The	0.86%		



# BUZZ NEXTGEN AI SERIES INDICES

US Sentiment Leaders - June 2018 Monthly Index Rebalance

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