

# Powered by Artificial Intelligence

## SUMMARY OF CHANGES

### IN

COMPANY	TICKER
salesforce.com Inc	CRM
Best Buy Co Inc	BBY
Home Depot Inc/The	HD
Target Corp	TGT
Micron Technology Inc	MU
Costco Wholesale Corp	COST
NRG Energy Inc	NRG
Splunk Inc	SPLK
Spotify Technology SA	SPOT
CRISPR Therapeutics AG	CRSP
Lowe's Cos Inc	LOW

### OUT

COMPANY	TICKER
Biogen Inc	BIIB
Twilio Inc	TWLO
Enphase Energy Inc	ENPH
Datadog Inc	DDOG
International Business Machine	IBM
United Parcel Service Inc	UPS
Lyft Inc	LYFT
Zendesk Inc	ZEN
Eli Lilly and Co	LLY
McDonald's Corp	MCD
Delta Air Lines Inc	DAL

## STOCK SPOTLIGHT

## salesforce.com

On November 25th, news came out in the middle of the trading day that salesforce.com (NYSE: CRM) had been involved in talks to acquire Slack Technologies (NYSE: WORK), makers of the popular workplace collaboration software. WORK quickly rose 4% as the market scrambled to determine the validity of the rumor, as well as a takeover price. By the end of the day, WORK had risen 30%, and CRM was down 6%. Since then, CRM confirmed the acquisition, formally announcing the proposed takeover on December 1st. Shares of CRM have since declined a further 10% as many market commentators have opined that salesforce overpaid to acquire Slack. Investor sentiment however has painted a different picture, spiking in the week following the announcement, suggesting investors believe CRM will eventually be successful in using the acquisition to add value despite paying a large premium. This month, CRM enters the BUZZ Index as a top 15 holding with a 2.55% weight.

## CRISPR Therapeutics

Entering the BUZZ Index for the first time this month is CRISPR Therapeutics (NASDAQ: CRSP), a biotechnology company specializing in gene-based medicines and treatments. The company is named after the revolutionary CRISPR-Cas9 gene editing technology, a tool that could be used to make programmed cuts into DNA, effectively allowing scientists to alter DNA and modify genomes. CRISPR technology had been previously theorized but was only made possible for the first time in November 2017. While not the only company providing treatments using CRISPR, CRSP was quick to capitalize by going public in 2016. Since then, the stock has increased 8-fold, and has doubled in just the past 2 months. While not without ethical concerns, the CRISPR technology undoubtedly stands to be a game-changer in the world of science, and investors are taking note. Sentiment on the stock has been steadily rising, and this month it joins the BUZZ Index with a 0.51% weight.

## SECTOR COMPARISON

SECTOR	NOVEMBER 2020 INDEX WEIGHT (%)	DECEMBER 2020 INDEX WEIGHT (%)
Communication Services	20.8	16.1
Consumer Discretionary	16.0	17.9
Consumer Staples	2.4	2.9
Energy	1.4	1.7
Financial Services	4.7	3.8
Health Care	12.1	12.8
Industrials	12.6	11.4
Information Technology	28.6	30.5
Materials	0.9	1.6
Real Estate	0.6	0.7
Utilities	0.0	0.7

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



### TOP FIVE POSITIVELY TRENDING STOCKS IN THE INDEX

COMPANY	TICKER
Tesla Inc	TSLA
Pfizer Inc	PFE
Moderna Inc	MRNA
salesforce.com Inc	CRM
Boeing Co/The	BA

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

COMPANY	TICKER
Datadog Inc	DDOG
Enphase Energy Inc	ENPH
International Business Machine	IBM
Twilio Inc	TWLO
Biogen Inc	BIIB

### INDEX FUNDAMENTALS

**1.0%**

Dividend Yield

**25.2**

P/E Ratio

**\$296.7B**

Average Market Cap

**\$7.4B**

Smallest Market Cap

**\$2,153.4B**

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.

## INDEX HOLDINGS

COMPANY	WEIGHT (%)	COMPANY	WEIGHT (%)
Tesla Inc	3.00%	Pinterest Inc	0.90%
Pfizer Inc	3.00%	Uber Technologies Inc	0.89%
Apple Inc	3.00%	Chewy Inc	0.87%
Moderna Inc	3.00%	Exxon Mobil Corp	0.86%
Boeing Co/The	3.00%	Hyatt Hotels Corp	0.86%
Amazon.com Inc	3.00%	Beyond Meat Inc	0.84%
Advanced Micro Devices Inc	3.00%	CVS Health Corp	0.83%
Zoom Video Communications Inc	3.00%	Cloudflare Inc	0.83%
Plug Power Inc	3.00%	Intel Corp	0.83%
Facebook Inc	3.00%	Home Depot Inc/The	0.82%
NVIDIA Corp	2.70%	Occidental Petroleum Corp	0.80%
salesforce.com Inc	2.55%	JPMorgan Chase & Co	0.79%
American Airlines Group Inc	2.43%	Goldman Sachs Group Inc/The	0.78%
Slack Technologies Inc	2.01%	Target Corp	0.76%
Fastly Inc	1.93%	Micron Technology Inc	0.75%
Novavax Inc	1.91%	Costco Wholesale Corp	0.75%
Microsoft Corp	1.89%	Penn National Gaming Inc	0.74%
Square Inc	1.85%	General Motors Co	0.73%
Roku Inc	1.76%	Canopy Growth Corp	0.72%
Snap Inc	1.75%	NRG Energy Inc	0.70%
Walt Disney Co/The	1.73%	Splunk Inc	0.68%
Carnival Corp	1.72%	Simon Property Group Inc	0.68%
General Electric Co	1.67%	Regeneron Pharmaceuticals Inc	0.65%
Peloton Interactive Inc	1.67%	Wells Fargo & Co	0.63%
Barrick Gold Corp	1.62%	Spotify Technology SA	0.63%
Netflix Inc	1.62%	Starbucks Corp	0.62%
Alphabet Inc	1.61%	Bank of America Corp	0.58%
Twitter Inc	1.52%	Gilead Sciences Inc	0.56%
Walmart Inc	1.36%	Morgan Stanley	0.52%
Shopify Inc	1.30%	Activision Blizzard Inc	0.52%
DocuSign Inc	1.13%	Etsy Inc	0.52%
Ford Motor Co	1.12%	CRISPR Therapeutics AG	0.51%
Teladoc Health Inc	1.09%	Lowe's Cos Inc	0.50%
PayPal Holdings Inc	1.08%	Johnson & Johnson	0.49%
CrowdStrike Holdings Inc	1.07%	QUALCOMM Inc	0.47%
AT&T Inc	1.04%	Citigroup Inc	0.47%
Best Buy Co Inc	0.97%	United Airlines Holdings Inc	0.41%
		Trade Desk Inc/The	0.40%
		<b>Total:</b>	<b>100%</b>



# BUZZ NEXTGEN AI SERIES INDICES

US Sentiment Leaders - December 2020 Monthly Index Rebalance

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