

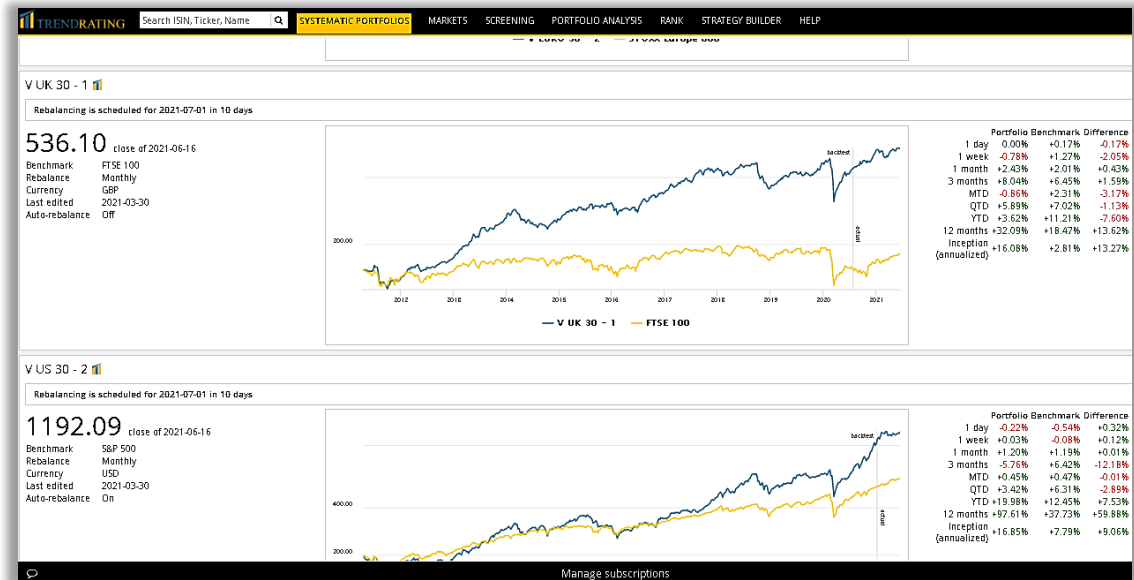


TRENDRATING

**USE CASES
FOR
BUYSIDE CLIENTS**

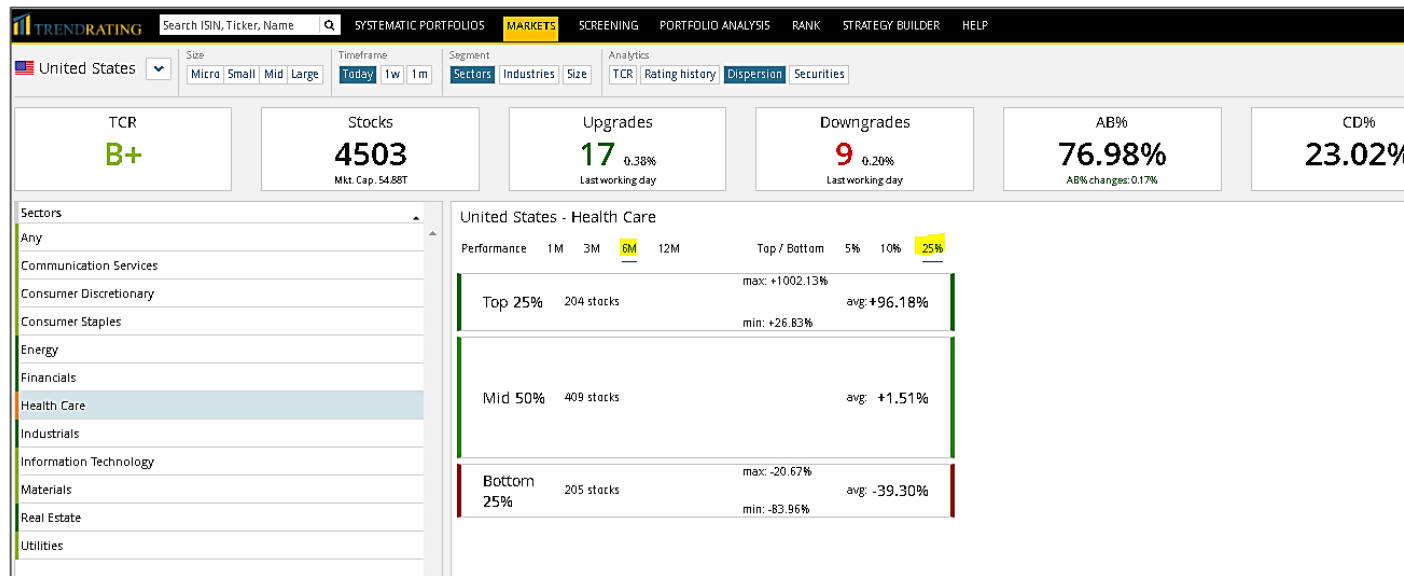


- Performance Management Platform
- Strategy Management System (SMS)
- Trendrating Data Feed
- Portfolio Sentinel (PLUS) on Bloomberg
- Trendrating Indices available for licensing
- Model Portfolios based created in SMS



Leverage Performance Dispersion by Applying the Ratings

- Performance dispersion is a gold mine for active managers.
- Analyze the dispersion across markets and in your preferred investment universe.
- Pick the sectors with the largest dispersion and the best investment opportunities.
- Profiting from sustained price trends is a key contributor to superior performance.



Global Country Ratings

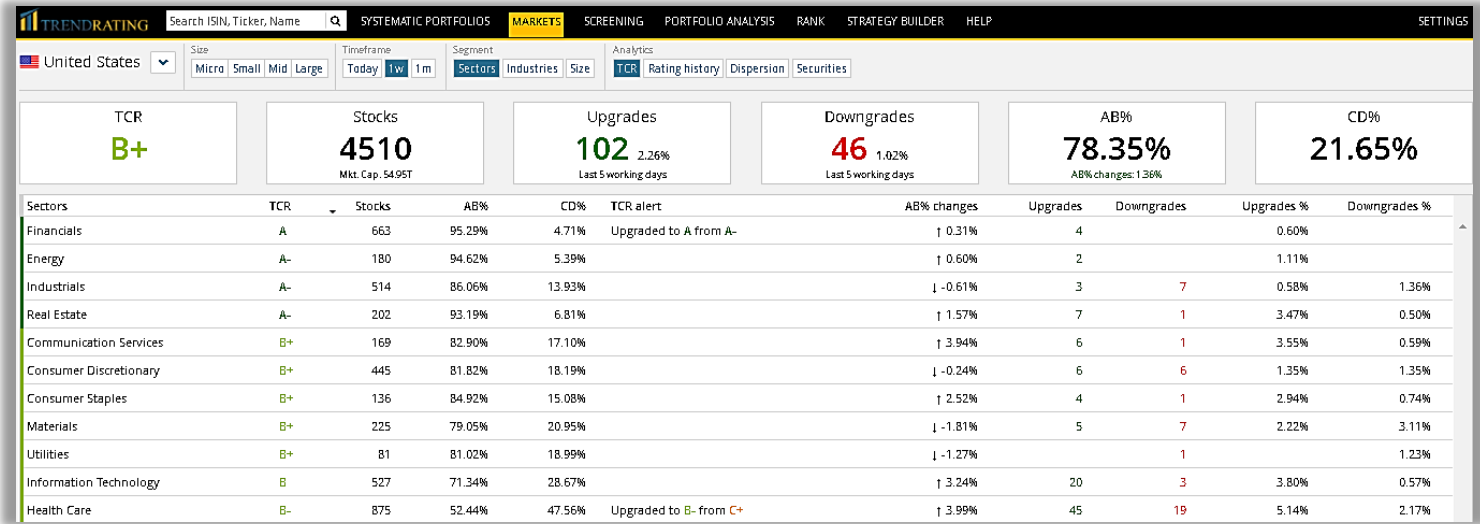
- Trendrating rates over 50 global equities markets.
- Compare the rating and optimize your tactical allocation.
- Enhance your performance using a layer of accurate “Trend Allocation”.
- The strength of a market is captured by the percentage of stocks rated A/B or C/D (the participation factor).

Sectors	TCR	Stocks	AB%	CD%	TCR alert	AB% changes	Upgrades	Downgrades	Upgrades %	Downgrades %
Consumer Discretionary	A-	334	92.09%	7.92%		↓ -0.29%	2	2	0.60%	0.60%
Financials	A-	378	89.10%	10.90%			3	1	0.79%	0.26%
Industrials	A-	601	91.37%	8.64%			8	5	1.33%	0.83%
Materials	A-	196	90.48%	9.53%		↓ -0.53%		1		0.51%
Real Estate	A-	246	90.72%	9.29%		↑ 2.53%	7		2.85%	
Communication Services	B+	156	77.78%	22.23%			4	2	2.56%	1.28%
Consumer Staples	B+	164	83.98%	16.02%		↑ 2.56%	6	1	3.66%	0.61%
Energy	B+	95	81.52%	18.48%		↑ 1.09%	1	1	1.05%	1.05%
Information Technology	B+	324	80.20%	19.80%		↑ 1.39%	6	1	1.85%	0.31%
Health Care	B	302	67.47%	32.53%		↑ 1.26%	15	3	4.97%	0.99%
Utilities	B	81	74.32%	25.67%		↓ -1.36%	1	1	1.23%	1.23%

Sectors	Regions										
	Americas	Europe & Middle East	Asia Pacific	Asia	Europe, Middle East & Africa	Americas	Asia	Middle East	Africa	Europe & CIS	Americas
Communication Services	↓B+							↑A-		↑A	
Consumer Discretionary	↓B+		↓B		↓B+	↑B	↓B+				
Consumer Staples								↑A	↑A		
Energy			↓B+			↑B+	↓B+				↑A
Financials								↑B+	↓B-		↑B
Health Care	↓C+			↑B	↓B						
Industrials			↓B	↓B			↓B		↑A		↑A
Information Technology			↓B-					↑A			
Materials							↓B+	↓B+			↑A-
Real Estate								↓A-		↑A	↑A

Sector Ratings

- Measure the specific strength or weakness for every sector on a weekly and monthly view.
- Gain an edge for allocation by spotting rotation and money flow in and out of specific sectors.
- Different factors in a fast-changing world influence the big money flow in and out of sectors. Trend rating can help to spot the evolution of liquidity flows across sectors.



The screenshot shows the TREND RATING web application interface. At the top, there is a navigation bar with options like SYSTEMATIC PORTFOLIOS, MARKET, SCREENING, PORTFOLIO ANALYSIS, RANK, STRATEGY BUILDER, HELP, and SETTINGS. Below this is a search bar and filters for Country (United States), Size (Micro, Small, Mid, Large), Timeframe (Today, 1w, 1m), Segment (Sectors, Industries, Size), and Analytics (TCR, Rating history, Dispersion, Securities).

Key metrics displayed include:

- TCR:** B+
- Stocks:** 4510 (Mkt. Cap. \$495T)
- Upgrades:** 102 (2.26% Last 5 working days)
- Downgrades:** 46 (1.02% Last 5 working days)
- AB%:** 78.35% (AB% changes: 1.36%)
- CD%:** 21.65%

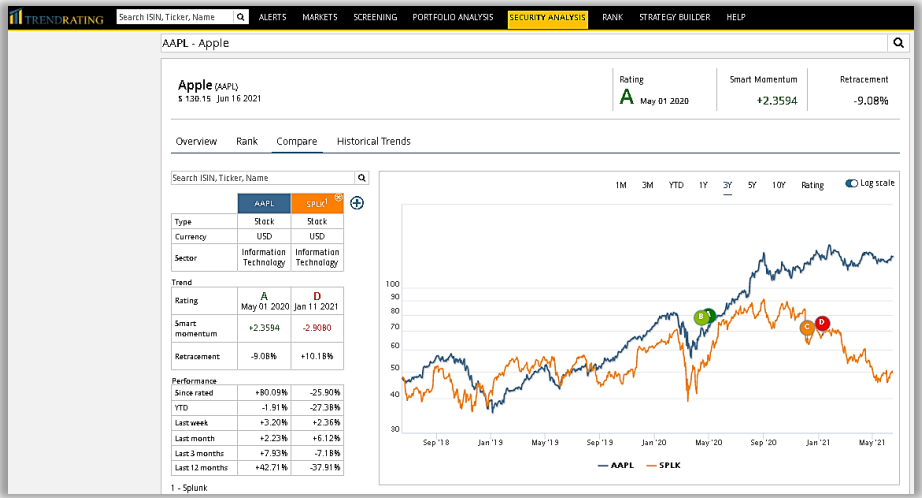
A table below provides a detailed view of sector ratings and changes:

Sectors	TCR	Stocks	AB%	CD%	TCR alert	AB% changes	Upgrades	Downgrades	Upgrades %	Downgrades %
Financials	A	663	95.29%	4.71%	Upgraded to A from A-	↑ 0.31%	4		0.60%	
Energy	A-	180	94.62%	5.39%		↑ 0.60%	2		1.11%	
Industrials	A-	514	86.06%	13.93%		↓ -0.61%	3	7	0.58%	1.36%
Real Estate	A-	202	93.19%	6.81%		↑ 1.57%	7	1	3.47%	0.50%
Communication Services	B+	169	82.90%	17.10%		↑ 3.94%	6	1	3.55%	0.59%
Consumer Discretionary	B+	445	81.82%	18.19%		↓ -0.24%	6	6	1.35%	1.35%
Consumer Staples	B+	136	84.92%	15.08%		↑ 2.52%	4	1	2.94%	0.74%
Materials	B+	225	79.05%	20.95%		↓ -1.81%	5	7	2.22%	3.11%
Utilities	B+	81	81.02%	18.99%		↓ -1.27%		1		1.23%
Information Technology	B	527	71.34%	28.67%		↑ 3.24%	20	3	3.80%	0.57%
Health Care	B-	875	52.44%	47.56%	Upgraded to B- from C+	↑ 3.99%	45	19	5.14%	2.17%

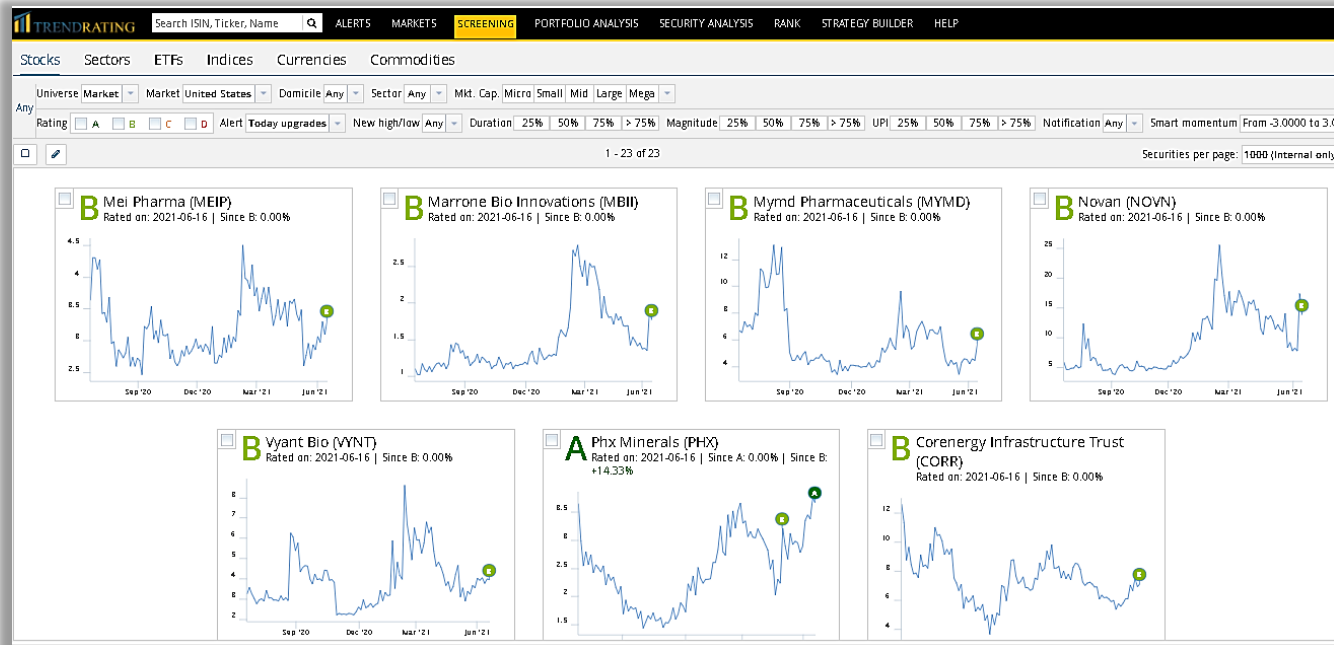
Validation of Ideas

- Validate new investment ideas with a Trend Validation check.
- Filter out stocks that present a risk of underperformance.
- Complement good fundamentals with good price trends.
- In every list of stocks with good fundamentals there will be some underperformers. A trend quality filter can help.

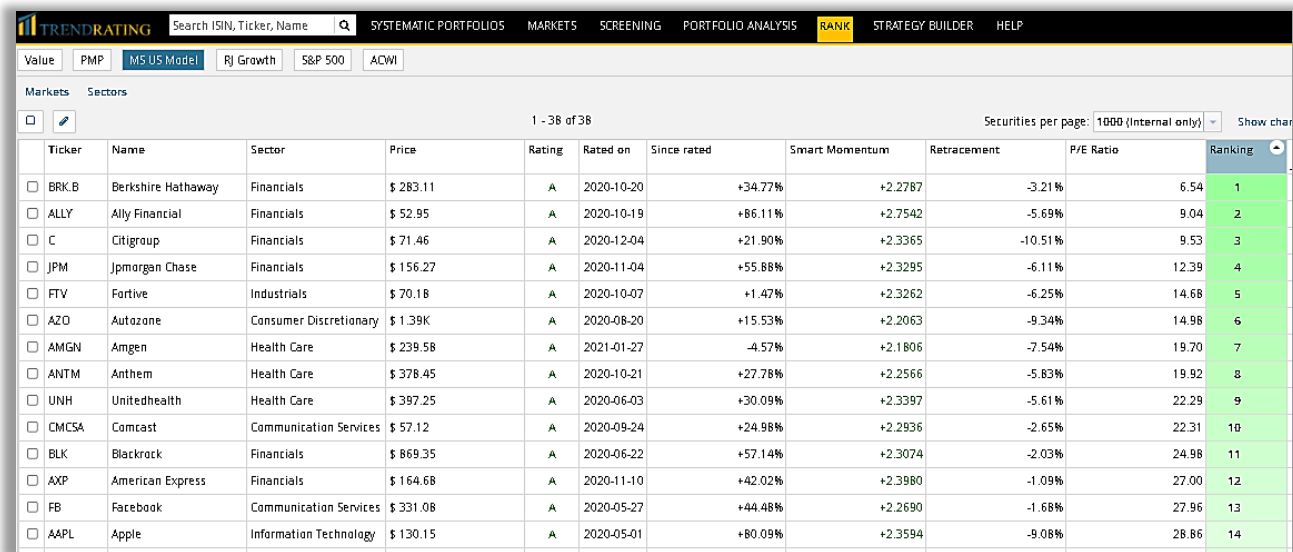
Name	Ticker	Price	Rating	Rated on	Since rated	Smart Momentum	Retracement	P/E Ratio	P/S Ratio	Ranking
Enstar	E5GR	\$ 242.16	A	2020-10-27	+37.95%	+2.4064	-9.10%	2.16	2.21	1
Agius Pharmace...	AGIO	\$ 58.78	A	2021-03-16	+15.82%	+2.2949	-2.00%	2.58	20.44	2
Pennymac Finan...	PFSI	\$ 62.28	A	2020-06-17	+48.46%	+2.3104	-10.37%	2.65	1.47	3
Mr Cooper	COOP	\$ 33.95	A	2020-08-03	+89.93%	+3.0000	-8.06%	2.99	1.27	4
Pennymac Mortg...	PMT	\$ 20.73	A	2020-12-23	+14.08%	+2.6082	-0.04%	2.99	21.95	5
Annaly Capital ...	NLY	\$ 9.32	A	2020-11-11	+25.94%	+2.3864	-2.30%	3.04	-	6
Agrc Investment	AGNC	\$ 17.46	A	2020-10-30	+24.98%	+2.3102	-6.63%	3.13	-	7
Trenox	TROX	\$ 23.17	A	2020-10-02	+180.84%	+2.9582	-5.38%	3.48	1.25	8
Big Lots	BIG	\$ 65.25	A	2020-05-21	+99.72%	+3.0000	-9.76%	3.65	0.42	9
Athene	ATH	\$ 63.90	A	2020-10-27	+99.87%	+2.6610	0.00%	3.69	1.39	10
Goldman Sachs ...	GSBD	\$ 20.26	A	2020-11-13	+18.61%	+2.3554	-1.26%	3.72	54.79	11
Prospect Capital	PSEC	\$ 8.89	A	2020-10-29	+77.44%	+2.3919	-3.57%	3.80	-	12
Allscripts Health...	MDRX	\$ 17.71	A	2020-10-14	+62.47%	+2.5879	-2.04%	3.86	1.71	13
Agricultural Ban...	ACGBY	\$ 8.80	A	2021-03-11	-14.14%	+2.1902	-16.03%	3.91	8.52	14
Flagstar Bancorp	FBC	\$ 45.76	A	2020-10-22	+43.22%	+2.4444	-10.48%	3.94	1.73	15
Qurate Retail	QRTEA	\$ 13.60	A	2020-11-27	+23.30%	+2.3363	-3.54%	3.95	0.41	16
Community Heal...	CYH	\$ 15.37	A	2020-10-26	+220.87%	+2.6187	-7.68%	4.08	0.15	17
Navigent	NAVI	\$ 20.00	A	2020-10-28	+147.67%	+2.6666	0.00%	4.26	2.38	18



- Identify new investment opportunities in your selected universe.
- Receive daily alerts on rating upgrades ahead of the “Herd”.
- Stay on top of emerging positive trends on more than 17,000 stocks and ETFs.



- Improve your ranking methodology by adding an objective Trend Valuation.
- Combine common fundamental metrics with a proven trend quality measure.
- Add extra market intelligence to your existing strategy as a Trend Overlay.

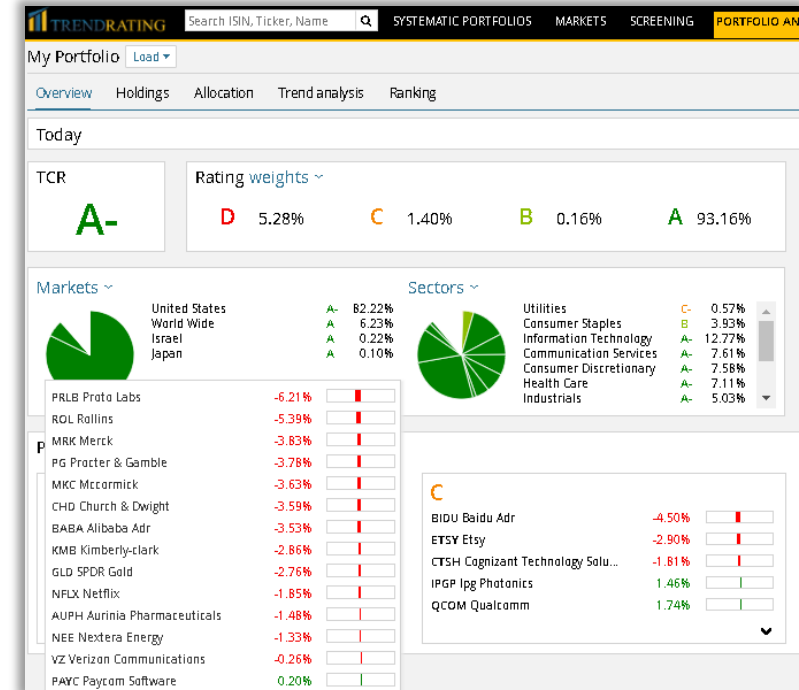


The screenshot shows the TREND RATING software interface. At the top, there is a search bar and navigation tabs: SYSTEMATIC PORTFOLIOS, MARKETS, SCREENING, PORTFOLIO ANALYSIS, RANK (highlighted), STRATEGY BUILDER, and HELP. Below the search bar, there are filter buttons for Value, PMP, MS US Model, Rj Growth, S&P 500, and ACWI. The main content area displays a table of securities with columns for Ticker, Name, Sector, Price, Rating, Rated on, Since rated, Smart Momentum, Retracement, P/E Ratio, and Ranking. The table shows 14 securities, with the top 14 ranked from 1 to 14. The Ranking column is highlighted in green for each row.

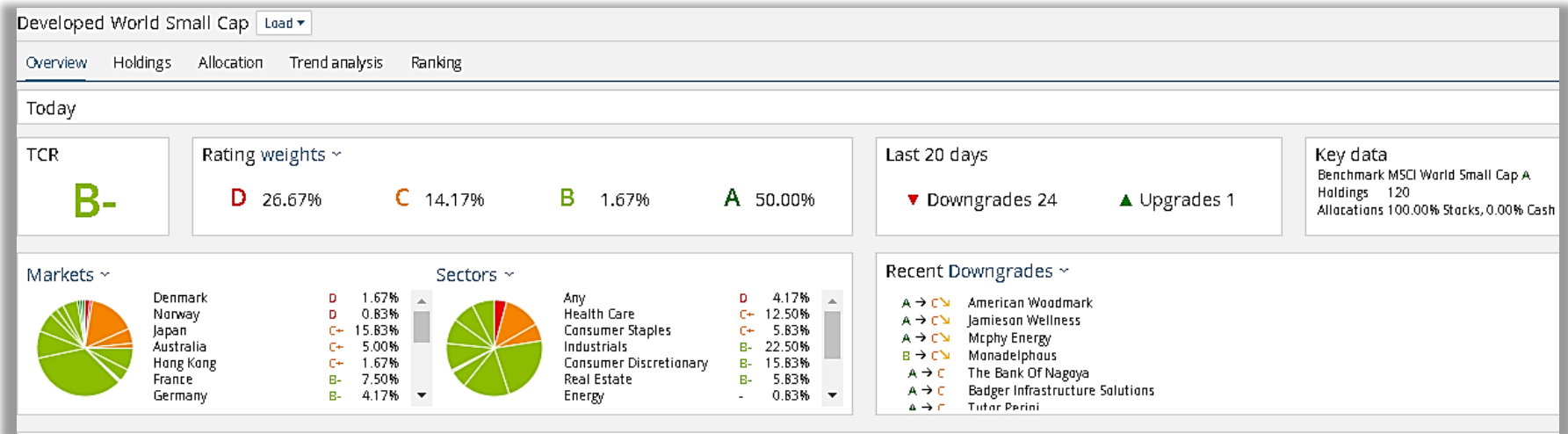
Ticker	Name	Sector	Price	Rating	Rated on	Since rated	Smart Momentum	Retracement	P/E Ratio	Ranking
BRK.B	Berkshire Hathaway	Financials	\$ 283.11	A	2020-10-20	+34.77%	+2.2787	-3.21%	6.54	1
ALLY	Ally Financial	Financials	\$ 52.95	A	2020-10-19	+86.11%	+2.7542	-5.69%	9.04	2
C	Citigroup	Financials	\$ 71.46	A	2020-12-04	+21.90%	+2.3365	-10.51%	9.53	3
JPM	Jpmorgan Chase	Financials	\$ 156.27	A	2020-11-04	+55.88%	+2.3295	-6.11%	12.39	4
FTV	Fortive	Industrials	\$ 70.18	A	2020-10-07	+1.47%	+2.3262	-6.25%	14.68	5
AZD	Autozone	Consumer Discretionary	\$ 1.39K	A	2020-08-20	+15.53%	+2.2063	-9.34%	14.98	6
AMGN	Amgen	Health Care	\$ 239.58	A	2021-01-27	-4.57%	+2.1806	-7.54%	19.70	7
ANTM	Anthem	Health Care	\$ 378.45	A	2020-10-21	+27.78%	+2.2566	-5.83%	19.92	8
UNH	Unitedhealth	Health Care	\$ 397.25	A	2020-06-03	+30.09%	+2.3397	-5.61%	22.29	9
CMCSA	Comcast	Communication Services	\$ 57.12	A	2020-09-24	+24.98%	+2.2936	-2.65%	22.31	10
BLK	Blackrock	Financials	\$ 869.35	A	2020-06-22	+57.14%	+2.3074	-2.03%	24.98	11
AXP	American Express	Financials	\$ 164.68	A	2020-11-10	+42.02%	+2.3980	-1.09%	27.00	12
FB	Facebook	Communication Services	\$ 331.08	A	2020-05-27	+44.48%	+2.2690	-1.68%	27.96	13
AAPL	Apple	Information Technology	\$ 130.15	A	2020-05-01	+80.09%	+2.3594	-9.08%	28.86	14

Risk Control on Portfolio Holdings

- Stay alerted to negative trend reversals.
- Reduce exposure to individual holdings in your portfolios.
- **C** and **D** rated stocks present an objective risk of losses.
- Trend reversals happen all the time. Limiting the damage is key.

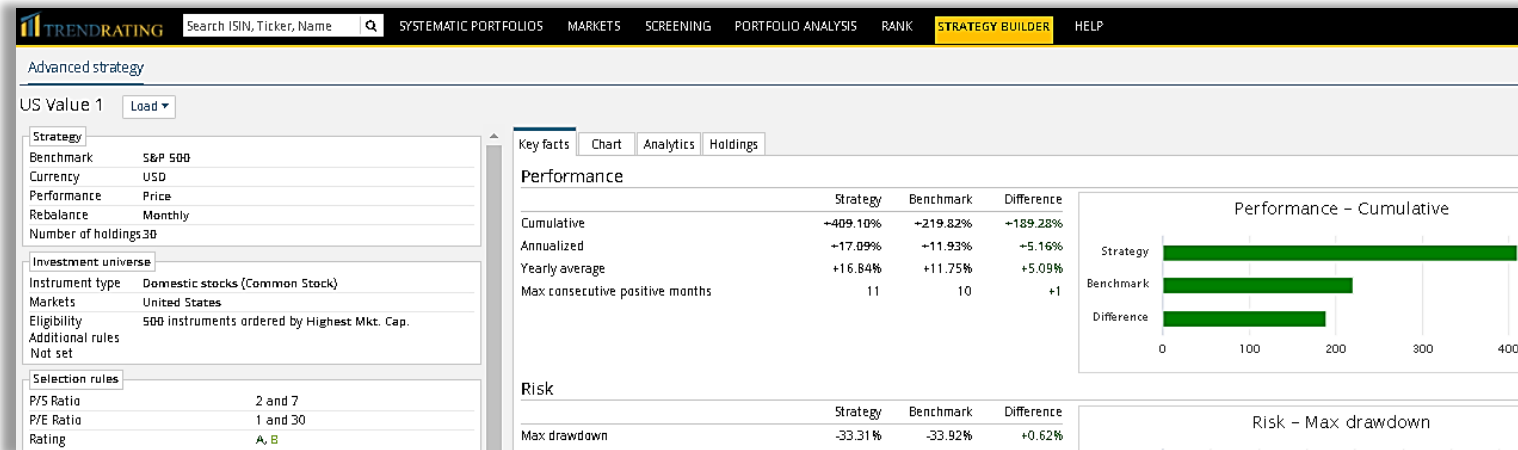


- An aggregated **Trend Capture Rating (TCR)** is a new paradigm of quality assessment and risk control for portfolios.
- Compare the TCR of the portfolio vs. the Benchmark to assess the probability of outperformance. Skewed Trend Exposure to C & D rated stocks is the main reason for underperformance.
- Any rating below “B” signals a high exposure to stocks in a bear trend.
- Identify weak areas by market & sector. Portfolio Managers can use this as another layer of risk control.



Stress Test of Fundamental Assumptions

- Test the effectiveness and accuracy of different fundamental parameters in delivering alpha.
- Challenge the assumptions and learn what works and when.
- Compare different “levels” of value and growth metrics and gain insights to optimize your strategy and maximize your performance.
- Add Trendrating’s data and analytics into the process to improve the results further



- Beat the Benchmarks.
- Profit from intelligent Trend Capture analytics that improve the effectiveness of Fundamental data.
- Rating trends is a must have for Active Managers to capture money flow and profit from performance dispersion.

LONDON

Phone: +44-20-3823-2215

Email: info@trendrating.net

Octagon Point, 5 Cheapside
London, EC2V 6AA United Kingdom

BOSTON

Phone: +1-508-315-6313

Email: info@trendrating.com

6 Liberty Square
Boston, MA 02109 USA

LUGANO

Phone: +41-91-910-6590

Email: info@trendrating.net

Via Cantonale 19
Lugano, CH-6900 Switzerland