



BrandLoyalties, Inc.

We find publicly traded corporations that are likely to report revenue growth in their next reporting cycle by monitoring daily on-line (“cyber”) interest in the brand names owned by those corporations.

BrandLoyalties Summary Profile:

- We provide metrics that “supercharge” the performance of any portfolio of consumer equities
- Delivering to clients using the same data methodologies and management team since 2012
- Compliance-friendly Lexicographic data collection approach, with no 3rd party sources
- Original ticker-level “brand luminosity” metrics, highly uncorrelated to most other factors
- Metrics provided daily – well before US market open
- 15 years of data, with 10+ years of daily deliveries to institutional clients
- Coverage: roughly 6,500 equities (3,000 US, 1,600 European & 1,900 Asian equities)
- Alpha latency/horizon of 14 to 90 days (ample time to position trades)
- Quality assurance metrics identifying “luminosity” relevance to revenues and stock prices
- 18 quantitative “Smart Beta” indexes published at: www.BrandLoyalties.com
- Added to MSCI’s FactorLab in 2019 – *“Our results indicate that BrandLoyalties consumer sentiment metrics may provide investors with additional transparency into sources of risk and return. Thus, these metrics could potentially be used to create valuable new factors.”*
- An Artificial Intelligence / Machine Learning (AI / ML) product was released in fall 2018:
 - Data optimized (scaled / standardized / normalized / bounded) for easy import
- A 3-Minute Management overview video can be viewed at: <https://youtu.be/HrM0M0FdqT4>
- A more detailed 10-Minute Presentation is at: <https://youtu.be/Wwp6CIZqvKM>
- A “Basic Concepts White Paper” is available at: www.BrandLoyalties.com

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BrandLoyalties Consumer Goods and Services Indexes

