Social Market Analytics, Inc. MTA presentation.

Social Media Insights,
Providing You An Advantage In The Market

Agenda

- Social Media Use in Finance
- The SMA Social Media Framework & Process
- Historical Research And Results
- SMA Products And Delivery
  - Data Feeds
  - Real-Time
  - Traders Dashboard
  - Sentiment Engine
- Q&A

The SMA Key Value Propositions

Quantitative Group

- New Content For Alpha Generation
- Consistent Quantifiable Metrics
- Idea Generation

Sales & Trading Desk

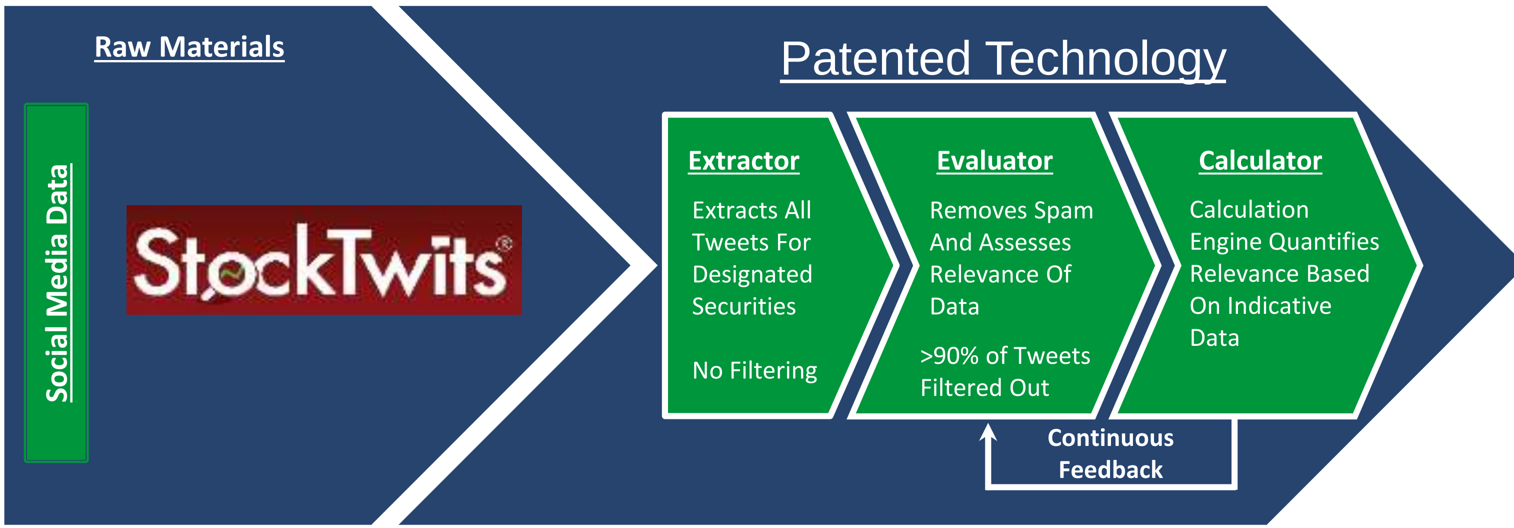
- Stay Informed Of Breaking News
- Idea Generation
- Algorithmic Execution Enhancement

Risk Management & Investor Relations

- Early Warning Of Potential Moves
- Updated Sentiment On Your Company And Competitors
- Understand The Profile Of Who Is Tweeting About You

SMA Patented Social Media Framework

SMA's Patented Technology Generates Predictive Indicators Of Market Behavior Based On Social Media Sentiment And Provides Its Customers With Actionable Intelligence To Discover Real-Time Investing Opportunities



Actionable Intelligence

- **SMA S-Factors:**

S-Score	S-Volume
S-Mean	SV-Score
S-Delta	S-Dispersion
S-Volatility	S-Velocity
	S-Acceleration

- **Powerful Trading Tool For The Institutional Investing Community**
- **Quantified Real-time Sentiment Data For Securities**

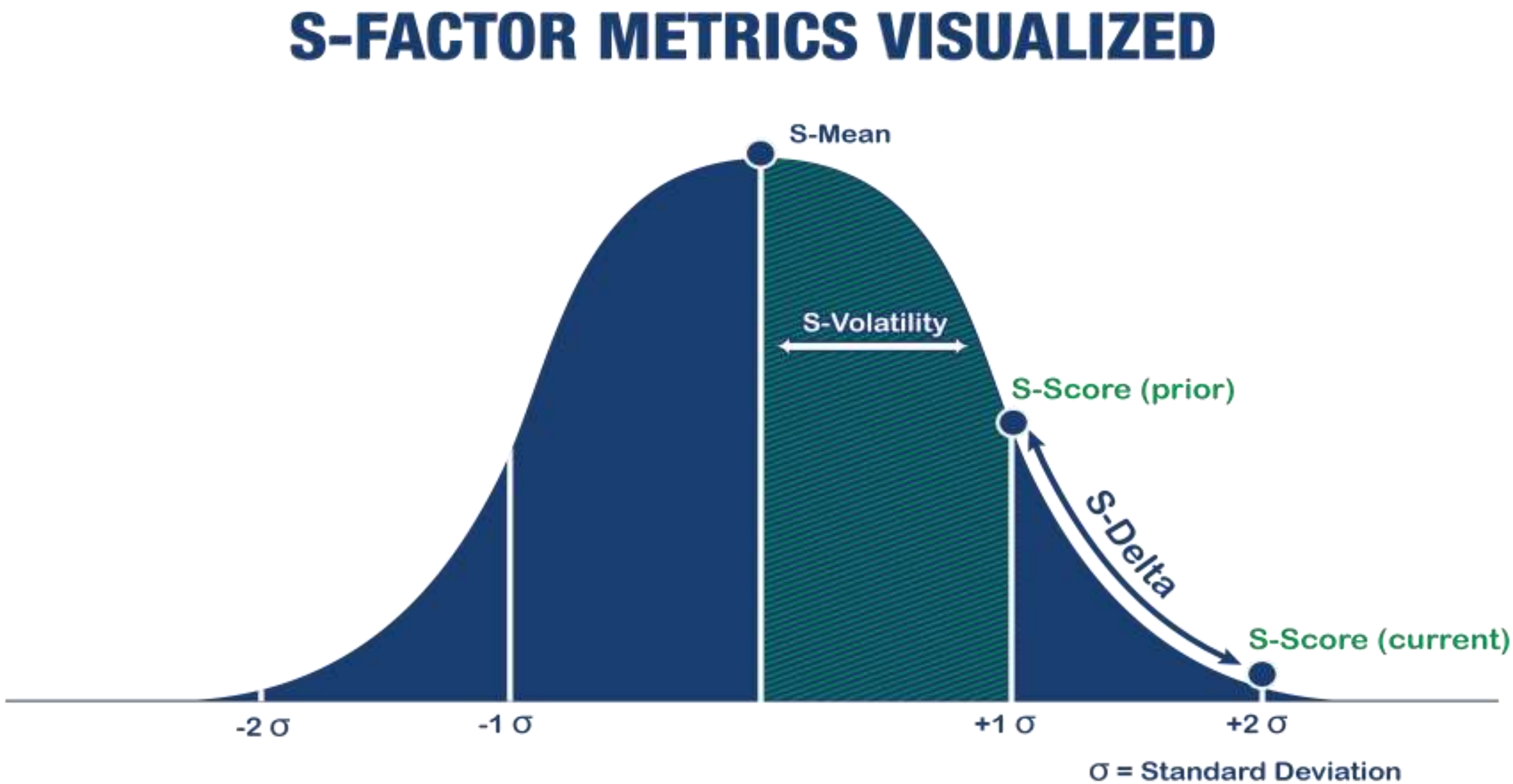
Extractor

- Listen to the StockTwits API
- All U.S. Equities, Commodities, Forex , ETFs, Sectors, Industries And Major Indices
- Message, Source, Posting Account

Evaluator

- Capital Markets Tuned Lexicon
- Identification Of Professional Investors
- Identification Of Relevant Tweets

SMA Social Media Framework



SMA Proprietary Statistical Social Media Outputs (S-Factors)

S-Score ™	▪ The Normalized Representation Of A Security's Sentiment Time Series Over A Look Back Period
S-Mean ™	▪ The Average Level Of A Security's Sentiment Time Series Over A Look Back Period
S-Delta ™	▪ The Change In A Security's S-Score™ Level At An Observation Time Relative To An Earlier Time
S-Volume ™	▪ The Volume Of Indicative Tweets Contributing To A Security's S-Score™ At An Observation Time
SV-Score ™	▪ The Normalized Representation Of A Stock's Indicative Tweet Volume Time Series Over A Look Back Period
S-Volatility ™	▪ A Measure Of The Variability Of A Stock's Sentiment Time Series Over A Look Back Period
S-Dispersion ™	▪ A Measure Of The Diversity Of Sources Contributing To A Security's S-Score™

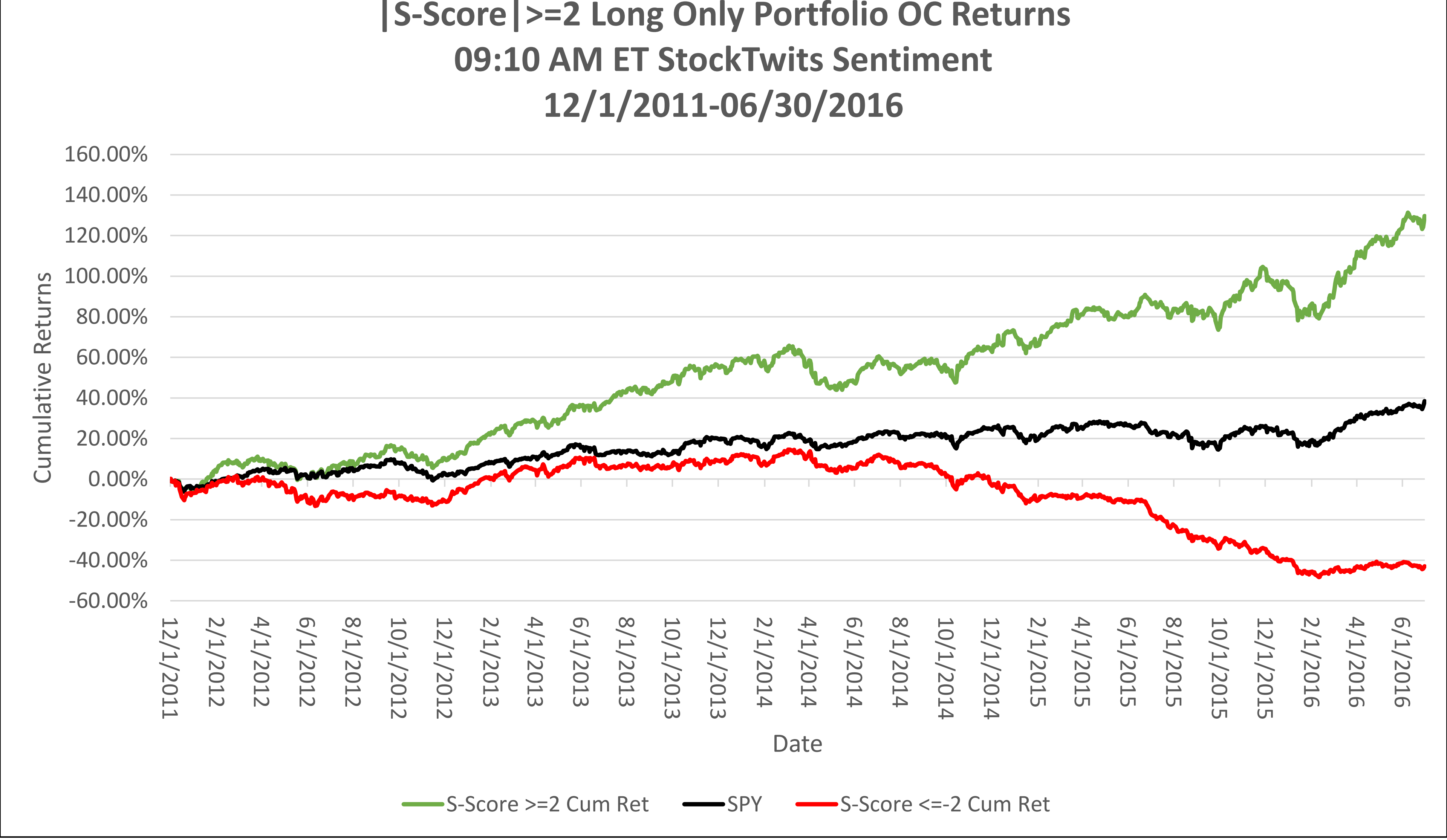
SMA Differentiators

- SMA Has Created A Series Of Sentiment Factors Which Can Be Easily Back Tested
- SMA Has Established The Predictive Nature Of S-Factors Over A Four Year Data Set. Four years of out of sample data enables back testing of longer signals.
  - The SMA Team Continues To Publish Research Showing The Value Of Sentiment Derived From Social Media .
- Third Party Research Supports Evidence Of SMA Findings.
- SMA Provides Total Transparency In Its Results And Its Data Histories.
- SMA has been chosen by the CBOE to partner with to create new products based on CBOE and SMA data.

Return Characteristics of SMA Data

SMA Sentiment Signal and Holding Periods

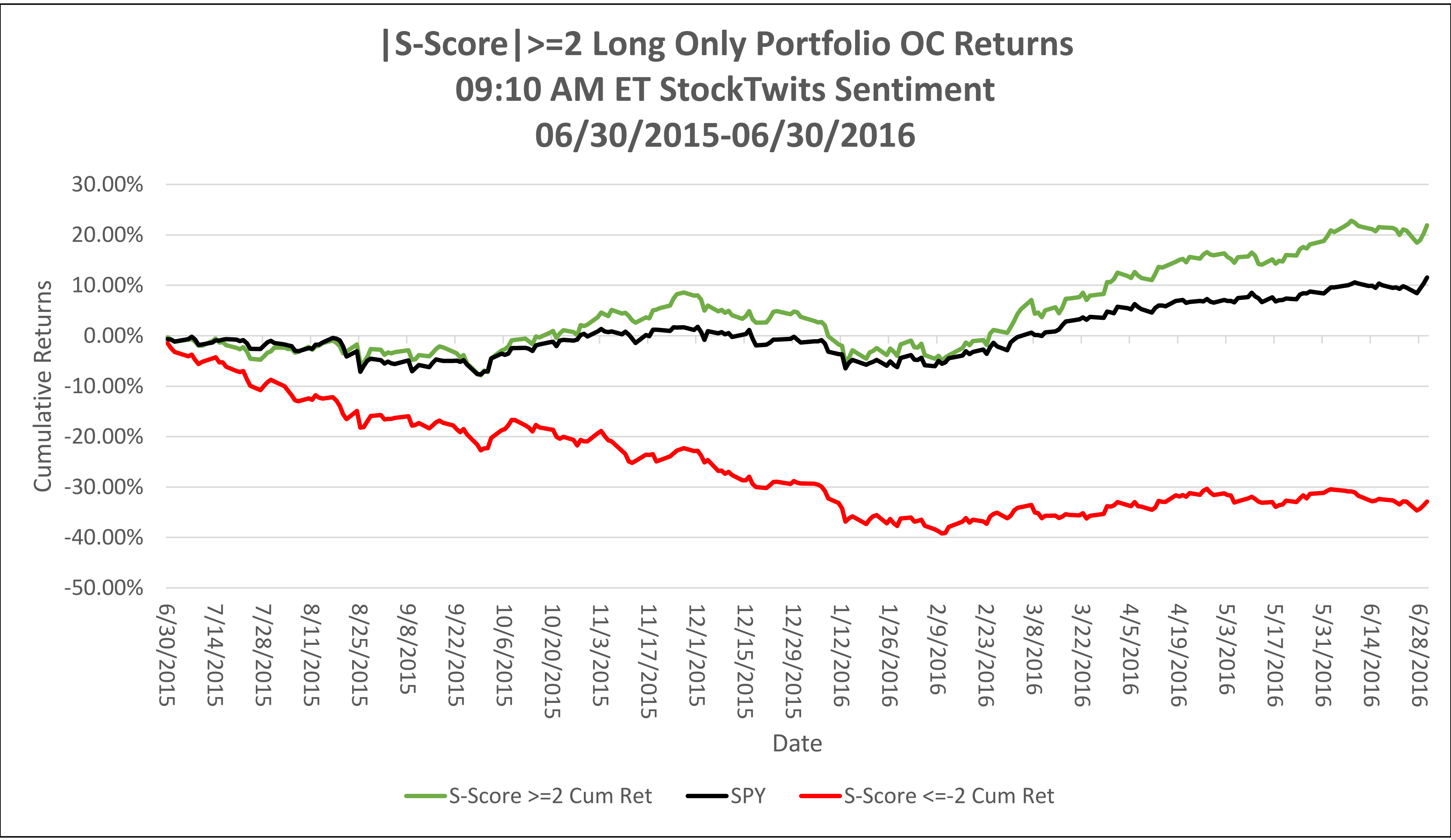
- SMA Sentiment Signals are predictive for various time periods
- Signal is predictive for shorter term trading in direction of sentiment
- Longer term signal identifies negative shock in sentiment at a strong rate as a buying opportunity.
- Signal length varies – 24hr, 50 day, 200 day



S-Score	Cum. Ret	Sharpe	Sortino
S-Score >=2	131.59%	0.81	1.26
SPY	63.69%	0.65	1.03
S-Score <=-2	-51.66%	-0.51	-0.79
LongShort	359.28%	2.37	4.01

High S-Score Stocks Outperform And Low S-Score Stocks Underperform.

- Daily Open-To-Close Returns
- Universe Is Full Active Equity Universe of stocks over $5 Each Day
- Market Benchmark Is S&P 500
- Beta S-Score > 2 = 1.03 Vs SP S-score <-2 = 1.08



S-Score	Cum. Ret	Sharpe	Sortino
S-Score >=2	21.90%	1.37	2.26
SPY	11.56%	0.95	1.47
S-Score <=-2	-32.91%	-2.18	-3.31
LongShort	80.20%	6.97	17.76

Sector Breakdown – Annualized Returns

Sector	S-Score > 2 Pre- market	ALL Stocks	S-Score < -2 Pre-market
Consumer Non-Durables	46.31%	9.55%	-15.78%
Technology	33.32%	8.58%	-4.48%
Basic Industries	32.65%	-13.63%	-28.77%
Capital Goods	31.28%	7.67%	-15.33%
Energy	30.68%	-10.64%	-20.60%
Finance	25.15%	13.53%	-4.41%
Miscellaneous	24.30%	2.42%	-23.22%
Consumer Services	22.74%	7.62%	-12.93%
SMA Universe	18.55%	7.05%	-15.50%
SPY	---	6.52%	---
Consumer Durables	15.31%	14.68%	-3.77%
Transportation	4.97%	-1.97%	-28.08%
HealthCare	4.46%	-1.80%	-11.42%
Public Utilities	-2.35%	7.48%	-17.86%

New And Unique Data

Extremely Low Correlation With Top Momentum Indicators Indicate SMA S-Factors Are A New And Unique Indicator For Short Term Alpha

Factor	Correlation
60-Month Beta	0.00
5-Day Industry Relative Return	-0.08
Most Recent Earnings Surprise	-0.01
Net Number of Revisions for Fiscal Year 1	0.00
ATM Put Volatility - ATM Call Volatility	-0.02
Implied Volatility	0.06
Short Interest	0.00
1-Month Change in Short Interest	0.01

Data Feeds

- Equities, Currencies, Commodities, ETFs via JSON & XML API
- S- Factor Frequencies:
  - 1 Minute
  - 15 Minute
  - Daily
- Real Time Tweet Analysis
  - Event Level
  - Lexical Analysis
  - Tweet Rehydration

Partnerships With Industry Leaders

StockTwits

- SMA Has Partnered With StockTwits, The Number One Social Media Platform For Individual Traders, To Create A New Set Of Sentiment Metrics For Equities, Commodities, FX, And ETFs

markit

- Markit Delivers SMA S-Factors In Daily, 15 Minute, And 1 Minute Feeds
- Markit Develops New Innovative Factors From SMA Content
- Focused On Creating Joint Research That Investigates And Validates The Use Of SMA S-Factors

CBOE

- Partnership to build a family of sentiment based indexes

Fidelity

- SMA data is available on the Fidelity Active Trader Platform

PORTWARE A FACTSET Company

- SMA S-Factors Are Integrated Into The Portware Trading Execution Platform And Are Available To Customers

SOCIAL MARKET ANALYTICS

Summary

- StockTwits is A Leading Indicator Of Positive And Negative Stock Movement
- SMA Is Powered By Quantitative Analysts/Developers With Extensive Backgrounds In Trading Technology
- Historical Back Testing Supports The Fact That SMA Insights Are Tradable And Can Deliver Alpha
- The SMA Engine Delivers Clean Sentiment Metrics That Eliminate The Noise In Social Media Data
- SMA Offers A Complete Suite Of Products That Suit A Wide Variety Of Users In The Capital Markets
- Partnerships With Market Leaders Including CBOE, Fidelity, Markit, Portware

SocialMarketAnalytics.com

@SMAInfo