

# Powered by Artificial Intelligence

## SUMMARY OF CHANGES

### IN

COMPANY	TICKER
JPMorgan Chase & Co	JPM
ConocoPhillips	COP
Shopify Inc	SHOP
NIKE Inc	NKE
Eli Lilly & Co	LLY
Eaton Corp PLC	ETN
Roku Inc	ROKU
Delta Air Lines Inc	DAL
FedEx Corp	FDX
Citigroup Inc	C
Michael Kors Holdings Ltd	KORS
Comcast Corp	CMCSA
Blackstone Group LP/The	BX
Johnson & Johnson	JNJ
Accenture PLC	ACN
Oracle Corp	ORCL
Sirius XM Holdings Inc	SIRI
Zendesk Inc	ZEN
Twilio Inc	TWLO
United Technologies Corp	UTX
Take-Two Interactive Software	TTWO
Barrick Gold Corp	ABX
American Airlines Group Inc	AAL

### OUT

COMPANY	TICKER
Discover Financial Services	DFS
Bausch Health Cos Inc	BHC
Lululemon Athletica Inc	LULU
Target Corp	TGT
Morgan Stanley	MS
Palo Alto Networks Inc	PANW
Nutanix Inc	NTNX
Splunk Inc	SPLK
QUALCOMM Inc	QCOM
Nordstrom Inc	JWN
Applied Materials Inc	AMAT
Best Buy Co Inc	BBY
TJX Cos Inc/The	TJX
Medtronic PLC	MDT
Workday Inc	WDAY
Foot Locker Inc	FL
VMware Inc	VMW
Exact Sciences Corp	EXAS
United Parcel Service Inc	UPS
ManpowerGroup Inc	MAN
Veeva Systems Inc	VEEV
AbbVie Inc	ABBV
Ulta Beauty Inc	ULTA

## STOCK SPOTLIGHT

## Shopify Inc

Amidst the recent equity market selloff led by the technology-heavy Nasdaq Index, one technology stock has quietly been garnering increasing positive investor sentiment. Shopify (NYSE: SHOP), a Canadian-based e-commerce solutions company, manages an online platform and provides retailers with tools to create online stores and integrate them onto a proprietary network. Originally founded in 2004, the company was hosting approximately 120,000 retailers by 2014 and regarded as one of Canada's most promising technology companies. Since its IPO in 2015, SHOP has been on a tear, with the stock increasing more than 800% over the past 2 years. The path has been volatile however, as the company's business model has been targeted by short sellers such as Citron's Andrew Left. Investors have been undeterred, as both volume of conversation and sentiment on SHOP have continued to increase. This month, SHOP enters the BUZZ Index for the first time ever with a 1.07% weight.

## Health Care Sector

Once one of the most discussed sectors in the market, health care stocks have lost their shine in the recent months. After a four year period between 2011 and 2015 which saw the iShares Nasdaq Biotechnology ETF (NASD: IBB) triple in value, biotech stocks corrected by more than 30% during early 2016. Although IBB recovered and rallied back 50% over the next two years, we noted the declining overall weight of health care stocks within the BUZZ Index as a warning sign for the sector. A spike in positive sentiment resulted in health care exposure increasing to 18.7% of the BUZZ Index earlier this year; however, once again the increase in positive sentiment was fleeting, resuming its trend lower shortly thereafter. This month, the weight of health care stocks in the BUZZ Index is just 6.8%, one of the lowest readings ever. While the sector is known for being one of the most volatile performers in the market; current readings of investor sentiment appear to bode poorly for health care stocks in the short term.

## SECTOR COMPARISON

SECTOR	SEPTEMBER 2018 INDEX WEIGHT (%)	OCTOBER 2018 INDEX WEIGHT (%)
Communication Services	17.4	19.4
Consumer Discretionary	16.9	12.2
Consumer Staples	5.7	5.7
Energy	0.8	2.6
Financial Services	5.9	5.5
Health Care	9.4	6.8
Industrials	5.3	10.7
Information Technology	38.6	36.4
Materials	0.0	0.6
Utilities	0.0	0.0

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



## TOP FIVE POSITIVELY TRENDING STOCKS IN THE INDEX

COMPANY	TICKER
Tesla Inc	TSLA
NIKE Inc	NKE
Square Inc	SQ
Facebook Inc	FB
BlackBerry Ltd	BB

## BOTTOM FIVE NEGATIVELY TRENDING STOCKS NOT IN THE INDEX

COMPANY	TICKER
Target Corp	TGT
Bausch Health Cos Inc	BHC
Lululemon Athletica Inc	LULU
Discover Financial Services	DFS
Snap Inc	SNAP

## INDEX FUNDAMENTALS

**1.5%**

Dividend Yield

**17.6**

P/E Ratio

**\$210.0B**

Average Market Cap

**\$5.2B**

Smallest Market Cap

**\$1,043.4B**

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.



### 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 (%)
Advanced Micro Devices Inc	3.00%	International Business Machine	0.95%
Tesla Inc	3.00%	PepsiCo Inc	0.95%
Micron Technology Inc	3.00%	Caterpillar Inc	0.94%
Square Inc	3.00%	Electronic Arts Inc	0.91%
Apple Inc	3.00%	NIKE Inc	0.90%
Amazon.com Inc	3.00%	Celgene Corp	0.90%
BlackBerry Ltd	3.00%	Costco Wholesale Corp	0.89%
Facebook Inc	3.00%	Eli Lilly & Co	0.88%
Microsoft Corp	3.00%	Eaton Corp PLC	0.87%
Netflix Inc	3.00%	Merck & Co Inc	0.86%
NVIDIA Corp	3.00%	Roku Inc	0.86%
General Electric Co	2.37%	Match Group Inc	0.86%
Boeing Co/The	2.33%	Delta Air Lines Inc	0.86%
Alphabet Inc	2.01%	FedEx Corp	0.85%
AT&T Inc	1.98%	Citigroup Inc	0.81%
Walt Disney Co/The	1.96%	Michael Kors Holdings Ltd	0.81%
TE Connectivity Ltd	1.89%	Mastercard Inc	0.80%
Intel Corp	1.70%	Comcast Corp	0.79%
Walmart Inc	1.59%	Starbucks Corp	0.79%
JPMorgan Chase & Co	1.53%	Blackstone Group LP/The	0.75%
ConocoPhillips	1.52%	Johnson & Johnson	0.72%
Visa Inc	1.50%	Accenture PLC	0.71%
Twitter Inc	1.28%	Oracle Corp	0.71%
Verizon Communications Inc	1.27%	Sirius XM Holdings Inc	0.71%
Constellation Brands Inc	1.27%	Broadcom Inc	0.70%
Pfizer Inc	1.26%	CVS Health Corp	0.68%
Lockheed Martin Corp	1.22%	Zendesk Inc	0.66%
PayPal Holdings Inc	1.20%	Cisco Systems Inc	0.66%
Bank of America Corp	1.19%	Twilio Inc	0.66%
Ford Motor Co	1.17%	United Technologies Corp	0.65%
salesforce.com Inc	1.12%	Take-Two Interactive Software	0.64%
McDonald's Corp	1.10%	Goldman Sachs Group Inc/The	0.63%
Adobe Inc	1.10%	Barrick Gold Corp	0.62%
Exxon Mobil Corp	1.08%	KeyCorp	0.60%
Shopify Inc	1.07%	American Airlines Group Inc	0.59%
Coca-Cola Co/The	1.02%	Bristol-Myers Squibb Co	0.57%
Activision Blizzard Inc	0.99%	Home Depot Inc/The	0.57%
Gilead Sciences Inc	0.97%	<b>Total:</b>	<b>100.00</b>



## IMPORTANT DISCLOSURES & DEFINITIONS

**An investor should consider the investment objectives, risks, charges and expenses carefully before investing. To obtain a prospectus, which contain this and other information please contact your financial professional or call 1.855.215.1425. Read the prospectus carefully before investing.**

**BUZZ US Sentiment Leaders ETF shares are not individually redeemable. Investors buy and sell shares of the BUZZ US Sentiment Leaders ETF on a secondary market. Only market makers or “authorized participants” may trade directly with the Fund, typically in blocks of 50,000 shares.**

The ability to invest based on artificial intelligence analytics is relatively new and untested. The Fund may invest a significant portion of its assets in securities issued by companies in the information technology sector in order to track the Underlying index’s allocation to that sector.

These types of funds typically have a high portfolio turnover that could increase transaction costs and cause short-term capital gains to be realized.

The Fund is not suitable for all investors. There are risks involved with investing in ETFs including the loss of money. The Fund is considered non-diversified and can invest a greater portion of assets in securities of individual issuers than a diversified fund. As a result, changes in the market value of a single investment could cause greater fluctuations in share price than would occur in a diversified fund. Funds that emphasize investment in small/mid cap companies will generally experience greater price volatility. Diversification does not eliminate the risk of experiencing investment losses. ETFs are considered to have continuous liquidity because they allow for an individual to trade throughout the day.

Defined investment universe of US stocks – in order to be eligible for inclusion in the Underlying Index, a company’s stock must be traded on one or more major U.S. exchanges, have a minimum market capitalization of at least \$5 billion, and have a 3 month minimum average daily trading volume of \$1 million.

Investing in companies based on artificial intelligence analytics involves the potential for market manipulation because online posts may be made with an intent to inflate, or otherwise manipulate, the public perception of a stock or other investment.

Text and sentiment analysis of online postings may prove inaccurate; that is, high positive sentiment may not correlate with positive change in the value of a company’s stock.

Natural language processing (NLP) deals with the application of computational models to text or speech data. NLP algorithms can be used in Sentiment analysis to identify and extract subjective information in source materials. Sentiment analysis is widely applied to reviews and other online content for a variety of applications, ranging from marketing to customer service.

Artificial intelligence (AI) is the intelligence exhibited by machines or software. One of the central problems (or goals) of AI research include natural language processing (communication).

Online Platforms, as it relates to the ETF, refers to social media, news articles and blog posts.

Some examples of social media sites may include, but are not limited to, the following: Facebook, Twitter, LinkedIn, StockTwits, blogs, Investopedia, stock forums, etc.

Online community refers to the users of the online sites.

Fundamental Analysis is a method of evaluating a security that entails attempting to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative factors

ALPS Portfolio Solutions Distributor, Inc. is the Distributor for the BUZZ US Sentiment Leaders ETF.