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September 30, 2021

Social Market Analytics, Inc.

Incorporating Social Media Indicators Into Your Investment Toolbox

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Social Market Analytics



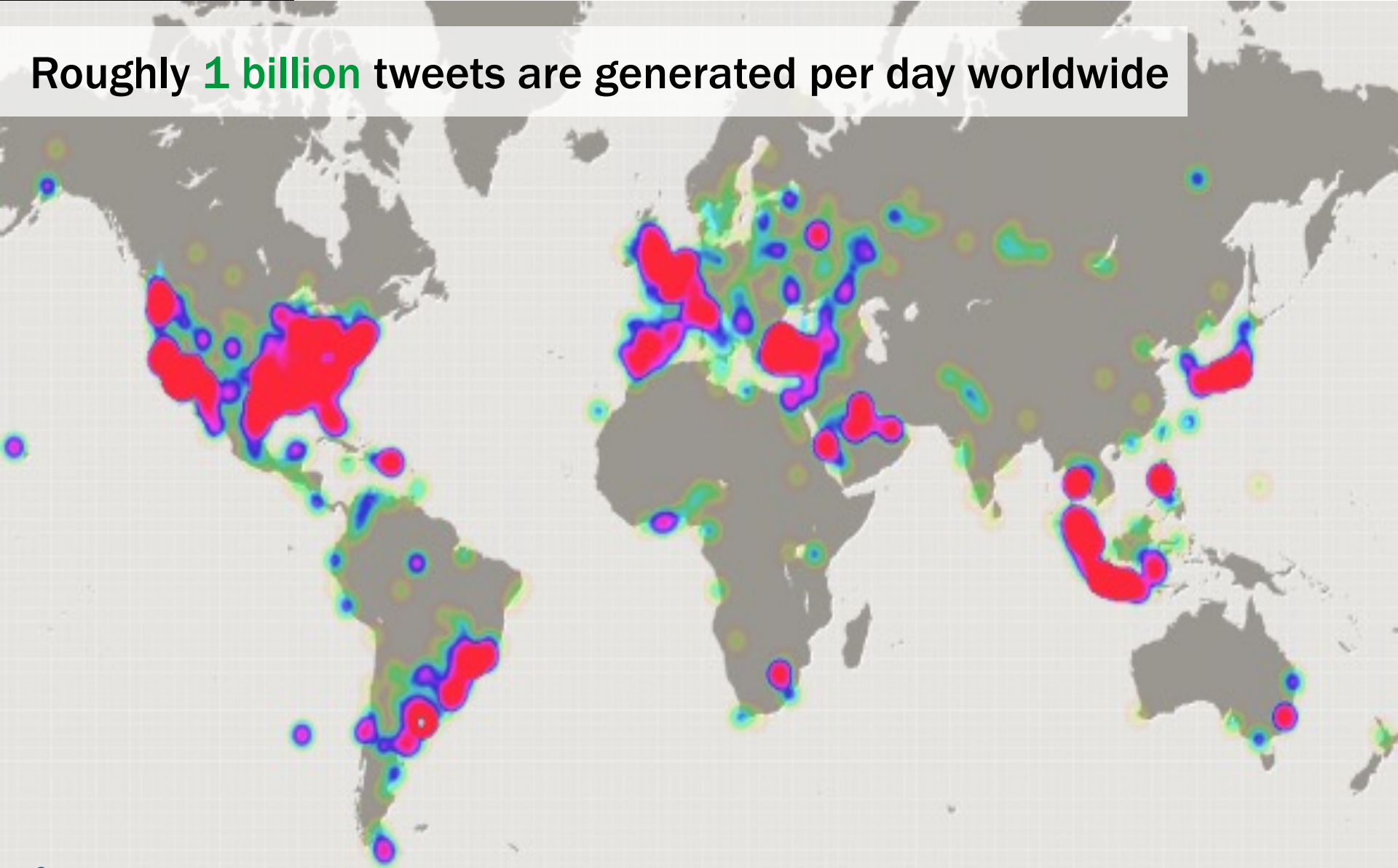
An Uncorrelated Source of Predictive Data

Agenda

- Use of Alternative Data In Finance
- Social Market Analytics (SMA) - Social Media Framework
- What Social Media Can Offer Every Investor
- How to use SMA Data on the IBKR platform

Use Of Alternative Data In Finance

Roughly **1 billion** tweets are generated per day worldwide



SOCIAL MEDIA IS DISRUPTING CAPITAL MARKETS

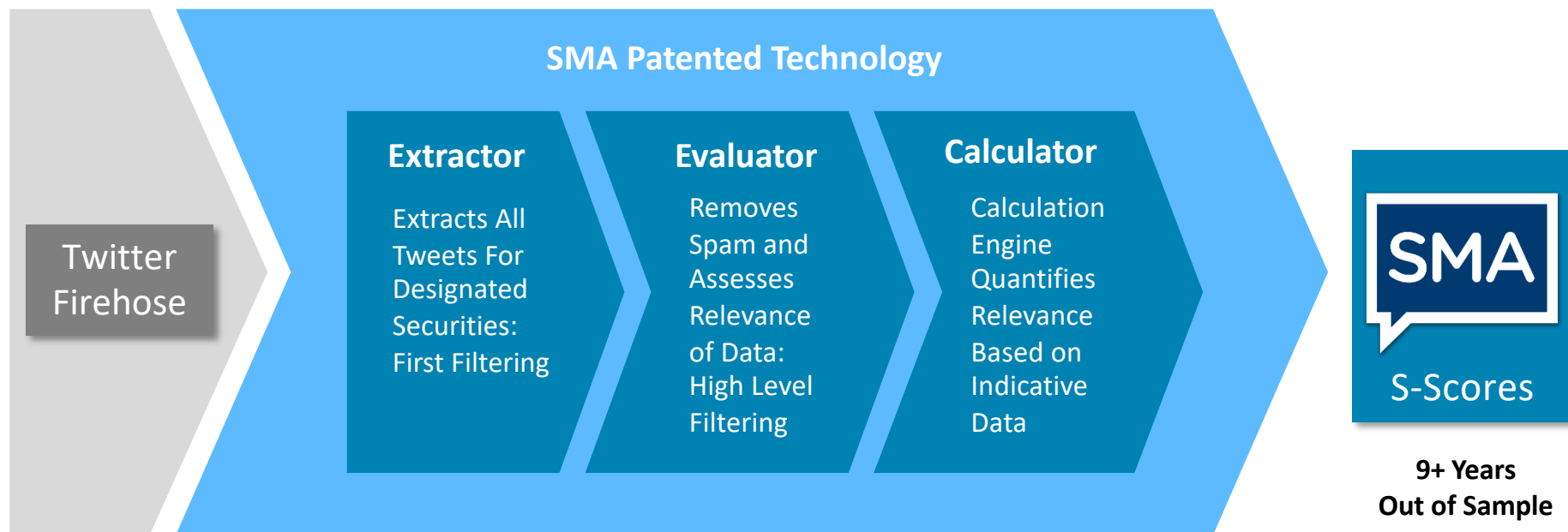
Twitter impacts the price performance of all securities and creates investing opportunities on a global basis



SMA harnesses these Twitter signals to deliver real-time social sentiment to hedge funds, asset managers, market makers, and risk managers



SMA Patented Social Media Framework



SMA has three U.S. Patents behind our Process:

- Aggregates the intentions of professional investors as expressed on Twitter and StockTwits as well as other inputs such as earnings call reports, 10-K, and 10-Qs
- Calculate sentiment metrics characterizing the current conversation relative to historical benchmarks

SMA Intellectual Property

Out of Sample History

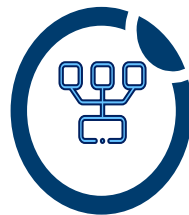
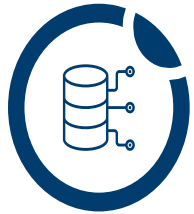
- › SMA has 8 years of out-of-sample data
- › Twitter ability to delete accounts and Tweets can lead to survivorship bias in other datasets. SMA has full Twitter history
- › Account and dictionary changes are applied on a point in time go-forward basis

Complex Topic Modelling

- › SMA's Machine Learning Topic Modeling drills down at the Security or Topic level identifying only relevant Topics or Tweets. SMA Topic Modeling covers both Listed and Private Companies and any Macro Topic

Independent Research

- › External and Internal Research*
- › IHS Markit, Deutsche Bank, ITG, MIT, Rutgers, CBOE, Illinois
*partial list



SMA Sentiment NLP

- › SMA Proprietary machine learning phrase and word financial dictionary built over 8 years
- › Scores calculated in real-time 24X7
- › Fine grain scoring -1.000 to +1.000 at the Textual or Tweet level
- › Multi pass approach used in evaluation of each Tweet increases scoring accuracy

Source Rating

- › Proprietary 12-step algorithm rates every Twitter Account and identifies professional investors
- › Account accuracy metrics at the Security level

SMA Parsing Engine

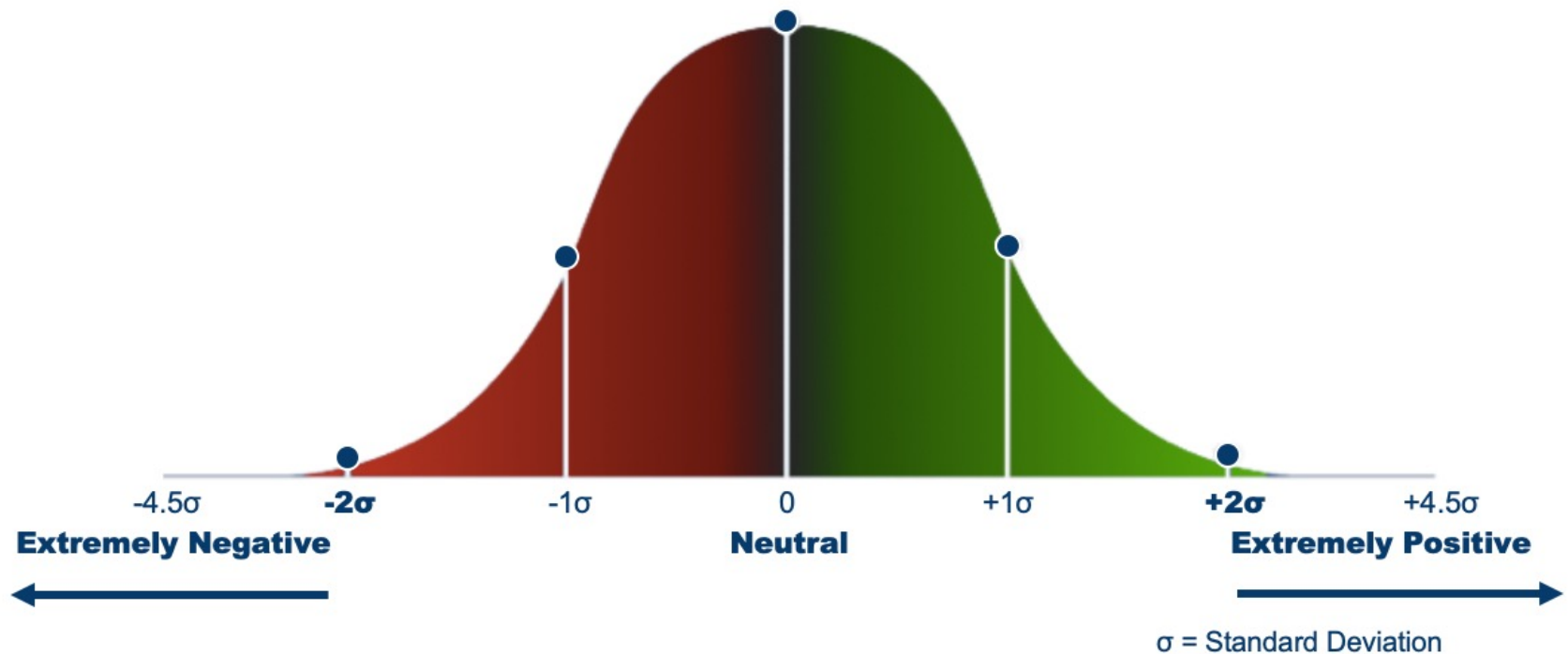
- › SMA built Processor to format any textual or tabular data (txt, html, pdf, etc.) into Machine Readable text into a JSON API output

SMA Social Media Framework

Since 2011, Social Market Analytics, Inc. has developed a proprietary financial dictionary that fine grain scores each Tweet from -1.0000 to +1.0000

SMA captures whether the tone of the conversation is positive or negative which is then baselined against historical data to create S-Scores

S-SCORE VISUALIZED



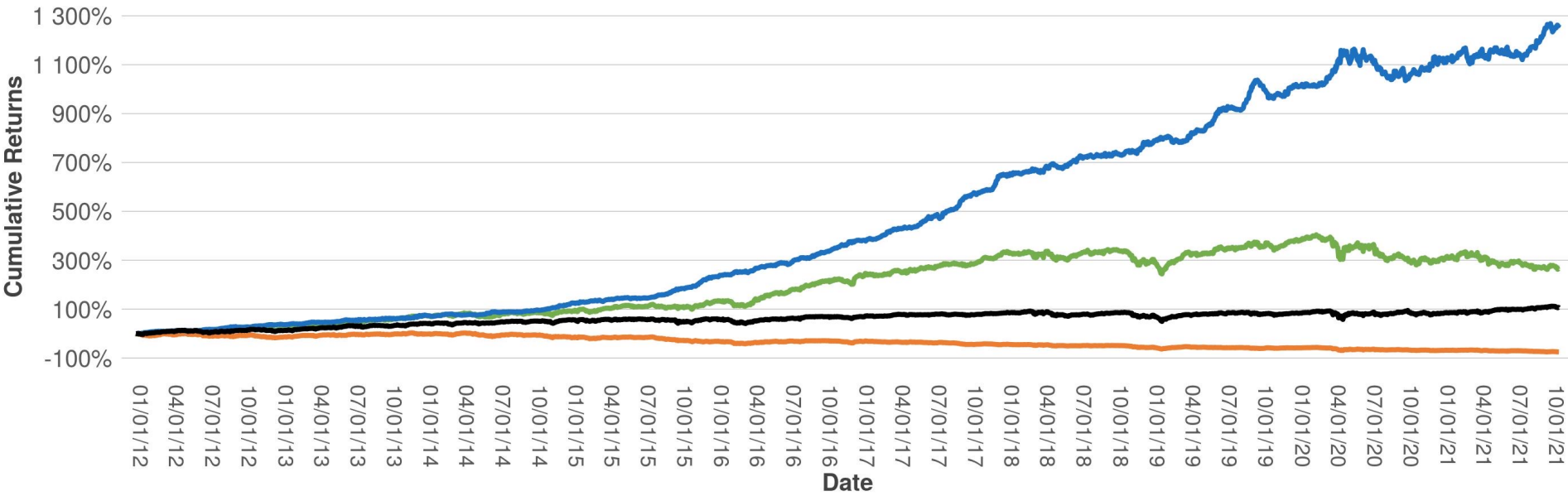
What Social Media Can Offer Every Investor

- Social Media is a leading indicator of security performance
 - Securities being discussed more positively on Twitter tend to outperform
 - Securities discussed more negatively on Twitter tend to underperform

(illustration Next Slide)
- New Trade Ideas
- Position Monitoring
- Trade Execution (i.e. Buy/Sell or TWAP/VWAP)

Full History – Long/Short

**|S-Score| > 2 and Price > 5 Long and Long Short Portfolio O-C Returns
Twitter Derived 09:10 AM Sentiment
2011-12-01 - 2021-09-17**



— S-Score > 2 Return — S-Score < -2 Return — Long/Short Return — S&P 500 Return

Portfolio	Cum. Ret	Sharpe	Sortino
S-Score > 2	266.38%	0.98	1.59
S-Score < -2	-74.63%	-0.80	-1.24
Long / Short	1264.51%	3.24	6.17
S&P 500 Return	105.58%	0.64	0.99

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SMA Widgets offered on Interactive Broker Platform

1. Sentiment by Symbol

- View a specific ticker's real time social sentiment factors and historical social sentiment trends

2. Real Time Sentiment for your watchlist

- Monitor up to 5 different social sentiment metrics on your watchlist stocks

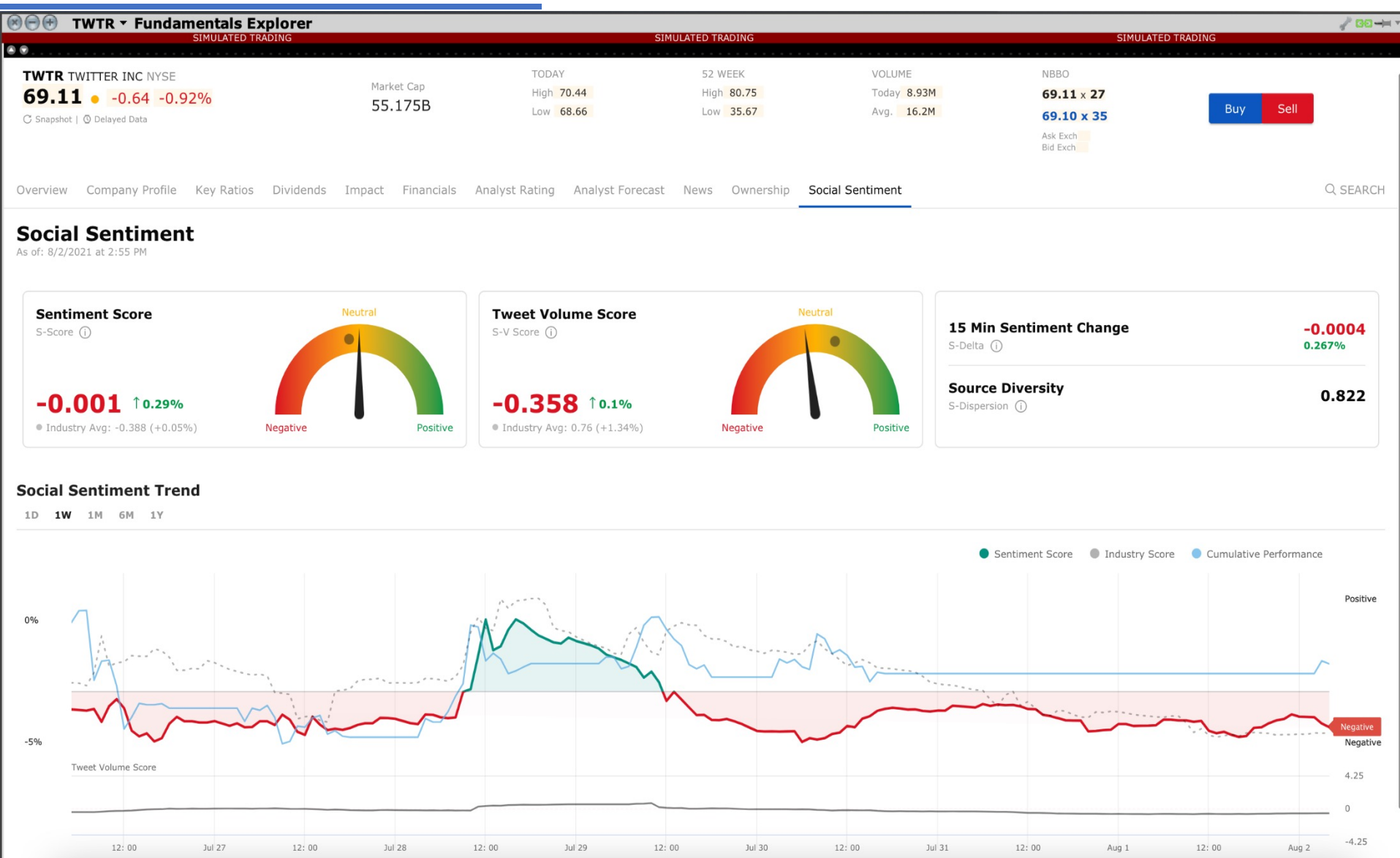
3. Most Positive Sentiment Change

- Stocks with the largest positive sentiment change

4. Most Negative Sentiment Change

- Stocks with the largest negative sentiment change

Sentiment By Symbol



Sentiment Metrics on Your Watchlist

FIN INSTR	LAST	SOCIAL SENTIMENT SCORE	SOCIAL SENTIMENT SCORE DELTA	SOCIAL SENTIMENT SCORE CHANGE	TWEET VOLUME SCORE	TWEET VOLUME SCORE CHANGE	CH
AAPL	147.38	0.74	0.03	1.24	-0.21	0.39	+1.8
AMZN	3363.40	0.19	-0.01	1.03	0.13	-0.57	+31.9
CRWD	253.45	0.74	-0.02	1.21	0.50	1.31	-0.4
DKNG	48.33	-0.52	0.00	0.08	-0.40	-0.49	-0.6
F	14.01	1.23	-0.02	0.93	-0.32	0.21	+0.1
FB	351.08	-0.43	0.00	0.14	-0.43	-0.13	-0.8
GOOGL	2709.82	0.04	0.04	0.54	-0.13	0.21	+12.7
MSFT	286.55	-0.64	-0.06	-0.23	-0.41	0.11	+1.7
NFLX	510.29	-0.13	0.10	0.55	-0.35	0.31	-4.8
SPY	440.80	1.46	-0.01	2.43	0.51	1.12	+3.2
SPYG	65.72	0.10	0.00	-0.28	1.60	1.62	+0.4
TSLA	710.18	-0.54	0.10	-0.61	-0.05	0.18	+0.5
TWTR	68.47	-0.35	0.00	-0.07	-0.35	0.11	-0.6
WMT	143.68	1.18	-0.13	0.65	0.87	0.61	+1.4

- Social Sentiment Score is the normalized exponentially time weighted summation of sentiment of unique Tweets received from credible accounts in a rolling 24-hour window at the time of observation. Tweets arriving closer to the observation time have a higher weight.
- Social Sentiment Score Delta is the change in sentiment over the last 15 minutes.
- Social Sentiment Score Change is the change in sentiment from the prior day average.
- Tweet Volume Score is the normalized value of Indicative Tweet volume used to compute the social sentiment score, which is the number of unique Tweets arriving in a 24-hour interval from credible accounts.
- Tweet Volume Score Change is the change in Tweet Volume Score over the last day.

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Most Positive Sentiment Change

Largest Social Sentiment Score change is a list of securities with the largest positive sentiment change.

PLRX has a Social Sentiment of 4.24 with a change of +8.48. That means sentiment went from extremely negative to extremely positive. That is a bullish signal

Monitor		Largest Social Sentiment Score		
		Social Sentiment Score	Change	Desc / Social Senti
	Last (\$)	C	SocSnt	SocSntCh
PLRX	21.69	◆	4.24	8.48
FDL	33.51	◆	4.13	8.38
TUYA	21.08	◆	4.08	7.74
CDW	183.57	◆	4.21	7.70
VECO	22.93	◆	3.53	7.24
BTT	26.28	◆	3.24	7.02
EVX	c144.80	◆	3.47	6.98
FDEU	13.33	◆	3.69	6.92
AIQ	30.52	◆	4.12	6.88
EQWL	81.70	◆	2.60	6.85
PUI	33.99	◆	3.32	6.82
NULG	66.55	◆	3.82	6.77
NTUS	26.68	◆	3.17	6.74
MYE	21.02	◆	3.61	6.70
CORE	42.56	◆	2.36	6.61
PCK	9.60	◆	2.63	6.60
HIBL	60.32	◆	2.47	6.55
GHM	13.88	◆	3.62	6.54
CHIM	26.85	◆	2.57	6.52
ENBA	27.31	◆	3.33	6.50
IDLB	c30.93	◆	4.25	6.46
RFEU	78.47	◆	4.25	6.44

Most Negative Sentiment Change

Largest Negative Social Sentiment Score change is a list of securities with the largest negative sentiment change.

EDSA has a Social Sentiment of **-4.14** with a change of **-8.39**. That means sentiment went from extremely positive to extremely negative. That is a bearish signal

	Last (\$)	C...	SocSnt	SocSntC	▲
EDSA	5.11	-4.14	-8.39	
NOM	15.99	-4.09	-8.34	
JEQ	9.01	-3.85	-8.10	
XSHQ	36.36	-3.79	-7.86	
UMDD	30.65	-3.84	-7.73	
NIM	10.94	-3.84	-7.71	
PICB	29.56	-4.06	-7.58	
MVV	63.77	-3.75	-7.35	
NUMV	36.56	-3.60	-7.29	
SRCL	71.17	-3.61	-7.21	
PFI	51.18	-3.82	-7.20	
EWQ	38.54	-3.74	-7.02	
BY	23.69	-3.33	-6.90	
UAE	14.14		-3.34	-6.89	
UE	18.81	-3.37	-6.85	
TGH	32.26	-3.59	-6.84	
LNN	159.60	-4.02	-6.83	
GPP	12.91	-2.70	-6.83	
IYM	131.11	-3.59	-6.68	
NCZ	5.30	-3.87	-6.59	
IQLT	39.47	-2.90	-6.59	
RCS	7.83	-3.53	-6.49	
DDAD	25.00		-2.02	-6.41	

QUESTIONS

