

Significance Systems' earth.ai finds and characterises the real story behind any topic. It takes you out of your media bubble and highlights the emotions and voices that drive the story.

Earth.ai is applied to the analysis of corporate crises, the evaluation of brand strategies, the prediction of electoral outcomes, and the creation of trading signals for financial markets.

## Some of what we've seen in August 2020:

- Are fundamentals losing their edge in a world driven by emotion?
- The UK Government misreads the depth of concern about coronavirus
- Postponed NZ election: not a forgone conclusion.

## Are fundamentals losing an edge in a world driven by emotion?

Name	New Ideas	Abs Hit Rate
Basic Materials	8	62.50%
Consumer Cyclicals	110	59.85%
Consumer Non-Cyclicals	8	87.50%
Energy	26	61.54%
Financials	53	39.62%
Healthcare	47	81.13%
Industrials	51	73.68%
Technology	96	58.52%
Telecommunications Services	0	—
Utilities	9	55.56%

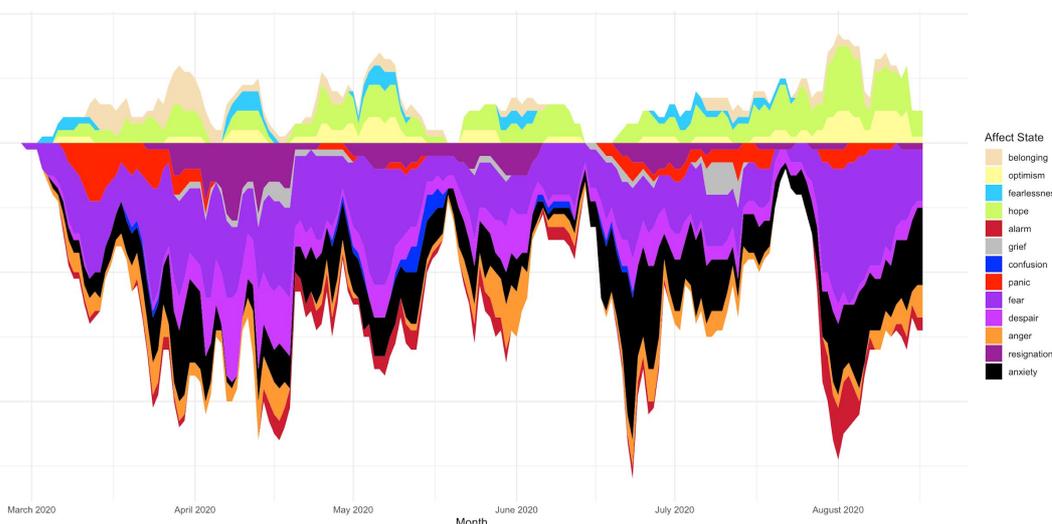
Earth.ai analyses the top 100 Nasdaq and S&P stocks daily. It identifies the emotions, trends and new ideas that influence stock prices, to deliver fresh insights.

Many stocks on occasion trade as much on emotion as on financial fundamentals. The alpha this understanding can contribute to a portfolio strategy can be significant.

The table demonstrates Earth.ai's trade performance for 2020Q3 to date by sector for US equities. Performance is good - and in line with our overall history. We've demonstrated strong hit rates over many years.

Trade signal performance: US equities: June 1 - August 19, 2020

## The UK Government misreads the depth of despair about Coronavirus



Our analysis suggests that the UK government is out of touch with how the country feels.

Rather than a bulldog spirit we see overwhelming despair and , with flashes of anger & grief.

There are strong movements over short periods of time. Being 'tone-deaf' is the constant danger for policy-makers.

Affective response of UK population to Covid-19: 1 March - 16 August 2020

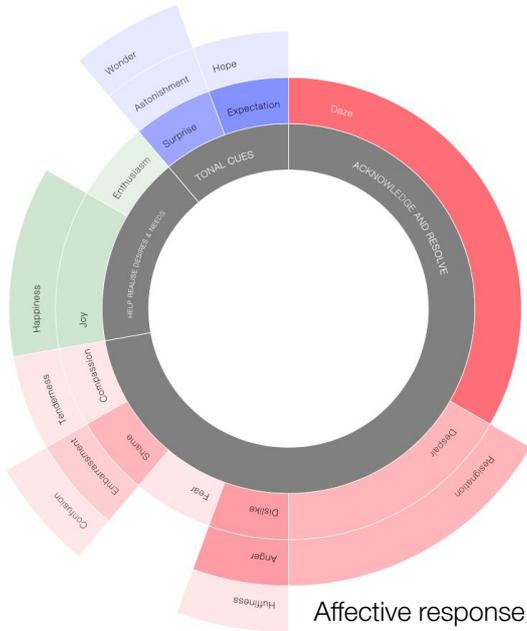
## Postponed NZ election not a forgone conclusion

Jacinda Ardern isn't the clear hero at home she is seen to be from abroad.

Judith Collins (Nationals) has a strong brand: comparable to Jacinda Ardern in terms of equity. She also has a far more local media footprint.

Ardern needs to address the negative emotions associated with her over the last month.

The Nationals need to overcome a consistently 'dazed' populace with respect to the party and her new leadership. The delay in the election gives the Nationals extra time to overcome this hurdle.



Affective response in NZ to Judith Collins: 16 August

## Want to know more?

Further information or questions: [contact@significancesystems.com](mailto:contact@significancesystems.com)  
 Earth.ai provided by [significancesystems.com](http://significancesystems.com)

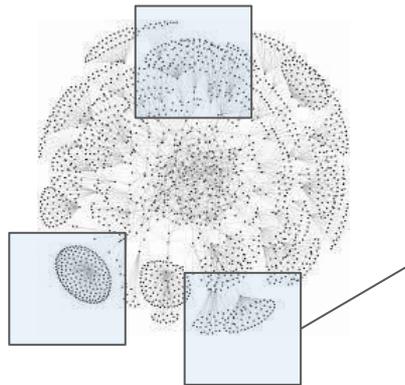
### Full Data Perspective

Real-world online behaviour



### Unique Feature Analysis

See past your media bubble



### Narrative & Decision Science metrics

Lead indicators



Engagement  
 Classification  
 Affect Orientation  
 Media Power  
 Content Power  
 Emotional Response  
 Topics and Themes

earth.ai



**Proprietary Machine Learning**

Non-linear analysis of predictors



**Unique Capabilities, Products & Services**

## Disclaimer

Whilst every effort has been made to ensure the accuracy and completeness of the content shown on this document, the information provided is not intended to construe advice or a recommendation, guidance or proposal regarding any financial product and the use of this document and the related product(s) is entirely at the user's own risk. Significance Systems and/or any of their respective affiliates, shall not be responsible for any loss, damage (whether direct, indirect, special or consequential) and/or expense or any nature whatsoever, which may be suffered as a result of, or which may be attributable to the use of or reliance upon any information, links, products or services.

Information is subject to copyright.

Copyright in all information supplied via this service is owned by Significance Systems and/or its subsidiaries, and is protected by both national and international intellectual property laws. Accordingly, any unauthorised copying, reproduction, retransmission, distribution, dissemination, sale, publication, broadcast or other circulation or exploitation of this material will constitute an infringement of that copyright. No part of the information supplied via this service may be reproduced or transmitted in any form or by any means, electronic or mechanical, without permission in writing from Significance Systems.