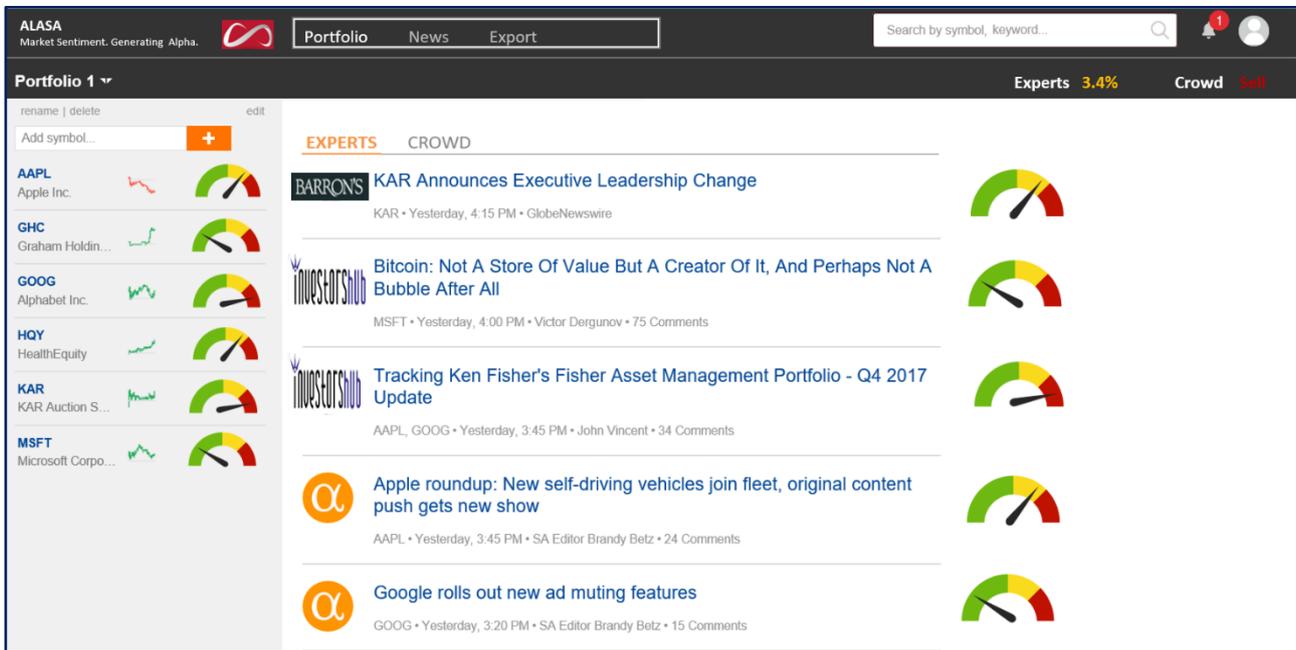


Capturing the Mood of Markets

Early indication of unprecedented events before they impact the markets.



With traditional alphas getting tougher to exploit, traders are turning to innovative new sources of data to find Alpha. ALASA captures 'collective wisdom' and is a proven solution to cognitive problems. It helps trading firms and individual investors make sense of human and market signals faster and more extensively than ever before.

ALASA uses advanced proprietary algorithms to gather information from numerous professional and crowd-based data sources. This data is then ordered and analysed, then an appropriate positive or negative sentiment weighting is applied. The output is a highly accurate sentiment-based feed which allows the user to track market news and mood across a variety of inputs - all from one source.

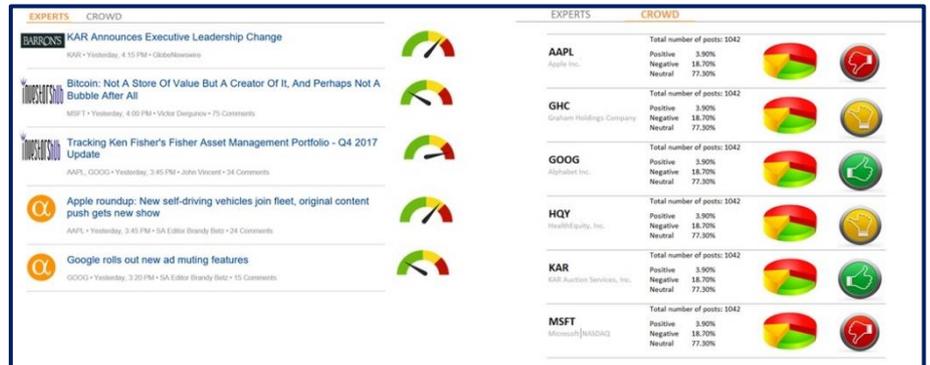
Features and Benefits

- Financial news aggregator with sentiment analysis.
- Proprietary algorithms provide sentiment scoring.
- Covers 150,000+ assets (stocks, forex, indices and commodities), market news and social media.
- Instruments include: futures, ETFs, indices, mutual funds, currency pairs, bonds and warrants.
- Empirical validation models based on Capital Asset Pricing Model and Cumulative Abnormal Return.
- Harness «Experts» and «Wisdom of Crowds» for financial predictions.

- ALASA defines between «Expert» market commentary and «Crowd» market commentary.
- ALASA helps traders reduce risk by reducing unconscious and conscious errors of judgement.
- The data analysed can be tailored to capture news that is relevant to every trader’s field of expertise.
- Highly customisable, allowing users to track sentiment scoring against financial instruments of their choosing.
- Historical sentiment data can be exported where available.

Markets

- Equities 27k+
- ETFs 15k+
- Futures 8k+
- Indices 23k+
- Mutual Funds 24k+
- Currency Pairs 3k+
- Warrants 28k+
- Bonds 25k+



Impacts

Negative news will normally cause individuals to sell stocks. Bad earnings reports, poor corporate governance, economic and political uncertainty, and unexpected, unfortunate occurrences will translate to selling pressure and a decrease in stock price.

Positive news will normally trigger individuals to buy stocks. Good earnings reports, increased corporate governance, new products and acquisitions, as well as positive overall economic and political indicators, translate into buying pressure and an increase in stock price.

Application

Enterprise Model	Individuals
ALASA helps trading firms make sense of human and market signals faster and more extensively than ever before.	Professional and individual investors can use the ALASA sentiment App to get ahead of the markets.

Powered by Advanced Logic Analytics

Founded in 2015 and backed by more than 10 years of academic research in the fields of behavioural science and data analytics, Advanced Logic Analytics offers financial markets firms unique algorithms and powerful analytical solutions to help them find Alpha in data.

Different algorithms, powered by artificial intelligence, are used to drive multiple products within the OneLogic suite of solutions, including: Trading Strategies, Market Sentiment and B2B Robo-Advisor. These solutions help firms capitalise on market swings, reduce downside investment risk and achieve upside potential for their portfolios.