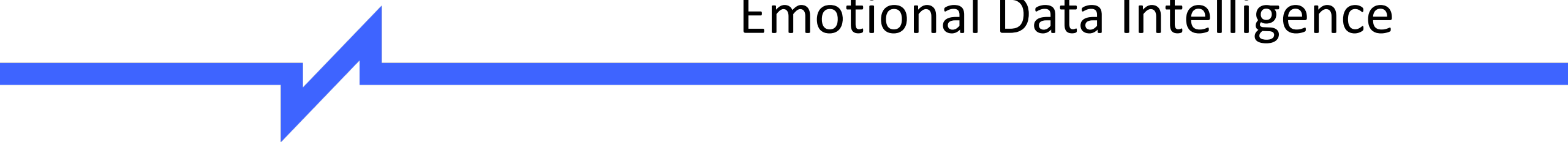# Stockpulse

Emotional Data Intelligence

Who we are

We are a data analytics company specializing in **Emotional Data Intelligence**

What we do

We improve and support **data-driven, quantitative decision making** for a broad range of participants in the financial markets by collecting, analyzing, and connecting **alternative data** from worldwide online sources with **deep learning** and **artificial intelligence**.

Stockpulse provides unique information for investors

The Emotional Value of Asset Allocation

What we cover

2 Million companies	**3** Million messages daily	**10** Years historical data
20 Terabyte per month	**60** Million sources	**90** Percent Social Media

www.stockpulse.ai
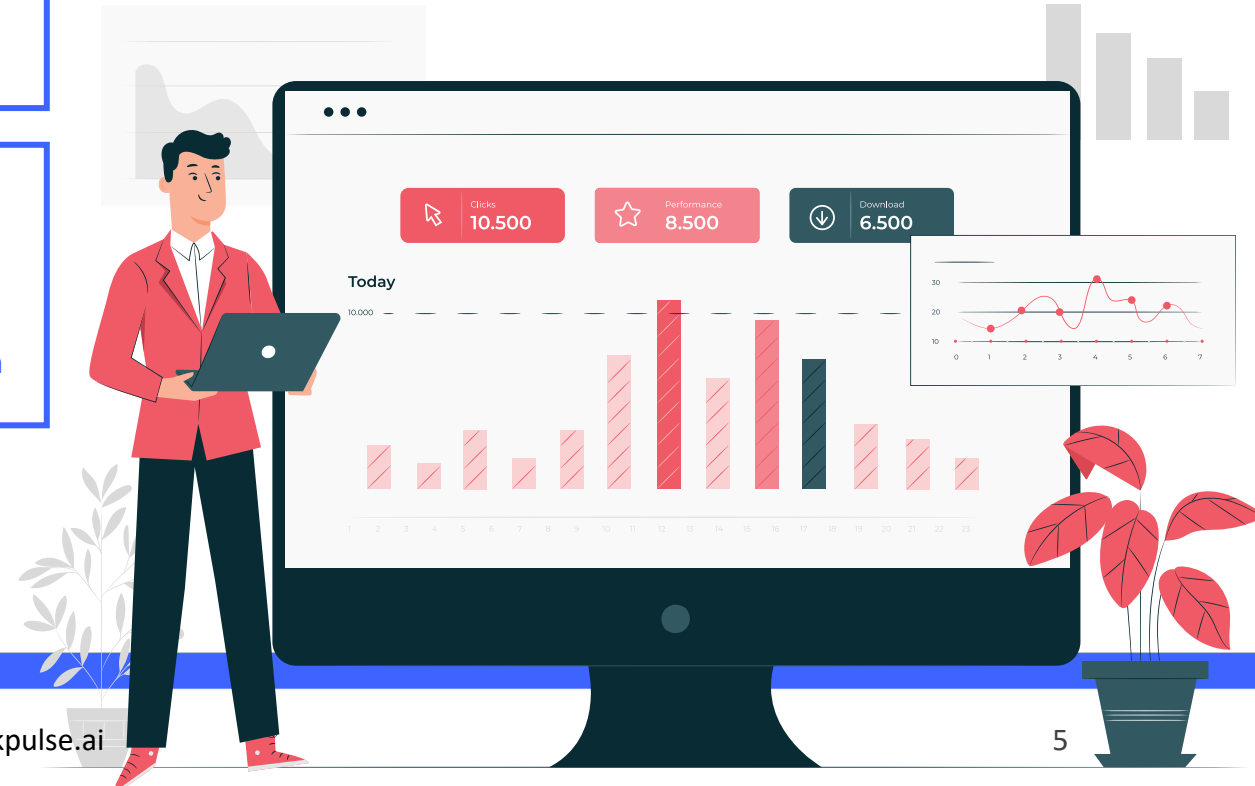
The Stockpulse Method

We use **NLP** to analyze Social Media squawk in **English**, **German**, and **Mandarin**.

We map more than **2 million** companies in **real-time** to different identifiers, and connect it across different data sources.
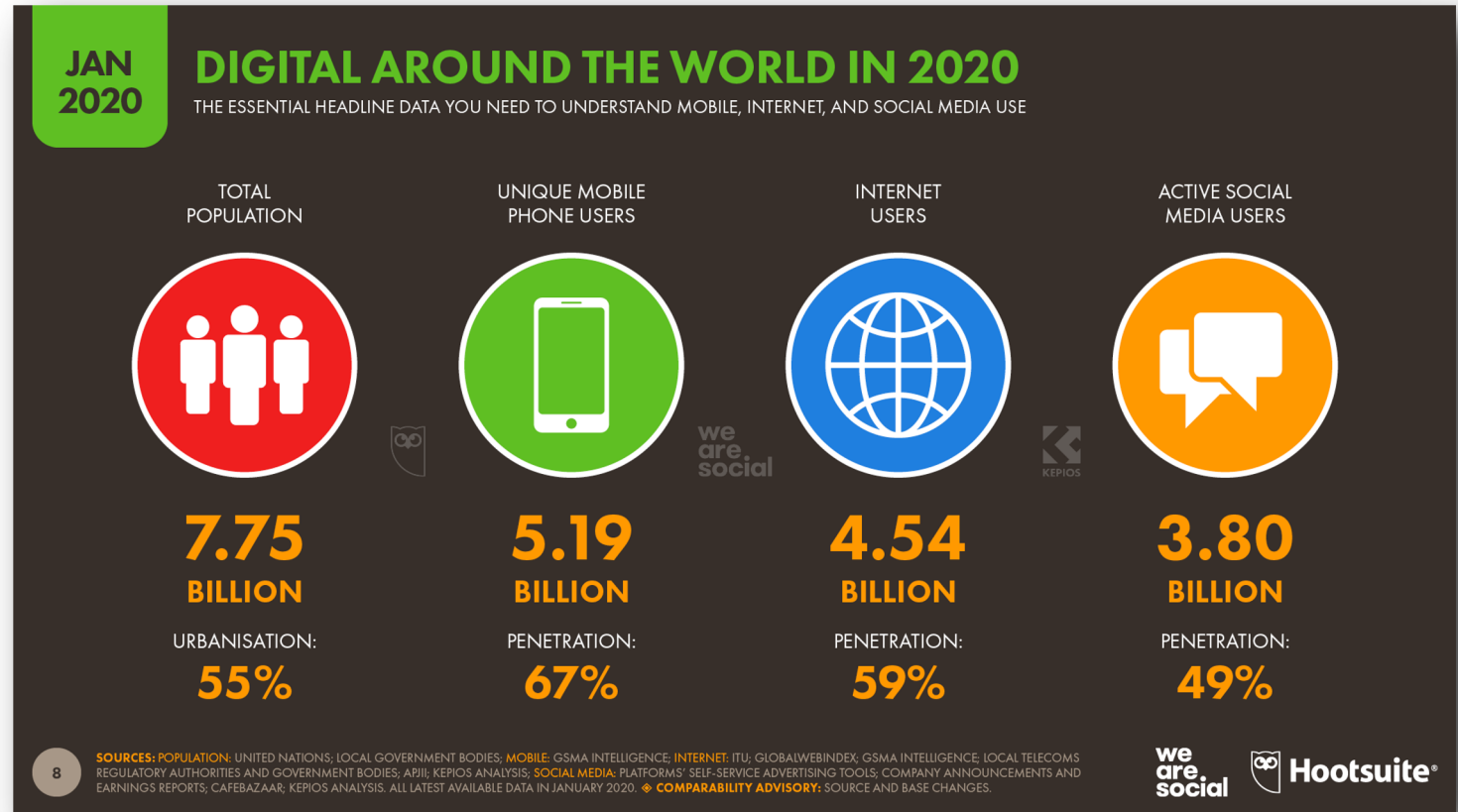
We apply **Deep Learning** and **Artificial Intelligence** to deploy alternative data from Social Media and to derive **trading signals**.

Social Media changes the Investment Style

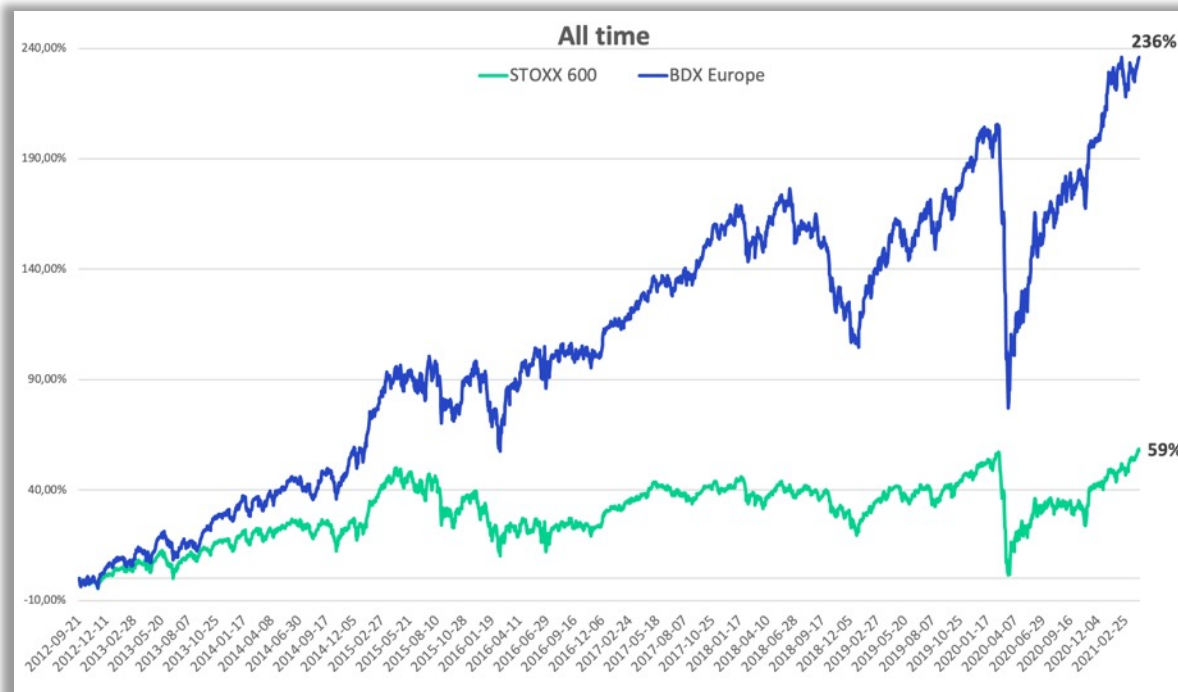Social Media is the crucial force for smart investment decisions driven by emotions.

Emotional Data Intelligence screens and processes alternative data sources and converts it into comprehendible and customized solutions.


JAN 2020

DIGITAL AROUND THE WORLD IN 2020
THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
7.75 BILLION	**5.19 BILLION**	**4.54 BILLION**	**3.80 BILLION**
URBANISATION: 55%	PENETRATION: 67%	PENETRATION: 59%	PENETRATION: 49%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◆ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.

we are social   Hootsuite

Stockpulse improves your Performance

Europe Big Data Sentiment Index (DE000SLA7W00)
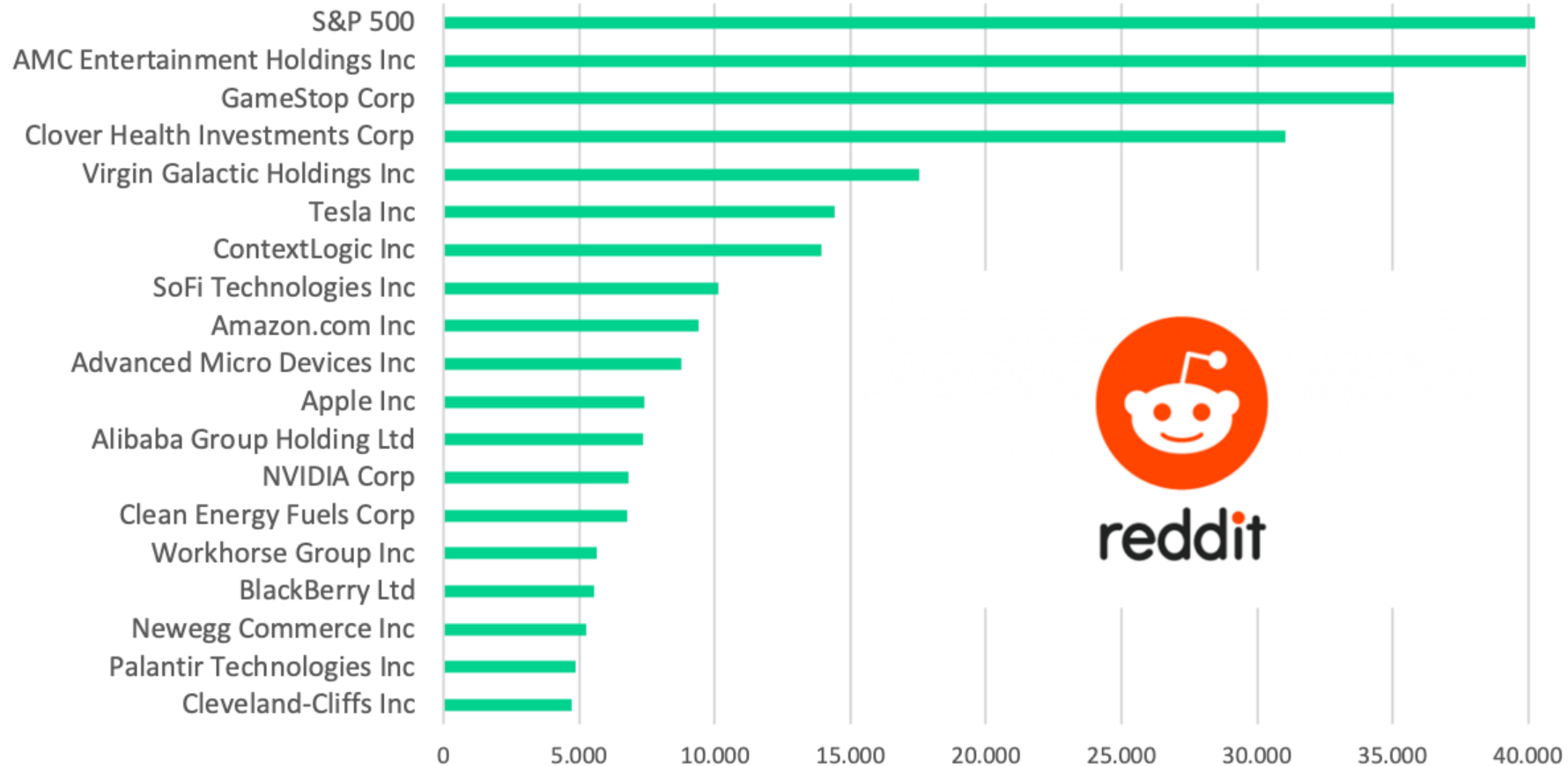
Deutschland Top Aktien Index (DE000A26RWY8)
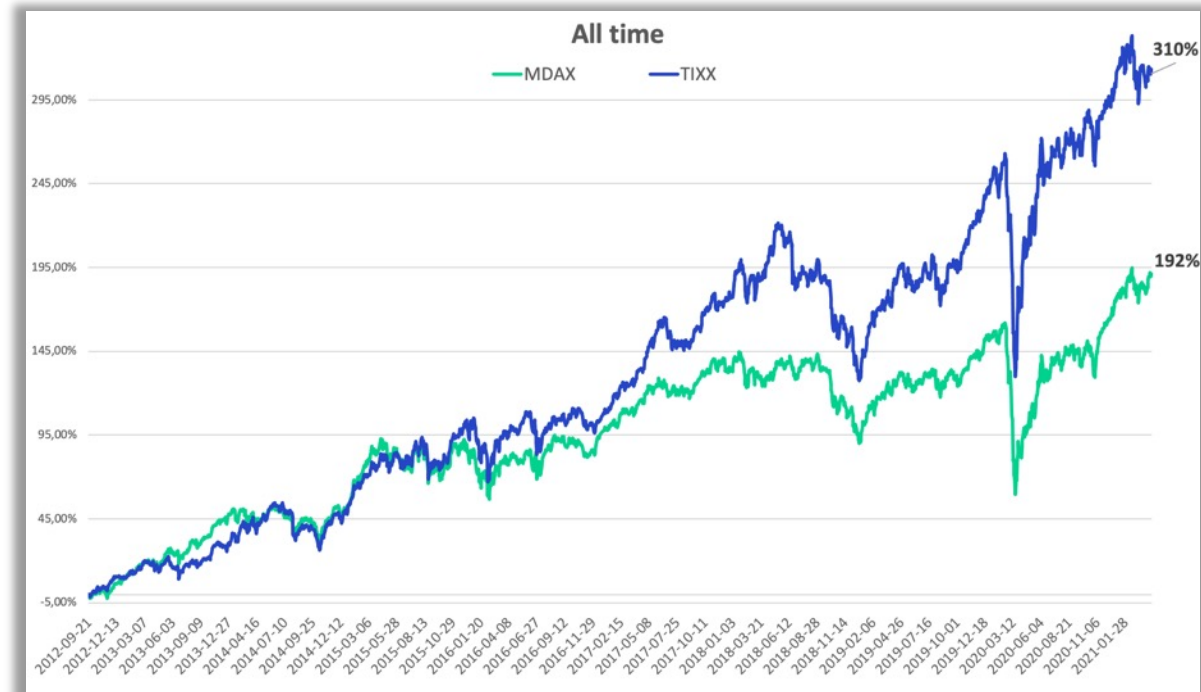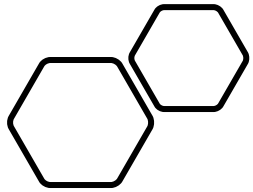
The New Landscape

During Covid-19, investors forced to stay at home, encouraged by dovish central banks and massive fiscal stimulus, flooded the markets.

Generation Y&Z opened millions of commission-free trading accounts and established a retail investment force pushed by Social Media trading platforms.

Top Mentions on Reddit in July 2021

Horizontal bar chart of top mentions:

- S&P 500 — ~40.000
- AMC Entertainment Holdings Inc — ~39.500
- GameStop Corp — ~35.000
- Clover Health Investments Corp — ~31.000
- Virgin Galactic Holdings Inc — ~17.500
- Tesla Inc — ~14.500
- ContextLogic Inc — ~14.000
- SoFi Technologies Inc — ~10.000
- Amazon.com Inc — ~9.500
- Advanced Micro Devices Inc — ~9.000
- Apple Inc — ~7.500
- Alibaba Group Holding Ltd — ~7.500
- NVIDIA Corp — ~7.000
- Clean Energy Fuels Corp — ~7.000
- Workhorse Group Inc — ~6.000
- BlackBerry Ltd — ~5.500
- Newegg Commerce Inc — ~5.500
- Palantir Technologies Inc — ~5.000
- Cleveland-Cliffs Inc — ~5.000

A Campaign of Vengeance and the Retail Revolution

The Reddit Retail Rebellion vs. Melvin Capital
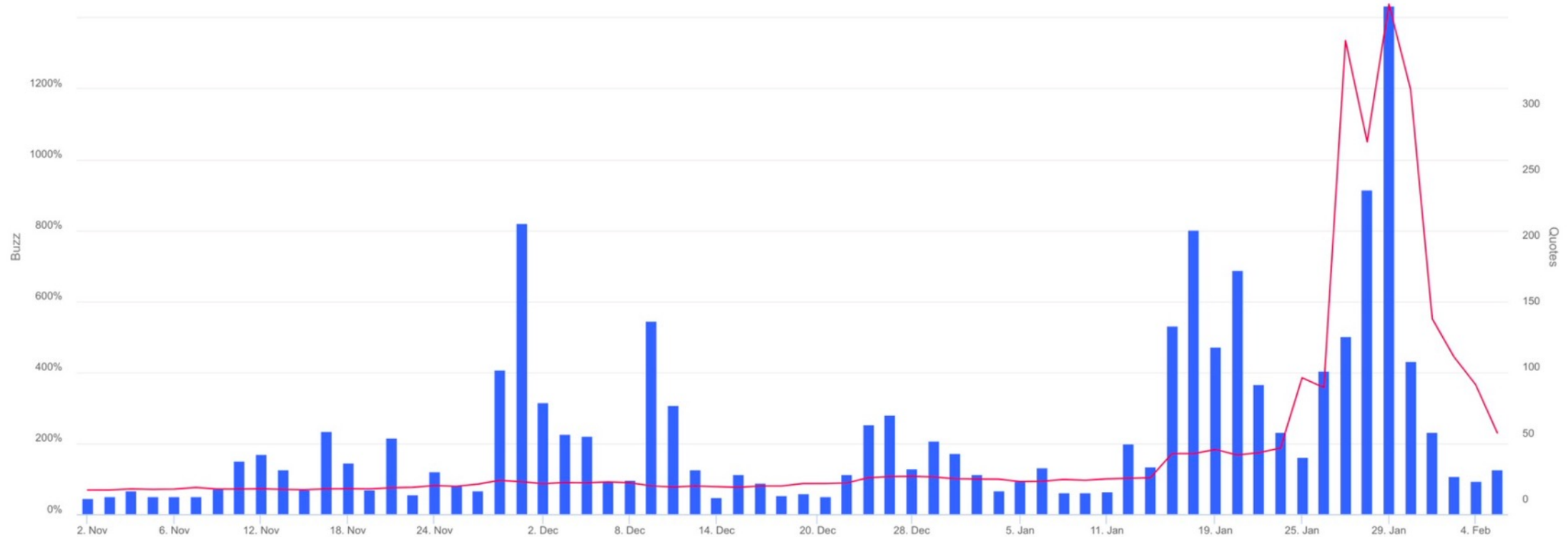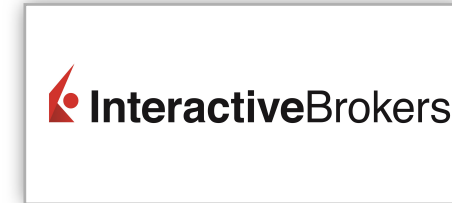

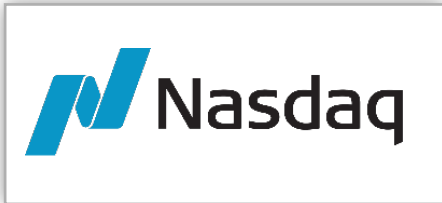**GME Chart vs Stockpulse Buzz**

Social Media, the new Sheriff in Town

Stockpulse provides you with the
data sets you need
to stay ahead of the markets!

Stockpulse serves some of the largest institutions in the financial markets

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