



## Proof Is in Performance Through 3Q21

### Model Portfolios

#### Trust

Only our “novel database” enables investors to overcome flaws with legacy fundamental datasets and apply reliable fundamental data in their research.

#### Performance

The value and success of our ratings are noteworthy. See media features and accolades.

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- This report updates the performance of our Model Portfolios:
  - [Most Attractive](#) & [Most Dangerous](#)
  - Focus List Stocks: [Long](#) & [Short](#)
  - [Exec Comp Aligned With ROIC](#)
  - [Safest Dividend Yields](#)
  - [Dividend Growth Stocks](#)
- The Most Attractive and Most Dangerous Stocks reports offer multiple strategies to outperform in good and bad markets.
  - Our large cap long/short strategy has beaten the Risk-Free Rate by 17% YTD.
  - Our large cap short strategy has beaten the short S&P 500 by 12% YTD.
  - Our large cap long strategy has beaten the S&P 500 by 5% YTD.
  - These strategies (and others) have beaten their benchmarks by much more since inception in January 2005.
- The Focus List Long has outperformed the S&P 500 YTD (+57% vs. S&P +15%) and outperformed since inception.
- The Focus List Short has outperformed the S&P 500 as a short portfolio YTD (-1% vs. S&P +15%) and since inception.
- The Exec Comp Aligned with ROIC Model Portfolio outperformed the S&P 500 (+4.7% vs. S&P +1.8%) in 3Q21.
- The Safest Dividend Yields Model Portfolio has underperformed the S&P 500 on a price (+17.4% vs. S&P +18.0%) return basis YTD and outperformed on a total return (+20.3% vs. S&P +18.8%) basis YTD.
- The Dividend Growth Stocks Model Portfolio has underperformed the S&P 500 on a price (+10.3% vs. S&P +21.4%) and total return (+12.4% vs. S&P +22.6%) basis YTD.<sup>1</sup>

<sup>1</sup> S&P 500 performance varies for each portfolio due to different publish dates and measurement periods. See the individual portfolio sections below for more details.



**Keys to Our Success:**

- More reliable & [proprietary](#) fundamental data, proven in [The Journal of Financial Economics](#) and [studies](#) from the public & private sectors.
- Our [Robo-Analyst technology](#), featured by [Harvard Business School](#), which enables analysis of financial footnotes at unprecedented scale.
- Our [reverse DCF](#) models, which identify where market expectations are too high and too low.



### Focus List Stocks: Long Model Portfolio

Figure 1 shows the performance through 3Q21 of the Focus List Stocks: Long versus its benchmark, the S&P 500. This performance is measured from the start of calendar 1Q21 to the end of calendar 3Q21. Figure 2 shows the performance from November 2017 (inception date) through 3Q21 of the Focus List Stocks: Long versus the S&P 500. The performance of this Model Portfolio is tracked to the return of each stock over the course of its time on the Focus List. When a stock is removed from the Focus List, its return (or loss) will be fixed in terms of its contribution to the overall return of the portfolio. See more on our performance tracking methodology [here](#).

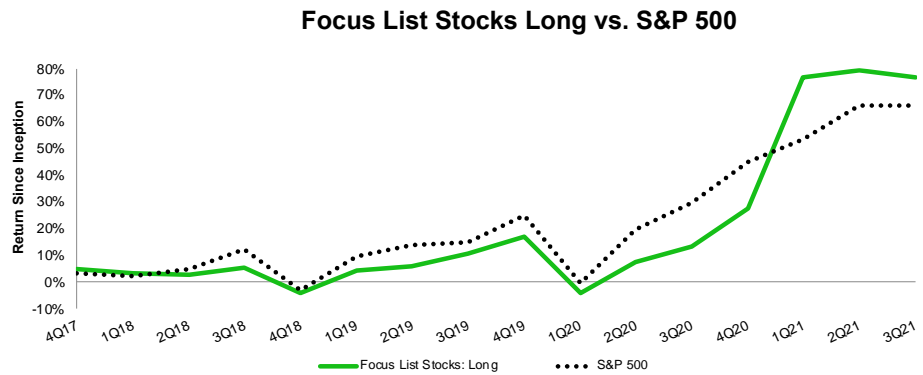
**Figure 1: Returns for Focus List Stocks: Long Model Portfolio for 2021**

Portfolio	1Q	2Q	3Q	4Q	2021
Focus List Stocks: Long	57.8%	1.9%	-3.0%	-	57.4%
S&P 500	5.8%	8.2%	0.2%	-	14.7%
Difference	52.0%	-6.3%	-3.2%	-	42.7%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.

**Figure 2: Focus List Stocks Long: Performance Since Inception**



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. Focus List Stocks Long performance measured since inception date, November 2017



### Focus List Stocks: Short Model Portfolio

Figure 3 shows the performance through 3Q21 of the Focus List Stocks: Short versus its benchmark, the S&P 500. This performance is measured from the start of calendar 1Q21 to the end of calendar 3Q21. Figure 4 shows the performance from November 2017 (inception date) through 3Q21 of the Focus List Stocks: Short versus the S&P 500. The performance of this Model Portfolio is tracked to the return of each stock over the course of its time on the Focus List. When a stock is removed from the Focus List, its return (or loss) will be fixed in terms of its contribution to the overall return of the portfolio. See more on our performance tracking methodology [here](#). Positive difference between the Focus List Stocks: Short and the S&P 500 indicates outperformance.

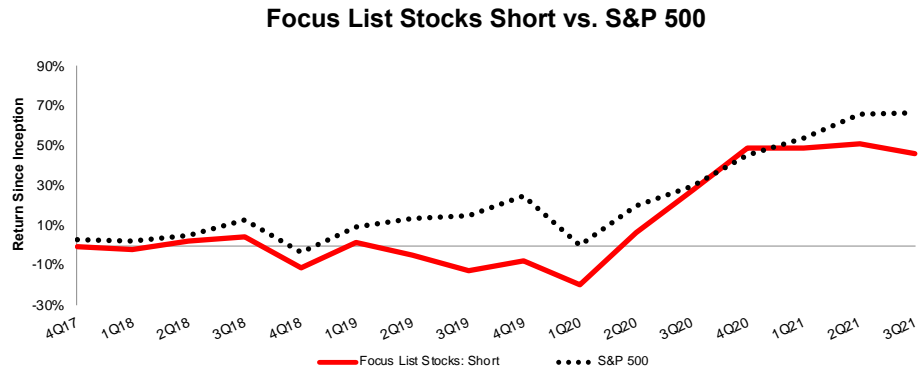
**Figure 3: Returns for Focus List Stocks: Short Model Portfolio for 2021**

Portfolio	1Q	2Q	3Q	4Q	2021
Focus List Stocks: Short	1.9%	8.5%	-9.3%	-	-0.7%
S&P 500	5.8%	8.2%	0.2%	-	14.7%
Difference	3.9%	-0.3%	9.5%	-	15.3%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.

**Figure 4: Focus List Stocks Short: Performance Since Inception**



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. Focus List Stocks Short performance measured since inception date, November 2017



### Exec Comp Aligned with ROIC Model Portfolio

Figure 5 shows the performance through 3Q21 of the Exec Comp Aligned with ROIC Stocks versus its benchmark, the S&P 500. This performance is measured from January 14, 2021 to October 14, 2021, which represents the performance period of 1Q21, 2Q21, and 3Q21. The stocks in this Model Portfolio must earn an Attractive-or-better rating and align executive compensation with ROIC. For more on the methodology behind the Exec Comp Aligned with ROIC Model Portfolio, [click here](#).

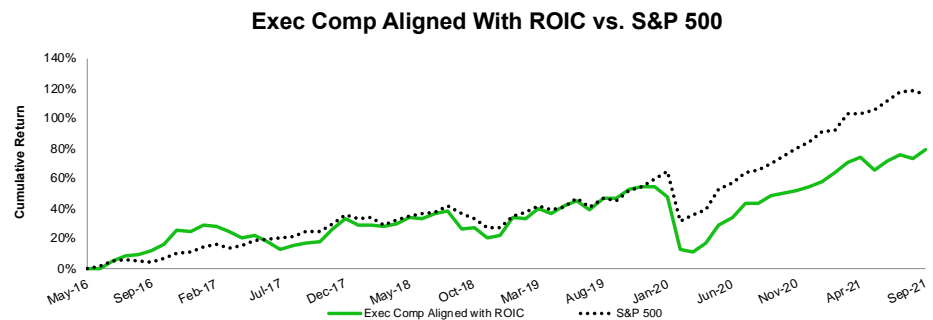
**Figure 5: Returns for Exec Comp Aligned with ROIC Portfolio for 2021**

Portfolio	1Q	2Q	3Q	4Q	2021
Exec Comp Aligned With ROIC	10.6%	0.2%	4.7%	-	16.1%
S&P 500	9.9%	4.5%	1.8%	-	16.9%
Difference	0.7%	-4.3%	2.9%	-	-0.9%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.

**Figure 6: Exec Comp Aligned with ROIC Portfolio: Cumulative Performance Since Inception**



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. Exec Comp Aligned with ROIC performance measured since inception date, May 2016.



### Safest Dividend Yields Model Portfolio

Figures 7 and 8 show the price performance through 3Q21 of the Safest Dividend Yields Model Portfolio versus its benchmark, the S&P 500. Figures 9 and 10 show the total return performance through 3Q21 versus its benchmark. This performance is measured from January 21, 2021 to October 21, 2021, which represents the performance period of 1Q21, 2Q21, and 3Q21. This model portfolio offers a well-screened group of stocks that also delivers yields greater than the market (S&P 500 yields ~1.5%), dividend sustainability because of strong free cash flow, and the potential for capital appreciation as each stock is currently undervalued. For more on the methodology behind the Safest Dividend Yields Model Portfolio, [click here](#).

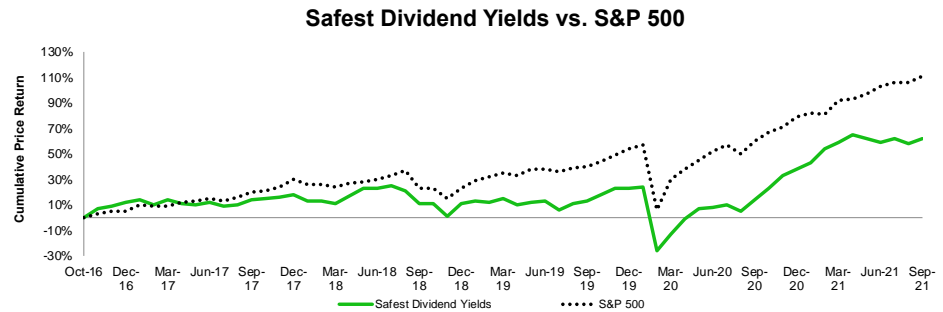
**Figure 7: Price Returns for Safest Dividend Yields Portfolio for 2021**

Portfolio	1Q	2Q	3Q	4Q	2021
Safest Dividend Yields	14.9%	0.0%	2.1%	-	17.4%
S&P 500	7.3%	5.6%	4.2%	-	18.0%
Difference	7.6%	-5.6%	-2.0%	-	-0.7%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.

**Figure 8: Safest Dividend Yields Portfolio: Cumulative Price Performance Since Inception**



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. Safest Dividend Yields Portfolio performance measured since inception date, October 2016



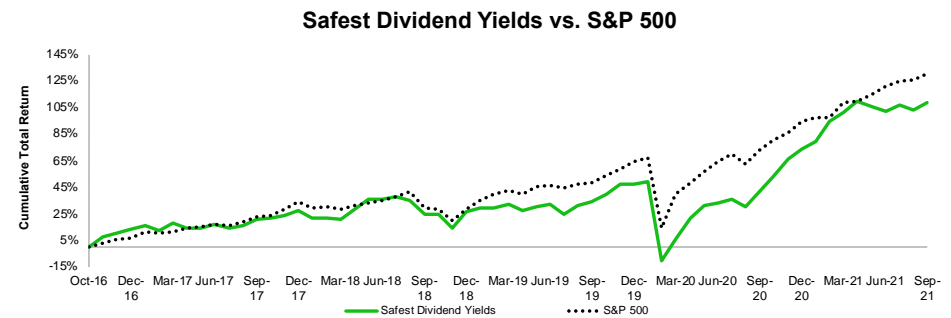
**Figure 9: Total Returns for Safest Dividend Yields Portfolio for 2021**

Portfolio	1Q	2Q	3Q	4Q	2021
Safest Dividend Yields	16.0%	0.6%	3.0%	-	20.3%
S&P 500	7.3%	6.0%	4.5%	-	18.8%
Difference	8.7%	-5.3%	-1.5%	-	1.5%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs.

**Figure 10: Safest Dividend Yields Portfolio: Cumulative Total Return Performance Since Inception**



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs. Safest Dividend Yields Portfolio performance measured since inception date, October 2016



### Dividend Growth Stocks Model Portfolio

Figures 11 and 12 show the price performance through 3Q21 of the Dividend Growth Stocks Model Portfolio versus its benchmark, the S&P 500. Figures 13 and 14 show the total return performance through 3Q21 versus its benchmark. This performance is measured from January 28, 2021 to October 28, 2021, which represents the performance period of 1Q21, 2Q21, and 3Q21. This model portfolio mimics an All-Cap Blend portfolio with a focus on dividend growth. For more on the methodology behind the Dividend Growth Stocks Model Portfolio, [click here](#).

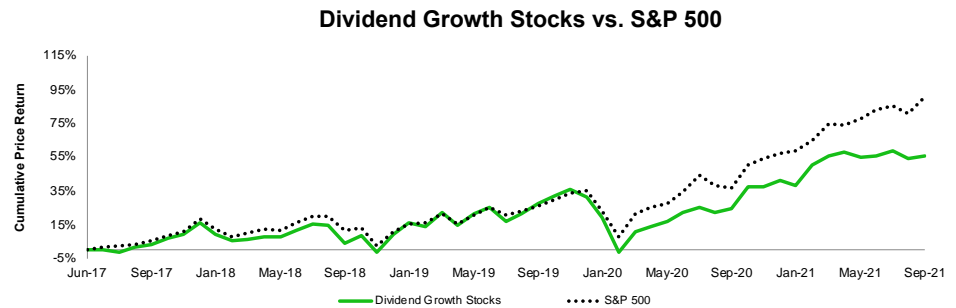
**Figure 11: Price Returns for Dividend Growth Stocks Portfolio for 2021**

Portfolio	1Q	2Q	3Q	4Q	2021
Dividend Growth Stocks	10.1%	0.1%	0.0%	-	10.3%
S&P 500	11.2%	4.9%	4.0%	-	21.4%
Difference	-1.1%	-4.8%	-4.0%	-	-11.0%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. Dividend Growth Stocks Portfolio performance measured since inception date, June 2017

**Figure 12: Dividend Growth Stocks Portfolio: Cumulative Price Performance Since Inception**



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. Dividend Growth Stocks Portfolio performance measured since inception date, June 2017





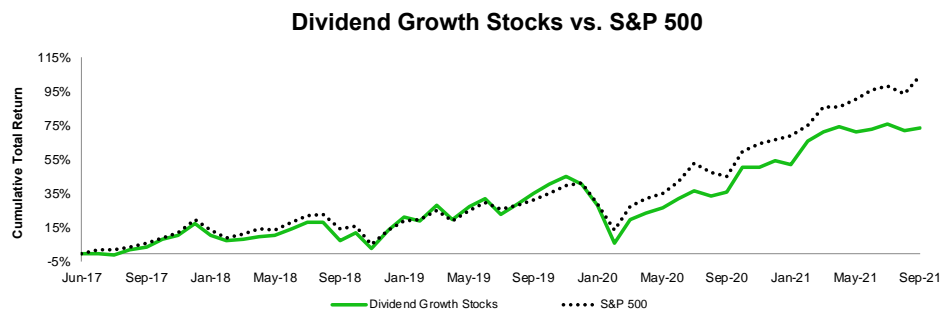
Figure 13: Total Returns for Dividend Growth Stocks Portfolio for 2021

Portfolio	1Q	2Q	3Q	4Q	2021
Dividend Growth Stocks	10.7%	0.8%	0.7%	-	12.4%
S&P 500	11.6%	5.2%	4.4%	-	22.6%
Difference	-0.9%	-4.4%	-3.6%	-	-10.1%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs. Dividend Growth Stocks Portfolio performance measured since inception date, June 2017

Figure 14: Dividend Growth Stocks Portfolio: Cumulative Total Return Performance Since Inception



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs. Dividend Growth Stocks Portfolio performance measured since inception date, June 2017



### Long/Short Strategies: Most Attractive/Most Dangerous Stocks (MA/MD)

The Most Attractive and Most Dangerous Stocks reports offer multiple strategies to outperform in good and bad markets. This performance is measured from January 6, 2021 to October 6, 2021, which represents the performance period of 1Q21, 2Q21, and 3Q21.

**Figure 15: Top Three Strategies for 2021**

Strategy	Portfolio	2021				YTD
		1Q	2Q	3Q	4Q	
Long/Short benchmark	Large Cap Stocks	7.9%	6.5%	2.6%	-	17.8%
	Risk-Free Rate	0.1%	0.2%	0.2%	-	0.5%
	Difference	7.7%	6.2%	2.4%	-	17.3%
Short benchmark	Large Cap Stocks	-6.6%	5.3%	-1.6%	-	-3.2%
	Short S&P 500	-8.6%	-5.7%	-1.3%	-	-14.9%
	Difference	2.0%	11.0%	-0.3%	-	11.7%
Long benchmark	Large Cap Stocks	15.0%	1.1%	4.0%	-	20.9%
	S&P 500	8.9%	5.9%	1.0%	-	16.4%
	Difference	6.1%	-4.8%	3.0%	-	4.5%

Source: New Constructs, LLC.

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.

Figure 16 shows the performance through 3Q21 of the long/short strategies offered by our Most Attractive and Most Dangerous Stocks versus benchmarks.

**Figure 16: Returns for Long/Short Strategies for 2021**

Strategy	Portfolio	2021				YTD
		1Q	2Q	3Q	4Q	
Long/Short benchmark	Large and Small Cap Stocks	-2.8%	4.7%	2.3%	-	4.2%
	Risk-Free Rate	0.1%	0.2%	0.2%	-	0.5%
	Difference	-2.9%	4.5%	2.1%	-	3.6%
Long/Short benchmark	Large Cap Stocks	7.9%	6.5%	2.6%	-	17.8%
	Risk-Free Rate	0.1%	0.2%	0.2%	-	0.5%
	Difference	7.7%	6.2%	2.4%	-	17.3%
Long/Short benchmark	Small Cap Stocks	-13.0%	2.8%	1.8%	-	-8.9%
	Risk-Free Rate	0.1%	0.2%	0.2%	-	0.5%
	Difference	-13.1%	2.6%	1.6%	-	-9.4%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.



Figure 17 shows the annualized returns of the long/short strategies offered by our Most Attractive and Most Dangerous Stocks versus benchmarks.

**Figure 17: Annualized Returns for Long/Short Strategies**

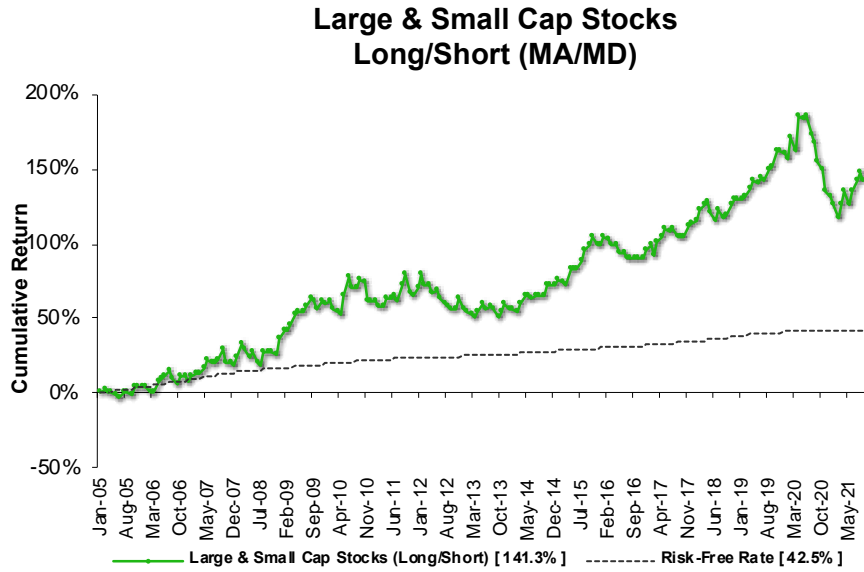
Strategy	Portfolio	Annualized return as of 9/30/2021			
		1 Year	3 Year	5 Year	Since Inception
Long/Short benchmark	Large and Small Cap Stocks	-5.5%	3.3%	4.9%	5.4%
	Risk-Free Rate	0.6%	1.3%	1.6%	2.1%
	Difference	-6.1%	2.0%	3.3%	3.3%
Long/Short benchmark	Large Cap Stocks	14.1%	4.1%	3.5%	3.6%
	Risk-Free Rate	0.6%	1.3%	1.6%	2.1%
	Difference	13.5%	2.8%	1.9%	1.4%
Long/Short benchmark	Small Cap Stocks	-23.0%	1.3%	5.4%	6.5%
	Risk-Free Rate	0.6%	1.3%	1.6%	2.1%
	Difference	-23.6%	0.0%	3.8%	4.4%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. Inception date is January 2005.



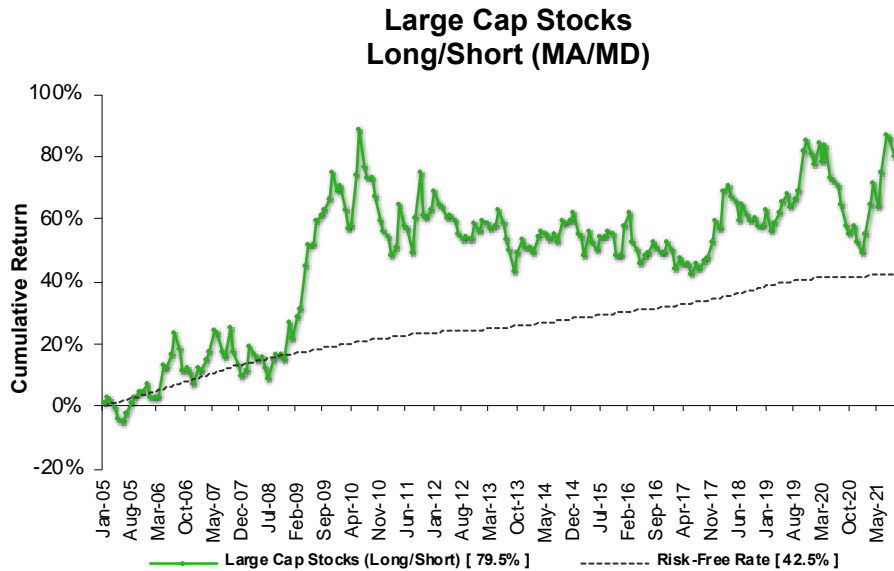
Figure 18: Large and Small Cap Strategy: Most Attractive/Most Dangerous (MA/MD) Stocks: Cumulative Performance Since Inception



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. The Risk-Free Rate is based on the 3-month T-bill.

Figure 19: Large Cap Strategy: Most Attractive/Most Dangerous (MA/MD) Stocks: Cumulative Performance Since Inception

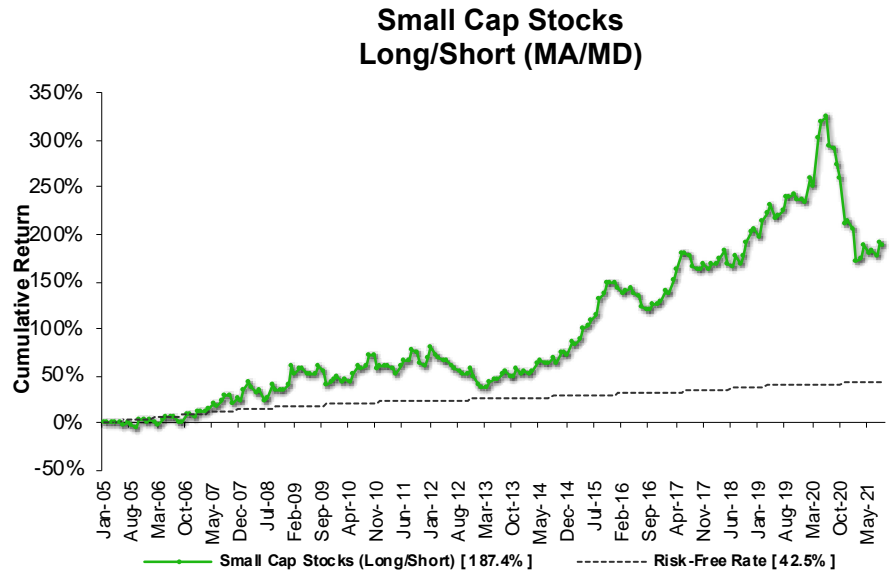


Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. The Risk-Free Rate is based on the 3-month T-bill.



Figure 20: Small Cap Strategy: Most Attractive/Most Dangerous (MA/MD) Stocks: Cumulative Performance Since Inception



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. The Risk-Free Rate is based on the 3-month T-bill.



### Long Strategies: Most Attractive Stocks (MA)

Figure 21 shows the performance through 3Q21 of the long strategies offered by our Most Attractive Stocks versus benchmarks.

**Figure 21: Returns for Long Strategies for 2021**

Strategy	Portfolio	2021				YTD
		1Q	2Q	3Q	4Q	
Long benchmark	Large and Small Cap Stocks	12.8%	2.3%	0.6%	-	16.2%
	S&P 500 and Russell 2000	8.5%	3.1%	0.1%	-	12.0%
	Difference	4.4%	-0.8%	0.5%	-	4.1%
Long benchmark	Large Cap Stocks	15.0%	1.1%	4.0%	-	20.9%
	S&P 500	8.9%	5.9%	1.0%	-	16.4%
	Difference	6.1%	-4.8%	3.0%	-	4.5%
Long benchmark	Small Cap Stocks	10.7%	3.4%	-2.7%	-	11.3%
	Russell 2000	8.0%	0.4%	-0.7%	-	7.6%
	Difference	2.6%	3.0%	-2.0%	-	3.7%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.

Figure 22 shows the annualized returns of the long strategies offered by our Most Attractive Stocks versus benchmarks.

**Figure 11: Annualized Returns for Long Strategies**

Strategy	Portfolio	Annualized return as of 9/30/2021			
		1 Year	3 Year	5 Year	Since Inception
Long benchmark	Large and Small Cap Stocks	32.6%	12.3%	13.6%	10.2%
	S&P 500 and Russell 2000	32.8%	12.2%	13.8%	8.2%
	Difference	-0.2%	0.0%	-0.2%	2.0%
Long benchmark	Large Cap Stocks	33.6%	11.4%	12.1%	9.1%
	S&P 500	27.6%	14.2%	15.1%	8.1%
	Difference	6.0%	-2.9%	-3.0%	1.0%
Long benchmark	Small Cap Stocks	31.1%	12.7%	14.6%	10.8%
	Russell 2000	37.5%	9.8%	12.1%	8.0%
	Difference	-6.4%	2.8%	2.4%	2.8%

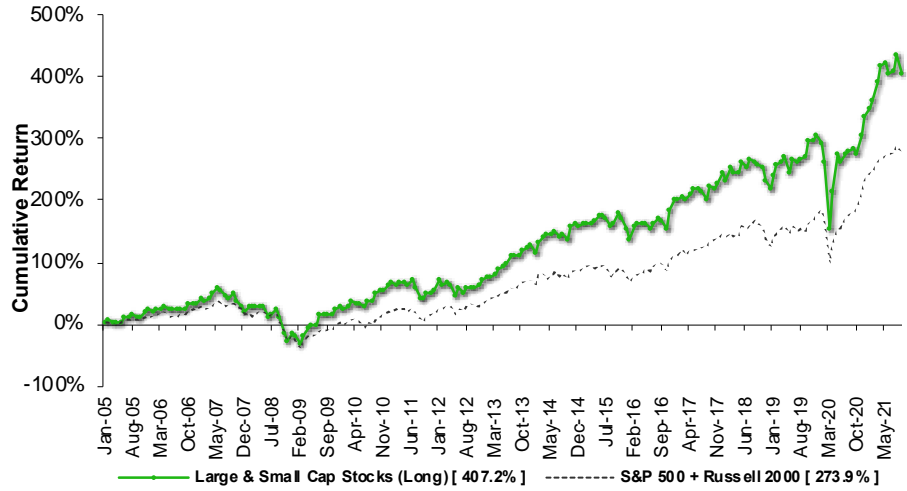
Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. Inception date is January 2005.



Figure 23: Large and Small Cap Strategy: Most Attractive Stocks: Cumulative Performance Since Inception

Large & Small Cap Stocks (Long)

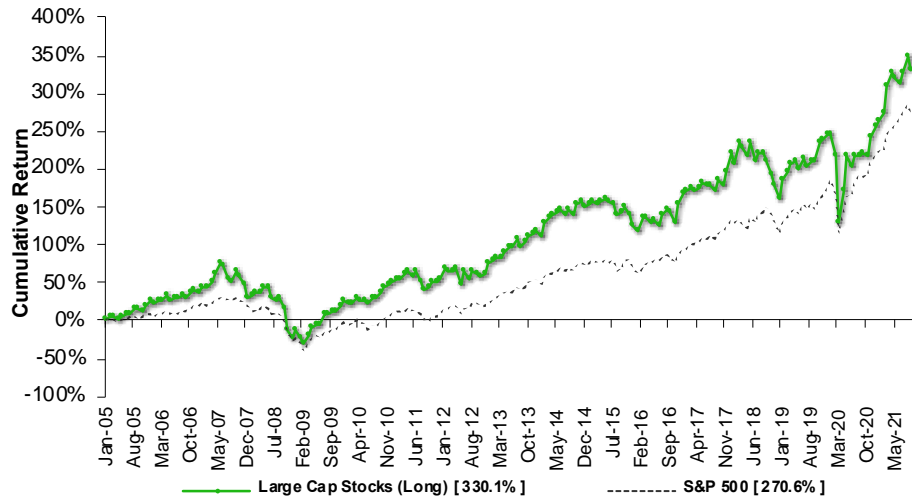


Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.

Figure 24: Large Cap Strategy: Most Attractive Stocks: Cumulative Performance Since Inception

Large Cap Stocks (Long)

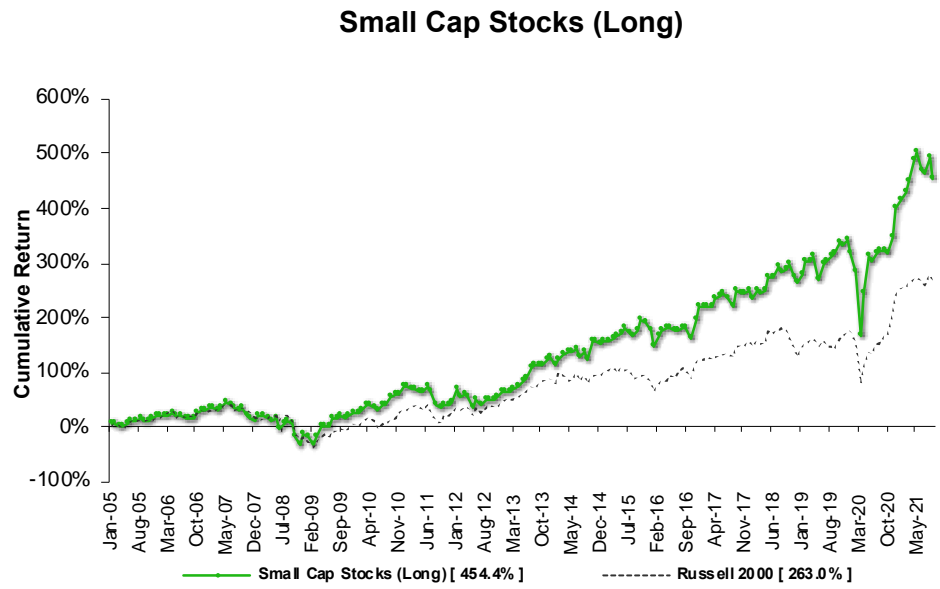


Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.



**Figure 25: Small Cap Strategy: Most Attractive Stocks: Cumulative Performance Since Inception**



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.





### Short Strategies: Most Dangerous Stocks (MD)

Figure 26 shows the performance through 3Q21 of the short strategies offered by our Most Dangerous Stocks versus benchmarks. Positive difference between the Most Dangerous Stocks and the benchmark indicates outperformance.

**Figure 26: Returns for Short Strategies for 2021**

Strategy	Portfolio	2021				YTD
		1Q	2Q	3Q	4Q	
Short benchmark	Large and Small Cap Stocks	-14.3%	2.0%	1.4%	-	-11.3%
	Short S&P 500 and Russell 2000	-8.2%	-3.1%	-0.4%	-	-11.4%
	Difference	-6.1%	5.1%	1.9%	-	0.0%
Short benchmark	Large Cap Stocks	-6.6%	5.3%	-1.6%	-	-3.2%
	Short S&P 500	-8.6%	-5.7%	-1.3%	-	-14.9%
	Difference	2.0%	11.0%	-0.3%	-	11.7%
Short benchmark	Small Cap Stocks	-22.0%	-1.2%	4.3%	-	-19.6%
	Short Russell 2000	-7.8%	-0.5%	0.3%	-	-7.9%
	Difference	-14.2%	-0.7%	4.0%	-	-11.7%

Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.

Figure 27 shows the annualized returns of the short strategies offered by our Most Dangerous Stocks versus benchmarks.

**Figure 27: Annualized Returns for Short Strategies**

Strategy	Portfolio	Annualized return as of 9/30/2021			
		1 Year	3 Year	5 Year	Since Inception
Short benchmark	Large and Small Cap Stocks	-30.8%	-14.7%	-12.4%	-8.3%
	Short S&P 500 and Russell 2000	-26.4%	-15.5%	-15.4%	-10.6%
	Difference	-4.4%	0.9%	3.0%	2.3%
Short benchmark	Large Cap Stocks	-15.9%	-12.6%	-11.9%	-8.4%
	Short S&P 500	-22.7%	-15.7%	-15.4%	-9.8%
	Difference	6.9%	3.1%	3.5%	1.4%
Short benchmark	Small Cap Stocks	-44.0%	-17.4%	-13.4%	-8.9%
	Short Russell 2000	-30.3%	-15.6%	-15.6%	-11.7%
	Difference	-13.7%	-1.7%	2.2%	2.7%

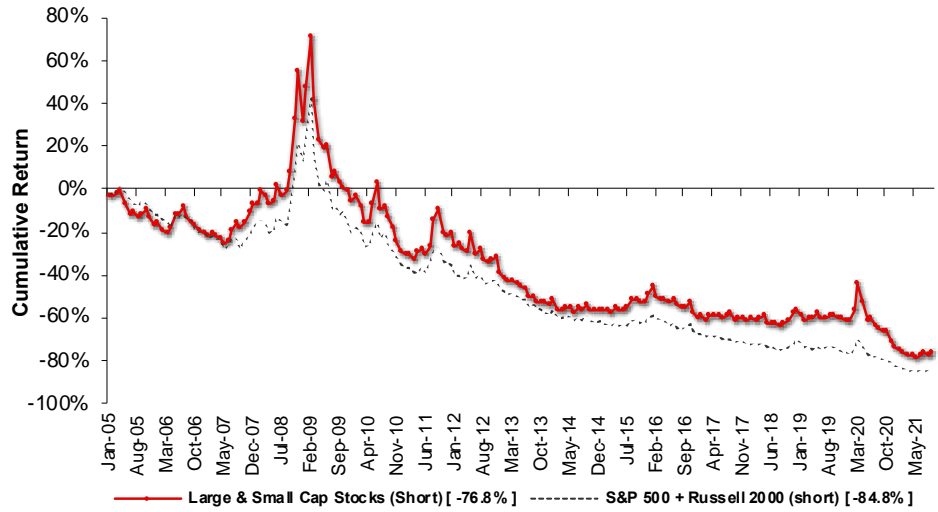
Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates. Inception date is January 2005.



Figure 28: Large and Small Cap Strategy: Most Dangerous Stocks: Cumulative Performance Since Inception

Large & Small Cap Stocks (Short)

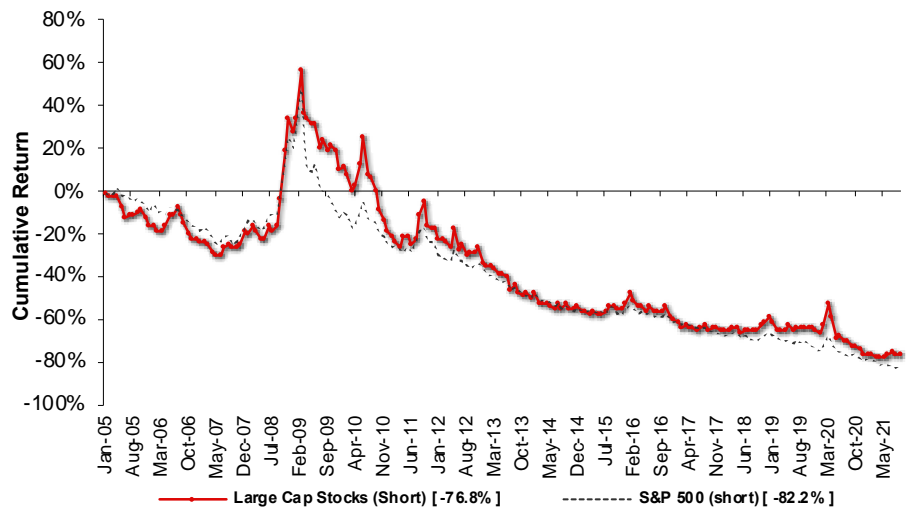


Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.

Figure 29: Large Cap Strategy: Most Dangerous Stocks: Cumulative Performance Since Inception

Large Cap Stocks (Short)

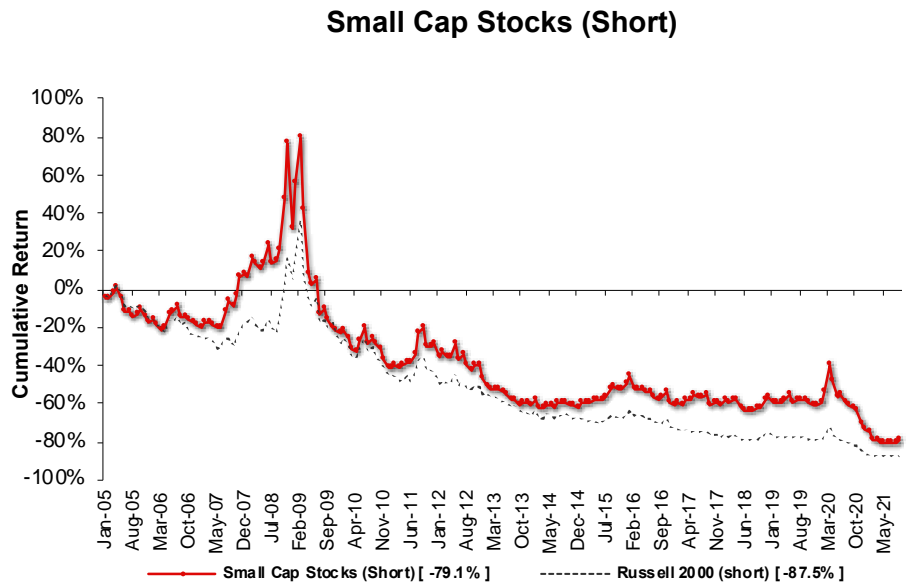


Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.



**Figure 30: Small Cap Strategy: Most Dangerous Stocks: Cumulative Performance Since Inception**



Source: New Constructs, LLC

Note: Gain/Decline performance analysis excludes transaction costs, dividends and rebates.



**Appendix 1 – Risk Metrics**

Strategy	Volatility				Sharpe Ratio				Beta				Monthly Turnover			
	1 year	3 year	5 year	Since Inception	1 Year	3 Year	5 Year	Since Inception	1 Year	3 Year	5 Year	Since Inception	1 Year	3 Year	5 Year	Since Inception
<b>Long/Short</b>	13%	12%	10%	10%	-0.6	0.3	0.5	0.5	1.0	1.0	1.0	1.0	46%	45%	44%	35%
<b>Long Large</b>	15%	27%	23%	20%	2.3	0.4	0.5	0.4	1.1	1.1	1.0	1.0	44%	44%	44%	34%
<b>Long Small</b>	18%	32%	26%	25%	1.7	0.4	0.5	0.4	0.96	0.91	0.90	0.92	36%	41%	41%	35%
<b>Long Large and Small</b>	15%	29%	24%	22%	2.1	0.4	0.6	0.5	1.00	0.98	0.97	0.96	40%	42%	42%	34%
<b>Short Large</b>	16%	27%	22%	20%	-1.0	-0.5	-0.5	-0.4	1.2	1.1	1.1	1.1	54%	51%	47%	35%
<b>Short Small</b>	27%	31%	27%	25%	-1.6	-0.6	-0.5	-0.4	0.95	0.97	1.00	1.10	50%	44%	43%	35%
<b>Short Large and Small</b>	20%	28%	24%	22%	-1.6	-0.5	-0.5	-0.4	1.08	1.05	1.07	1.12	52%	48%	45%	36%
<b>S&amp;P 500</b>	10%	19%	16%	16%	2.8	0.7	1.0	0.5								
<b>Russell 2000</b>	19%	27%	23%	21%	2.0	0.4	0.5	0.4								



## ***Appendix 2 – Assumptions Behind Simulated Performance Analysis***

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The basic assumptions behind our simulated performance analysis for all Model Portfolios except the Focus List Stocks (details on Focus List methodology in the Focus List sections above) are:

1. Positions are equally dollar-weighted in all portfolios and strategies: going long with the Most Attractive, Exec Comp Aligned with ROIC, Safest Dividend Yields, and Dividend Growth Stocks and shorting the Most Dangerous.
2. Holdings are updated on the publish date of the monthly reports.
3. Closing prices are used to open positions on the day each report was published. If a report is published on a non-trading day, then the closing price of the next trading day is used.
4. Positions are closed at the same time new positions are opened.
5. If a stock stops trading before the subsequent monthly report is published, we assume that the position was exited at the last available price.
6. Performance analysis excludes transaction costs, dividends, and the rebates associated with the short portfolios.

The Most Attractive and Most Dangerous portfolios are matched to the following benchmarks:

1. Long/Short (Most Attractive as Long and Most Dangerous as Short): Benchmark is the 3-Month T-bill, the Risk-Free Rate.
2. Large Cap Stocks: Long benchmark is the S&P 500. Short benchmark is based on shorting the S&P 500.
3. Small Cap Stocks: Long benchmark is the Russell 2000. Short benchmark is based on shorting the Russell 2000.
4. Combo Large and Small Cap Stocks: Long benchmark is the average of the S&P 500 and Russell 2000. Short benchmark is based on the average of shorting the S&P 500 and shorting the Russell 2000.



### ***Appendix 3 – Keys to Our Success***

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#### ***Key to Our Success: Better Data and Better Models***

Our proprietary earnings and valuation models leverage large amounts of data from the Notes to the Financial Statements to produce better measures of profitability and valuation. Our report [“Why the Footnotes Matter”](#) provides insights into why our analysis of the Notes to the Financial Statements is critical to understanding the financial performance of companies.

#### ***Investment Philosophy: Cash is King***

Our investment philosophy relies on leveraging a better understanding of (1) cash earnings, in place of reported GAAP<sup>2</sup> accounting earnings, and (2) the market’s expectations for future cash flows for every company we cover.

Having a better model for assessing these core value drivers enables us to exercise greater discipline and enjoy greater success when implementing our [“Cash Is King”](#) investment philosophy.

We believe the performance of our Most Attractive and Most Dangerous Stocks portfolios underscores the merits of our [investment philosophy](#).

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<sup>2</sup> GAAP stands for Generally Accepted Accounting Principles, the rules that govern how companies report financial performance and present financial statements.



## ***It's Official: We Offer the Best Fundamental Data in the World***

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Many firms claim their research is superior, but none of them can prove it with independent studies from highly-respected institutions as we can. Three different papers from both the public and private sectors show:

1. Legacy fundamental datasets suffer from significant inaccuracies, omissions and biases.
2. Only our “novel database” enables investors to overcome these flaws and apply [reliable](#) fundamental data in their research.
3. Our proprietary measures of [Core Earnings](#) and [Earnings Distortion](#) materially improve stock picking and forecasting of profits.

### **Best Fundamental Data in the World**

Forthcoming in [The Journal of Financial Economics](#), a top peer-reviewed journal, [Core Earnings: New Data & Evidence](#) proves our Robo-Analyst technology overcomes material shortcomings in legacy firms’ data collection processes to provide superior [fundamental data](#), [earnings](#) models, and [research](#). More [details](#).

Key quotes from the paper:

- “[New Constructs’] *Total Adjustments* differs significantly from the items identified and excluded from Compustat’s adjusted earnings measures. For example... 50% to 70% of the variation in *Total Adjustments* is not explained by *S&P Global’s (SPGI) Adjustments* individually.” – pp. 14, 1<sup>st</sup> para.
- “A final source of differences [between New Constructs’ and S&P Global’s data] is due to data collection oversights...we identified cases where Compustat did not collect information relating to firms’ income that is useful in assessing core earnings.” – pp. 16, 2<sup>nd</sup> para.

### **Superior Models**

A top accounting firm features the superiority of our ROIC, NOPAT and Invested Capital research to Capital IQ & Bloomberg’s in [Getting ROIC Right](#). See the [Appendix](#) for direct comparison details.

Key quotes from the paper:

- “...an accurate calculation of ROIC requires more diligence than often occurs in some of the common, off-the-shelf ROIC calculations. Only by scouring the footnotes and the MD&A [as New Constructs does] can investors get an accurate calculation of ROIC.” – pp. 8, 5<sup>th</sup> para.
- “The majority of the difference...comes from New Constructs’ machine learning approach, which leverages technology to calculate ROIC by applying accounting adjustments that may be buried deeply in the footnotes across thousands of companies.” – pp. 4, 2<sup>nd</sup> para.

### **Superior Stock Ratings**

Robo-Analysts’ stock ratings outperform those from human analysts as shown in this [paper](#) from Indiana’s Kelley School of Business. Bloomberg features the paper [here](#).

Key quotes from the paper:

- “the portfolios formed following the buy recommendations of Robo-Analysts earn abnormal returns that are statistically and economically significant.” – pp. 6, 3<sup>rd</sup> para.
- “Our results ultimately suggest that Robo-Analysts are a valuable, alternative information intermediary to traditional sell-side analysts.” – pp. 20, 3<sup>rd</sup> para.

Our mission is to provide the best fundamental analysis of public and private businesses in the world and make it affordable for all investors, not just Wall Street insiders.

We believe every investor deserves to know the whole truth about the profitability and valuation of any company they consider for investment. More details on our cutting-edge technology and how we use it are [here](#).



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