

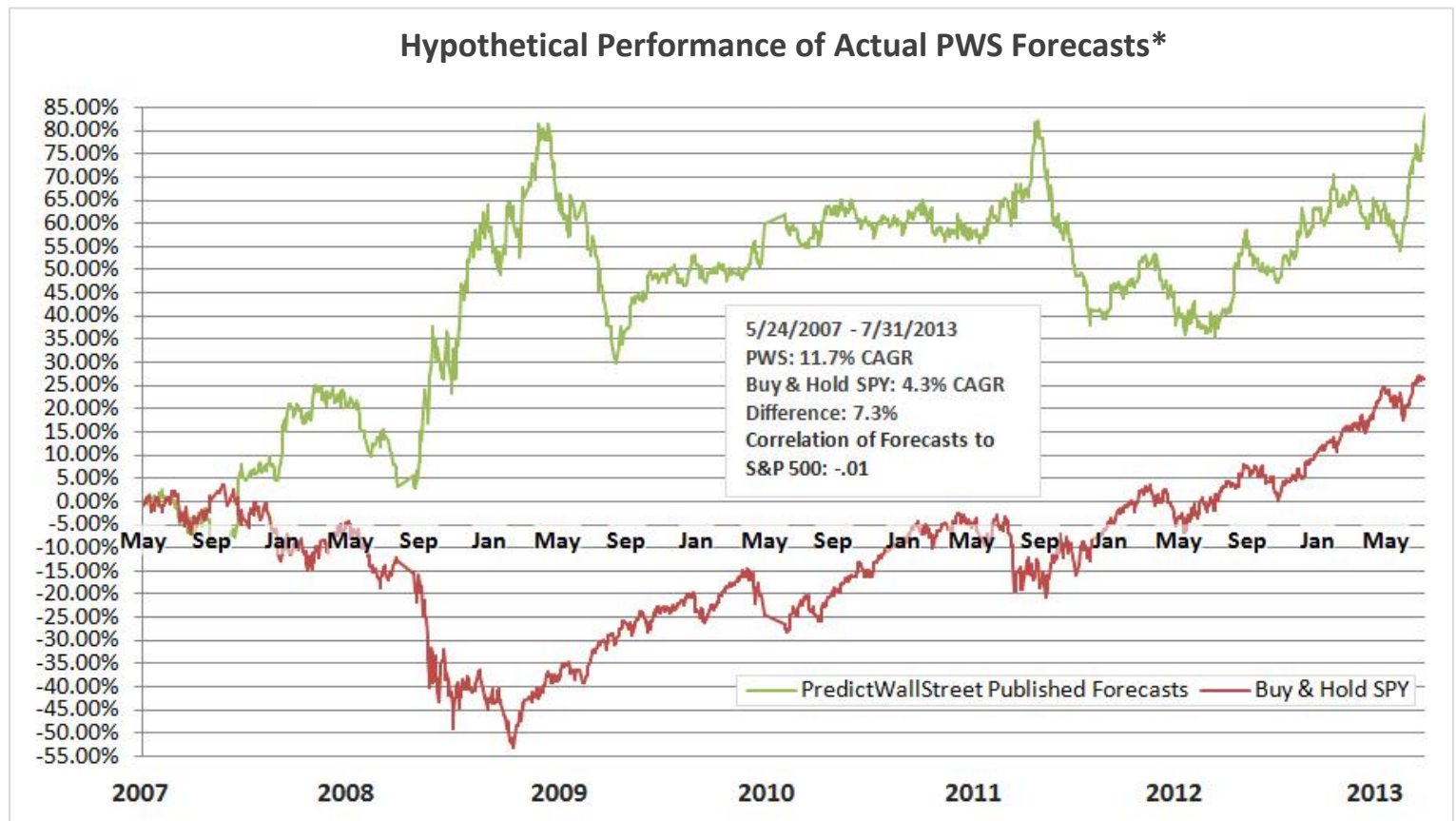
## PredictWallStreet – Increase Advertising Revenue and User Engagement on Financial Media Sites

PredictWallStreet’s proprietary algorithms produce daily stock and index forecasts by processing the collective intelligence of participating online global investors and traders. These one-day forecasts have been released daily, ahead of the opening bell, on broker sites (e.g. TD Ameritrade and Schwab) as well as on predictwallstreet.com since 2007. They have so effectively increased page views, time onsite, clickthroughs and user interaction that three of the largest online brokerages have licensed versions to incorporate in online ads that appear on Yahoo!Finance and other financial media sites. Further, they are discussing sponsoring PredictWallStreet’s user tools directly on Financial Media sites.

Sales staff on Financial Media sites can drive increased revenue by offering this same functionality as an inducement to other advertisers. The benefits of increased page views, engagement, time on site and premium click-through are sales incentives that will attract and satisfy more advertisers and grow revenue. PredictWallStreet has carefully tracked key metrics related to user engagement.

- **An average clickthrough rate of 2.24%.** For every 1,000 users who see our tools on a Financial Media site, 22.4 users actually click on them. This level of engagement is “off the charts” compared with typical rates of about 0.25%.
- **An average of 4 additional pageviews per each visitor exposed to our technology.** Since clicking on our tools leads to additional follow-on pages containing valuable content, users view more pages (and more ad impressions).
- **An average of 4.5 additional minutes spent on site.** More time onsite deepens the user’s relationship with the Financial Media site and increases the likelihood of returning.

The chart below shows that, in aggregate, our forecasts also have been very profitable.\*



**\*DISCLAIMER: PredictWallStreet, LLC is not an investment advisor. Talk to a professional before making any investment decisions. PAST PERFORMANCE DOES NOT GUARANTEE FUTURE RESULTS. PredictWallStreet is not responsible for any losses due to the use of forecasts or other content in investment decisions. Results shown are Hypothetical. Methodology:** Hypothetical results are based on trading all forecasts released on the PredictWallStreet website on stocks >\$5 from 5/24/07 – 7/31/13. For more information on Methodology, please see our white paper at [www.predictwallstreet.com](http://www.predictwallstreet.com).

To understand how PredictWallStreet has been able to deliver both profitable forecasts and very high levels of user engagement, see how our technology works

## How PredictWallStreet Works

On its own website ([www.PredictWallStreet.com](http://www.PredictWallStreet.com)) -- and in partnership with a broad international network of brokerage and financial media sites – PredictWallStreet captures real-time investor sentiment daily. Traders and investors offer best judgments and intuitive calls on whether a particular stock or index will go UP or DOWN over various timeframes. We recommend that Financial Media Sites place our polling technology just below the chart that comes up when users do a stock quote lookup. Our technology recognizes which stock the user is interested in and asks him/ her for her opinion. Because the question is directly related to the stock the user has already expressed interest in, and because answering our question requires just a single mouse click, we tend to get very high clickthrough rates on our polls.



In exchange for sharing an opinion, the user gets to see what other users across the internet think about that stock. See graphic at left. While some media sites have considered or attempted to conduct these kinds of polls themselves, most quickly discover that few users are willing to participate in a poll if they are the only participant, or if there is only a small group of participants. Because PredictWallStreet conducts its polls across many global sites simultaneously, users derive much more value from an internet-wide PredictWallStreet poll compared to a poll of any one site. In fact, we gather more stock polls daily than any other source on the planet. We also have been conducting these polls longer than anyone else, meaning that we have more useful historical information to present to users that helps them put the poll results in context.

While knowing what others think is interesting, PredictWallStreet also tracks and shares the community's record of accuracy in predicting individual stock movements over time. PredictWallStreet shares this accuracy information with users. If the community accuracy is at 50%, then there may not be any useful information in the opinions. However, consistently high or low levels of accuracy on a given stock offers users additional data to weigh in making investment decisions.

For users who prefer simplicity, PredictWallStreet provides directional forecasts on individual stocks. Our team of researchers have spent years developing proprietary quantitative algorithms that process the aggregated predictions to produce these forecasts. The forecasts are based not only on predictions we receive from users across the internet but also on 20M historical predictions from our proprietary database. The directional forecasts also include an indicator of how confident we are in the forecast (strength of 1, 2, or 3). The forecasts we release publically on our site and on our partner sites represent one way of giving back valuable information to users in exchange for the opinions that they share.

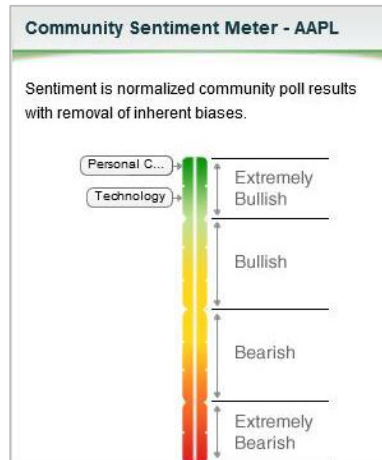
Symbol	Forecast	Change	Correct
F	Down	-0.88 %	✓
LCC	Up	0.75 %	✓
NLY	Down	1.03 %	✗
POT	Up	-1.79 %	✗

## PredictWallStreet also provides various other tools including:

**The Prediction and Price Trends Chart** shows community sentiment charted alongside the stock price, helping users to identify predictive trends.



**The Community Sentiment Meter** is a quick way to compare sentiment on a stock to overall sentiment of the stock's industry and sector.



### MORE...

1. Share a thought, where users can share why they predicted as they did as well as other investment ideas.
2. The Tweet Radar shows what people are tweeting about.

All of the above tools are available for our financial Media Site partners and have been shown to increase user engagement and satisfaction.