



The Science to Avoid the Losers

A large number of active equity investors tend to remain invested into stocks that after a nice rise start to drop, and the magnitude of the fall cannot be forecasted. Trendrating provides timely alerts that contribute to limit the damage.

Markets Insider selected the 11 worst-performing S&P500 Stocks of 2019.

Link: <https://markets.businessinsider.com/news/stocks/worst-performing-stocks-equities-2019-gap-kraft-heinz-biggest-declines-2019-12-1028786786#10-alliance-data-systems2>

Trendrating customers had the opportunity to identify in time the bear trend in 10 out of the 11 worst performing stocks in the S&P500, following the negative rating (C or D) issued by our system.

Trendrating – delivering alpha. Measurable. Actionable. Repeatable.

January 8th, 2020

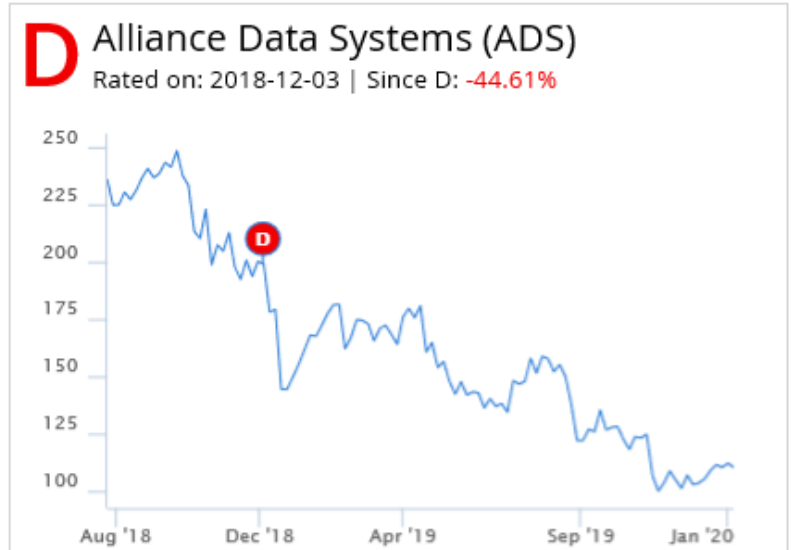
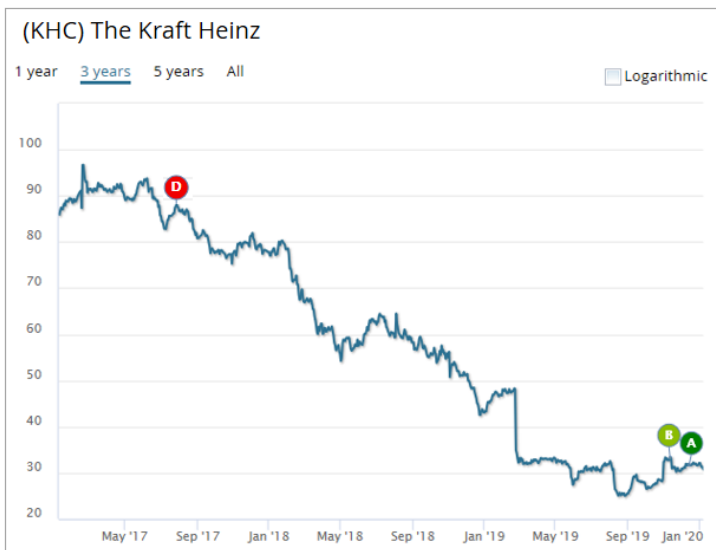
Stocks List

Ticker	Name	Market	Sector	Industry	Market cap	Price	Rating	Rated on	Since rated
KHC	The Kraft Heinz*	US	Consumer Staples	Food Products	37.56B	USD 30.76	D	8/17/2017	-62.10%
ADS	Alliance Data Systems	US	Information Technology	IT Services	5.08B	USD 110.25	D	12/3/2018	-44.61%
DXC	Dxc Technology	US	Information Technology	IT Services	9.18B	USD 35.85	D	12/3/2018	-43.54%
MYL	Mylan	US	Health Care	Pharmaceuticals	11.34B	USD 21.17	C	7/10/2018	-41.44%
M	Macy's	US	Consumer Discretionary	Multiline Retail	5.46B	USD 17.67	C	2/27/2019	-41.35%
LB	L Brands	US	Consumer Discretionary	Specialty Retail	4.98B	USD 18.02	D	1/28/2019	-35.83%
OXY	Occidental Petroleum	US	Energy	Oil, Gas & Consumable Fuels	40.44B	USD 45.27	C	10/29/2018	-34.06%
GPS	Gap	US	Consumer Discretionary	Specialty Retail	6.73B	USD 18.03	C	9/18/2018	-33.35%
MOS	The Mosaic	US	Materials	Chemicals	7.92B	USD 20.92	C	3/1/2019	-33.10%
ABMD	Abiomed	US	Health Care	Health Care Equipment & Supplies	8.14B	USD 180.35	D	5/2/2019	-31.88%
KSS	Kohl's	US	Consumer Discretionary	Multiline Retail	7.86B	USD 50.17	D	7/3/2019	5.58%

*Recently Upgraded to (B) and then (A)

*The performance is calculated until the change of rating to (B)

Graphs



D Macy's (M)
 Rated on: 2019-02-20 | Since D: -29.38% | Since C: -41.18%



D L Brands (LB)
 Rated on: 2019-01-28 | Since D: -35.83%



D Occidental Petroleum (OXY)
 Rated on: 2018-12-21 | Since D: -24.52% | Since C: -31.88%



D Gap (GPS)
 Rated on: 2018-10-11 | Since D: -32.29% | Since C: -33.20%



D The Mosaic (MOS)
 Rated on: 2019-05-10 | Since D: -12.47% | Since C: -32.52%



D Abiomed (ABMD)
 Rated on: 2019-05-02 | Since D: -31.88%





Make sure to avoid the losers. Use Trendrating to stay on top of price action and maximize your risk control.

Trendrating

Trendrating is the leader in “**trend capture** “ models, analytics and technology, serving 100+ institutions worldwide and premier partners including Euronext.

Trendrating provides an innovative , well proven set on analytics to assess and rate the quality of price trends. **The ability to capture trends , profiting from bull markets and avoiding bear phases is the key to superior performance on a consistent basis.** Trendrating makes possible to quickly analyze trends using a rating system where **A** and **B** identify bull trends and **C** and **D** point to bear trends. This rating approach captures in a systematic and unbiased way medium term price trends that can impact yearly portfolio returns. The rating of trends is additional market intelligence designed to enrich the investment decision process and maximize returns while improving risk control.

Trendrating offers a well validated rating methodology to measure trends (**A, B, C, D**) easy to integrate into most strategies and models.

A = strong bull trend

B = beginning of a bull trend

C = inception of a bear trend

D = strong bear trend

With Trendrating you can evaluate the direction and the quality of medium to long-term price trends for stocks, ETFs, indices, sectors and countries.

The evaluations, rankings and information provided by Trendrating (the "Services") are provided solely for the use of finance professionals (the "Users") who have been issued a license to use the Services by Trendrating and who, by nature of their status as investment professions understand, or are expected to understand, the complexity of finance products, the functioning of the markets and the risks inherent in them. The Services are not offered for use by persons not employed or actively working as professionals in the finance and investment industry. The Services are to be used entirely at the risk of the Users. Included in the Services are forward-looking statements that are based on observations, assumptions and calculations that reflect Trendrating's expectations. Forward-looking statements are subject to numerous risks and uncertainties that could cause actual results to materially differ from those expectations. The Services are not intended to constitute a recommendation of any specific security or financial product and are to be implemented solely in conjunction with or as part of a complete investment evaluation conducted by the Users. Under no circumstances shall Trendrating, its officers, directors, employees or agents be liable for any damages, lost profits or investment losses that result in any way from use of the Services or any interruptions, errors or delays in the Services.

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