

Track the impact of your market-moving news in real time with the News Direct Equity Impact Report. Only News Direct provides this comprehensive overview of event-day market impact. Track all the most relevant metrics of your company's market performance from the moment your news is released through 90 days post-release.

- ▶ Save precious time and effort - no more wasted hours pulling data from several different sources.
- ▶ Access refreshed data for 90 days
- ▶ Included **free of charge** with every public company release

Insightful data on the market impact of your company news



VALUE

What is the stock price movement from the exact time the news release is disseminated?



VOLATILITY

What is the impact on volatility following the issuance of your news release?



VOLUME

How does your news event influence the trading volume of your stock?



PEER ACTIVITY

Benchmark against three peer companies of your choosing

*US Public Companies Only

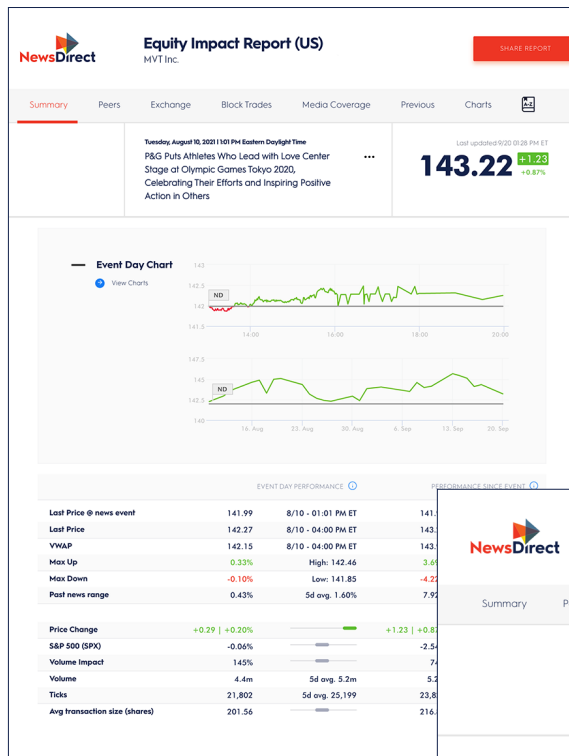


RELATIVE PERFORMANCE

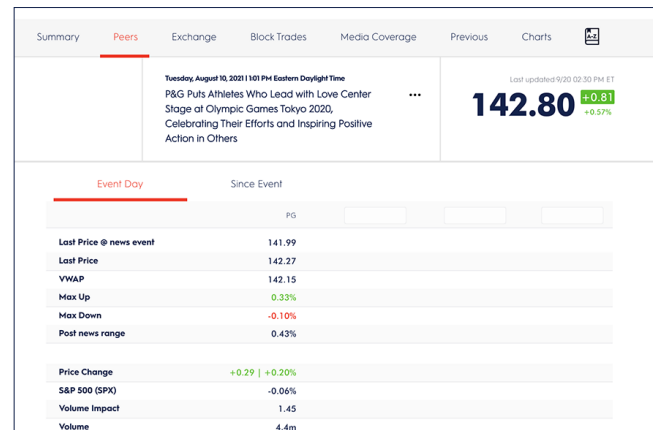
Compare to stock performance to non-news issue days



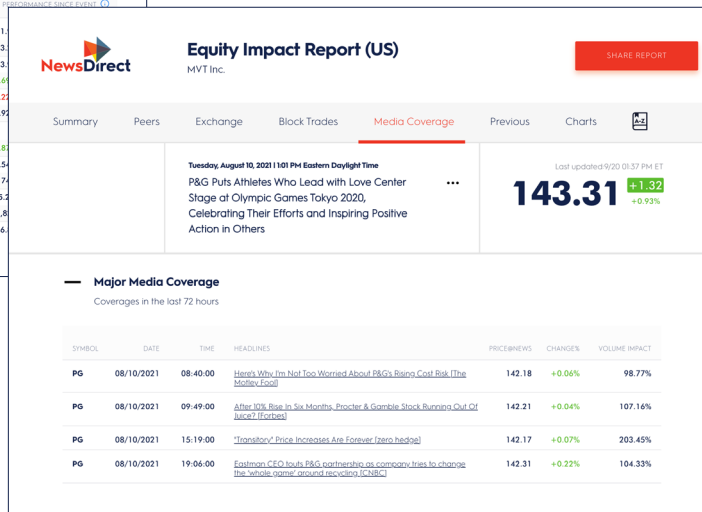
Summary Report



Peers Report



Media Coverage



You'll learn everything you need to know and more – all in a sharable, dynamic, easy-to-read report

- ▶ Where your stock-traded
- ▶ Odd-lot and block transactions
- ▶ Which investor class your news attracts and the influence your news has on their trading
- ▶ Which Electronic Communications Network (ECN) and exchange the transaction took place
- ▶ Amount of block shares traded and when
- ▶ View other news generated on release day from the AP, Bloomberg, Reuters, The New York Times, MarketWatch, Fox Business, FT.com, ITheStreet.com and more

