

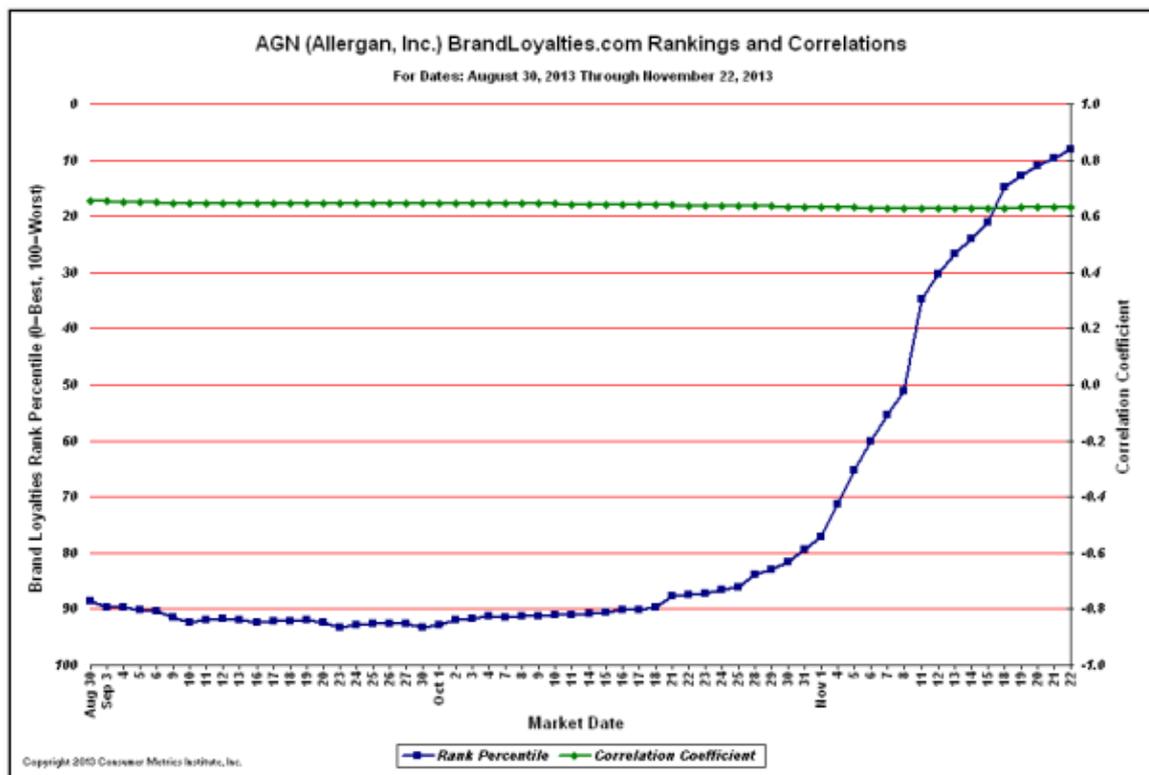
# BrandLoyalties.com Special Commentary

## 11/24/2013: AGN (Allergan, Inc.) Rockets Into BrandLoyalties.com's Top 10% Based on Online Consumer Interest

(Web page version is [here](#))

Since 2006 [BrandLoyalties.com](#) has collected data from numerous online sources to methodically rank consumer interest in the brand names utilized by over 550 listed equities. AGN (Allergan, Inc.) recently ascended into the top ranked 10% of those equities at a nearly unprecedented pace. This action has typically led to very good news for stocks in the [BrandLoyalties.com](#) universe. In fact, historically, holding a portfolio of only the top 10% ranked equities in the [BrandLoyalties.com](#) universe (since 2006) has returned over 37.4% per year (as compared to the S&P 500's approximately 5.1%).

### AGN (Allergan, Inc.)



(Click [here](#) for best resolution)

Would you like to know how the marketing strategies of your favorite equity are playing out in "real time"? Check out the [BrandLoyalties.com](#) coverage list ([here](#)) and drop **Tony Seker** a line by replying to this e-mail to request a quick demo presentation or trial subscription.

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## How Does BrandLoyalties.com Track and Rank Brand Loyalties?

BrandLoyalties.com is a unique quantitative research provider to institutional investors that uses online consumer-tracking data to generate forward looking signals based on shifting consumer brand loyalty. They track over 100 million daily online consumer choices and identify which equities are likely to be impacted (positively or negatively) by changing consumer sentiment in those brands. The key criteria for coverage include a significant online presence for the brand names of those equities (called the brand name's web "luminosity") and a reasonably strong link between on-line brand name citations and consequential revenue for the corporation (referred to as the "signal relevance" for that corporation's brand names).

BrandLoyalties.com uses a proprietary algorithm to determine the velocity of change in consumer brand loyalty ranking the 500+ stocks on this measure from top to bottom each day. Signals derived from this analysis are generated well before earnings announcements and generally before guidance are provided. Each equity exhibits a unique lag time between when a signal is generated from the online data and subsequent price movement in the stock. The 'best fit' lag times are also provided to clients for each security in order to help optimize their buy or sell decisions.

The firm provides institutional subscribers with their unique proprietary metrics. This data helps investors easily identify those stocks exhibiting the characteristics of winners or losers. Clients may also choose to opt-in for daily email alerts which highlight the equities exhibiting the most significant trends. While investors are naturally interested in identifying equities with growing brand loyalty, users may also mitigate risk in existing portfolios by monitoring or avoiding stocks which display fading customer loyalty.

## How Have BrandLoyalties.com Signals Performed?

A simple long-only "proof-of-concept" portfolio consisting solely of the top 10% of these 500+ ranked stocks would have produced an average annual ROI since January 2006 in excess of 37.4% as compared to the S&P 500's 5.1%. (Results from over 1,725 one-year Monte Carlo portfolio simulations covering January 2006 through November 22, 2013, each portfolio blindly chosen on only brand loyalty rankings, then equally-weighted and reallocated when composition of the top 10% changes.)

It is highly likely that actual BrandLoyalties.com clients have experienced even greater alpha when they overlaid their own internal fundamental or quantitative research on top of the simple brand loyalty metrics used in the proof-of-concept portfolios.