

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

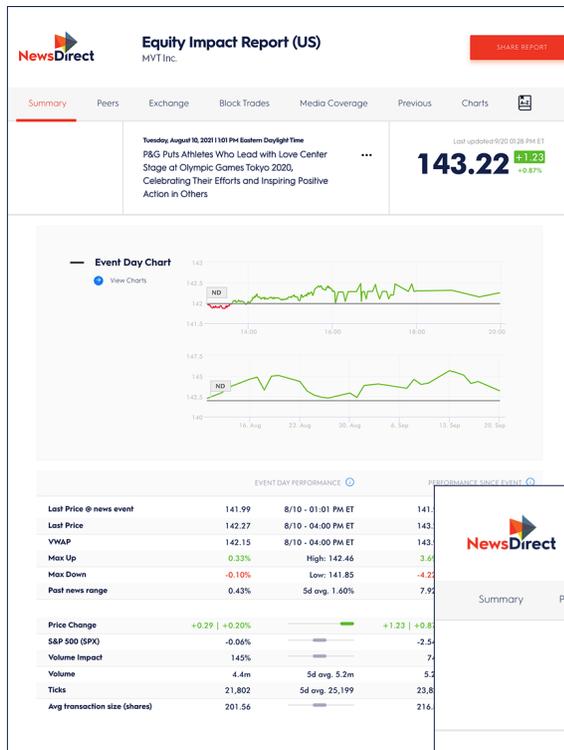


### RELATIVE PERFORMANCE

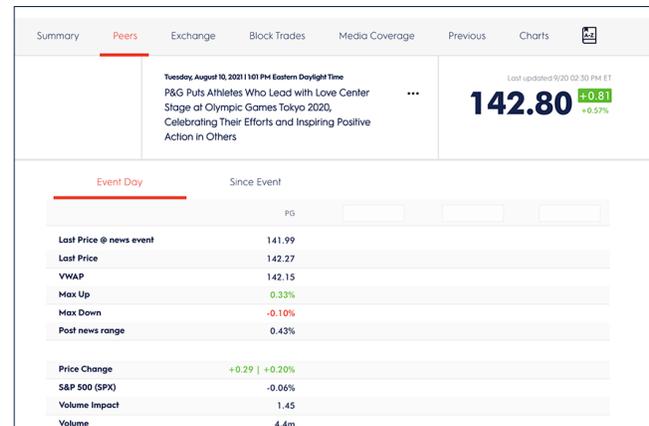
Compare to stock performance to non-news issue days



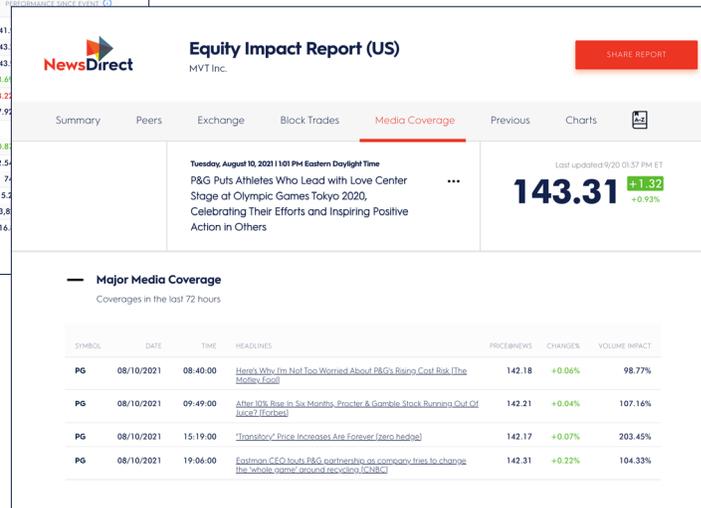
## Summary Report



## 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, TheStreet.com and more

