

Equity Impact Report

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?

PEER ACTIVITY

*US Public Companies Only

choosing

Benchmark against three peer companies of your



VOLUME How does your news event influence the trading

event influence the tradi volume of your stock?



RELATIVE PERFORMANCE Compare to stock performance to non-news issue days



Summary Report

Peers	Re	p	0	rt	
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wsDirect	Equity Impact Repo	orr (US)		SHARE REPOR	T	Summary	Peers Exch	ange Block Trades		Coverage	Previous	Charts	Åz
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- Event Do	ay Chart 143					Last Price		142.27					
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Last Price @ news event Last Price		8/10 - 01:01 PM ET 8/10 - 04:00 PM ET	PERIC 141. 143.			Media C		.(US)		_			
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Last Price VWAP Max Up Max Down Past news range Price Change S&P 500 (SPX)	+ 141.99 142.27 142.15 0.33% 0.43% +0.29 +0.20% -0.06%	8/10 - 01:01 PM ET 8/10 - 04:00 PM ET 8/10 - 04:00 PM ET High: 142.46 Low: 141.85 5d ovg. 1.60%	141. 143. 143. 3.69 -4.22 7.92	NewsDired	ct	Equity Imp MVT Inc. Exchange	pact Report	Media Coverage	Previous				
Last Price VWAP Max Up Max Down Past news range Price Change S&P 500 (SPX) Volume Impact	+0.21 41.99 142.27 142.15 0.33% -0.10% 0.43% +0.29 +0.20% -0.06% 145%	8/10 - 01:01 PM ET 8/10 - 04:00 PM ET 8/10 - 04:00 PM ET High: 142.46 Low: 141.85 Sd org. 1.60%	141: 143: 143: 3.6 4.22 7.92 +1.23 +0.8 -2.5 7-	NewsDired	ct	Equity Imp MVT Inc. Exchange Tuesday, August 10, 207 P&G Puts Athlete	Block Trades	Media Coverage Time ve Center •••		Last updated	49/20 01:37 PM E1	т	
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