

HedgeChatter
Trade Idea: *Exelixis, Inc. (EXEL)*



Trade Idea

Sector: BioTech

Company: Exelixis, INC

Ticker: EXEL



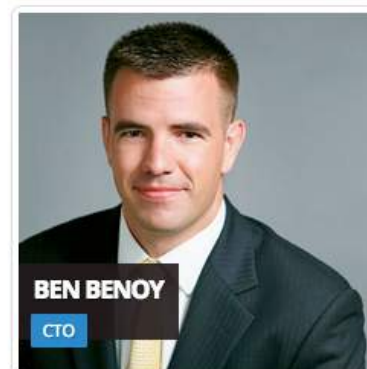
Who is HedgeChatter?

Co-Founders & Team Members have backgrounds in:
 Tech development, DOD, Military Decision Algorithms, Big Data NASA,
 Yahoo, Zynga, Swiss & Spain Based Hedge Fund Portfolio Management




JAMES ROSS
CEO

James Ross | CEO & Co-Founder
 10+ Years Startup Experience, Co-Founder IPTel Direct & Stratum Global Networks, Technology / Vision / Sales, UX



BEN BENOY
CTO

Ben Benoy | CTO & Co-Founder
 US Marine, 6 Years Command Control Experience, Warfare Decision Analytics, Intelligent collection & distribution systems, Georgia Tech Masters in Applied Systems Engineering



ROB TURKEL
COO

Rob Turkel | COO & Co-Founder
 10+ Years Startup Experience, Broadriver, Orion Network Projects, Project Management and People Connector, Georgia State BBA Management and Finance



OMAR SYED
CTA

Omar Syed | Chief Technical Architect & Co-Founder
 Big Data NASA, Yahoo, 5 Algorithmic Patents, Zynga Architect, AI Research Scientist, Trading Platform Development



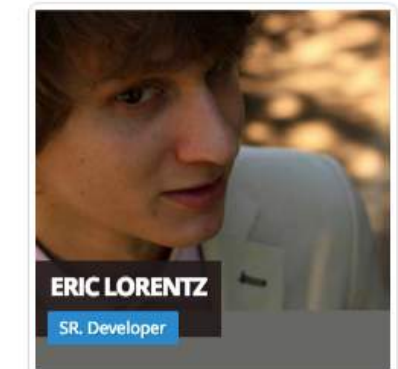
DARYUSH PARSİ
Advisor

Mr. Parsi is the Founder at Parsi Capital and past Hedge Fund Manager in Switzerland & Spain. Credentials: CFA, MBA, CFE



GEORGE KARİDİS
Advisor

Mr. Karidis, COO of Softlayer(sold to IBM for \$2.2B) is directly responsible for managing and overseeing the company's strategic growth and international expansion efforts.



ERIC LORENTZ
SR. Developer

Sixteen years of experience designing content for web delivery. The Economist, Bob Seger, CTK Entertainment, Reverb Publishing, 7sixty Games.

- 2009 R&D Started
- 2012 Beta Released v1.0
- 2013 Company Established
- 2014 HedgeChatter v2.0 Released
- 2015 Became Cashflow Positive



Entrepreneur names HedgeChatter as one of the *100 Most Brilliant Companies*



Provide Predictive Based Social Signals to Alert on Stock Moves Ahead of Traditional Indicators for:

Idea Generation | Confidence | Risk Mitigation



Overview

Ticker: EXEL
M-CAP: \$1.2B
BioPharma

Thesis Summary

Short Position

Thesis Overview

EXEL Research:

- Based on previous Social Buy Signals, the company reversed each and every time.
- Trading against mass social consensus
- Manipulation Index Volatile over past 1 year
- Biotech Sector Shaky
- China Concerns still weighing in heavily
- Market Sentiment 60% Sell
- Social Market Indicator had 3 Downside Risks in a row.
- Aug 3rd Price Closed @ \$6.12
- Aug 11th Earning Release Date Set - Anticipated Negative Based on Chatter Reduction

Trade to Execute

- Aug 3rd 6:35pm - Recommending Short for next day Aug 4th
- Aug 4th Open - \$6.25
- Aug 4th Close - \$6.62
- Aug 4th Median Short Price: \$6.30 (Sell)
- Aug 11th Earning Released - Missed and Quarterly Loss
- Aug 12th Mid Afternoon Price - \$5.56
- Buy to Cover @ 5.56

Results

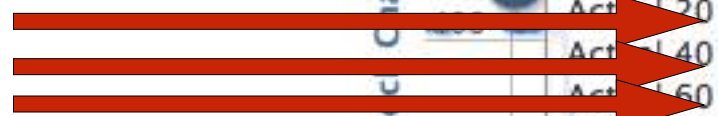
- Per share return \$0.74
- Results on Exelixis, Inc. (EXEL)
- 11% gain in 8 Calendar days



#2 Social Media Buy Signal



#3 Buy Signal resulting in substantial losses



#1 No spike in true positive or negative news



#4 Conclusion - Pump Activity in the Works



Exelixis, Inc. (EXEL) Remove from Watchlist Add to Portfolio

5.91 \$0.06 (1.03%) Volume: 5,486,763 **Social Sentiment (5/14/2015)** **Chatter Volume** 8/13/2015 4:34pm EDT

Opening Price: 5.9 Strong Buy: 71% **5 Day** **Today**
 52 Week: 1.26 - 6.81 Buy: 0% **-26%** **-24%**
 Market Cap: 1.33B Hold: 24% Sell: 0% Strong Sell: 5%

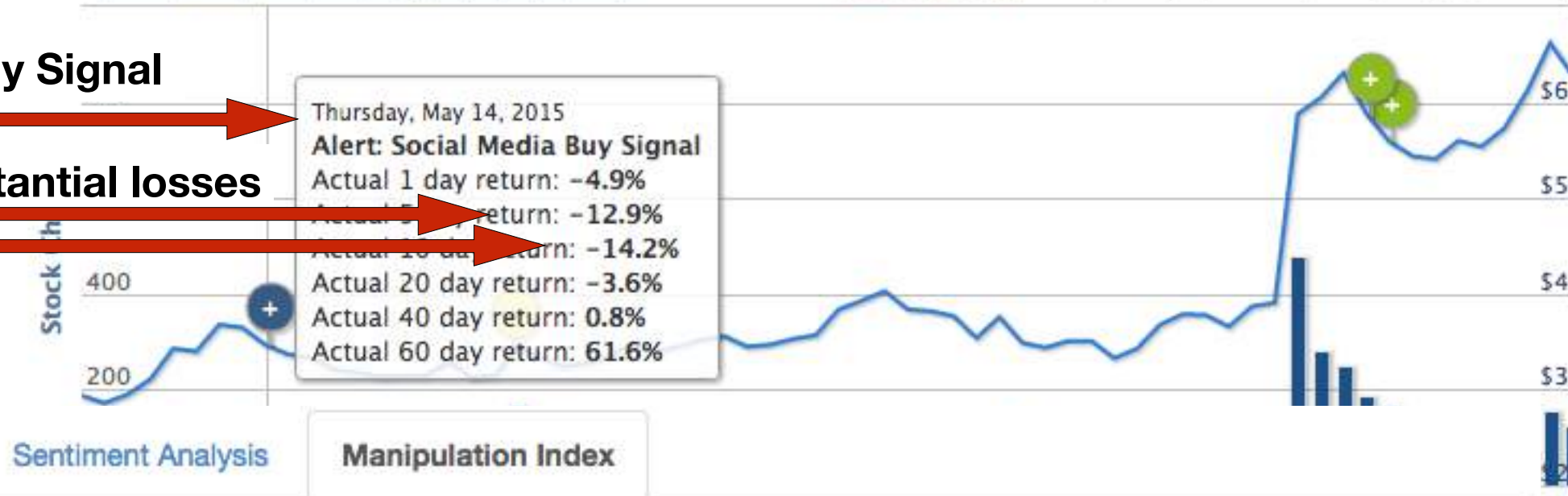
NYSEMKT - Disclaimer
Currency in USD

Chart Alerts Stock Chatter News Show Real-Time **\$3.47**

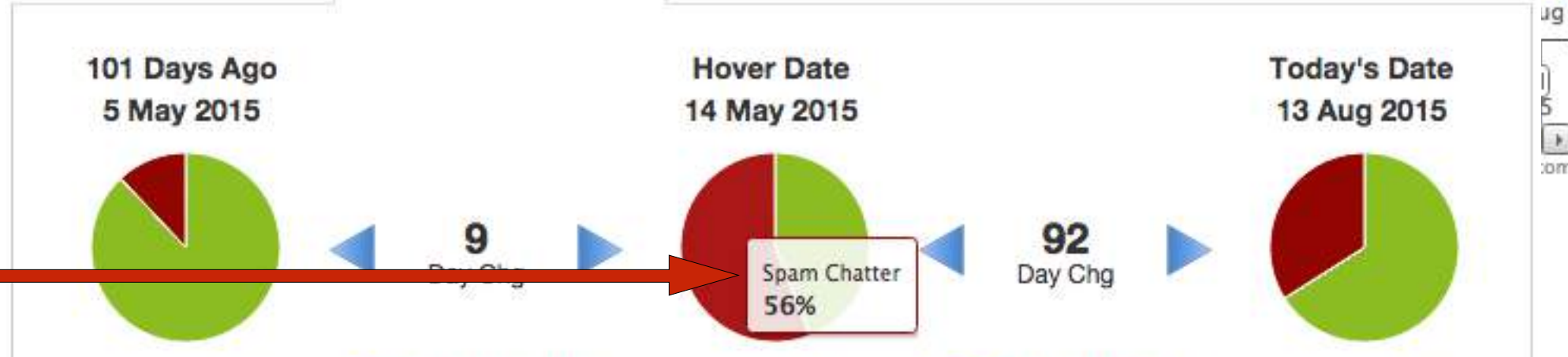
Zoom 1m 3m 6m YTD 1y 2y 5y All **\$3.05 (107%)** From May 4, 2015 To Aug 4, 2015

#2 Social Media Buy Signal

#3 Buy Signal resulting in substantial losses



#1 Manipulation over 50%



Exelixis, Inc. (EXEL)

Remove from Watchlist

Add to Portfolio

5.91 \$0.06 (1.03%)

Volume: 5,524,990
 Opening Price: 5.9
 52 Week: 1.26 - 6.81
 Market Cap: 1.33B

Social Sentiment (7/23/2015)



Chatter Volume



#1 Sentiment Showing Positive but stock Heading south

Chart Alerts Stock Chatter News

Show Real-Time \$5.88

Zoom 1m 3m 6m YTD 1y 2y 5y All

\$2.40 (68%) From Jul 4, 2015 To Aug 4, 2015

#2 Social Media Buy Signal

#3 Buy Signal resulting in substantial losses



Exelixis, Inc. (EXEL) [Remove from Watchlist](#) [Add to Portfolio](#)

5.91 \$0.06 (1.03%)

Volume: 5,524,990
 Opening Price: 5.9
 52 Week: 1.26 - 6.81
 Market Cap: 1.33B

Social Sentiment (7/24/2015)



Chatter Volume



#1 Sentiment Showing Positive but stock Heading south

NYSEMKT - Disclaimer
 Currency in USD

Chart [Alerts](#) [Stock Chatter](#) [News](#)

Show Real-Time \$5.59

Zoom [1m](#) [3m](#) [6m](#) [YTD](#) [1y](#) [2y](#) [5y](#) [All](#)

\$2.40 (68%) From Jul 4, 2015 To Aug 4, 2015

#2 Social Media Buy Signal

#3 Buy Signal resulting in substantial losses



Based on the history of apparent news pump to hype, the indicators were very clear that earnings would probably miss and thus the stock would head south.

Exelixis, Inc. (EXEL) [Remove from Watchlist](#) [Add to Portfolio](#)

5.91 \$0.06 (1.03%)

Volume: 5,524,990
 Opening Price: 5.9
 52 Week: 1.26 - 6.81
 Market Cap: 1.33B

Social Sentiment (8/3/2015)



Chatter Volume



Wednesday, Aug 20, 2014
Alert: Social Media Buy Signal
 Actual 1 day return: -0.5%
 Actual 5 day return: 0.5%
 Actual 10 day return: -54.0%
 Actual 20 day return: -58.8%
 Actual 40 day return: -62.5%
 Actual 60 day return: -56.2%

Thursday, May 14, 2015
Alert: Social Media Buy Signal
 Actual 1 day return: -4.9%
 Actual 5 day return: -12.9%
 Actual 10 day return: -14.2%
 Actual 20 day return: -3.6%

Thursday, Jul 23, 2015
Alert: Social Media Buy Signal
 Actual 1 day return: -6.8%
 Actual 5 day return: -11.3%
 Actual 10 day return: -0.5%

Friday, Jul 24, 2015
Alert: Social Media Buy Signal
 Actual 1 day return: -4.9%
 Actual 5 day return: -5.8%
 Actual 10 day return: 0.2%

7/13/2015 4:42pm EDT

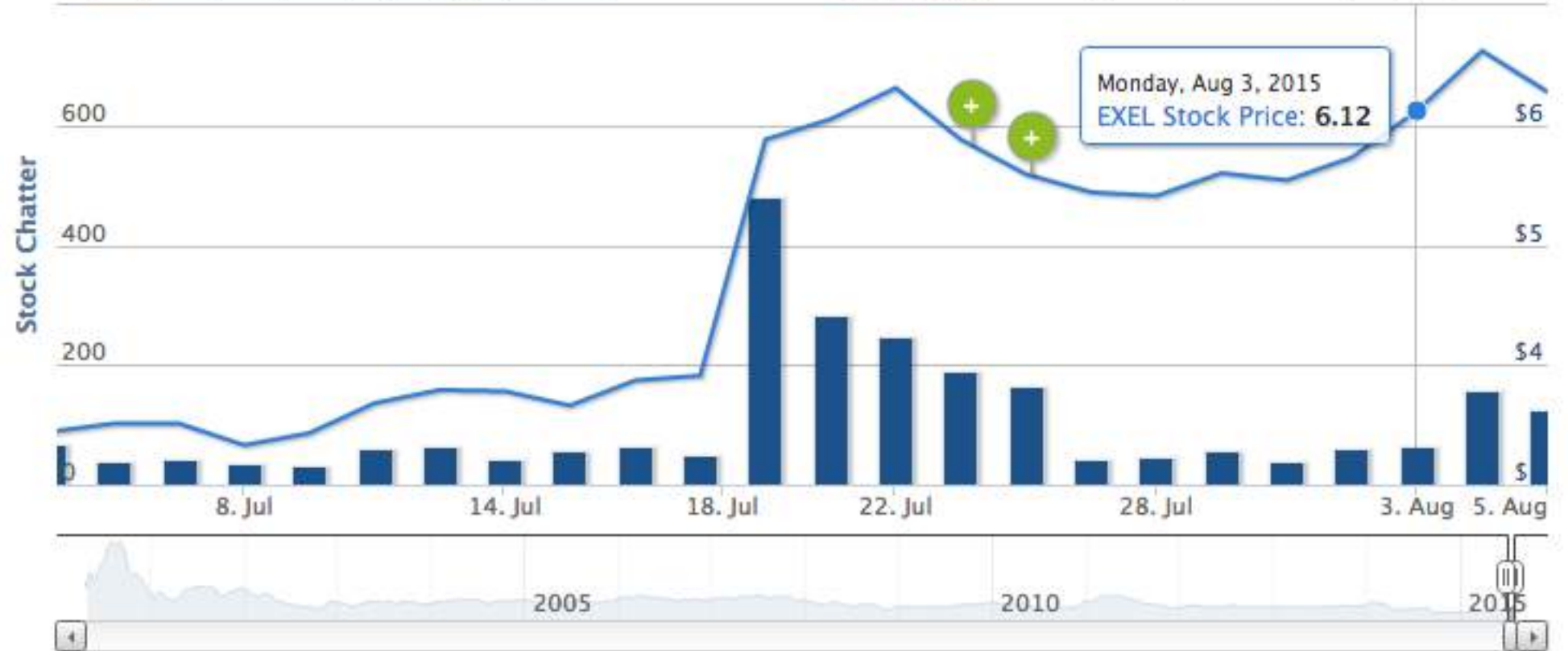
YSEMKT - Disclaimer
 Currency in USD

Chart [Alerts](#) [Stock Chatter](#) [News](#)

Zoom [1m](#) [3m](#) [6m](#) [YTD](#) [1y](#) [2y](#) [5y](#) [All](#)

Show Real-Time \$6.12









\$2.40 (68%) From [Jul 4, 2015](#) To [Aug 4, 2015](#)



Institutional Platform & API

- **Advanced Platform:** Retail Investors, University Researchers- \$29.95 per month
- **Institutional Platform:** RIA's, Wealth Managers, Hedge Funds - \$495 per month
- **API:** Quant Groups, Hedge Funds - \$1,500 per month

our **Features**

- 
Stocks by Social Chatter Volume
 Instantly see the most chatted stocks over the past 24hrs and trending now.
- 
Stocks by Sentiment Volume
 View stocks ranked by sentiment volume (Strong Buy, Buy, Hold, Sell, Strong Sell)
- 
Top Positive Sentiment Leaders
 See the most positively chatted stocks Trending Now and over the Past 24 hrs.
- 
Top Negative Sentiment Leaders
 See the most Negatively chatted stocks Trending Now and over the Past 24 hrs
- 
Stocks w/Accelerating Positive Sentiment
 View stocks with rapid acceleration in overall Positive social media stock sentiment.
- 
Stocks w/Accelerating Negative Sentiment
 View the stocks with rapid acceleration in overall Negative social media stock sentiment.
- 
Sentiment Analysis
 Understand how changes in sentiment are a leading indicator stock price direction. Compare multiple dates and view the results.
- 
Manipulation Analysis
 Instantly view # of Validated Chatter msgs Vs. # of Spam/Deception msgs. Avoid manipulation hype and focus on true market direction.



and Insights...

HedgeChatter Dashboard & Stock Insights

For the very first time you can now visually see how social media is being utilized as a leading indicator for stock price direction.

***DISCLAIMER: HedgeChatter can neither confirm or deny the identity of the responsible party or parties involved with the social media manipulation or attempted manipulation of EXEL stock. HedgeChatter can also neither confirm or deny if any employee, director, officer, management, or anyone affiliated either directly or indirectly with EXEL had any intentional or unintentional interest or involvement with the social media manipulation or attempted manipulation of EXEL stock.**



HedgeChatter

Social Media Analytics for the Stock Market



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HedgeChatter - Contact

For additional information, including pricing for our Retail Investor and HedgeFund platforms or API's, please contact us at 1-678-744-9720 or by visiting www.HedgeChatter.com