

# **LEGAL**



#### **DISCLAIMER**

Hedgeye Risk Management is a registered investment advisor, registered with the State of Connecticut. Hedgeye Risk Management is not a broker dealer and does not provide investment advice to individuals. This research does not constitute an offer to sell, or a solicitation of an offer to buy any security. This research is presented without regard to individual investment preferences or risk parameters; it is general information and does not constitute specific investment advice. This presentation is based on information from sources believed to be reliable. Hedgeye Risk Management is not responsible for errors, inaccuracies or omissions of information. The opinions and conclusions contained in this report are those of Hedgeye Risk Management, and are intended solely for the use of Hedgeye Risk Management's clients and subscribers. In reaching these opinions and conclusions, Hedgeye Risk Management and its employees have relied upon research conducted by Hedgeye Risk Management's employees, which is based upon sources considered credible and reliable within the industry. Hedgeye Risk Management is not responsible for the validity or authenticity of the information upon which it has relied.

#### **TERMS OF USE**

This report is intended solely for the use of its recipient. Redistribution or republication of this report and its contents are prohibited. For more detail please refer to the appropriate sections of the Hedgeye Services Agreement and the Terms of Use at <a href="https://www.hedgeye.com">www.hedgeye.com</a>.

DATA SOURCE: BLOOMBERG
© Hedgeye Risk Management LLC

1

BOUNCE

2

VIX

3

**TECH** 







# 1) BOUNCE

Both longstanding Bearish @Hedgeye TRENDs and new ones bounce. We'd sell both types this morning as the bounces aren't telling us anything new – on the longstanding side, big things like KOSPI, Copper, Oil, then the new and developing bears like U.S. Tech and Consumer Discretionary head the list.

# 2) VIX

We measure and map these bounces in beta within the lens of volatility – our signal says this is a Phase Transition in U.S. Equity Vol in particular with the new low-end of our VIX Risk Range being the former top-end of the range = 15.37-25.67 (this should happen during Quad 4 in Q3).

Consensus is still long of Tech – you probably know that but if you want to see that just look at the implied volatility DISCOUNT of -2% (vs. 30-day realized) in the mainline Tech ETF (XLK) this morning. S&P Tech Earnings are now -7% y/y and slowing at a faster rate.

## **COMMUNICATIONS POSITION MONITOR**

| Best Ideas | - Longs                           | Sentiment<br>Score* | ket Cap<br>(bill) | Price         | Trend        | Tail         | Best Ideas  SHORT | - Shorts                       | Sentiment<br>Score* | larket<br>ap (bill) | ĺ  | Price | Trend | Tail |
|------------|-----------------------------------|---------------------|-------------------|---------------|--------------|--------------|-------------------|--------------------------------|---------------------|---------------------|----|-------|-------|------|
| Active Lor | ıgs                               |                     |                   |               |              |              | Active Sho        | orts                           |                     |                     |    |       |       |      |
| DIS        | Walt Disney Company               | 100                 | \$<br>242.7       | \$<br>134.9   | ✓            | $\checkmark$ | NFLX              | Netflix, Inc.                  | 38                  | \$<br>133.2         | \$ | 304.3 | ×     | ×    |
| PINS       | Pinterest, Inc. Class A           | N/A                 | \$<br>21.3        | \$<br>32.1    | $\checkmark$ | $\checkmark$ |                   |                                |                     |                     |    |       |       |      |
| ROKU       | Roku, Inc. Class A                | 76                  | \$<br>11.5        | \$<br>101.0   | ✓            | ✓            |                   |                                |                     |                     |    |       |       |      |
|            |                                   |                     |                   |               |              |              |                   |                                |                     |                     |    |       |       |      |
| Long Bias  | (Bench)                           |                     |                   |               |              |              | Short Bias        | (Bench)                        |                     |                     |    |       |       |      |
| CHTR       | Charter Communications, Inc. Clas | 20                  | \$<br>83.1        | \$<br>375.0   |              |              | Т                 | AT&T Inc.                      | 92                  | \$<br>248.9         | \$ | 34.1  |       |      |
| DISCA      | Discovery, Inc. Class A           | 32                  | \$<br>15.7        | \$<br>29.9    |              |              | VZ                | Verizon Communications Inc.    | 88                  | \$<br>227.9         | \$ | 55.1  |       |      |
| ATUS       | Altice USA, Inc. Class A          | 40                  | \$<br>17.5        | \$<br>26.7    |              |              | CMCSA             | Comcast Corporation Class A    | 80                  | \$<br>189.7         | \$ | 41.7  |       |      |
| LYV        | Live Nation Entertainment, Inc.   | 56                  | \$<br>15.1        | \$<br>70.8    |              |              | CBS               | CBS Corporation Class B        | 76                  | \$<br>18.4          | \$ | 49.2  |       |      |
| GOOGL      | Alphabet Inc. Class A             | 69                  | \$<br>760.7       | \$<br>1,175.9 |              |              | DISH              | DISH Network Corporation Class | 50                  | \$<br>14.8          | \$ | 31.5  |       |      |
| TMUS       | T-Mobile US, Inc.                 | 96                  | \$<br>65.3        | \$<br>76.5    |              |              | AMCX              | AMC Networks Inc. Class A      | 8                   | \$<br>2.9           | \$ | 52.2  |       |      |
| FB         | Facebook, Inc. Class A            | 100                 | \$<br>528.2       | \$<br>185.2   |              |              |                   |                                |                     |                     |    |       |       |      |
|            |                                   |                     |                   |               |              |              |                   |                                |                     |                     |    |       |       |      |

Sentiment score as of 6/22/2019, market cap and price information as of 6/22/2019, short interest data as of 6/14/2019

Active Long or Short = Idea that has gone through our research process, and have conviction in timing and fundamentals.

Bench Long or Short = Idea that is still going through our research process, but have long/short bias based on initial thematic, policy or fundamental work.

\*Hedgeye Communications Sentiment Score is a stock's relative percentile rank within its own sub-sector, calculated by factoring the stock's short interest, sell-side ranking, relative forward earnings multiple to the S&P 500 over a rolling 12-mo basis and relative performance to S&P 500 over a 90-day period. A Sentiment Score of 1 represents high short interest, negative sell side rating, relative underperformance and multiple compression. A Sentiment Score of 100 represents low short interest, positive sell side rating, relative outperformance and multiple expansion.

"Trend" is a duration of 3 months or more / "Tail" is a duration of 3 years or less

Hedgeye's "bench" represents Hedgeye's outlook on companies currently under Hedgeye's review, or for which timing is not right for greater coverage. Hedgeye may or may not provide further commentary on any or all companies represented on the bench and representation of a company on the bench does not forecast whether Hedgeye will or will not issue any additional material on that company

## THEME EXPOSURE MATRIX

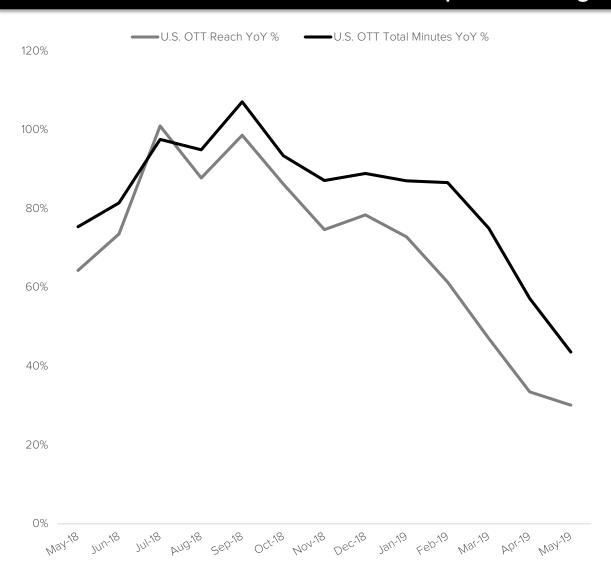
| Long   | ✓            |              |              |                           |                    |              |              |              |              | Position       |
|--------|--------------|--------------|--------------|---------------------------|--------------------|--------------|--------------|--------------|--------------|----------------|
| Short  | ×            |              |              |                           |                    |              |              |              |              | Monitor        |
| Ticker | Broadband    | ОТТ          | AVOD         | Audience<br>Fragmentation | OTT<br>Competition | vMVPD        | Content      | Linear TV    | MVPD/DBS     | Long/<br>Short |
| CHTR   | ✓            | ×            | ×            | ×                         | -                  | ✓            | -            | ✓            | ✓            | Long           |
| ATUS   | $\checkmark$ | ×            | ×            | ×                         | -                  | ×            | -            | $\checkmark$ | $\checkmark$ | Long           |
| ROKU   | -            | $\checkmark$ | $\checkmark$ | $\checkmark$              | -                  | $\checkmark$ | -            | ×            | ×            | Long           |
| GOOGL  | -            | $\checkmark$ | $\checkmark$ | $\checkmark$              | -                  | $\checkmark$ | $\checkmark$ | ×            | ×            | Long           |
| FB     | -            | $\checkmark$ | $\checkmark$ | $\checkmark$              | ×                  | -            | $\checkmark$ | -            | -            | Long           |
| DIS    | -            | $\checkmark$ | $\checkmark$ | -                         | $\checkmark$       | $\checkmark$ | $\checkmark$ | $\checkmark$ | -            | Long           |
| DISCA  | -            | -            | -            | ×                         | -                  | ×            | ✓            | ✓            | -            | Long           |
| NFLX   | -            | ×            | $\checkmark$ | ✓                         | $\checkmark$       | $\checkmark$ | ×            | $\checkmark$ | -            | Short          |
| AMCX   | -            | -            | -            | ✓                         | -                  | -            | ×            | ×            | -            | Short          |
| CBS    | -            | $\checkmark$ | -            | ✓                         | $\checkmark$       | -            | ×            | ×            | -            | Short          |
| CMCSA  | $\checkmark$ | ×            | -            | $\checkmark$              | $\checkmark$       | -            | ×            | ×            | ×            | Short          |
| Т      | ✓            | ×            | -            | $\checkmark$              | *                  | ×            | ×            | ×            | ×            | Short          |
| DISH   | ×            | $\checkmark$ | -            | $\checkmark$              | $\checkmark$       | ×            | $\checkmark$ | ×            | ×            | Short          |

#### MANY DIFFERENT WAYS TO EXPRESS THESE THEMES LONG/SHORT

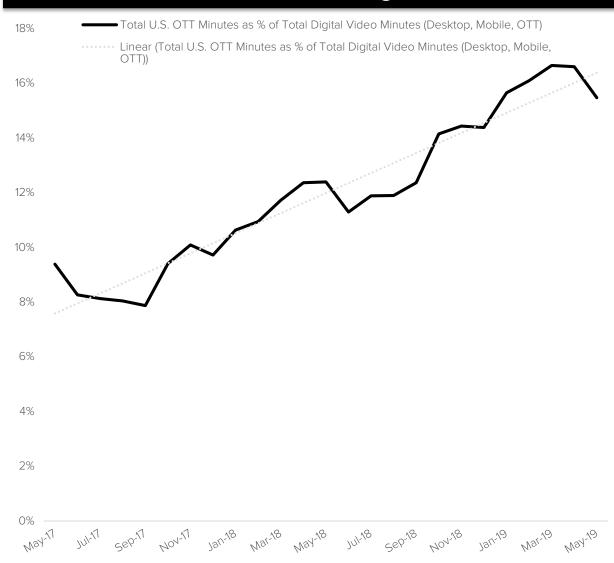
We want to be long diversified portfolios of proprietary content, broadband, audience fragmentation and OTT competition (i.e., short NFLX). We want to be short linear TV and traditional video distribution (MVPD). While consolidation has made gaining direct exposure to these factors difficult, some companies are more uniquely exposed than others.

## **U.S. OTT REACH AND TIME SPENT**

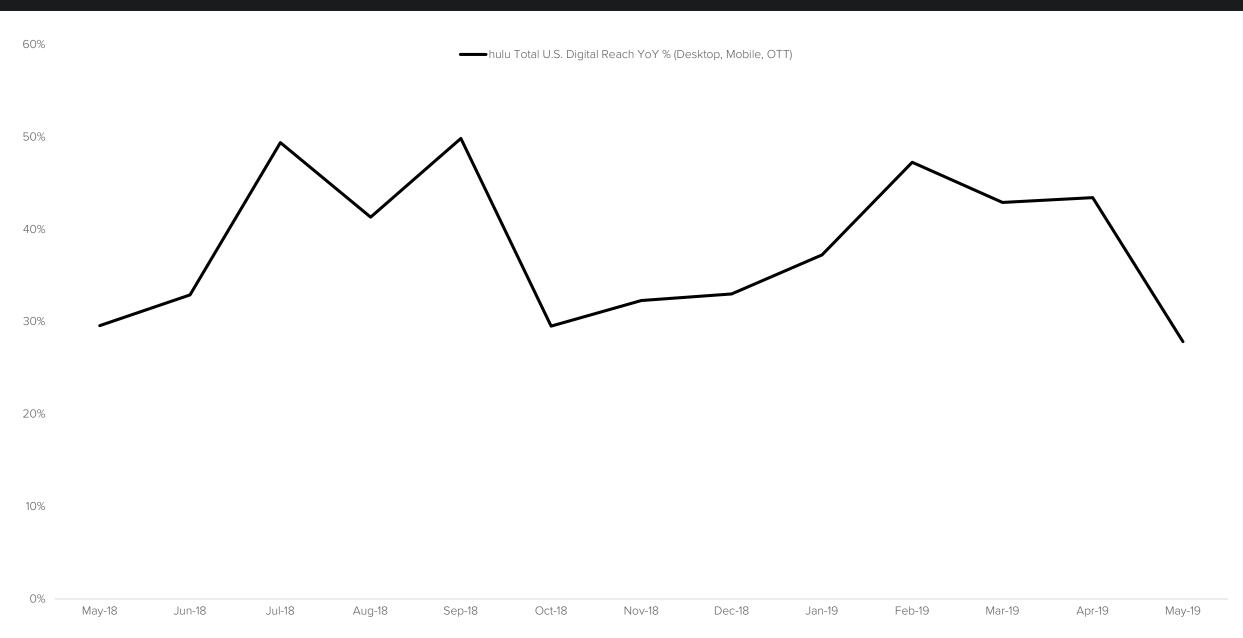
#### Growth in U.S. OTT Reach and Time Spent Slowing



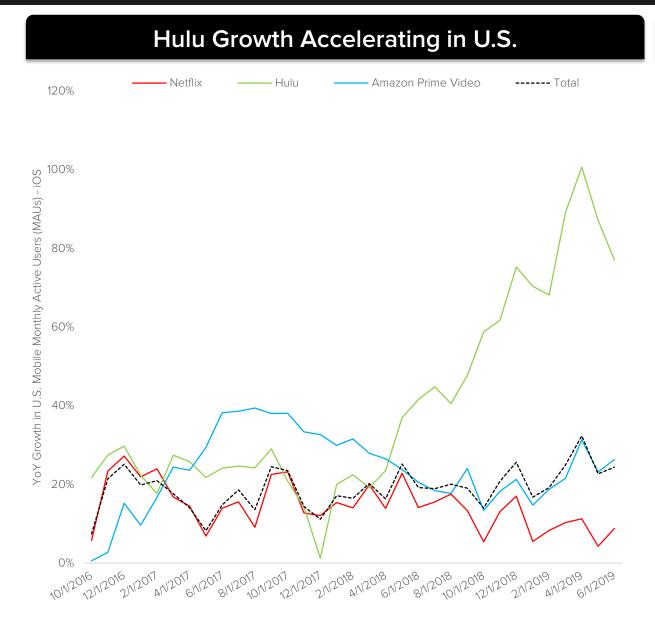
#### OTT Still < 20% Share of U.S. Digital Video Minutes



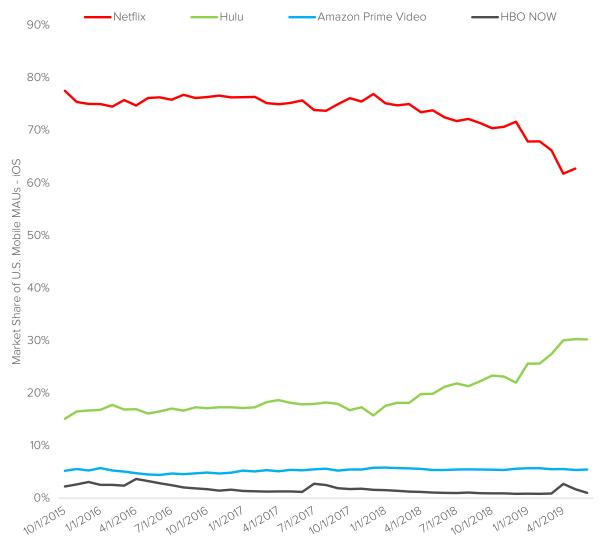
# **HULU GROWTH IN U.S. DIGITAL REACH**



## **U.S. SVOD GROWTH IN MOBILE MONTHLY ACTIVE USERS**

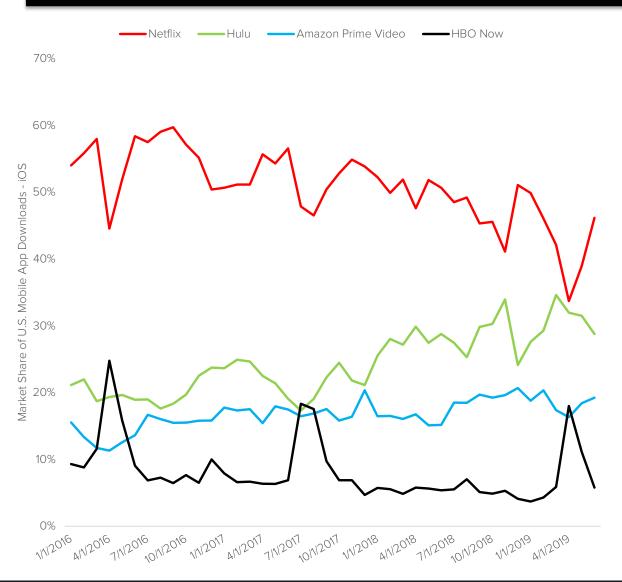


#### **Netflix Losing Share of MAUs as Growth Slows**

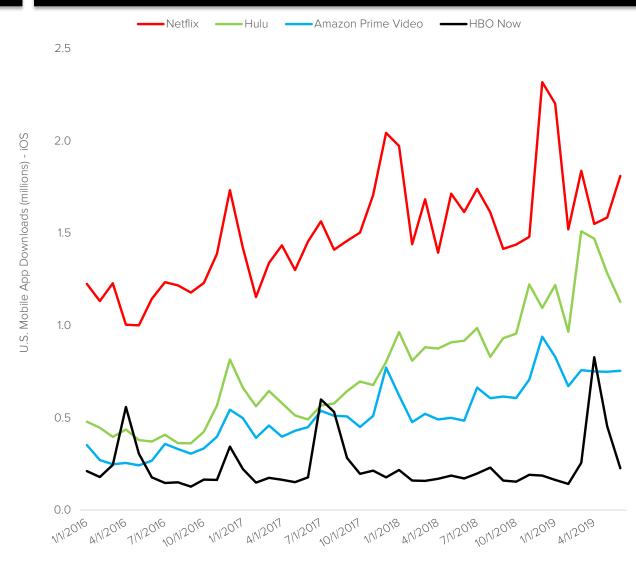


# **U.S. SVOD MARKET SHARE OF APP DOWNLOADS**

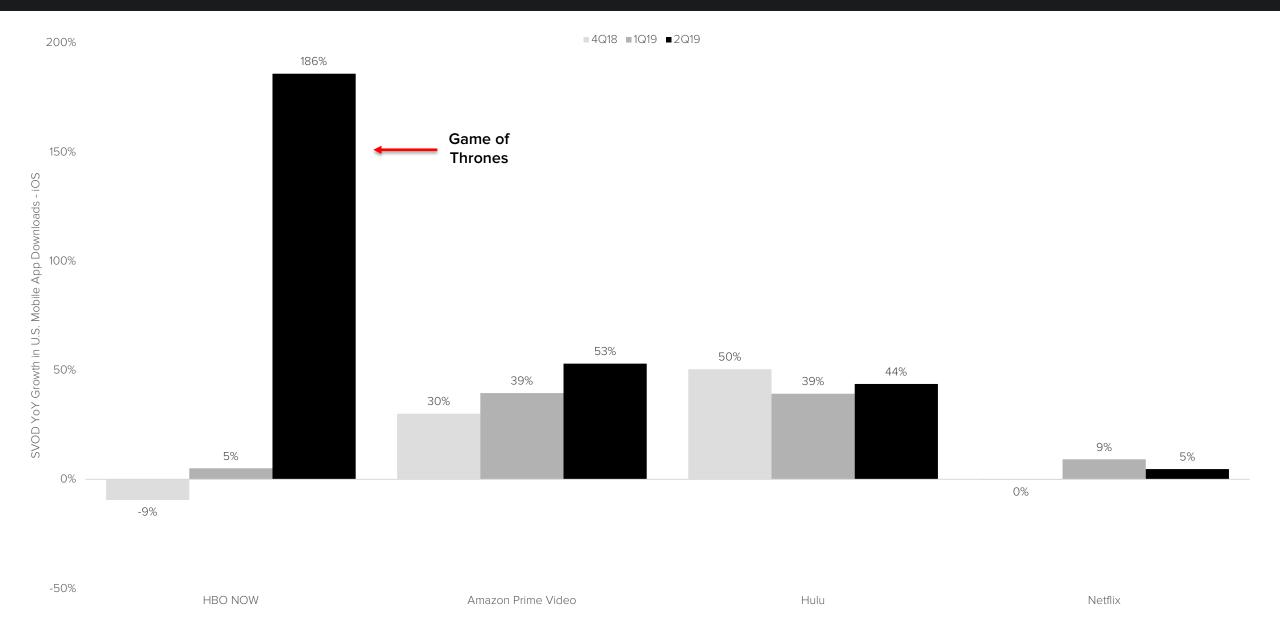




#### Large Spike in HBO Now Downloads in April 2019

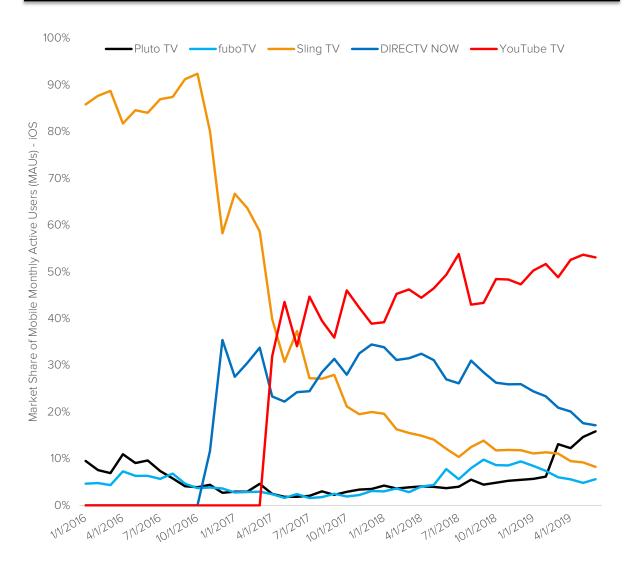


# **2Q19 SVOD U.S. MOBILE APP DOWNLOAD GROWTH YOY**

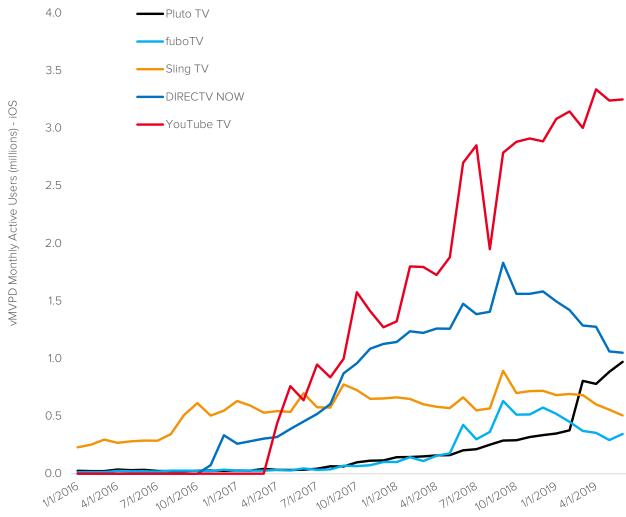


# VMVPD U.S. MARKET SHARE OF MOBILE ACTIVE USERS

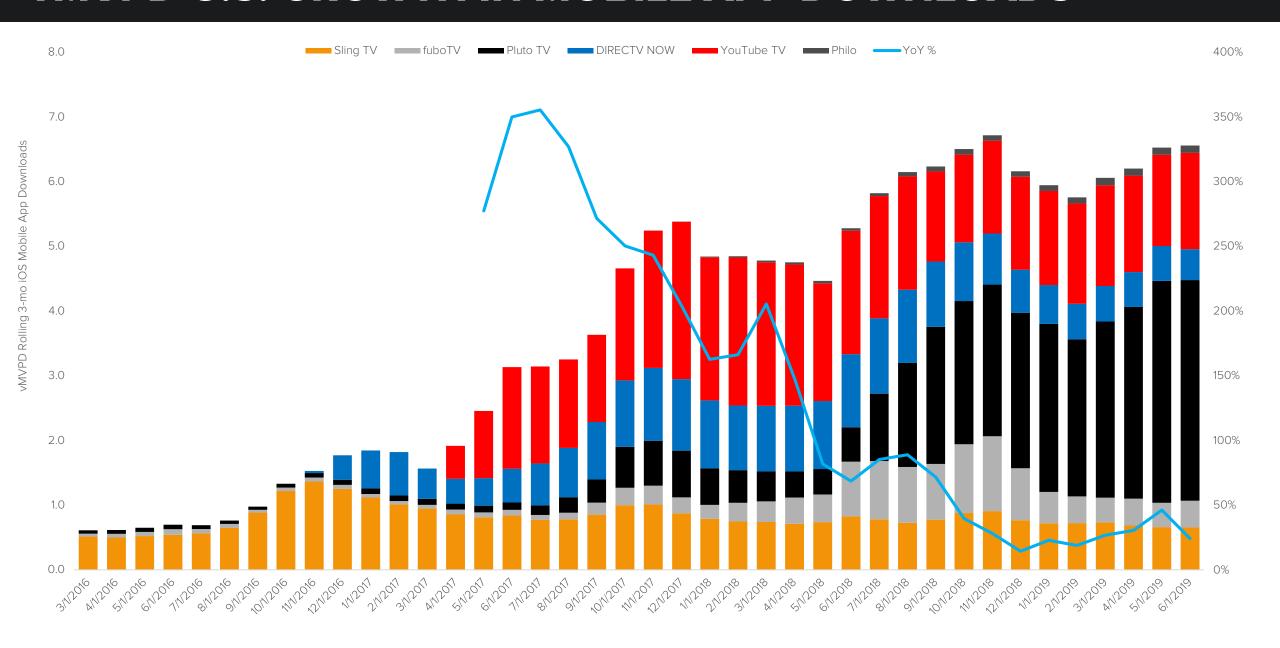
#### YouTube TV Remains #1 / Direct TV Now Declines



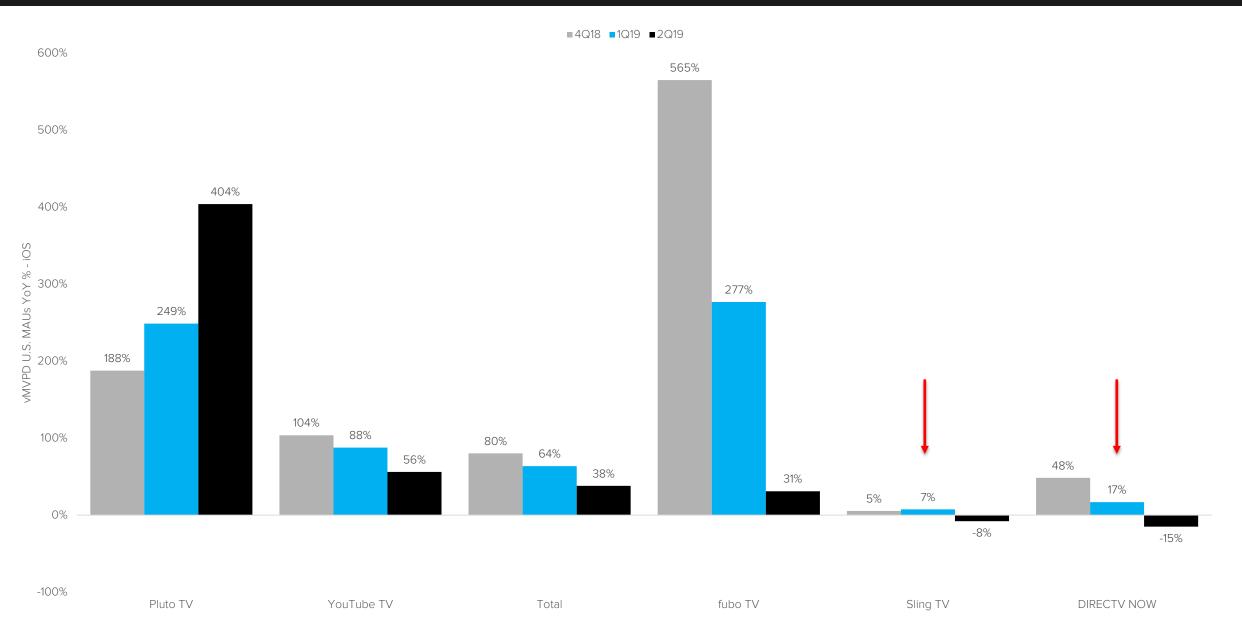
#### DirectTV NOW MAUs Trending Down in Q2



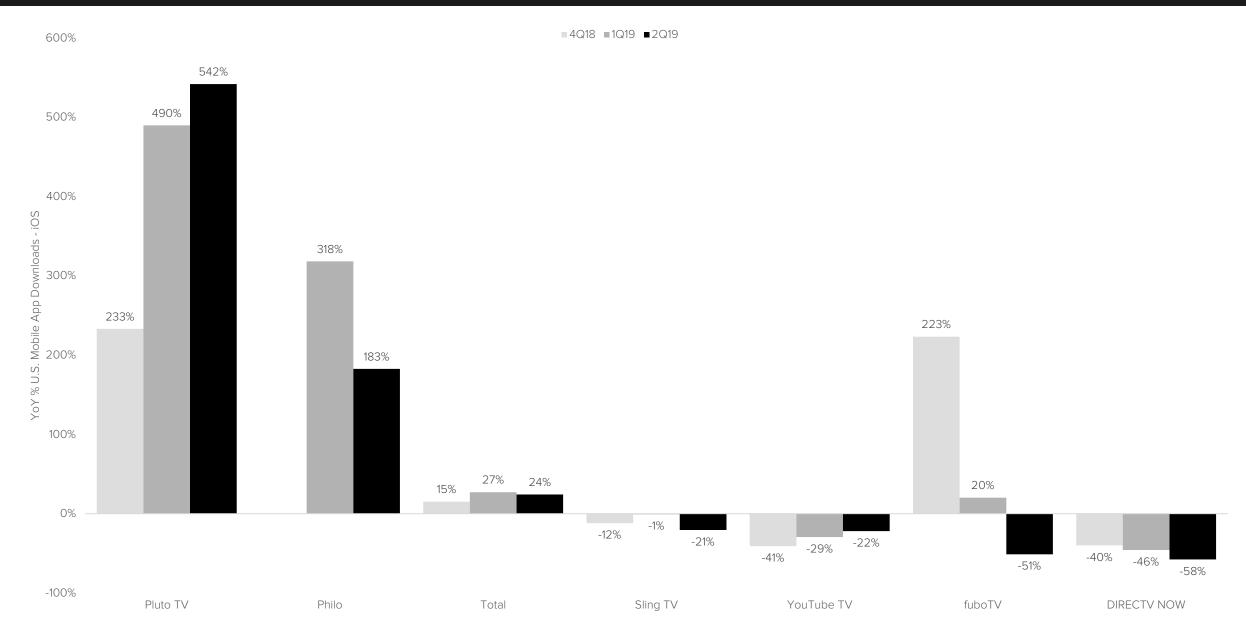
# VMVPD U.S. GROWTH IN MOBILE APP DOWNLOADS



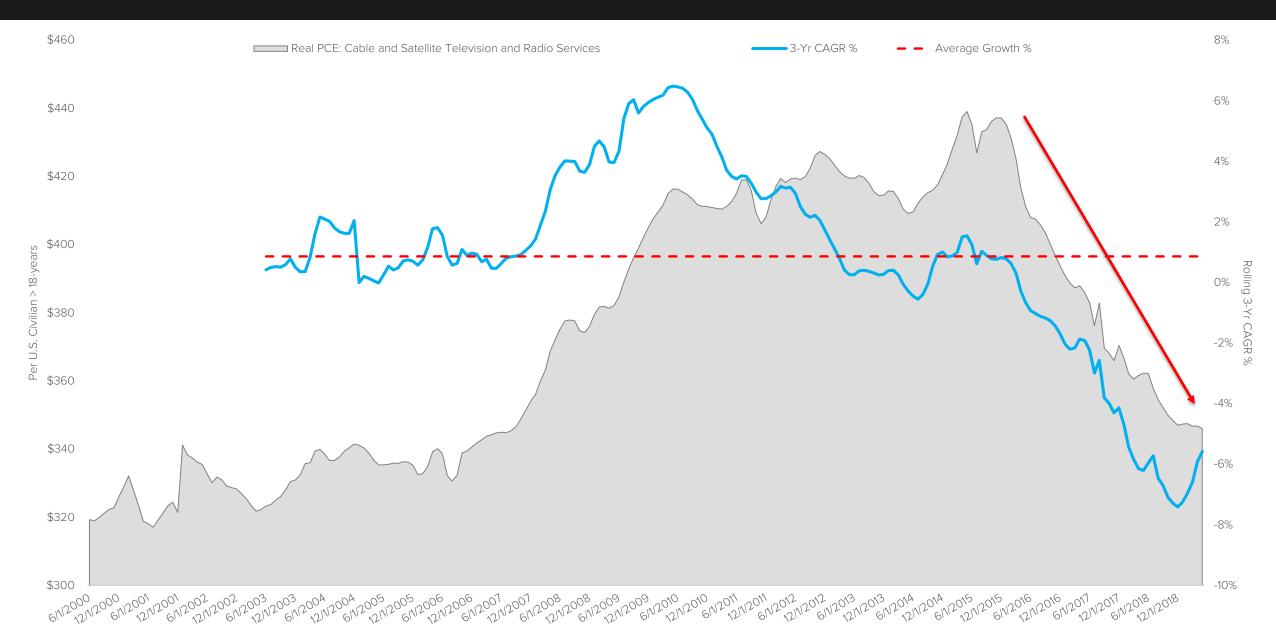
# **VMVPD U.S. MOBILE ACTIVE USERS +38% YOY 2Q19**



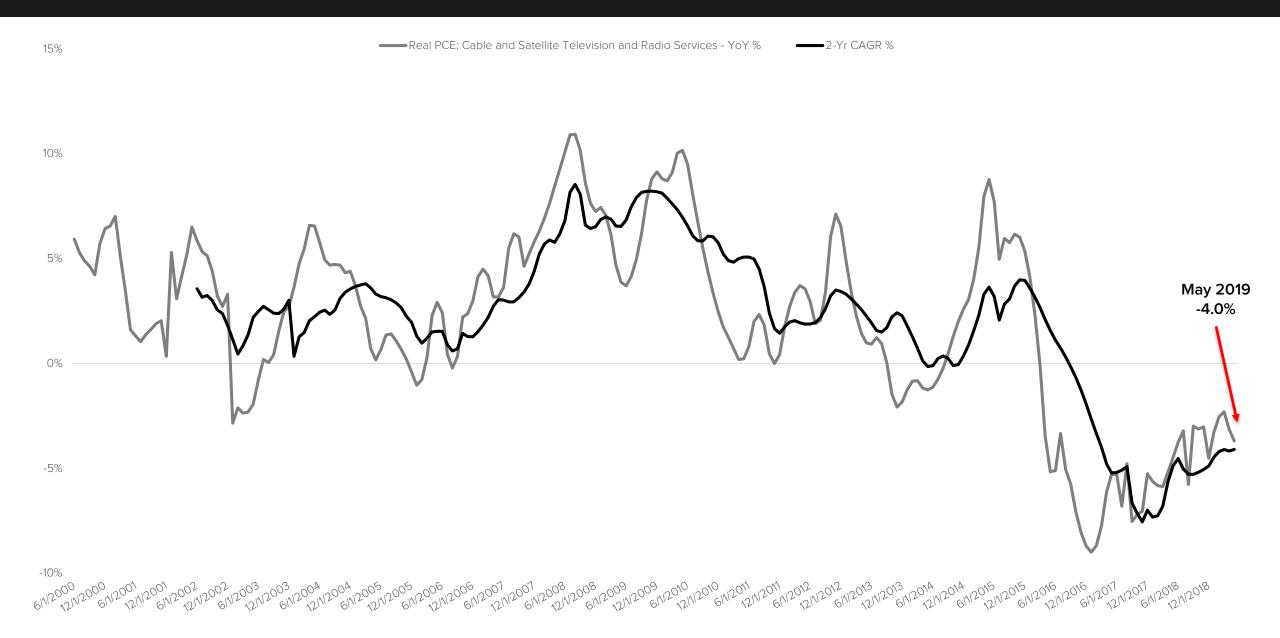
# **VMVPD U.S. MOBILE APP DOWNLOADS +24% YOY 2Q19**



# **REAL PCE: CABLE AND SATELLITE TELEVISION**

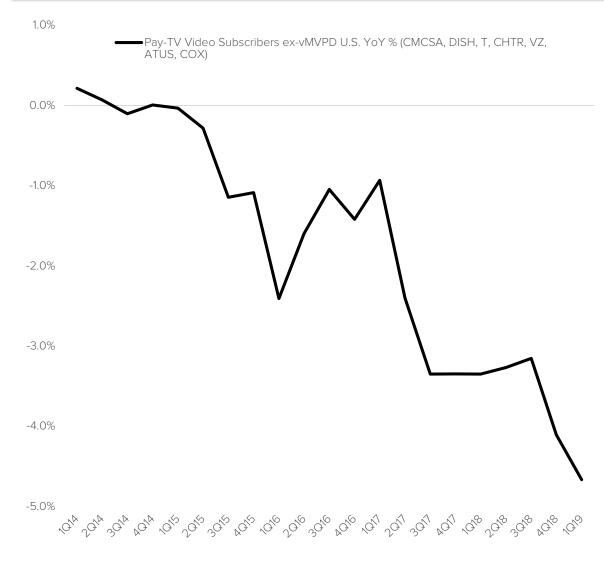


# **REAL PCE: CABLE AND SATELLITE TELEVISION**

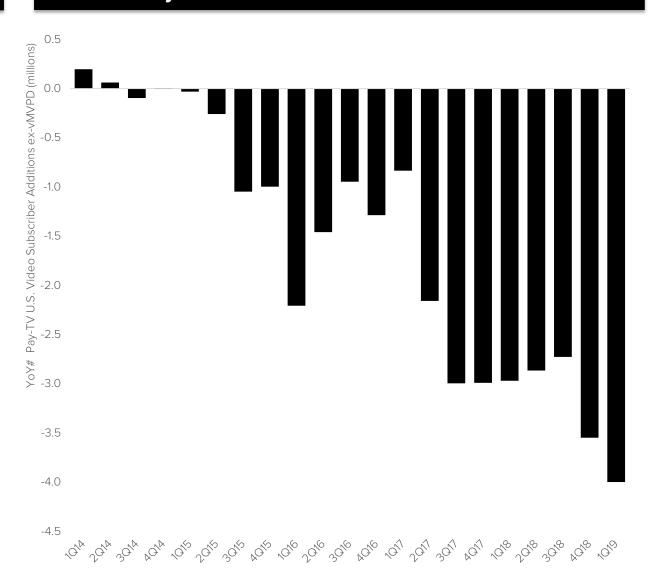


## U.S. PAY-TV VIDEO SUBSCRIBER BASE DECLINING

#### **Trend In Cord-cutting Accelerating**



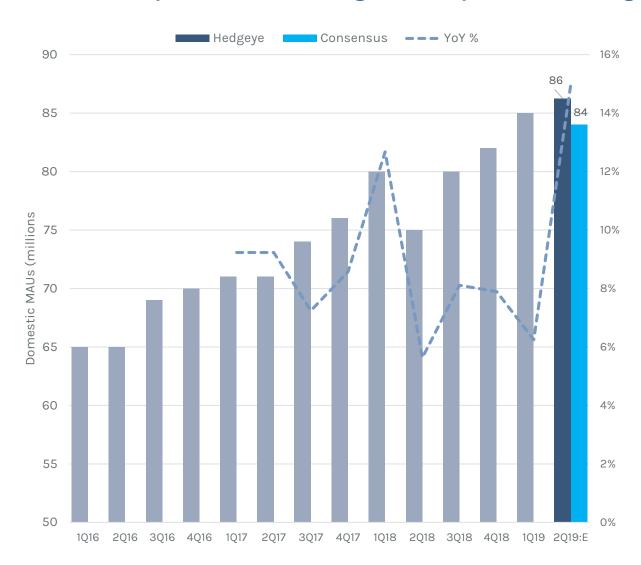
#### ~4M Pay-TV Sub Losses Last 12-mo ex-vMVPD

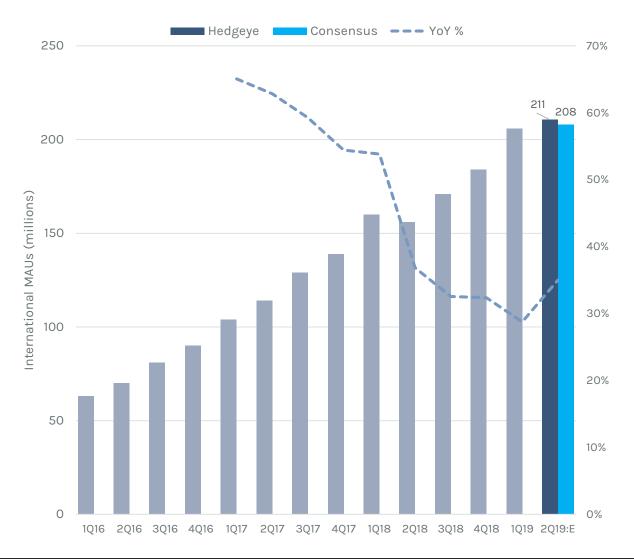


# Pinterest (PINS) MAU Growth Accelerating in 2Q19



#### Easier comparison due to negative impact from Google de-indexing in 1H18

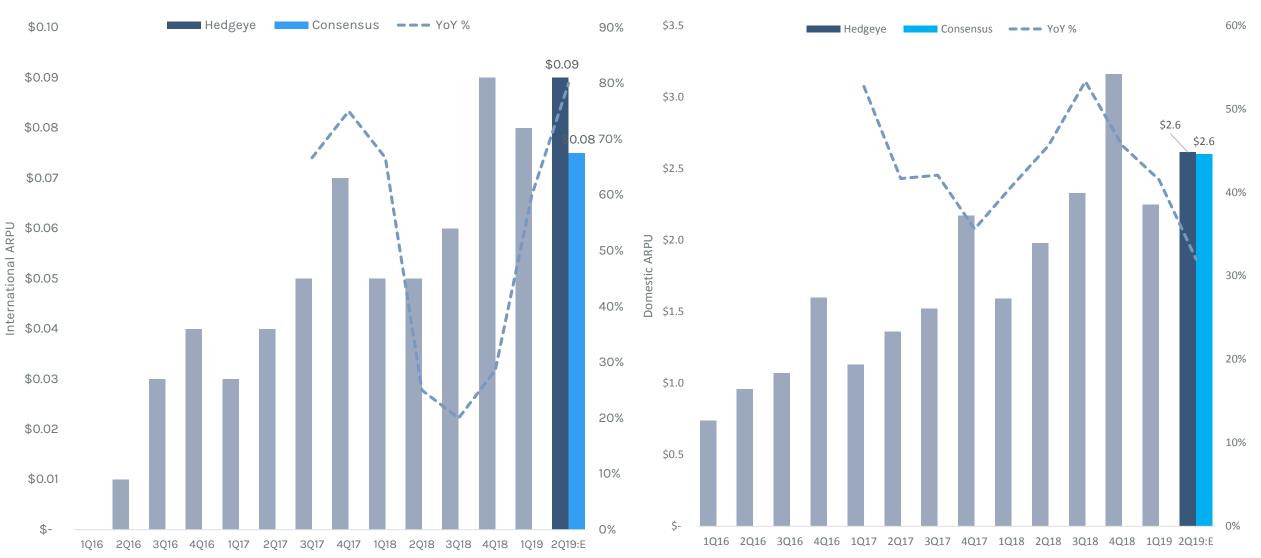




# Pinterest (PINS) Under Monetizing ex-U.S.



#### International expansion, self-service and new ad formats drive ARPU higher



# Pinterest (PINS) Mobile App Downloads Accelerating in 2Q19



Accelerating growth in the U.S. and International

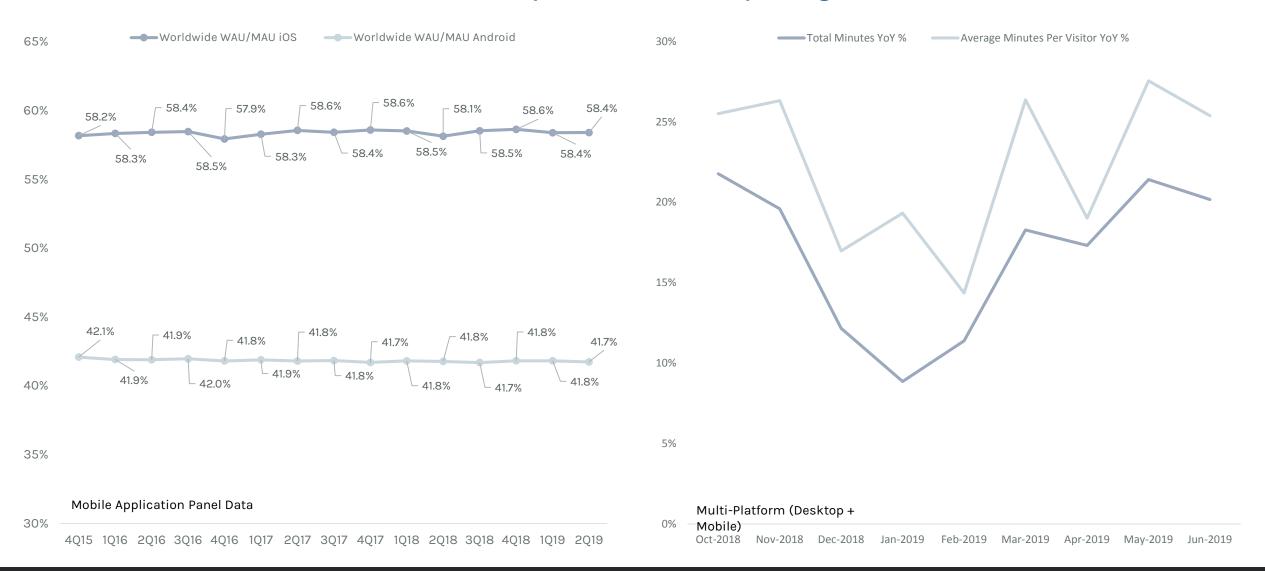


Data Source: Sensor Tower 23

# Pinterest (PINS) Stable->Improving Engagement Metrics



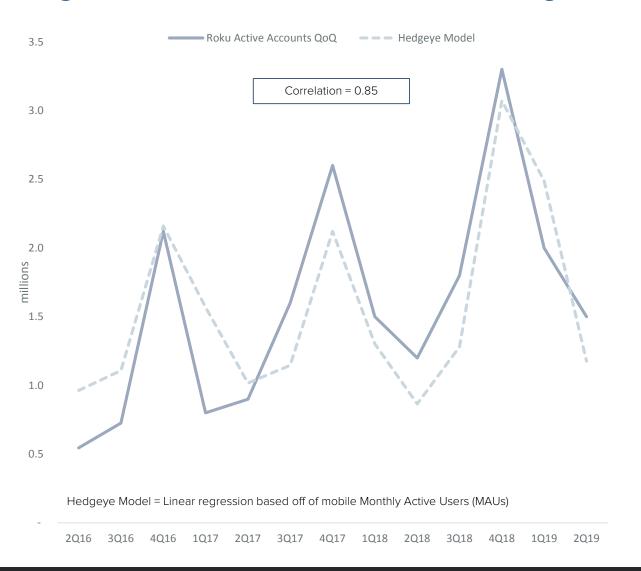
#### WAU/MAU Stable; Total Minutes and Time Spent Per Visitor Improving



# Roku (ROKU) | Tracking Active Accounts



#### Larger than usual QoQ decline in mobile user growth in 2Q19



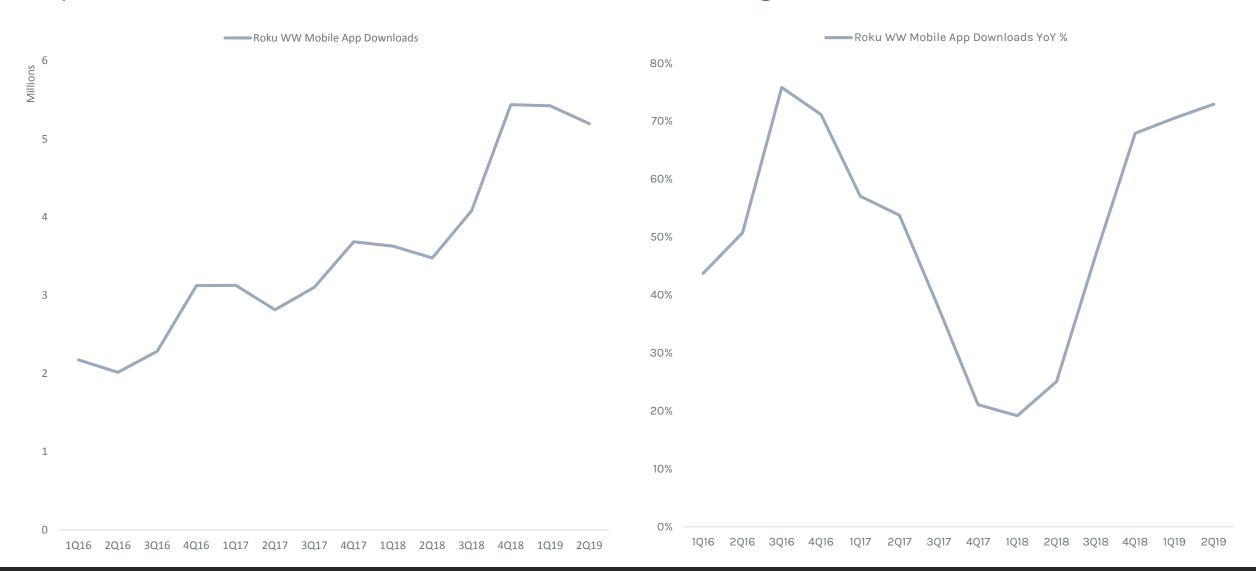


Data Source: Sensor Tower 25

# Roku (ROKU) | Mobile App Download Growth Strong



Sequential decline in 2Q19 consistent with seasonal trends; YoY growth continues to accelerate

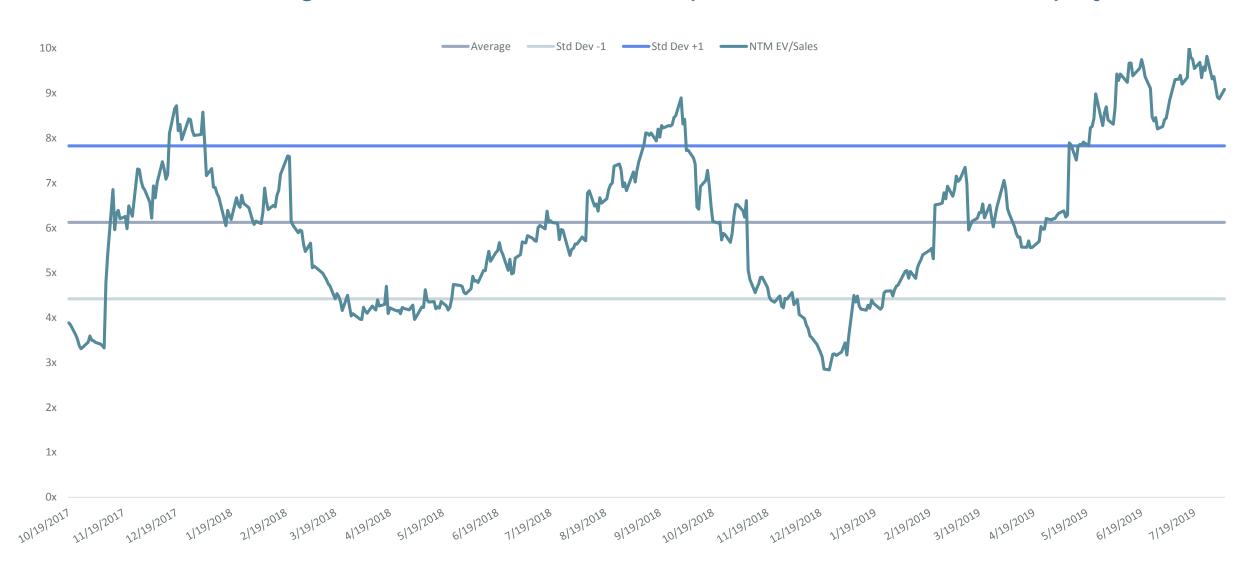


Data Source: Sensor Tower 26

# Roku (ROKU) | Historical NTM EV/Sales



Valuation near all-time-high as market values ROKU as an ad-platform and not a hardware company



Data Source: Factset

# **IMAGINEERING THE BUNDLE**

#### **Complementary Content Offerings**

# hulu

Mature Content
TV Programming
Live Sports
\$5.99/mo



#### Strong Value Proposition \$12.99/mo

"Armed with exceptional content and innovative technology, we're offering 3 direct-to-consumer services in the U.S.: Disney+, ESPN+ and Hulu, each built for a specific target audience, each offered as a standalone service, which we will likely bundle at a discounted price to create even more value for consumers."

— Kevin Mayer



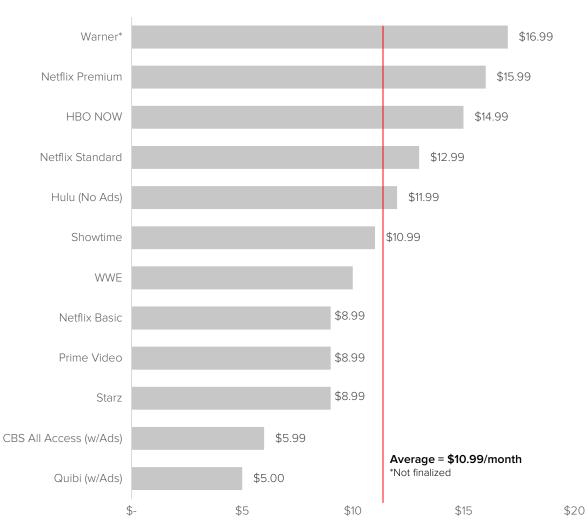
Premium
Family Content
\$6.99/mo
\$5.83/mo (Annual)



Premium
Sports Content
\$4.99/mo
\$4.20/mo (Annual)

#### **Disney Streaming Options Priced Competitively**

#### Streaming Video Subscription Monthly Pricing



# **DISNEY+, HULU AND ESPN+ POSITIONED WELL**



# MACRO GRIND

# Reviewing The #Quad4 Playbook



#### SHORT HIGH BETA

#### S&P 500 High Beta Index Expected Value, by Hedgeye Macro GIP Quadrant ——Percentile of Expected Value, by Quadrant (rhs) ---Percent Positive Ratio (rhs) 10.0% 100% 90% 80% 6.0% 72% 71% 70% 4.0% 60% 50% 2.0% 40% 0.0% 30% -2.0% 20% 10% #Quad1: US Growth Accelerating #Quad2: US Growth Accelerating #Quad3: US Growth Decelerating #Quad4: US Growth Decelerating

Data Source: Bloomberg. Asset classes include equities, fixed income, currencies and commodities. 20+ years of quarterly observations.

#### LIQUIDITY RISK

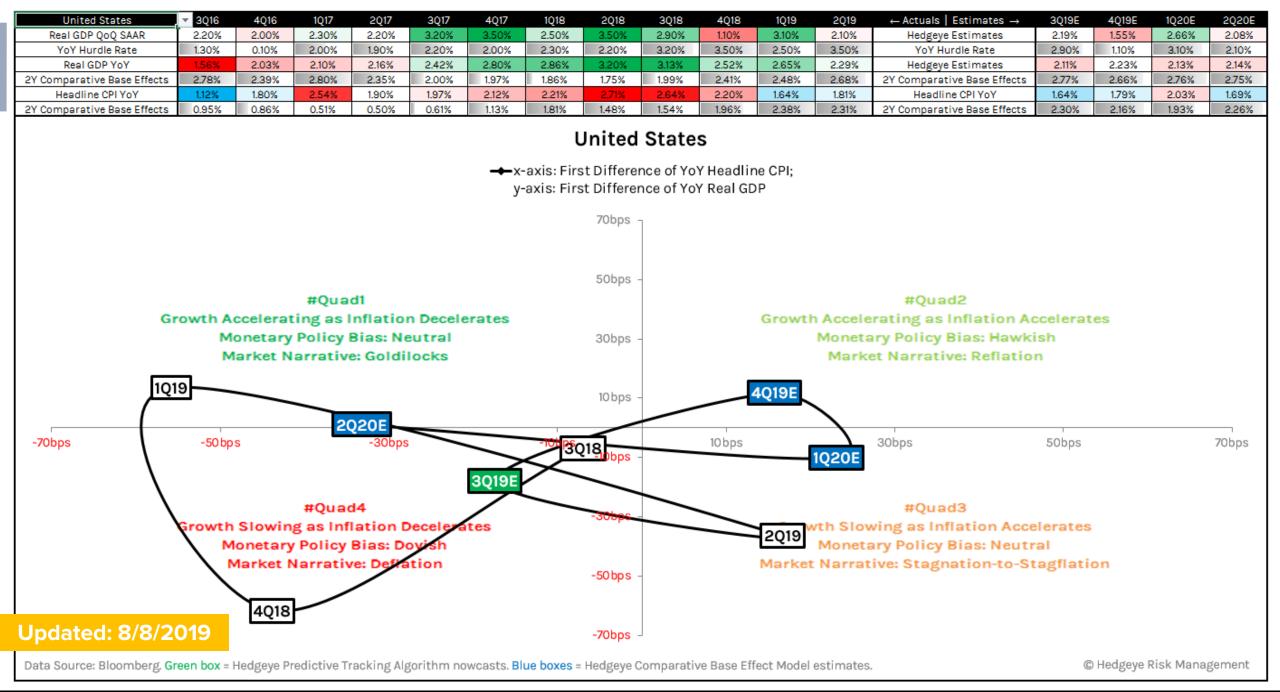
| Top Holdin      | gs   view All                     | as of 08/07/2019 |
|-----------------|-----------------------------------|------------------|
| Fund Holdings s | subject to change                 |                  |
| Ticker \$       | Company <b>‡</b>                  | % of Fund \$     |
| AMD             | Advanced Micro Devices Inc        | 1.78             |
| MU              | Micron Technology Inc             | 1.54             |
| TWTR            | Twitter Inc                       | 1.54             |
| NVDA            | NVIDIA Corp                       | 1.42             |
| WDC             | Western Digital Corp              | 1.38             |
| KLAC            | KLA Corp                          | 1.32             |
| AMZN            | Amazon.com Inc                    | 1.30             |
| AMAT            | Applied Materials Inc             | 1.29             |
| ADBE            | Adobe Inc                         | 1.28             |
| TTWO            | Take-Two Interactive Software Inc | 1.28             |







DATA SOURCE: BLOOMBERG



DATA SOURCE: BLOOMBERG

# Our Risk Management Overlay is Rules-Based



#### **#QUAD1**

- Maximum gross exposure, wide net exposure. Growth investing bias.
- Asset Class Overweight(s): Equities and Credit
- Asset Class Underweight(s):
   Fixed Income
- Equity Sector Overweight(s):
   Tech, Consumer Discretionary,
   Industrials, and Health Care
- Equity Sector Underweight(s):
   Utilities, Consumer Staples,
   Energy, and REITS
- Equity Style Factor
   Overweight(s): High Beta,
   Momentum, and Growth
- Equity Style Factor
   Underweight(s):
   Low Beta/Minimum Vol., High
   Dividend Yield, and Value
- Fixed Income Overweight(s):
   Convertibles, High Yield Credit,
   Leveraged Loans, and High Yield Munis.
- Fixed Income Underweight(s):
   TIPS, Long Duration Treasuries,
   and Short Duration Treasuries

#### #QUAD2

- Maximum gross exposure, wide net exposure. Inflation-hedging bias.
- Asset Class Overweight(s): Equities and Credit
- Asset Class Underweight(s):
   Fixed Income
- Equity Sector Overweight(s): Tech, Industrials, and Consumer Discretionary
- Equity Sector Underweights(s): Communication Services\*, Utilities, REITS, and Consumer Staples
- Equity Style Factor
   Overweight(s): Momentum,
   Growth, and Small Caps
- Equity Style Factor
   Underweight(s):
   Low Beta/Minimum Vol., Value,
   and High Dividend Yield
- Fixed Income Overweight(s):
  Convertibles, Leveraged Loans,
  High Yield Credit, and TIPS
- Fixed Income Underweight(s):
   Long Duration Treasuries, Munis,
   and Investment Grade Credit

#### #QUAD3

- Middling gross exposure, tight net exposure. Defensive, yieldchasing bias.
- Asset Class Overweight(s):
  Fixed Income
- Asset Class Underweight(s):
   Equities and Credit
- Equity Sector Overweight(s):
   Utilities, Tech, Energy, and REITS
- Financials, Materials, Communication Services\*, and Consumer Staples
- Equity Style Factor
   Overweight(s):
   Low Beta/Minimum Vol., Growth, and Quality
- Equity Style Factor
   Underweight(s):
   High Dividend Yield, Value, and
   Small Caps
- Fixed Income Overweight(s): Long Duration Treasuries, Taxable Munis, and TIPS
- Fixed Income Underweight(s): Convertibles, Leveraged Loans, and High Yield Credit

#### **#QUAD4**

- Minimum gross exposure, net short exposure. Deflationhedging bias.
- Asset Class Overweight(s):
  Fixed Income
- Asset Class Underweight(s): Equities and Credit
- Equity Sector Overweight(s):
   Consumer Staples, REITS, Health
   Care, and Utilities
- Equity Sector Underweight(s): Tech, Energy, Industrials, and Financials
- Equity Style Factor
   Overweight(s):
   High Dividend Yield, Low
   Beta/Minimum Vol., and Quality
- Equity Style Factor
  Underweight(s):
  Momentum, High Beta, and
  Growth
- Fixed Income Overweight(s):
  Long Duration Treasuries,
  Taxable Munis, and MBS
  - Fixed Income Underweight(s): Convertibles, TIPS, Leveraged Loans, and High Yield Credit

# **Sector Performance**



|                                       |               |              | 1-Day %    | MTD %      | QTD %      | YTD %  |
|---------------------------------------|---------------|--------------|------------|------------|------------|--------|
| SECTOR                                | <u>Ticker</u> | <u>Price</u> | <u>Chg</u> | <u>Chg</u> | <u>Chg</u> | Chg    |
| Consumer Discretionary                | XLY           | \$117.15     | 0.40%      | -2.96%     | -1.72%     | 18.32% |
| Financial Select Sector               | XLF           | \$26.75      | -1.33%     | -5.31%     | -3.08%     | 12.30% |
| Health Care Select Sector             | XLV           | \$90.09      | 0.03%      | -1.15%     | -2.75%     | 4.14%  |
| Technology Select Sector              | XLK           | \$77.49      | 0.62%      | -4.06%     | -0.70%     | 25.02% |
| <b>Consumer Staples Select Sector</b> | XLP           | \$58.89      | 1.17%      | -0.91%     | 1.41%      | 15.97% |
| Industrial Select Sector              | XLI           | \$74.79      | -0.05%     | -3.89%     | -3.40%     | 16.12% |
| Materials Select Sector               | XLB           | \$57.10      | 1.38%      | -2.13%     | -2.39%     | 13.02% |
| The Energy Select Sector              | XLE           | \$58.09      | -0.75%     | -7.35%     | -8.82%     | 1.29%  |
| <b>Utilities Select Sector</b>        | XLU           | \$60.18      | 0.25%      | 1.06%      | 0.92%      | 13.72% |
| Real Estate Select Sector             | XLRE          | \$37.88      | 0.93%      | 1.26%      | 3.02%      | 22.19% |
| <b>Communications Services Sector</b> | XLC           | \$49.19      | 0.12%      | -3.13%     | -0.06%     | 19.16% |
| S&P 500                               | SPX           | 2,883.98     | 0.08%      | -3.23%     | -1.96%     | 15.04% |

DATA SOURCE: BLOOMBERG, HRM

# **Sector Relative Performance**



|                                       |               |              | 1-Day %    | MTD %      | QTD %  | YTD %   |
|---------------------------------------|---------------|--------------|------------|------------|--------|---------|
|                                       | <u>Ticker</u> | <b>Price</b> | <u>Chg</u> | <u>Chg</u> | Chg    | Chg     |
| Consumer Discretionary                | XLY           | \$117.15     | 0.33%      | 0.28%      | 0.24%  | 3.28%   |
| Financial Select Sector               | XLF           | \$26.75      | -1.40%     | -2.08%     | -1.12% | -2.74%  |
| <b>Health Care Select Sector</b>      | XLV           | \$90.09      | -0.04%     | 2.08%      | -0.79% | -10.91% |
| Technology Select Sector              | XLK           | \$77.49      | 0.55%      | -0.83%     | 1.26%  | 9.98%   |
| <b>Consumer Staples Select Sector</b> | XLP           | \$58.89      | 1.09%      | 2.33%      | 3.38%  | 0.93%   |
| Industrial Select Sector              | XLI           | \$74.79      | -0.13%     | -0.66%     | -1.43% | 1.07%   |
| Materials Select Sector               | XLB           | \$57.10      | 1.31%      | 1.11%      | -0.43% | -2.02%  |
| The Energy Select Sector              | XLE           | \$58.09      | -0.83%     | -4.12%     | -6.86% | -13.75% |
| <b>Utilities Select Sector</b>        | XLU           | \$60.18      | 0.17%      | 4.29%      | 2.89%  | -1.33%  |
| Real Estate Select Sector             | XLRE          | \$37.88      | 0.86%      | 4.49%      | 4.98%  | 7.15%   |
| <b>Communications Services Sector</b> | XLC           | \$49.19      | 0.05%      | 0.10%      | 1.90%  | 4.12%   |

DATA SOURCE: BLOOMBERG, HRM





| INDEX/SECURITY          | VOLUME: (8/7) vs. |        |        |        |  |  |  |  |
|-------------------------|-------------------|--------|--------|--------|--|--|--|--|
|                         | Prior Day         | 1M Ave | 3M ave | 1Y Ave |  |  |  |  |
| Total Market Volume*    | 12%               | 18%    | 14%    | -1%    |  |  |  |  |
| Total Exchange Volume** | 13%               | 32%    | 31%    | 24%    |  |  |  |  |

<sup>\*</sup>Total Market Volume = Total US exchange volume plus OTC and OTCBB trading volume for all security types. Calculated by Bloomberg.

<sup>\*\*</sup>Tape A+B+C volume = total US exchange volume

<sup>\*\*\*</sup> Total Traded Value for Russell 3000 (total mkt proxy)

# **Style Factor Performance**



|       | FACTOR                  | 1D<br>% Chg | 1W<br>% Chg | 1M<br>% Chg | 3M<br>% Chg | <b>6M</b><br>% Chg | YTD<br>% Chg |
|-------|-------------------------|-------------|-------------|-------------|-------------|--------------------|--------------|
| Debt  | High Debt/EV            | 0.1%        | -3.6%       | -4.5%       | -2.3%       | 1.8%               | 13.4%        |
| Δ     | Low Debt/EV             | 0.1%        | -3.7%       | -5.2%       | -1.6%       | 5.4%               | 15.8%        |
|       | High Short Interest     | 0.2%        | -4.2%       | -5.8%       | -5.5%       | -1.8%              | 8.6%         |
|       | Low Short Interest      | -0.1%       | -3.1%       | -3.6%       | 1.2%        | 8.0%               | 18.3%        |
| BETA  | High Beta               | -0.5%       | -7.5%       | -8.7%       | -7.9%       | -5.0%              | 8.2%         |
| - 88  | Low Beta                | 0.8%        | 0.1%        | -0.3%       | 4.2%        | 10.1%              | 17.3%        |
| YIELD | High Yield              | -0.2%       | -4.5%       | -5.6%       | -5.2%       | -4.2%              | 4.7%         |
| ¥     | Low Yield               | 0.2%        | -4.1%       | -5.4%       | -0.5%       | 7.4%               | 20.1%        |
| MKT   | MCAP Bottom 25%         | -0.1%       | -5.6%       | -7.8%       | -8.0%       | -6.6%              | 4.0%         |
| Σ 0   | MCAP Top 25%            | 0.1%        | -2.7%       | -2.7%       | 1.8%        | 7.8%               | 16.5%        |
| Sales | Top 25% Sales Growth    | 0.1%        | -4.3%       | -4.8%       | -1.0%       | 6.5%               | 18.7%        |
| Sa    | Bottom 25% Sales Growth | -0.3%       | -4.5%       | -5.3%       | -4.9%       | -2.4%              | 6.8%         |
| EPS   | Top 25% EPS Growth      | 0.3%        | -4.0%       | -5.3%       | -0.4%       | 6.6%               | 19.3%        |
| ш     | Bottom 25% EPS Growth   | -0.1%       | -3.5%       | -4.1%       | -2.2%       | -0.8%              | 8.0%         |

<sup>\*</sup>Mean Performance of Top Quartile vs. Bottom Quartile, S&P500 Companies





August 8, 2019

|                    |       | 1D      | 5D      | 1M      | 3M      | vs. 52-V | Vk, Bps | vs.    | vs.    |
|--------------------|-------|---------|---------|---------|---------|----------|---------|--------|--------|
|                    | Price | Bps Chg | Bps Chg | Bps Chg | Bps Chg | High     | Low     | 3Y Ave | 5Y Ave |
| 3M T-Bill          | 2.01% | -1.5    | -4.9    | -20     | -40     | -47      | 5       | 53     | 108    |
| 3M LIBOR           | 2.19% | 0.0     | -7.9    | -12     | -36     | -64      | 0       | 37     | 94     |
| 2Y T-Note          | 1.61% | 2.4     | -26.5   | -25     | -68     | -137     | 10      | -26    | 22     |
| 5Y T-Note          | 1.55% | 3.7     | -27.7   | -28     | -71     | -155     | 14      | -63    | -35    |
| 10Y T-Note         | 1.73% | 3.2     | -28.0   | -30     | -72     | -153     | 14      | -75    | -58    |
| 30Y T-Note         | 2.25% | 1.9     | -27.3   | -29     | -61     | -121     | 13      | -67    | -62    |
| 2Y-10Y Spread, Bps | 13    | 0.8     | -1.5    | -4.7    | -4      | -16      | 4       | -49    | -80    |
| IG SPREAD (AAABBB) | 1.47% | 0.0     | 7.0     | 4       | -3      | -42      | 9       | -3     | -15    |
| HIGH YIELD         | 6.21% | 0.0     | 33.0    | 37      | 1       | -191     | 57      | 6      | -29    |
| 5Y BREAKEVEN       | 1.42% | 1.3     | -12.9   | -13.7   | -34.6   | -65.9    | 5.3     | -39.4  | -24.1  |





|           |       |       |       |       |      | 52-  | 52-Wk Rolling 30D Correlation |            |            |  |  |  |
|-----------|-------|-------|-------|-------|------|------|-------------------------------|------------|------------|--|--|--|
| METRIC    | 15D   | 30D   | 90D   | 120D  | 180D | High | Low                           | % Time Pos | % Time Neg |  |  |  |
| SPX       | 0.12  | 0.04  | -0.14 | 0.20  | 0.50 | 0.77 | -0.92                         | 43%        | 57%        |  |  |  |
| BRENT Oil | 0.32  | -0.42 | 0.14  | 0.17  | 0.42 | 0.71 | -0.86                         | 48%        | 52%        |  |  |  |
| CRB Index | -0.04 | -0.36 | 0.04  | 0.17  | 0.01 | 0.71 | -0.71                         | 44%        | 56%        |  |  |  |
| GOLD      | -0.23 | 0.30  | -0.27 | -0.09 | 0.09 | 0.54 | -0.91                         | 16%        | 84%        |  |  |  |

<sup>\*</sup>Days = Trading Days

# CFTC Non-Commercial Net Long Positioning

|             |                      |           |           |           |           |           |         | W.          | Z-Score |        |
|-------------|----------------------|-----------|-----------|-----------|-----------|-----------|---------|-------------|---------|--------|
|             | METRIC               | Latest    | W/W Chg   | JM Ave    | 6M Ave    | 1Y Ave    | Max     | Min         | 1Y      | 3Y     |
|             | SPX (Index + E-mini) | 70,730    | 13,277    | 70,942    | 14,527    | 80,749    | 249,638 | (128,189)   | -0.10X  | -0.323 |
| 90          | VIX                  | (144,314) | (12,047)  | (117,536) | (117,447) | (78,572)  | 92,913  | (180,359)   | -0.97X  | -0.953 |
| RQUITIES    | Russell 2000 (mini)  | (78,759)  | 6,479     | (47,975)  | (29,488)  | (39,590)  | 100,839 | (168,500)   | -0.91X  | -1,740 |
| 8.          | Dow Jones (mini)     | 46,631    | 2,140     | 26,830    | 23,903    | 26,235    | 95,976  | (282)       | 1.82X   | 0,063  |
| 2           | Nasdaq (mini)        | 26,535    | 1,676     | 17,536    | 4,780     | 8,533     | 163,838 | (24,815)    | 0.97X   | -0.307 |
|             | Nikkei Index         | (6,356)   | 151       | (10,186)  | (11,485)  | (9,589)   | 14,214  | (16,298)    | 0.83X   | -0.813 |
|             | 10Y UST              | (407,344) | 13,757    | (357,791) | (261,550) | (349,511) | 372,991 | (758,490)   | -0.31X  | -0.953 |
| 00          | 2Y UST               | (314,575) | (53,681)  | (178,380) | (181,491) | (223,896) | 91,279  | (421,551)   | -0.85X  | -1.48  |
| RATES       | 5Y UST               | (123,547) | (56,855)  | (87,283)  | (107,999) | (332,685) | 6,400   | (866,140)   | 0.69X   | 0.90   |
| 3           | UST Bonds            | (36,651)  | 5,825     | (28,124)  | (33,220)  | (47,618)  | 122,839 | (142,810)   | 0.36X   | -0.713 |
| _           | 30D Fed Funds        | (144,020) | 180       | (104,113) | (131,278) | (87,388)  | 219,071 | (286,025)   | -0.80X  | -0.723 |
|             | Eurodollar           | 527,430   | (299,506) | 596,727   | 81,711    | (944,117) | 930,046 | (3,110,209) | 1.26X   | 2.19   |
|             | SUSD                 | 30,280    | 1,154     | 26,619    | 28,451    | 32,190    | 56,635  | (10,666)    | -0.39X  | 0.40   |
|             | JPY                  | (6,746)   | 4,853     | (33,181)  | (47,657)  | (64,947)  | 69,211  | (140,151)   | 1.82X   | 0.97   |
| 2           | EUR                  | (60,042)  | (13,903)  | (70,818)  | (78,605)  | (53,043)  | 147,318 | (143,673)   | -0.7000 | -0.74  |
| CURRENCIES  | GBP                  | (95,188)  | (14,915)  | (50,949)  | (35,566)  | (44,338)  | 49,216  | (113,271)   | -2.20X  | -1.50  |
|             | AUD                  | (53,206)  | (5,648)   | (58,845)  | (52,551)  | (52,992)  | 77,969  | (74,181)    | -0.02X  | -1.15  |
|             | CAD                  | 22,652    | (9,377)   | (16,348)  | (29,335)  | (27,518)  | 78,001  | (99,736)    | 2.24X   | 0.81   |
|             | MXN                  | 128,352   | 3,477     | 127,341   | 121,990   | 77,003    | 156,013 | (89,524)    | 0.99X   | 1.32   |
|             | NZD                  | (12,323)  | (97)      | (17,273)  | (9,322)   | (14,379)  | 35,981  | (35,412)    | 0.17X   | -0.49  |
|             | CHF                  | (14,146)  | (1,373)   | (23,530)  | (25,613)  | (24,842)  | 8,389   | (47,216)    | 1.00X   | 0.35   |
|             | CRUDE OIL            | 419,309   | (16,040)  | 457,600   | 452,026   | 462,736   | 784,290 | 278,615     | -0.51X  | -0.74  |
|             | GOLD                 | 231,365   | 13,848    | 151,093   | 100,552   | 36,168    | 278,994 | (103,009)   | 2.05X   | 1.44   |
|             | COPPER               | (29,060)  | (5,612)   | (26,229)  | (8,803)   | (5,114)   | 67,602  | (40,322)    | -1.440  | -1.85  |
|             | Natural Gas          | (203,650) | (7,219)   | (133,158) | (84,381)  | (51,793)  | 57,455  | (203,650)   | -2.50X  | -2.77  |
|             | RBOB Gasoline        | 78,110    | 628       | \$1,969   | 86,433    | 89,515    | 114,862 | 29,519      | -1-02A  | 0.06   |
|             | ULSD Heating Oil     | 4,970     | 6,370     | (12,875)  | (13,166)  | 3,853     | 67,696  | (25,442)    | 0.05X   | -0.80  |
| -           | Silver               | 68,473    | 8,438     | 15,184    | 21,394    | 11,883    | 107,003 | (30,158)    | 1.99X   | 0.92   |
| COMMODITIES | Platinum             | 26,325    | 5,167     | 13,387    | 17,124    | 12,292    | 56,853  | (11,540)    | 1.14X   | 0.41   |
| Ε           | Aluminum             | 163,475   | (2,043)   | 159,128   | 161,735   | 157,727   | 168,292 | 122,356     | 0.55X   | 1.31   |
| ē           | Nickel               | 42,230    | (365)     | 42,658    | 44,005    | 37,006    | 47,708  | 13,508      | 0.60X   | 1.21   |
| 5           | Com                  | 206,695   | (38,056)  | 135,540   | (701)     | 32,381    | 372,754 | (270,560)   | 1.12X   | 1.16   |
| Ē           | Sovbeans             | (21,187)  | (10,551)  | (58,377)  | (52,088)  | (41,878)  | 210,365 | (148,817)   | 0.50X   | -0.56  |
| 0           | Wheat                | 27,661    | 5,507     | 7,811     | (18,645)  | (8,099)   | 63,219  | (143,292)   | 1.00X   | 1.38   |
| 0           | Live Cattle          | 63,234    | 3,408     | \$0,167   | 119,895   | 108,653   | 183,134 | 19,421      | -1.25X  | -0.88  |
|             | Lean Hogs            | 78,847    | 4,056     | 78,298    | 62,097    | 43,322    | 97,769  | (11,151)    | 1.12X   | 1.28   |
|             | Sugar                | (100,487) | 18,522    | (78,567)  | (53,677)  | (39,430)  | 351,383 | (145,405)   | -1.08X  | -0.96  |
|             | Cotton               | (31,463)  | 2,145     | (22,017)  | (2,932)   | 24,555    | 132,318 | (33,608)    | -1.44X  | -2.272 |
|             | Coffee               | (17,541)  | (11,243)  | (28,712)  | (45,355)  | (54,013)  | 67,942  | (106,651)   | 1.34X   | 0.177  |
|             | Cocoa                | 47,562    | (5,325)   | 34,649    | 14,397    | 7,037     | 61,244  | (43,846)    | 1.82X   | 1.530  |
|             | Orange Juice         | (6,861)   | 231       | (6,949)   | (7,324)   | (5,634)   | 9,066   | (9,416)     | -0.35X  | -1.18  |

HEDGEYE TV

**The Macro Show** 

August 8, 2019

DATA SOURCE: BLOOMBERG © Hedgeye Risk Management LLC

CETC YOY COMPREDENT NET LONG BOSTHONING





#### **The Macro Show**

August 8, 2019

| TIME WINDOW SETTING:                   |               | TOTAL RETURN    | IVOL PREMIUM       | I/DISCOUNT   |              |              |             |             | REALIZED VOI | LATILITY TRE  | ENDS        | IMPLIED VOL | ATILITY TREN | IDS         |
|--|---------------|-----------------|--------------------|--------------|--------------|--------------|-------------|-------------|--------------|---------------|-------------|-------------|--------------|-------------|
| VOLATILITY_30D                         |               | PERFORMANCE     | <b>IVOL PREM %</b> |              |              |              |             |             | RVOL         |               | PERCENTILE  | IVOL        |              | PERCENTILE  |
| PUT_IMP_VOL_30D                        | TICKER        | YTD %           | IVOL / RVOL        | Yesterday    | 1W Ago       | 1M Ago       | TTM Z-Score | 3Yr Z-Score | CURRENT      | MM %          | 10YR        | CURRENT     | MM %         | 10YR        |
| US EQUITIES                            |               |                 | CURRENT            |              |              |              |             |             |              |               |             |             |              |             |
| Technology Sector SPDR ETF             | XLK US EQUITY | 25.87%          | <b>-2</b> %        | 34%          | 38%          | <b>-18</b> % | -0.2        | -0.4        | 18.4         | -1%           | 76%         | 18.1        | <b>19</b> %  | <b>70</b> % |
| Vanguard Real Estate REIT ETF          | VNQ US EQUITY | 21.87%          | <b>23</b> %        | <b>15</b> %  | <b>3</b> %   | -11%         | 1.3         | 1.1         | 13.2         | -10%          | 39%         | 16.2        | 24%          | 58%         |
| Power Shares QQQ Trust ETF             | QQQ US EQUITY | 19.92%          | <b>32</b> %        | <b>37</b> %  | 41%          | <b>-8</b> %  | 0.9         | 0.6         | 16.5         | <b>-3</b> %   | 63%         | 21.8        | <b>39</b> %  | 83%         |
| Communication Services SPDR ETF        | XLC US EQUITY | 19.66%          | 23%                | <b>26</b> %  | <b>17</b> %  | <b>-14</b> % | 0.4         |             | 17.7         | 4%            | 42%         | 21.8        | 49%          | 69%         |
| Consumer Discretionary Sector SPDR ETF | XLY US EQUITY | 19.13%          | <b>50</b> %        | 41%          | 48%          | <b>-6</b> %  | 1.4         | 1.0         | 13.9         | <b>5</b> %    | <b>52</b> % | 20.8        | <b>67</b> %  | 80%         |
| Consumer Staples Sector SPDR ETF       | XLP US EQUITY | 17.49%          | <b>12</b> %        | 40%          | <b>15</b> %  | <b>-16</b> % | 0.1         | 0.0         | 13.9         | <b>5</b> %    | 80%         | 15.6        | 41%          | 89%         |
| Industrials Sector SPDR ETF            | XLI US EQUITY | 17.30%          | <b>29</b> %        | <b>23</b> %  | 14%          | <b>-3</b> %  | 0.9         | 0.6         | 16.4         | <b>18</b> %   | 61%         | 21.2        | <b>58</b> %  | 80%         |
| SPDR S&P 500 ETF Trust                 | SPY US EQUITY | 16.29%          | 30%                | <b>35</b> %  | <b>51</b> %  | <b>-9</b> %  | 0.8         | 0.5         | 13.3         | <b>13</b> %   | <b>59</b> % | 17.3        | <b>63</b> %  | <b>76</b> % |
| Utilities Sector SPDR ETF              | XLU US EQUITY | <b>15.47</b> %  | 45%                | 0%           | <b>-13</b> % | <b>-19</b> % | 1.7         | 1.8         | 11.0         | <b>-26</b> %  | 29%         | 15.9        | <b>32</b> %  | <b>76</b> % |
| Materials Sector SPDR ETF              | XLB US EQUITY | 14.19%          | 116%               | <b>85</b> %  | 30%          | <b>-12</b> % | 4.6         | 4.3         | 14.1         | -10%          | 31%         | 30.5        | <b>121</b> % | 93%         |
| Financials Sector SPDR ETF             | XLF US EQUITY | 13.45%          | 21%                | <b>16</b> %  | <b>33</b> %  | <b>-5</b> %  | 0.5         | 0.4         | 17.7         | 24%           | 60%         | 21.5        | <b>57</b> %  | <b>70</b> % |
| I-Shares Russell 2000 ETF              | IWM US EQUITY | 12.21%          | 24%                | <b>27</b> %  | 22%          | <b>-2</b> %  | 0.9         | 0.6         | 16.9         | 14%           | <b>51</b> % | 20.9        | <b>45</b> %  | 69%         |
| Health Care Sector SPDR ETF            | XLV US EQUITY | 4.97%           | 44%                | <b>16</b> %  | 40%          | 10%          | 1.2         | 1.2         | 12.0         | <b>3</b> %    | 39%         | 17.2        | <b>36</b> %  | <b>79</b> % |
| Energy Sector SPDR ETF                 | XLE US EQUITY | 3.01%           | <b>58</b> %        | 44%          | <b>23</b> %  | <b>-3</b> %  | 2.9         | 2.4         | 16.1         | -11%          | 34%         | 25.4        | <b>45</b> %  | <b>79</b> % |
| INTERNATIONAL EQUITIES                 |               |                 |                    |              |              |              |             |             |              |               |             |             |              |             |
| Euro Stoxx 50 Index                    | SX5E INDEX    | 13.83%          | 22%                | 26%          | <b>37</b> %  | <b>-7</b> %  | 0.8         | 0.1         | 15.0         | <b>32</b> %   | 36%         | 18.3        | 74%          | 50%         |
| I-Shares MSCI Japan ETF                | EWJ US EQUITY | 7.02%           | <b>23</b> %        | <b>29</b> %  | 24%          | <b>-8</b> %  | 1.6         | 0.4         | 12.1         | 3%            | 25%         | 15.0        | 39%          | 30%         |
| I-Shares MSCI Emerging Markets ETF     | EEM US EQUITY | 2.64%           | 33%                | <b>33</b> %  | <b>57</b> %  | 10%          | 1.9         | 1.4         | 15.9         | 19%           | <b>27</b> % | 21.1        | 43%          | <b>54</b> % |
| I-Shares China Large-Cap ETF           | FXI US EQUITY | 0.41%           | <b>27</b> %        | 30%          | <b>32</b> %  | <b>-2</b> %  | 1.9         | 1.2         | 17.2         | <b>2</b> %    | 18%         | 21.9        | 33%          | 43%         |
| CURRENCIES                             |               |                 |                    |              |              |              |             |             |              |               |             |             |              |             |
| PowerShares US Dollar Index ETF        | UUP US EQUITY | 4.01%           | 20%                | 10%          | 15%          | <b>7</b> %   | -0.1        | 0.0         | 5.1          | <b>-8</b> %   | 14%         | 6.1         | 3%           | 11%         |
| Currency Shares Japanese Yen ETF       | FXY US EQUITY | 2.88%           | <b>7</b> %         | 1%           | <b>-11</b> % | <b>-2</b> %  | -0.3        | -0.1        | 7.1          | 21%           | 29%         | 7.6         | <b>32</b> %  | 23%         |
| Currency Shares Euro Trust ETF         | FXE US EQUITY | <b>-2.69</b> %  | 4%                 | <b>2</b> %   | <b>-16</b> % | <b>-16</b> % | 0.0         | 0.0         | 5.6          | <b>-6</b> %   | 9%          | 5.8         | <b>17</b> %  | 8%          |
| Currency Shares British Pound ETF      | FXB US EQUITY | <b>-4.77</b> %  | 31%                | 24%          | <b>7</b> %   | 16%          | 1.2         | 1.5         | 6.9          | <b>25</b> %   | 24%         | 9.1         | 41%          | <b>57</b> % |
| COMMODITIES                            |               |                 |                    |              |              |              |             |             |              |               |             |             |              |             |
| SPDR Gold Shares ETF                   | GLD US EQUITY | 16.31%          | <b>-6</b> %        | <b>-17</b> % | -35%         | -4%          | -0.4        | -0.9        | 17.8         | 19%           | 75%         | 16.7        | <b>17</b> %  | 63%         |
| United States Oil Fund ETF             | USO US EQUITY | 12.22%          | 4%                 | <b>-3</b> %  | -11%         | <b>-21</b> % | -0.1        | 0.0         | 34.6         | <b>-15</b> %  | <b>73</b> % | 36.0        | <b>12</b> %  | 73%         |
| PowerShares DB Agriculture Fund ETF    | DBA US EQUITY | - <b>8.09</b> % | <b>22</b> %        | <b>27</b> %  | <b>17</b> %  | 11%          | -0.5        | -0.4        | 11.2         | - <b>13</b> % | 40%         | 13.6        | -4%          | 33%         |
| United States Natural Gas Fund ETF     | UNG US EQUITY | <b>-26.63</b> % | <b>15</b> %        | <b>12</b> %  | <b>-16</b> % | <b>-2</b> %  | 0.4         | 0.4         | 35.7         | 0%            | <b>52</b> % | 41.0        | <b>18</b> %  | <b>59</b> % |
| FIXED INCOME                           |               |                 |                    |              |              |              |             |             |              |               |             |             |              |             |
| I-Shares 20+ Year Treasury Bond ETF    | TLT US EQUITY | 16.94%          | 22%                | 1%           | <b>-8</b> %  | <b>-12</b> % | 1.0         | 1.2         | 11.9         | 10%           | 46%         | 14.5        | <b>53</b> %  | 68%         |
| I-Shares IBOXX IG Corporate Bond ETF   | LQD US EQUITY | 14.00%          | 43%                | 8%           | 1%           | -10%         | 1.1         | 1.5         | 5.4          | <b>-3</b> %   | 61%         | 7.6         | <b>55</b> %  | 92%         |
| I-Shares J.P. Morgan USD EM Bond ETF   | EMB US EQUITY | 12.76%          | 39%                | 48%          | 8%           | -28%         | 1.6         | 0.7         | 5.3          | <b>-21</b> %  | 41%         | 7.3         | <b>52</b> %  | <b>53</b> % |
| I-Shares IBOXX HY Corporate Bond ETF   | HYG US EQUITY | 9.40%           | 48%                | 46%          | 24%          | <b>-21</b> % | 0.9         | 0.9         | 5.2          | -14%          | 40%         | 7.6         | <b>62</b> %  | 61%         |
| I-Shares 7-10 Year Treasury Bond ETF   | IEF US EQUITY | 9.23%           | 23%                | <b>7</b> %   | <b>-7</b> %  | 1%           | -0.1        | 0.0         | 5.4          | <b>6</b> %    | 44%         | 6.6         | 29%          | 61%         |
| Data Source: CBOE, CME, Bloomberg      |               |                 |                    |              |              |              |             |             |              |               |             |             |              |             |

# **Global Data**



| Date Time      | Country/Region | С  | Event                          | Period | Surv(M)  | Actual   | Prior    | Revised  | Ticker          |
|----------------|----------------|----|--------------------------------|--------|----------|----------|----------|----------|-----------------|
| 08/07/19 08:00 | Brazil         | BZ | Retail Sales YoY               | Jun    | 0.60%    | -0.30%   | 1.00%    |          | BZRTRYOY Index  |
| 08/07/19 23:00 | China          | СН | Trade Balance                  | Jul    | \$42.65b | \$45.06b | \$50.98b | \$50.97b | CNFRBAL\$ Index |
| 08/07/19 23:00 | China          | СН | Exports YoY                    | Jul    | -1.00%   | 3.30%    | -1.30%   |          | CNFREXPY Index  |
| 08/07/19 23:00 | China          | СН | Imports YoY                    | Jul    | -9.00%   | -5.60%   | -7.30%   | -7.40%   | CNFRIMPY Index  |
| 08/07/19 23:00 | China          | СН | Trade Balance CNY              | Jul    | 310.00b  | 310.26b  | 345.18b  | 345.10b  | CNTSTCN Index   |
| 08/07/19 23:00 | China          | СН | Imports YoY CNY                | Jul    | -3.30%   | 0.40%    | -0.40%   |          | CNTSICNY Index  |
| 08/07/19 23:00 | China          | СН | Exports YoY CNY                | Jul    | 7.00%    | 10.30%   | 6.10%    | 6.00%    | CNTSECNY Index  |
| 08/08/19 01:00 | Japan          | JN | Eco Watchers Survey Current SA | Jul    | 43.6     | 41.2     | 44       |          | JWCOOVSA Index  |
| 08/08/19 01:00 | Japan          | JN | Eco Watchers Survey Outlook SA | Jul    | 45.4     | 44.3     | 45.8     | -        | JWEXOVSA Index  |
| 08/08/19 02:30 | France         | FR | Bank of France Ind. Sentiment  | Jul    | 96       | 95       | 95       |          | FRBSI Index     |
| 08/08/19 03:00 | Spain          | SP | Industrial Output SA YoY       | Jun    | 1.10%    | 1.80%    | 1.40%    |          | SPIOWSAY Index  |