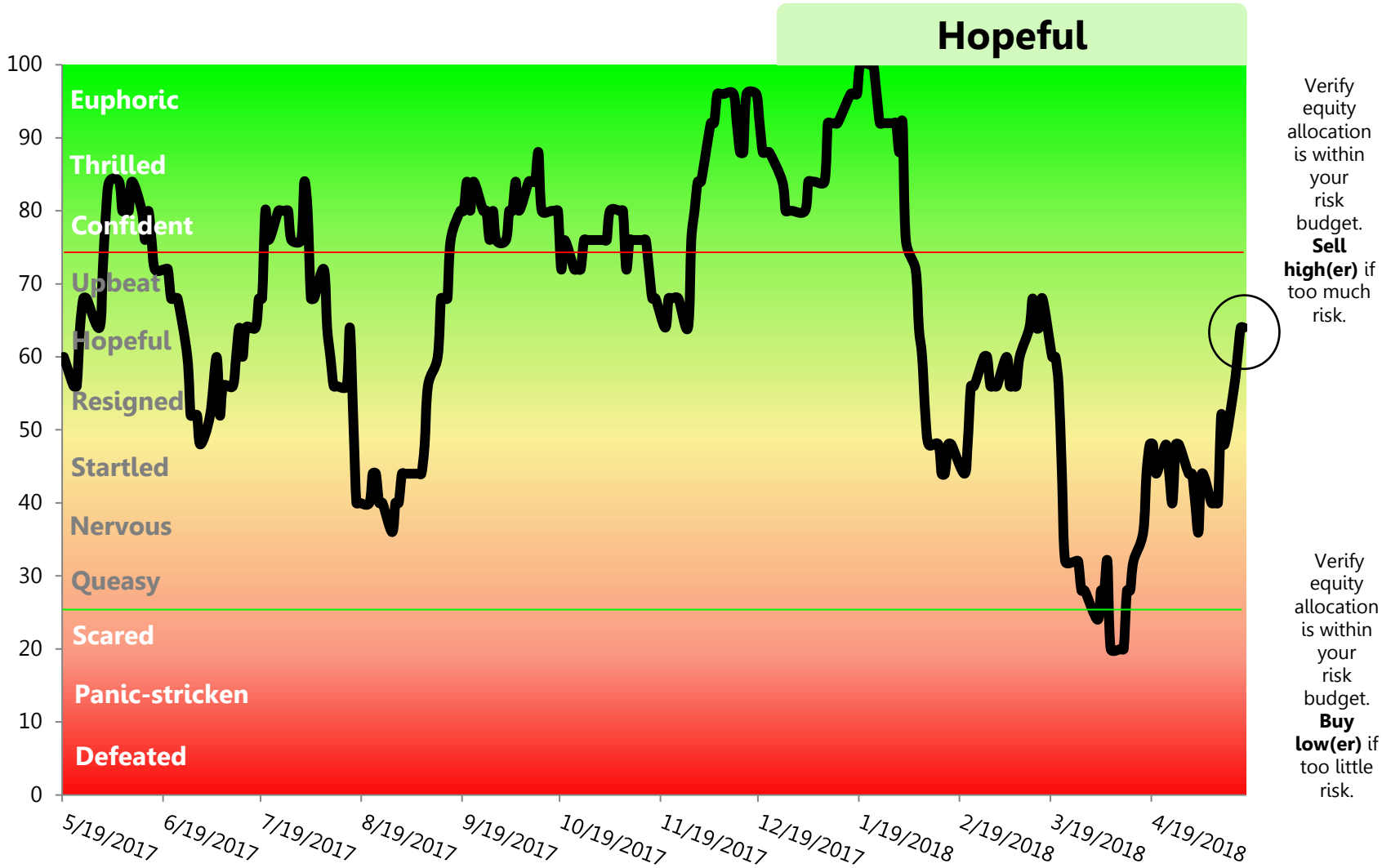
Investors Advisory Group's

Market Mood Meter©

May 17, 2018



Verify equity allocation is within your risk budget. **Sell high(er)** if too much risk.

Verify equity allocation is within your risk budget. **Buy low(er)** if too little risk.

Asset allocation does not ensure a profit or protect against a loss.

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IAG's Market Mood Meter© Methodology

Trend Component

Uses S&P 500 Index daily moving averages (DMAs) (8-21, 13-34, 21-55, 34-89, 55-144 and 89-233) to determine whether the short-term DMA value is higher than the longer-term DMA value. A daily moving average is the average price of the index over the indicated number of days. Trend is either Positive (8 points) if the short-term DMA is higher, Negative (0 points) if the short-term DMA is lower or Transitioning (4 points). A trend is Transitioning if the difference between the shorter DMA and longer DMA is between -.34% and +.34% of the shorter DMA. Maximum is 48 points when all trends are Positive.

Momentum Component

Uses the same S&P 500 Index DMAs to determine whether trends are getting stronger or weaker calculated by dividing the difference between the shorter DMA and longer DMA by the shorter DMA. Momentum must be directional – rising or falling -- for 5 consecutive trading days to be Gaining (8 points) or Losing (0 points), otherwise momentum is considered Transitioning (4 points). Maximum is 48 points when all momentum is Positive.

Volatility Component

Using a 3-day DMA of the VIX to determine whether the market is pricing in increasing or decreasing volatility. VIX is the Chicago Board Options Exchange Volatility Index which shows the market's expectation of volatility over the next 30 days. Maximum is 4 points when 3-day DMA VIX is lower than previous day. 0 points when it is higher. Prior to VIX's inception in 1990, we use a 13-day average return calculation. If the 13-day average is greater than the previous day add 4 points, if less than add 0

Mood Levels

The sum of all three components determines the market's estimated mood as follows (see Example below):

90-100 Euphoric	42-50 Startled
82-90 Thrilled	34-42 Nervous
74-82 Confident	26-34 Queasy
66-74 Upbeat	18-26 Scared
58-66 Hopeful	10-18 Panic-stricken
50-58 Resigned	0-10 Defeated

What is the Market Mood Meter©?

It is an imprecise effort to gauge the mood of the U.S. stock market to help our clients refocus on their personal investment risk budget instead of daily, weekly, monthly, or annual stock market ups and downs.

By acknowledging and discussing the market's varying moods, we can help our clients rationally rebalance their overall portfolio to their target risk allocation to pursue their financial goals.

It is designed to be used with IAG's Investment Emotion Cycle© to illustrate our disciplined investment process of selling high(er) and buying low(er) using our clients' individual Portfolio GPS.

What isn't it?

The Market Mood Meter© does not tell us how our clients are feeling or should be feeling. It does not predict the future. It is not a market timing tool as moods can last for many days or just one day.

Example: On February 12, 2018, the Market Mood Meter© was Startled (48). The Trend Component resulted in 36 points and the Momentum Component resulted in 8 points as illustrated in the box below. The 3-day DMA VIX on February 9, 2018, was 29.06 and for February 12, 2018, was 25.61, resulting in 4 points for reduced volatility expectations.

Daily moving average	8-21	13-34	21-55	34-89	55-144	89-233	Total	8 points for Positive or Gaining
Trend points	4	8	8	8	8	8	44	4 points for Transitioning
Momentum points	0	0	4	8	8	8	28	0 points for Negative or Losing

The Standard & Poor's 500 Index is a capitalization weighted index of 500 stocks designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries. S&P 500 is an unmanaged index which cannot be invested into directly. Past performance is no guarantee of future results. Data used to calculate Daily Moving Averages comes from Yahoo! Finance

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