Group Selection
Priced as of August 2, 2012

Note: Group tickers incorporate hyperlinks to decile charts, and then a link to our Toolkit of the group members.

See back pages for user guide and disclaimer.
Sources for all charts: BMO Capital Markets

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*Three terms define the relative performance Z-Score rating versus the markets (US = S&P 500; GBL = S&P Global 1200; CDA = S&P/TSX Composite)

(a) % Outperforming - what percentage of sector members is outperforming the market.
(b) Reward/Risk - how consistent the median relative strength performance of the sector membership (ranking), and
(c) Trend Psn - what is the net percentage of the sector members which are breaking above/below relative strength channels.

The strength z-Score is weighted 60% towards the trend parameters (% outperforming and reward/risk ratios) and 40% towards the trend positions (reversals of trends). Gridlines are placed at 0.5 increments.
Consumer Discretionary

Mark Steele (416) 359-4641

Strength

Momentum

Footwear
13 stocks; $58bn

Tire&Rub
3 stocks; $54bn

Publishing
31 stocks; $115bn

Htl&Rst
29 stocks; $104bn

DeptStrs
20 stocks; $139bn

Consumer Discretionary

8 stocks; $54bn

31 stocks; $115bn

29 stocks; $104bn

20 stocks; $139bn

20 stocks; $177bn

28 stocks; $81bn

12 stocks; $16bn

20 stocks; $139bn

13 stocks; $48bn

38 stocks; $171bn

30 stocks; $59bn

17 stocks; $44bn

66 stocks; $254bn

8 stocks; $16bn

13 stocks; $32bn

22 stocks; $72bn

46 stocks; $175bn

13 stocks; $18bn
August 2, 2012

Consumer Staples

Mark Steele (416) 359-4641

Momentum

Strength

FdRetail ➔ 18 stocks; $302bn

SprCntrs ➔ 16 stocks; $448bn

PersPrdct ← 25 stocks; $183bn

Brewers ← 15 stocks; $355bn

SoftDrinks → 14 stocks; $370bn

Dist&Vnt ↓ 10 stocks; $118bn

HldPrdct → 17 stocks; $307bn

Tobacco ↓ 17 stocks; $571bn

DrugRetail ↑ 18 stocks; $109bn

AgriProd ➔ 25 stocks; $108bn

FdDistri ↑ 11 stocks; $29bn

FdRetail ➔ 18 stocks; $302bn

SprCntrs ➔ 16 stocks; $448bn

PersPrdct ← 25 stocks; $183bn

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Tobacco ↓ 17 stocks; $571bn

DrugRetail ↑ 18 stocks; $109bn

AgriProd ➔ 25 stocks; $108bn

FdDistri ↑ 11 stocks; $29bn
**Telecommunication Services**

- **WisTelSrv**
  - 43 stocks
  - $908bn

- **IntgTelSrv**
  - 65 stocks
  - $1116bn

- **AltCar**
  - 13 stocks
  - $26bn
Group Strength
Our Global Group analysis is based on bottom-up equity relative strength analysis as opposed to industry group (index) relative strength analysis.

Strength Decile Defined By
1. What percentage of a group's members are outperforming
2. How consistent that outperformance is
3. How are the members positioned (above/below) vs. their trend channels.

Momentum Decile
Rate of change of strength (change in 5-day moving average)

The Underlying Equity Relative Strength Analysis
Each day, for every equity we cover, our relative strength system assesses the best fit trend from a spectrum which covers a minimum trend duration of six months, and a maximum of 4-years. The "best fit" is the trend which maximizes duration, and minimizes deviations from the trend. Our process is flexible, thorough, and because it is run daily, timely.

The Dataset:
- Over 5,000 securities.
- Groups have a:
  ...Median depth of 25
  ...Average depth of 35

Heat Map Colour and Symbol Guide
Strength is highlighted by the background of the group title
- Bright green = best (1st decile) transitions towards...
- Bright red = worst (10th decile)
Momentum is highlighted in the border of the group title
- Colour map for momentum is the same as strength
Symbols to the right of the group ticker show where a group moved from in the previous session. Below the group symbol we highlight the number and total market capitalization of the members of a group. Clicking on the group, which brings up the chart via a hyperlink, will help to clarify the moves.
Our Goals:
- To buy outperforming stocks in favoured groups
- To avoid underperforming stocks in unfavoured groups
- To be alerted of and act on the changes

#1 Rule of Momentum: You can use it only if it exists

- In stable/trending markets, one can buy stocks with high strength and momentum and hold them as long as momentum does not turn negative (trend following).

- In very rotational markets (e.g., where credit, currency, commodity conditions are choppy/changing):
  - Buying high strength and high momentum may be dangerous (buying yesterday’s winners).
  - One is better off buying stocks with moderate strength and high momentum (bottom fishing).
User Guide 3 - Buy/Hold/Sell

Buy
- Groups with high strength and high positive momentum (top left) - “In Favour”
- Groups with moderate strength and high positive momentum - “Transitioning to Positive”
- Groups with mediocre strength and high positive momentum - “Gaining Favour”

Buy/Hold
- Groups with high strength and neutral momentum (middle left) - “Maintaining Favour”

Sell
- Groups with low strength and high negative momentum (bottom right) - “Out of Favour”
- Groups with moderately negative strength and high negative momentum - “Transitioning to Negative”
- Groups with mediocre strength and high negative momentum - “Losing Favour”
User Guide 4 - Hyperlinks To Decile Charts & Stock Selection

- Each group is hyperlinked to a chart that shows the relative strength decile as a function of time, and the 5-day and 20-day moving averages (momentum).

- Each chart is hyperlinked to the group membership, in our RS Filter Toolkit.
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<table>
<thead>
<tr>
<th>Rating Category</th>
<th>BMO Rating</th>
<th>BMOCM US Universe*</th>
<th>BMOCM US IB Clients**</th>
<th>BMOCM US IB Clients***</th>
<th>BMOCM Universe****</th>
<th>BMOCM IB Clients*****</th>
<th>Starmine Universe</th>
</tr>
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<tbody>
<tr>
<td>Buy</td>
<td>Outperform</td>
<td>37.7%</td>
<td>12.1%</td>
<td>52.1%</td>
<td>39.2%</td>
<td>48.3%</td>
<td>54.6%</td>
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<tr>
<td>Hold</td>
<td>Market Perform</td>
<td>60.0%</td>
<td>7.0%</td>
<td>47.9%</td>
<td>57.6%</td>
<td>51.0%</td>
<td>40.1%</td>
</tr>
<tr>
<td>Sell</td>
<td>Underperform</td>
<td>2.4%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>3.2%</td>
<td>0.7%</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

* Reflects rating distribution of all companies covered by BMO Capital Markets Corp. equity research analysts.
** Reflects rating distribution of all companies from which BMO Capital Markets Corp. has received compensation for Investment Banking services as percentage within ratings category.
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