Group Selection
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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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### Sector Relative Strength Profiles*

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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Energy</td>
<td>10% / 17% / 23%</td>
<td>-27% / -23% / -22%</td>
<td></td>
</tr>
<tr>
<td>Materials</td>
<td>18% / 28% / 39%</td>
<td>6% / 10% / 6%</td>
<td></td>
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<tr>
<td>Industrials</td>
<td>23% / 39% / 52%</td>
<td>5% / 11% / 10%</td>
<td></td>
</tr>
<tr>
<td>CMR Disc</td>
<td>33% / 48% / 60%</td>
<td>9% / 14% / 10%</td>
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<tr>
<td>CMR Stap</td>
<td>30% / 43% / 57%</td>
<td>0% / 5% / 2%</td>
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<tr>
<td>Hlth Care</td>
<td>53% / 66% / 77%</td>
<td>4% / 7% / 5%</td>
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<tr>
<td>Financials</td>
<td>33% / 56% / 73%</td>
<td>6% / 13% / 5%</td>
<td></td>
</tr>
<tr>
<td>Info Tech</td>
<td>37% / 51% / 63%</td>
<td>8% / 12% / 6%</td>
<td></td>
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<tr>
<td>Telecom</td>
<td>27% / 47% / 60%</td>
<td>-11% / -8% / -9%</td>
<td></td>
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<tr>
<td>Utilities</td>
<td>33% / 51% / 67%</td>
<td>3% / 12% / 13%</td>
<td></td>
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*Three terms define the relative performance Z-Score rating versus the markets (US = S&P 500; GBL = MSCI AC World; CDA = S&P/TSX Composite)

(a) % Outperforming - what percentage of sector members is outperforming the market,
(b) Reward/Risk - how consistent is the median relative strength performance of the sector membership ( / ranking),
(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.

See Help Pages for further details.
<table>
<thead>
<tr>
<th>Strength Changes Last Session</th>
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<tr>
<td><strong>Momentum</strong></td>
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<td>SpCmSrv</td>
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<td>Rstaurnt</td>
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<tr>
<td>Trucking</td>
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<tr>
<td>MotcyMfg</td>
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<tr>
<td>HCEquip</td>
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December 30, 2014

Consumer Staples

Mark Steele (416) 359-4641

DrugRetail – 41 stocks; $351bn

FdRetail – 8 stocks; $203bn

FdDistri – 11 stocks; $44bn

AgriProd – 33 stocks; $130bn

SprCntr – 17 stocks; $50bn

PersPrdct – 25 stocks; $224bn

PkgFdMt – 119 stocks; $1062bn

Dist&Vnt – 14 stocks; $209bn

Brewers – 15 stocks; $487bn

Tobacco – 15 stocks; $574bn

SoftDrnks – 15 stocks; $430bn

HhldPrdct – 18 stocks; $563bn

HhldPrdct – 18 stocks; $563bn
Telecommunication Services

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15 stocks; $53bn

46 stocks; $930bn

63 stocks; $1310bn
User Guide 1 - Definitions & Dataset

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 groups members are outperforming
2. How consistant that outperformance is
3. How the are 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 deviation from the trend. Our process is flexible, thorough, and because it is run daily, timely.

The Dataset:
- Over 5,700 securities.
- Groups have a:
  ...Median depth of 28
  ...Average depth of 36

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 in a group. Clicking on the group, which brings up the chart via a hyperlink, will help to clarify the moves.
User Guide 2 - Momentum

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 moving average (momentum).

- Each chart is hyperlinked to the group membership, in our RS Filter Toolkit.
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<tbody>
<tr>
<td>Buy</td>
<td>Outperform</td>
<td>42.0%</td>
<td>21.3%</td>
<td>60.7%</td>
<td>40.8%</td>
<td>33.6%</td>
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<td>Hold</td>
<td>Market Perform</td>
<td>52.8%</td>
<td>10.8%</td>
<td>38.2%</td>
<td>32.8%</td>
<td>43.8%</td>
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<tr>
<td>Sell</td>
<td>Underperform</td>
<td>5.2%</td>
<td>3.2%</td>
<td>1.1%</td>
<td>6.3%</td>
<td>2.7%</td>
<td>5.6%</td>
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* 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.
*** Reflects rating distribution of all companies from which BMO Capital Markets Corp. has received compensation for Investment Banking services as percentage of Investment Banking clients.
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***** Reflects rating distribution of all companies from which BMO Capital Markets has received compensation for Investment Banking services as percentage of Investment Banking clients.

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OP = Outperform - Forecast to outperform the analyst's coverage universe on a total return basis;
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Und = Underperform - Forecast to underperform the analyst's coverage universe on a total return basis;
(S) = Speculative investment;
NR = No rating at this time; and
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