Group Selection
Priced as of August 21, 2015

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>
<tbody>
<tr>
<td>Energy</td>
<td>19% / 19% / 34%</td>
<td>-21% / -19% / -17%</td>
<td></td>
</tr>
<tr>
<td>Materials</td>
<td>35% / 36% / 56%</td>
<td>-3% / -3% / 5%</td>
<td></td>
</tr>
<tr>
<td>Industrials</td>
<td>42% / 44% / 64%</td>
<td>2% / 5% / 12%</td>
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<tr>
<td>CMR Disc</td>
<td>49% / 50% / 67%</td>
<td>0% / 2% / 10%</td>
<td></td>
</tr>
<tr>
<td>CMR Stap</td>
<td>49% / 53% / 69%</td>
<td>9% / 14% / 20%</td>
<td></td>
</tr>
<tr>
<td>Hlth Care</td>
<td>62% / 63% / 76%</td>
<td>6% / 7% / 10%</td>
<td></td>
</tr>
<tr>
<td>Financials</td>
<td>50% / 52% / 78%</td>
<td>10% / 14% / 18%</td>
<td></td>
</tr>
<tr>
<td>Info Tech</td>
<td>48% / 47% / 66%</td>
<td>-6% / -3% / 3%</td>
<td></td>
</tr>
<tr>
<td>Telecom</td>
<td>38% / 42% / 70%</td>
<td>12% / 25% / 32%</td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td>36% / 43% / 72%</td>
<td>23% / 23% / 36%</td>
<td></td>
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</tbody>
</table>

*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 (ascending / descending 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.
Momentum

Strength

August 21, 2015

Mark Steele (416) 359-4641

Energy

OG StTr  → 50 stocks; $597bn

OG E&P  ↑ 169 stocks; $671bn

Coal&Uran  ↑ 23 stocks; $64bn

OG Drill  ↑ 28 stocks; $43bn

OG Equip  ↑ 74 stocks; $287bn

OG RfMkt  ↓ 49 stocks; $239bn

Int O&G  ↓ 34 stocks; $138bn
Momentum

Strength

August 21, 2015

Consumer Discretionary

Mark Steele (416) 359-4641

Publishing 26 stocks; $153bn
Hsware 5 stocks; $26bn

LeisFctl 17 stocks; $43bn

HomeBld 33 stocks; $130bn
HmImpRtl 3 stocks; $234bn
Footwear 14 stocks; $114bn
Aprl&Gds 43 stocks; $476bn

GMrchStrs 14 stocks; $132bn
Rstaurnt 51 stocks; $375bn
DeptStrs 23 stocks; $140bn

HomeFurn 8 stocks; $52bn

Tire&Rub 3 stocks; $80bn
CmpElRtl 10 stocks; $33bn
Distrib 10 stocks; $45bn

CatalgRtl 8 stocks; $20bn
HhldApI 14 stocks; $75bn
Textiles 3 stocks; $9bn

LeisPrd 20 stocks; $60bn
AutoParts 38 stocks; $300bn
Broadcast 35 stocks; $150bn
AutoMfg 48 stocks; $957bn

Advert 19 stocks; $114bn
Mov&Ent 26 stocks; $351bn
AutoRtl 18 stocks; $104bn
SpecStors 29 stocks; $119bn

BMO Capital Markets

Consumer Discretionary
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 group’s members are outperforming
2. How consistent that outperformance is
3. How the group’s 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”
- 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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<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>
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</thead>
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<tr>
<td>Buy</td>
<td>Outperform</td>
<td>43.7%</td>
<td>18.6%</td>
<td>58.2%</td>
<td>42.7%</td>
<td>55.5%</td>
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<tr>
<td>Hold</td>
<td>Market Perform</td>
<td>51.4%</td>
<td>10.4%</td>
<td>38.5%</td>
<td>52.1%</td>
<td>41.9%</td>
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<tr>
<td>Sell</td>
<td>Underperform</td>
<td>4.9%</td>
<td>9.4%</td>
<td>3.3%</td>
<td>5.2%</td>
<td>2.6%</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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**** Reflects rating distribution of all companies covered by BMO Capital Markets equity research analysts.
***** 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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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
R = Restricted - Dissemination of research is currently restricted.

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