Relative Strength Filter
Global Summary

Group Selection
Priced as of March 12, 2014

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.
### Resources

**Strength**
- **Alumin**: 12 stocks; $45bn
- **OG RfMkt**: 49 stocks; $346bn
- **CstrMat**: 39 stocks; $205bn
- **DiversChm**: 19 stocks; $307bn
- **Gold**: 94 stocks; $136bn
- **ComdChm**: 33 stocks; $319bn
- **MtGlsCnt**: 16 stocks; $48bn
- **Fert&Ag**: 36 stocks; $259bn
- **OG E&P**: 225 stocks; $112bn

**Momentum**
- **SpecChm**: 68 stocks; $389bn
- **OG StTr**: 31 stocks; $616bn
- **PapProd**: 30 stocks; $95bn
- **OG StTr**: 31 stocks; $616bn
- **PapProd**: 30 stocks; $95bn
- **IndusGas**: 10 stocks; $159bn
- **PrecMet**: 26 stocks; $69bn
- **Silver**: 13 stocks; $17bn
- **FrstPrd**: 12 stocks; $20bn
- **OG Drill**: 32 stocks; $117bn

**March 12, 2014**

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March 12, 2014

Momentum

Strength

Energy

OG RfMkt →
39 stocks; $346bn

OG E&P ↓
225 stocks; $1123bn

OG Equip ↓
87 stocks; $476bn

Int O&G
34 stocks; $2096bn

O&G Drill ↓
32 stocks; $1176bn

OG StTr ↓
81 stocks; $616bn

Coal&Uran
34 stocks; $94bn

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### Consumer Staples

**March 12, 2014**

**Mark Steele**  
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<table>
<thead>
<tr>
<th>Sector</th>
<th>Momentum</th>
<th>Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AgriProd</strong></td>
<td>14 stocks; $134bn</td>
<td>34 stocks; $163bn</td>
</tr>
<tr>
<td><strong>Dist&amp;Vnt</strong></td>
<td>18 stocks; $50bn</td>
<td>14 stocks; $210bn</td>
</tr>
<tr>
<td><strong>HhldPrdct</strong></td>
<td>12 stocks; $43bn</td>
<td>18 stocks; $210bn</td>
</tr>
<tr>
<td><strong>Tobacco</strong></td>
<td>16 stocks; $538bn</td>
<td>16 stocks; $493bn</td>
</tr>
<tr>
<td><strong>PkgFdMt</strong></td>
<td>26 stocks; $231bn</td>
<td>124 stocks; $1628bn</td>
</tr>
<tr>
<td><strong>PersPrdct</strong></td>
<td>26 stocks; $231bn</td>
<td>15 stocks; $387bn</td>
</tr>
<tr>
<td><strong>SoftDrns</strong></td>
<td>26 stocks; $231bn</td>
<td>15 stocks; $387bn</td>
</tr>
<tr>
<td><strong>Brewers</strong></td>
<td>16 stocks; $493bn</td>
<td>16 stocks; $493bn</td>
</tr>
<tr>
<td><strong>DrugRetail</strong></td>
<td>10 stocks; $187bn</td>
<td>42 stocks; $574bn</td>
</tr>
<tr>
<td><strong>SprCntrs</strong></td>
<td>17 stocks; $475bn</td>
<td>17 stocks; $475bn</td>
</tr>
<tr>
<td><strong>FdDistri</strong></td>
<td>12 stocks; $43bn</td>
<td>12 stocks; $43bn</td>
</tr>
<tr>
<td><strong>FdRetail</strong></td>
<td>10 stocks; $187bn</td>
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</tr>
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</table>
March 12, 2014

Telecommunication Services

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Strength

Momentum

AltCar →
18 stocks; $59bn

IntgTelSrv ←
65 stocks; $1282bn

WlsTelSrv ←
48 stocks; $945bn

15 stocks; $59bn

65 stocks; $1282bn

48 stocks; $945bn
March 12, 2014

Utilities

Momentum

Strength

GasUtil
33 stocks; $188bn

IPP Trad
23 stocks; $102bn

WaterUtil
20 stocks; $62bn

MultiUtil
39 stocks; $487bn

RenewElec
21 stocks; $51bn

ElecUtil
85 stocks; $889bn
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 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.
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).
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 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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<thead>
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</thead>
<tbody>
<tr>
<td>Buy</td>
<td>Outperform</td>
<td>38.0%</td>
<td>20.4%</td>
<td>49.0%</td>
<td>38.8%</td>
<td>50.4%</td>
<td>52.5%</td>
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<tr>
<td>Hold</td>
<td>Market Perform</td>
<td>56.1%</td>
<td>13.8%</td>
<td>49.0%</td>
<td>54.0%</td>
<td>46.5%</td>
<td>41.8%</td>
</tr>
<tr>
<td>Sell</td>
<td>Underperform</td>
<td>5.8%</td>
<td>5.6%</td>
<td>2.0%</td>
<td>7.2%</td>
<td>3.1%</td>
<td>5.7%</td>
</tr>
</tbody>
</table>
Ratings and Sector Key
We use the following ratings system definitions:
OP = Outperform - Forecast to outperform the market;
Mkt = Market Perform - Forecast to perform roughly in line with the market;
Und = Underperform - Forecast to underperform the market;
(S) = speculative investment;
NR = No rating at this time;
R = Restricted - Dissemination of research is currently restricted.

Market performance is measured by a benchmark index such as the S&P/TSX Composite Index, S&P 500, Nasdaq Composite, as appropriate for each company. BMO Capital Markets eight Top 15 lists guide investors to our best ideas according to different objectives (Canadian large, small, growth, value, income, quantitative; and US large, US small) have replaced the Top Pick rating.

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