Group Selection
Priced as of May 10, 2013

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 View**

**Sector Relative Strength Profiles**

<table>
<thead>
<tr>
<th>Sector</th>
<th>% Outperforming</th>
<th>Reward/Risk</th>
<th>Trend Psn</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>US/GBL/CDA</td>
<td>US/GBL/CDA</td>
<td>US/GBL/CDA</td>
</tr>
<tr>
<td>Energy</td>
<td>33% / 36% / 56%</td>
<td>-5% / -6% / 2%</td>
<td></td>
</tr>
<tr>
<td>Materials</td>
<td>28% / 30% / 45%</td>
<td>-13% / -14% / -8%</td>
<td></td>
</tr>
<tr>
<td>Industrials</td>
<td>54% / 59% / 79%</td>
<td>-6% / -6% / 0%</td>
<td></td>
</tr>
<tr>
<td>CMR Disc</td>
<td>55% / 59% / 78%</td>
<td>5% / 3% / 11%</td>
<td></td>
</tr>
<tr>
<td>CMR Stap</td>
<td>48% / 52% / 74%</td>
<td>-8% / -9% / 4%</td>
<td></td>
</tr>
<tr>
<td>Hlth Care</td>
<td>52% / 58% / 75%</td>
<td>0% / -2% / 3%</td>
<td></td>
</tr>
<tr>
<td>Financials</td>
<td>57% / 62% / 87%</td>
<td>-7% / -7% / 0%</td>
<td></td>
</tr>
<tr>
<td>Info Tech</td>
<td>46% / 50% / 71%</td>
<td>3% / 3% / 9%</td>
<td></td>
</tr>
<tr>
<td>Telecom</td>
<td>35% / 42% / 58%</td>
<td>8% / 8% / 16%</td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td>52% / 60% / 78%</td>
<td>-13% / -11% / -5%</td>
<td></td>
</tr>
</tbody>
</table>

*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 Staples

May 10, 2013

Mark Steele (416) 359-4641

Momentum

Strength

- Brewers
  16 stocks; $453bn
- Dist&Vnt
  14 stocks; $218bn
- PersPrdct
  25 stocks; $239bn
- FdDistri
  12 stocks; $35bn
- FdRetail
  40 stocks; $374bn
- DrugRetail
  10 stocks; $141bn
- HhldPrdct
  18 stocks; $500bn
- PkgFdMt
  118 stocks; $976bn
- SprCntrs
  17 stocks; $510bn
- Tobacco
  16 stocks; $997bn

AgriProd
  32 stocks; $128bn

SoftDrinks
  14 stocks; $414bn

Dist&Vnt
  14 stocks; $218bn

PersPrdct
  25 stocks; $239bn

FdDistri
  12 stocks; $35bn

FdRetail
  40 stocks; $374bn

DrugRetail
  10 stocks; $141bn

HhldPrdct
  18 stocks; $500bn

PkgFdMt
  118 stocks; $976bn

SprCntrs
  17 stocks; $510bn

Tobacco
  16 stocks; $997bn
Health Care

- MfgHCare
  - 13 stocks; $156bn
- HCEquip
  - 80 stocks; $448bn
- HCDistrib
  - 13 stocks; $685bn
- HCSupps
  - 26 stocks; $271bn
- HCFacility
  - 29 stocks; $73bn
- LfSciSrv
  - 29 stocks; $123bn
- Pharma
  - 84 stocks; $2054bn
- Biotech
  - 107 stocks; $492bn
- HCareTec
  - 13 stocks; $31bn
- HCService
  - 32 stocks; $177bn

May 10, 2013
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.
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 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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<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>Starnine Universe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy</td>
<td>Outperform</td>
<td>37.0%</td>
<td>17.7%</td>
<td>52.9%</td>
<td>38.5%</td>
<td>50.5%</td>
<td>54.0%</td>
</tr>
<tr>
<td>Hold</td>
<td>Market Perform</td>
<td>60.7%</td>
<td>9.6%</td>
<td>47.1%</td>
<td>57.3%</td>
<td>48.4%</td>
<td>40.6%</td>
</tr>
<tr>
<td>Sell</td>
<td>Underperform</td>
<td>2.4%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>4.2%</td>
<td>1.0%</td>
<td>5.4%</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.
*** 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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Und = Underperform - Forecast to underperform the market;
(S) = speculative investment;
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