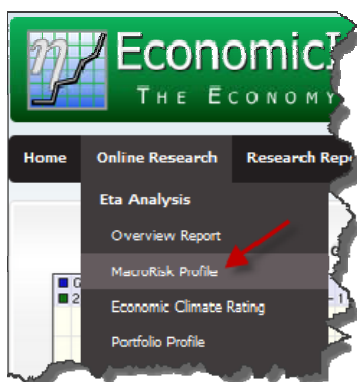


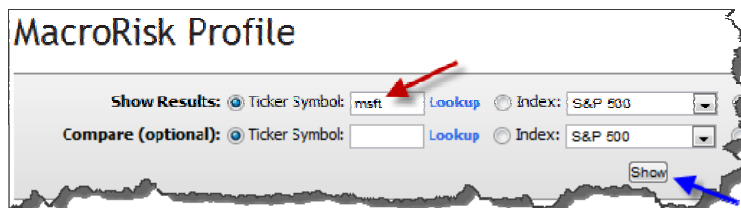
How Do I See How Risky My Stock or Fund Is?

EconomicInvestor’s MacroRisk Profile, a patented tool, tells you how much your stock price or your fund price tends to jump around when the economy changes—in other words, how much “economic risk” it has. (*Requires subscription account.*)

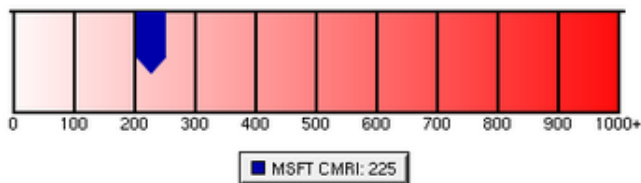


To begin, click on the “MacroRisk Profile Report” option towards the top of the “Online Research” menu.

This will take you to a screen where you can enter the ticker symbol (the one- to five-letter code that identifies a company or fund, such as “MSFT” for Microsoft) of the stock/fund you’re interested in. (If you don’t know the ticker symbol of the stock or fund you’re looking for, click on “Symbol Lookup” and type in the company name to find the ticker.) Finally, click “Get Report.”



Composite MacroRisk Index: 225

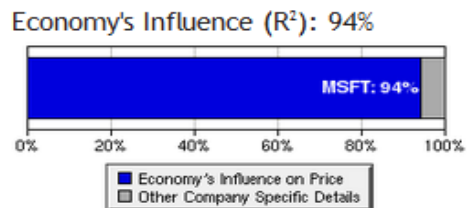


On the MacroRisk Profile screen, the top graphic displayed is EconomicInvestor’s Composite MacroRisk Index for that stock or fund. The higher the CMRI, the more economic risk a stock

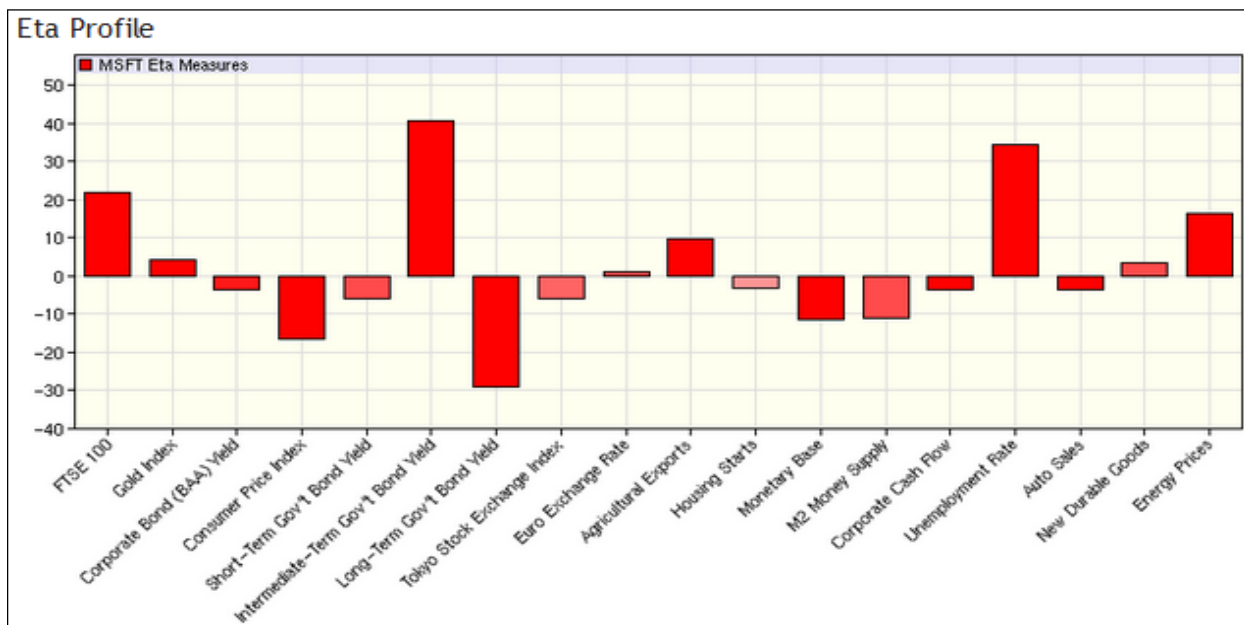
next page »

Note: if you ran this report right now, the numbers displayed might be different. This is because changes in the economy affect your stocks. Fortunately, EconomicInvestor updates its data weekly to keep you well informed.

As well as showing you the investment’s CMRI, this page also tells you the economy’s influence on that stock/fund (how much of your stock or fund’s movement is generally caused by the economy, not by company-specific factors).



In addition, it gives you a stock or fund’s Eta Profile.



The Eta Profile shows you how your stock or fund reacts to a particular change in the economy. Each of the 18 MacroRisk Factors has a corresponding red bar on the graph (its Eta Measure).

- A positive Eta Measure shows that if the value of that MacroRisk Factor were to rise significantly, your stock or fund would also tend to go up in value. For instance, the Factor “M2 Money Supply” has a highly positive Eta Measure for MSFT. You’d expect that when the M2 Money Supply increased significantly, then MSFT would also increase in value.
- However, the Consumer Price Index (CPI) is negatively correlated with MSFT. This means that when the CPI has a negative Eta measures (where the bar is below the middle line), MSFT will tend to increase in value. Your stock or fund’s Eta Profile will tell you which economic factors you should be keeping an eye on.

You can also compare two investments’ MacroRisk Profiles, or compare your investment’s Profile with an index. To do this, follow the previous steps, then either input a ticker symbol for the other stock/fund, or click the “index” option and select an index to view. Finally, click “Get Report.”

next page »

