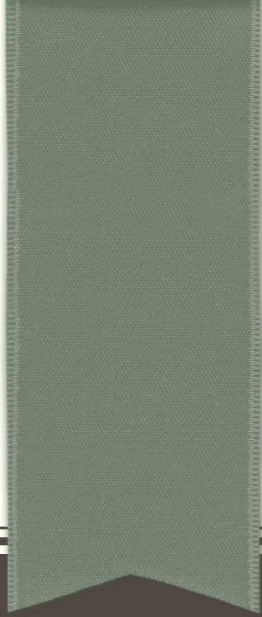


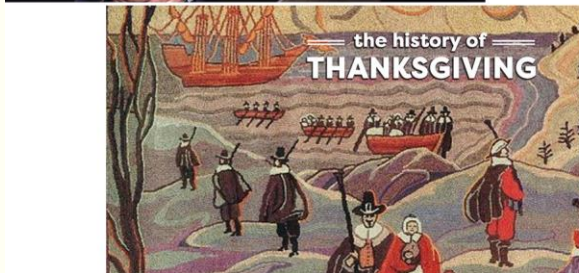
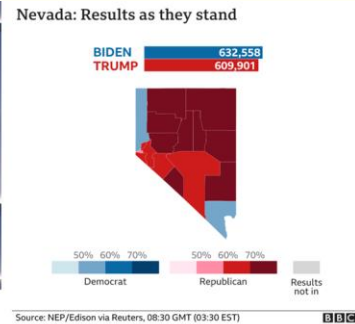
MARKETMOOD BIG PICTURE UPDATE

23 January – 12 February, 2021



FEBRUARY SOURCE DATA

Top November 2020 Internet Search Trends Include

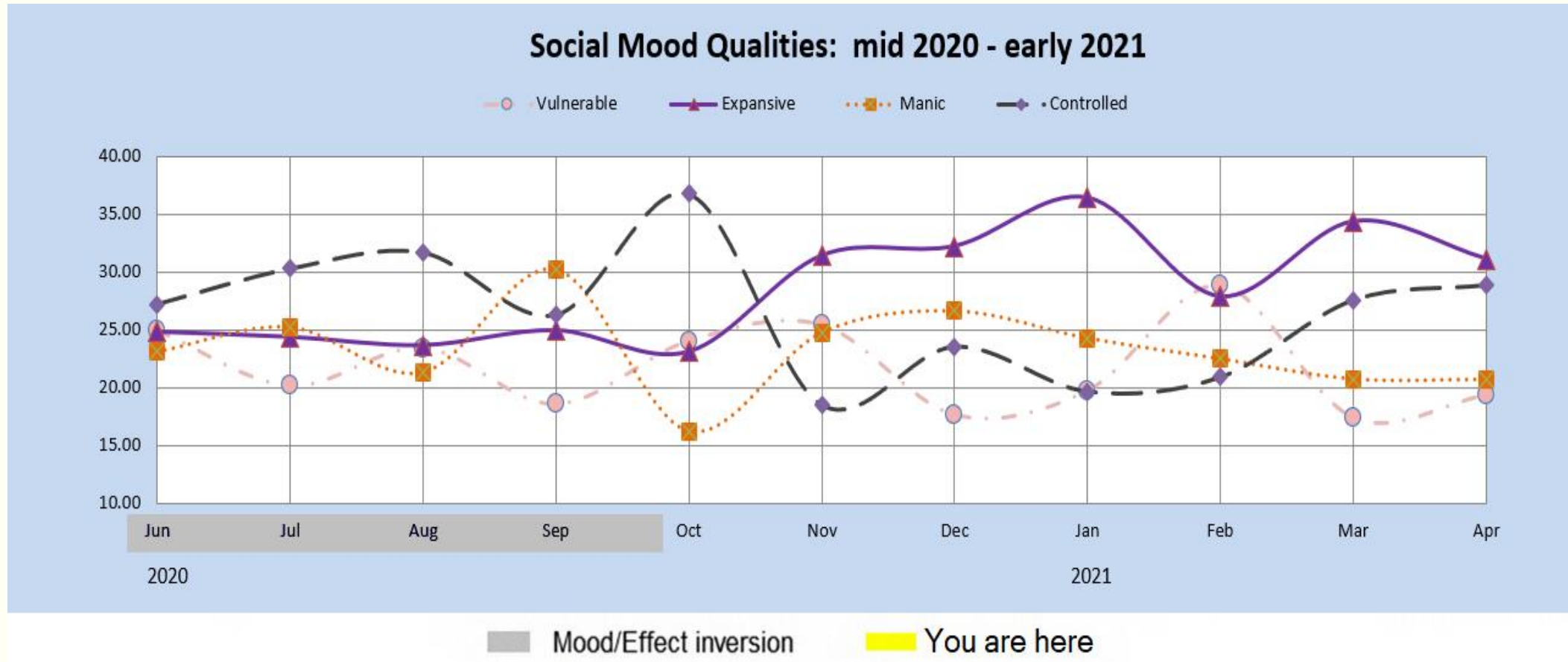


- Election 2020
- Nevada Election
- Kamala Harris
- Alex Trebek
- Veterans Day
- Tyson vs Jones
- History of Thanksgiving
- Walmart

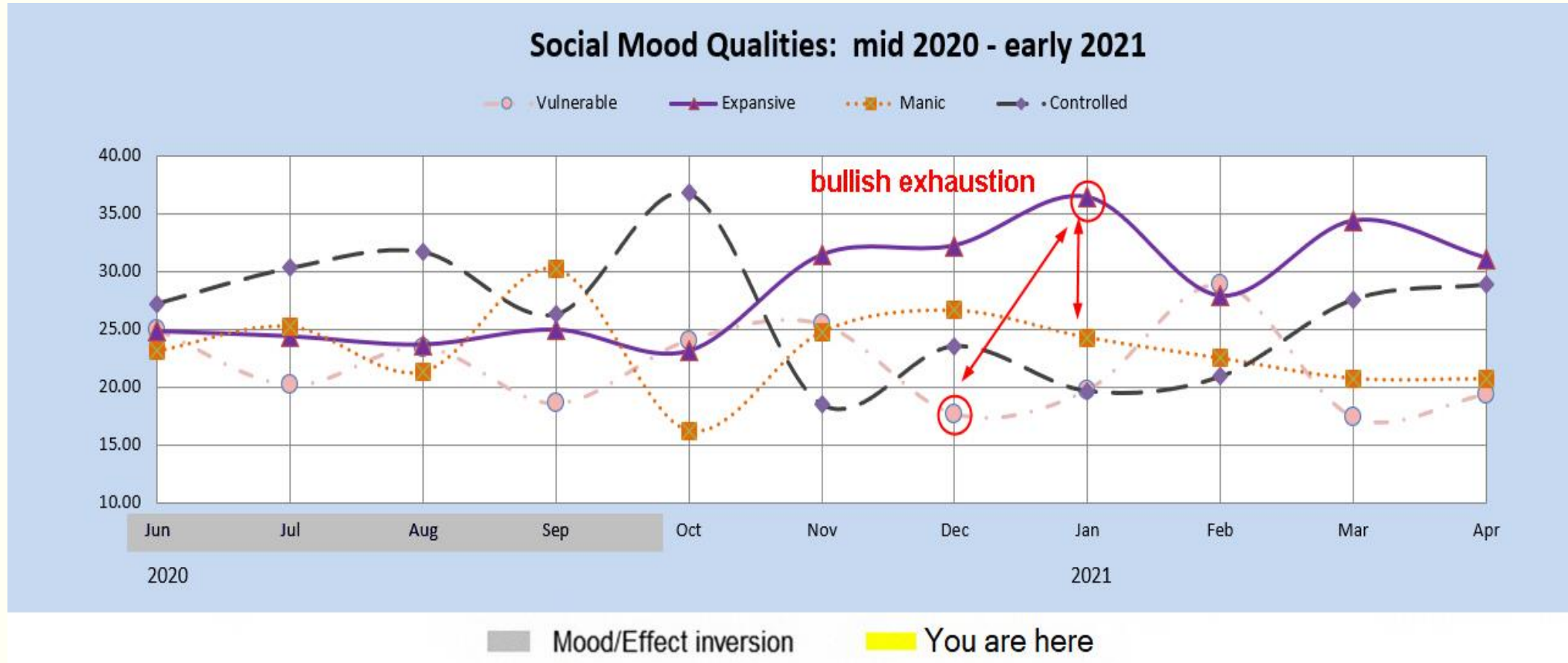
February Source Data Top Themes include:

- | | | | |
|---------------|------------------------|-------------|----------|
| ▪ election | ▪ vice-president elect | ▪ past | ▪ store |
| ▪ results | ▪ man | ▪ honored | ▪ men |
| ▪ voting | ▪ game show | ▪ calendar | ▪ sports |
| ▪ place | ▪ host | ▪ history | ▪ fight |
| ▪ info | ▪ disease | ▪ gratitude | |
| ▪ question | ▪ death | ▪ holiday | |
| ▪ uncertainty | ▪ remembered | ▪ food | |
| ▪ woman | ▪ military | ▪ family | |

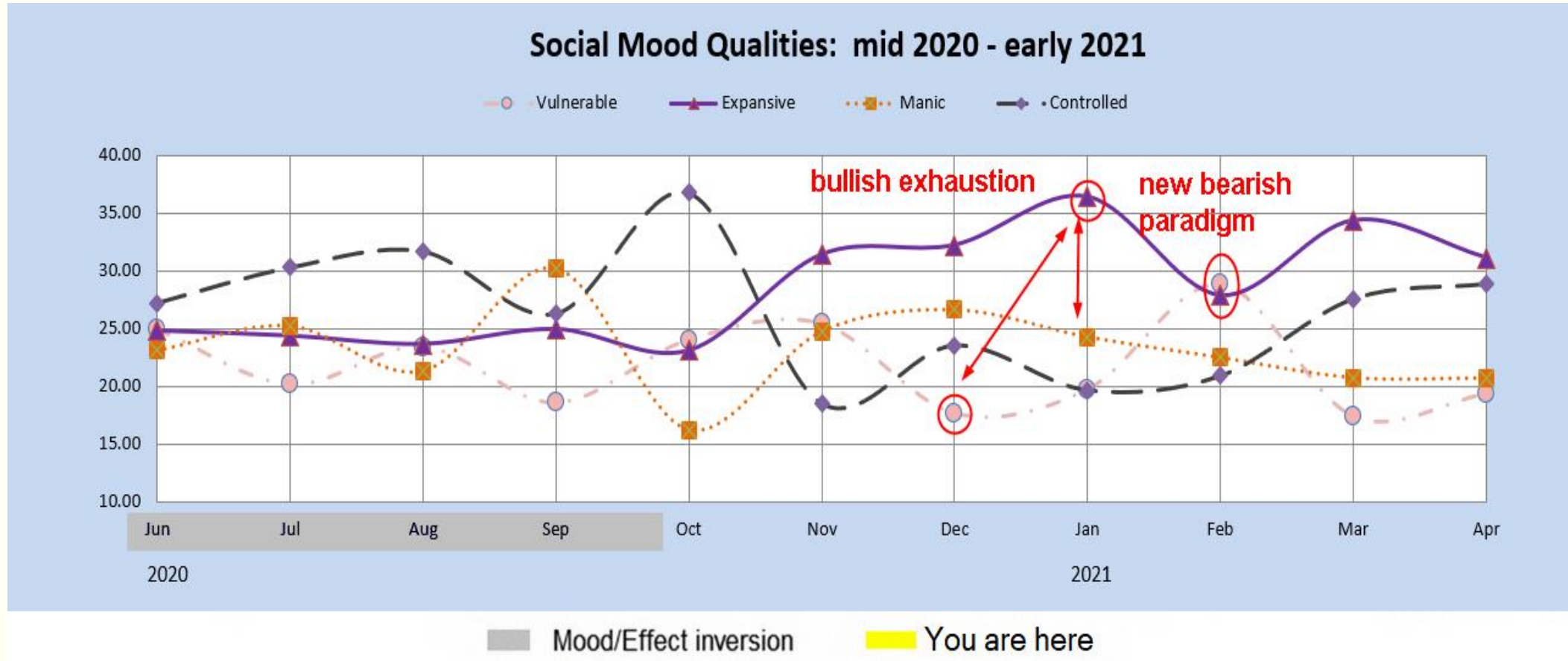
Social Mood Projection “Spaghetti Chart”



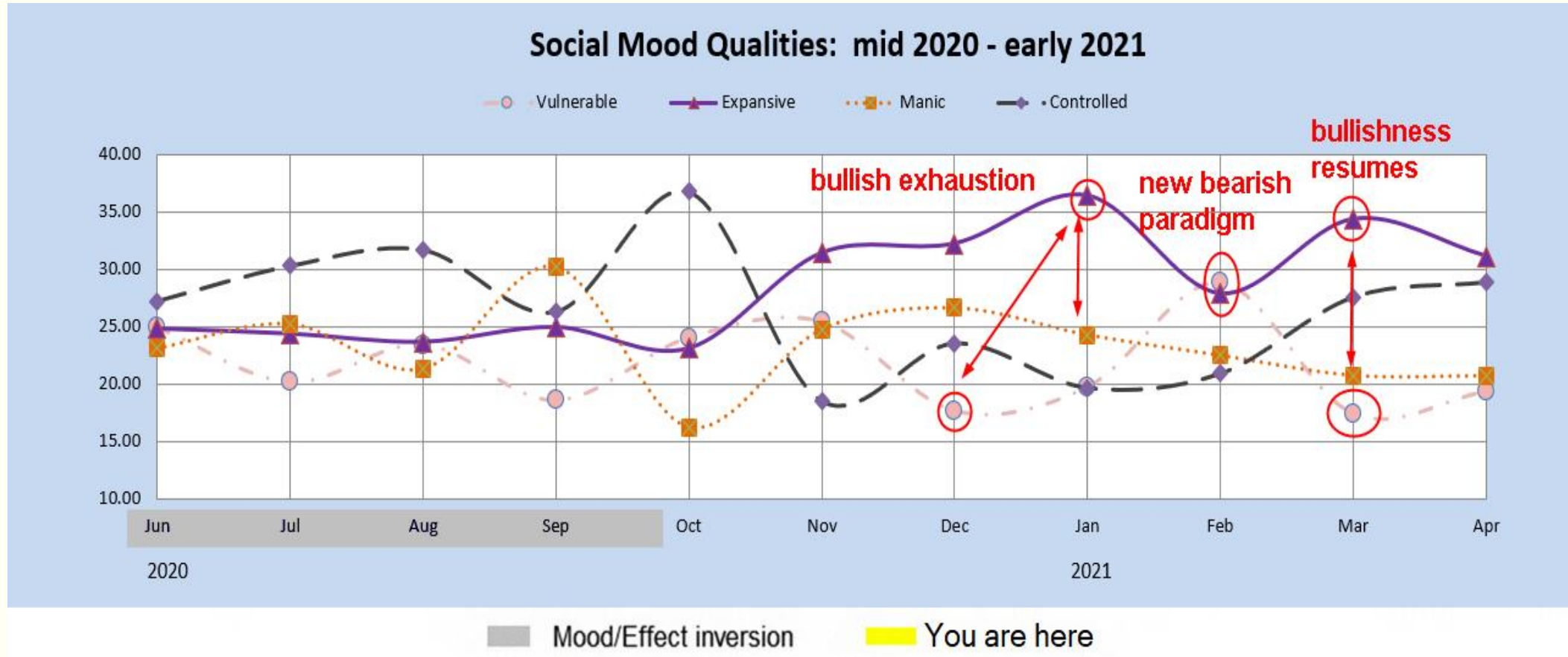
Social Mood Projection “Spaghetti Chart”



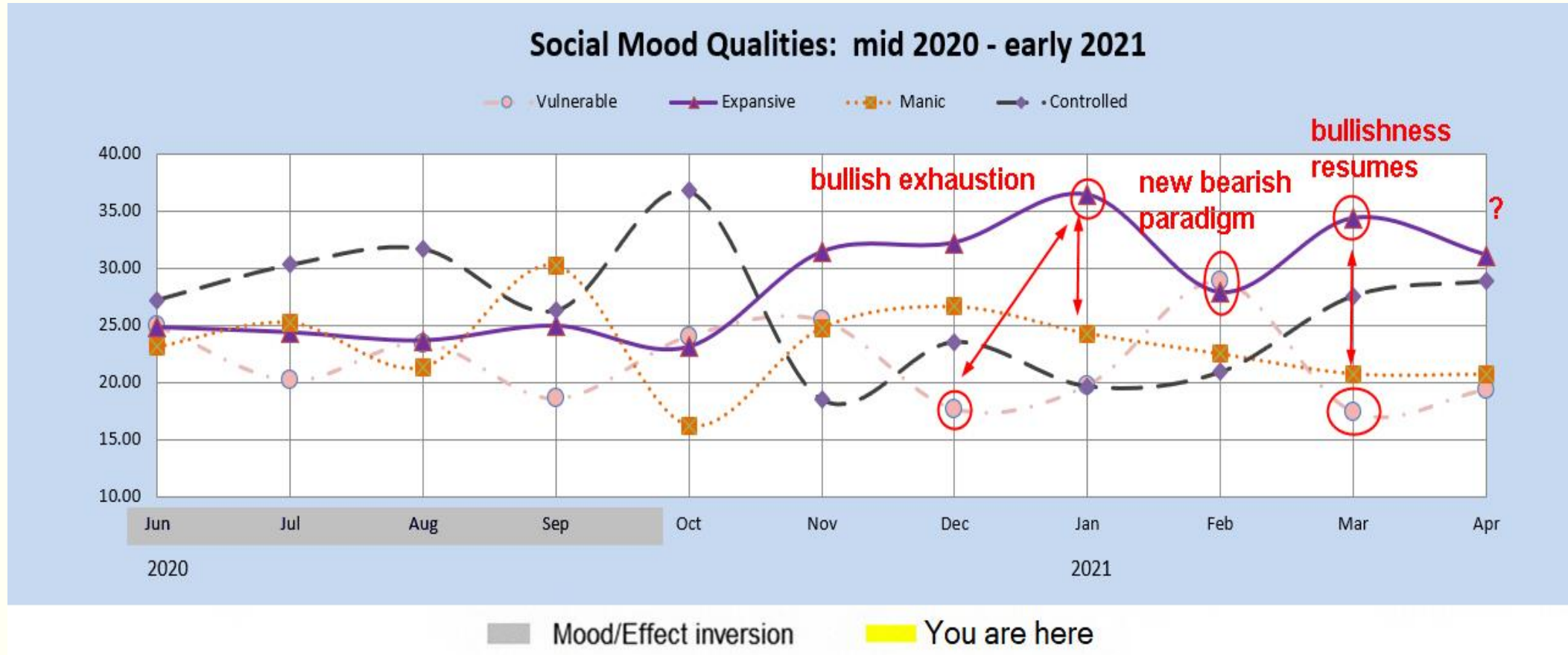
Social Mood Projection “Spaghetti Chart”



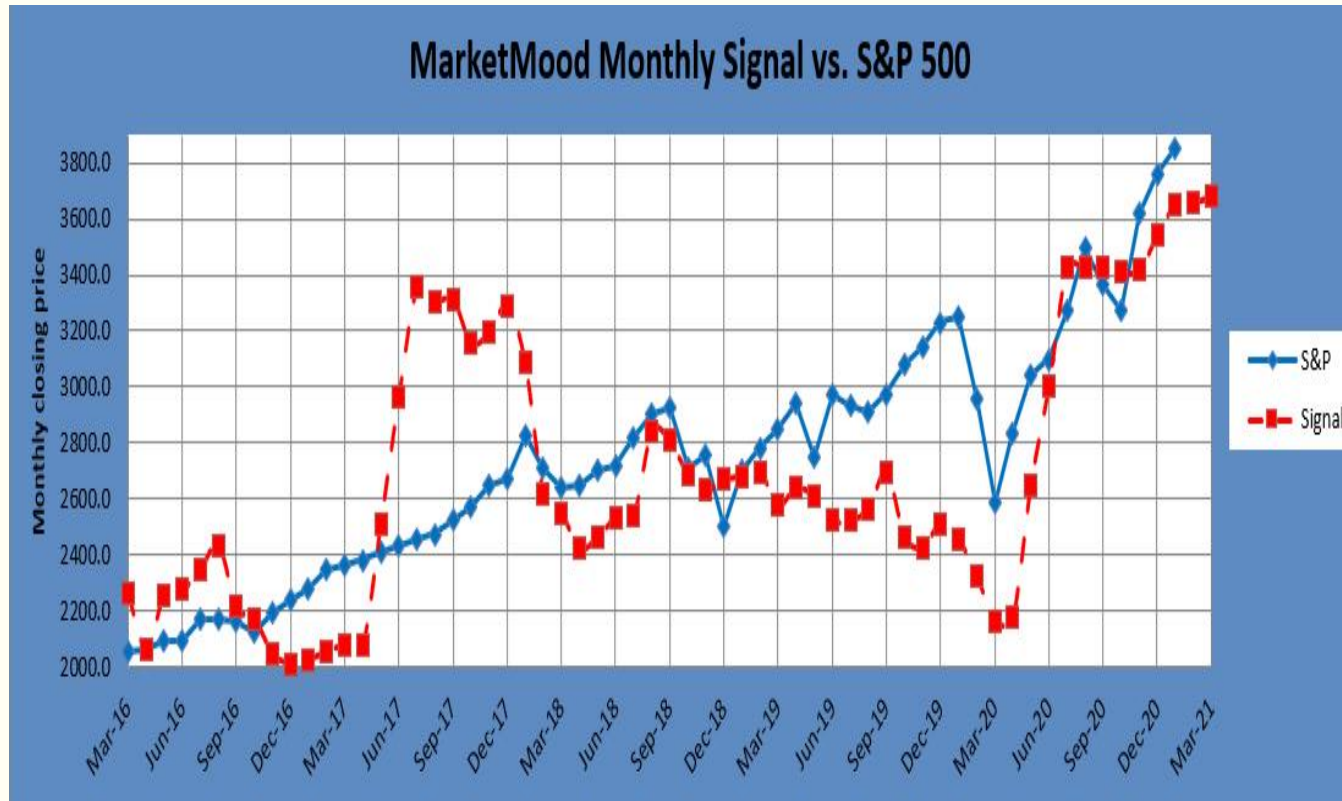
Social Mood Projection “Spaghetti Chart”



Social Mood Projection “Spaghetti Chart”

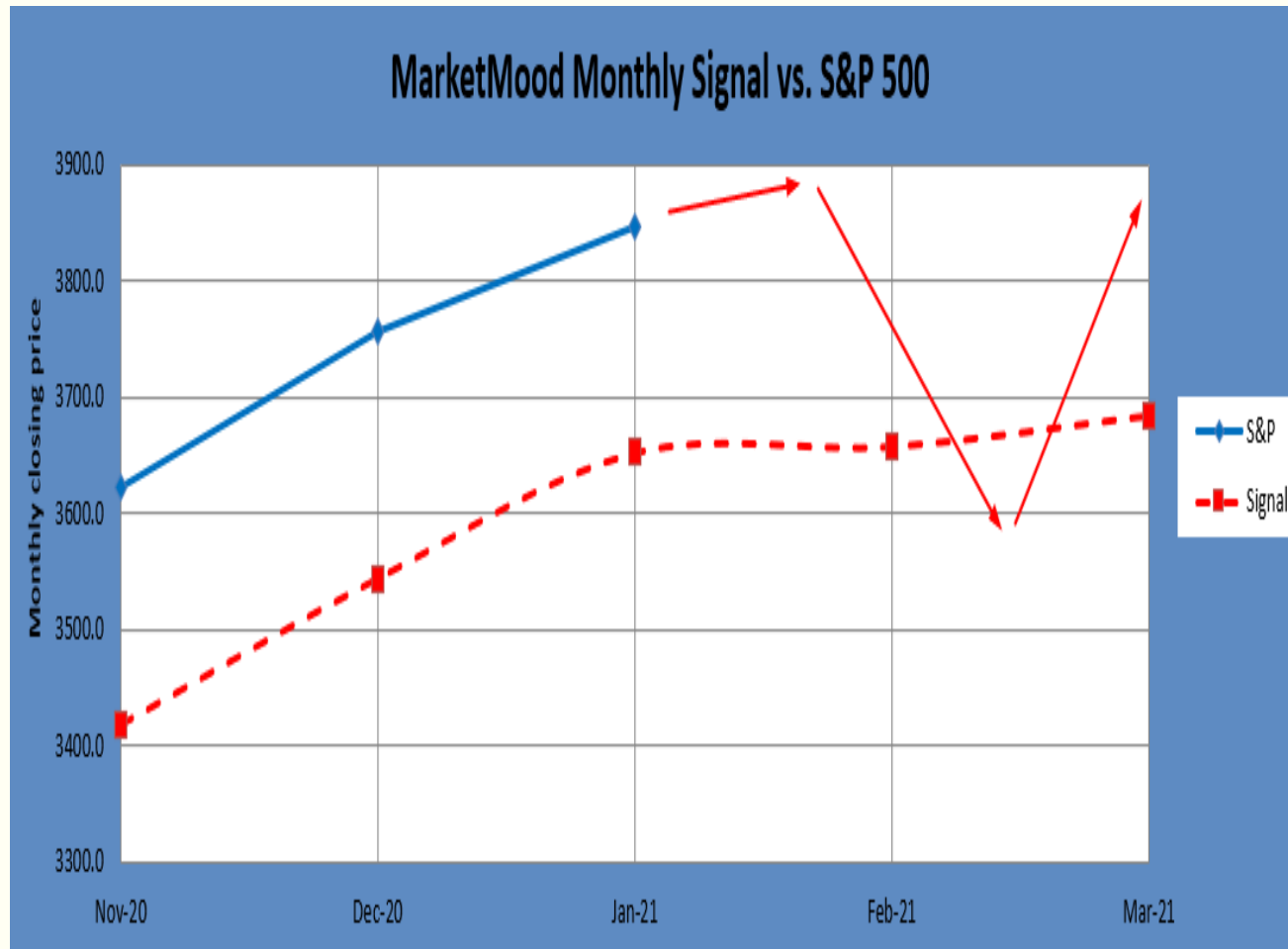


Putting this together with the MarketMood Algorithm



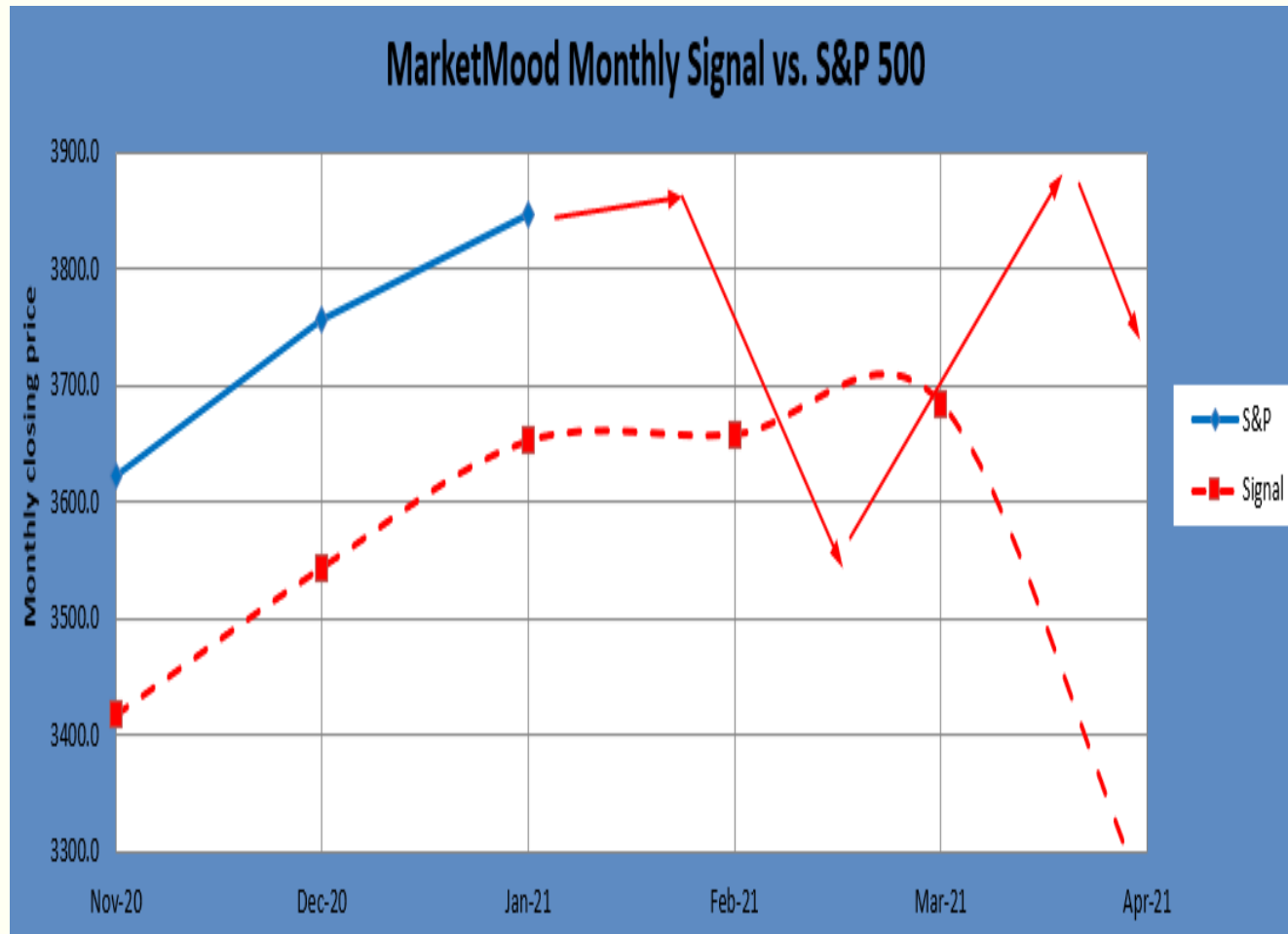
- The overall trend is still up.
- The most likely scenario: “Speed bumps ahead.”

Closer View: Correction Approaching – Trend Remains Up



- Bullish exhaustion is playing out now.
- Sometime in February look for a correction to begin.
- Sometime in March look for bullish trend to resume.

Preliminary April Preview - ?



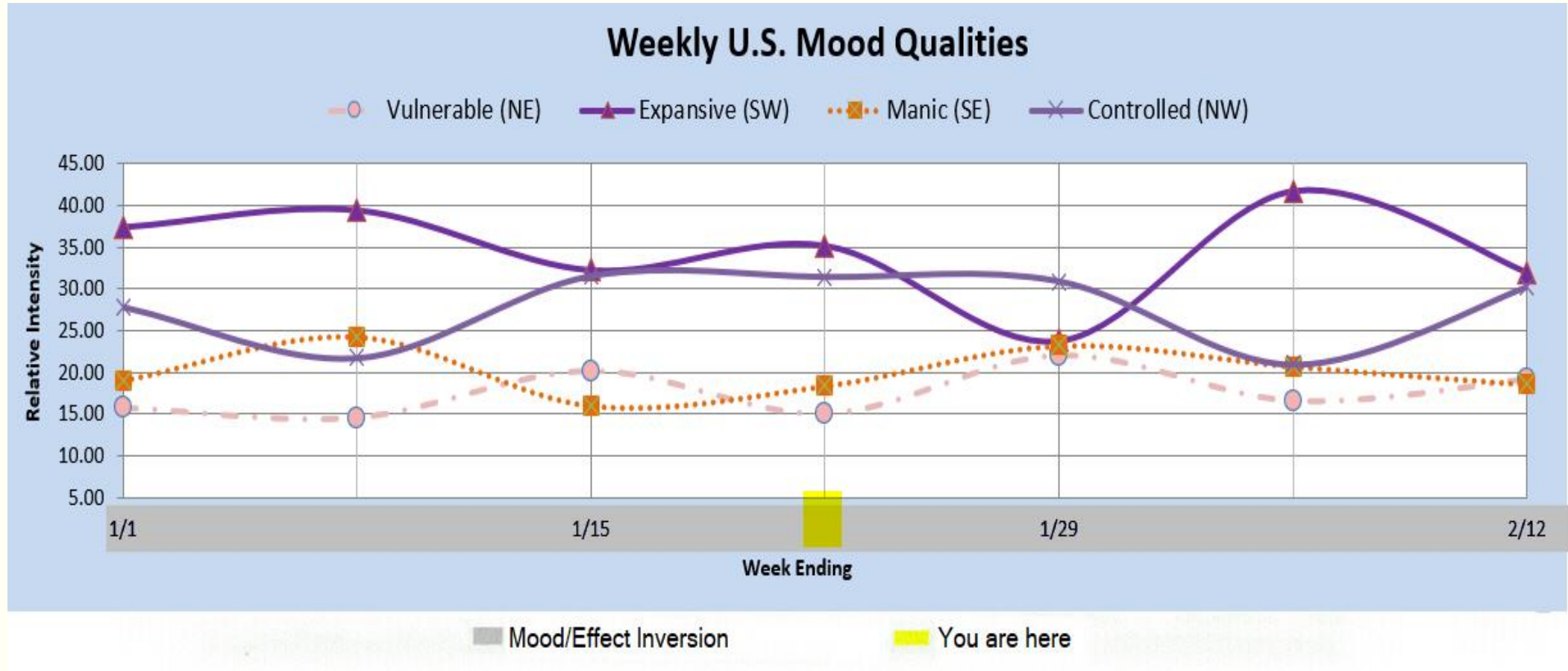
- One week left in January means one week left of April data.
- If nothing changes over the next week, look for an important top in March.



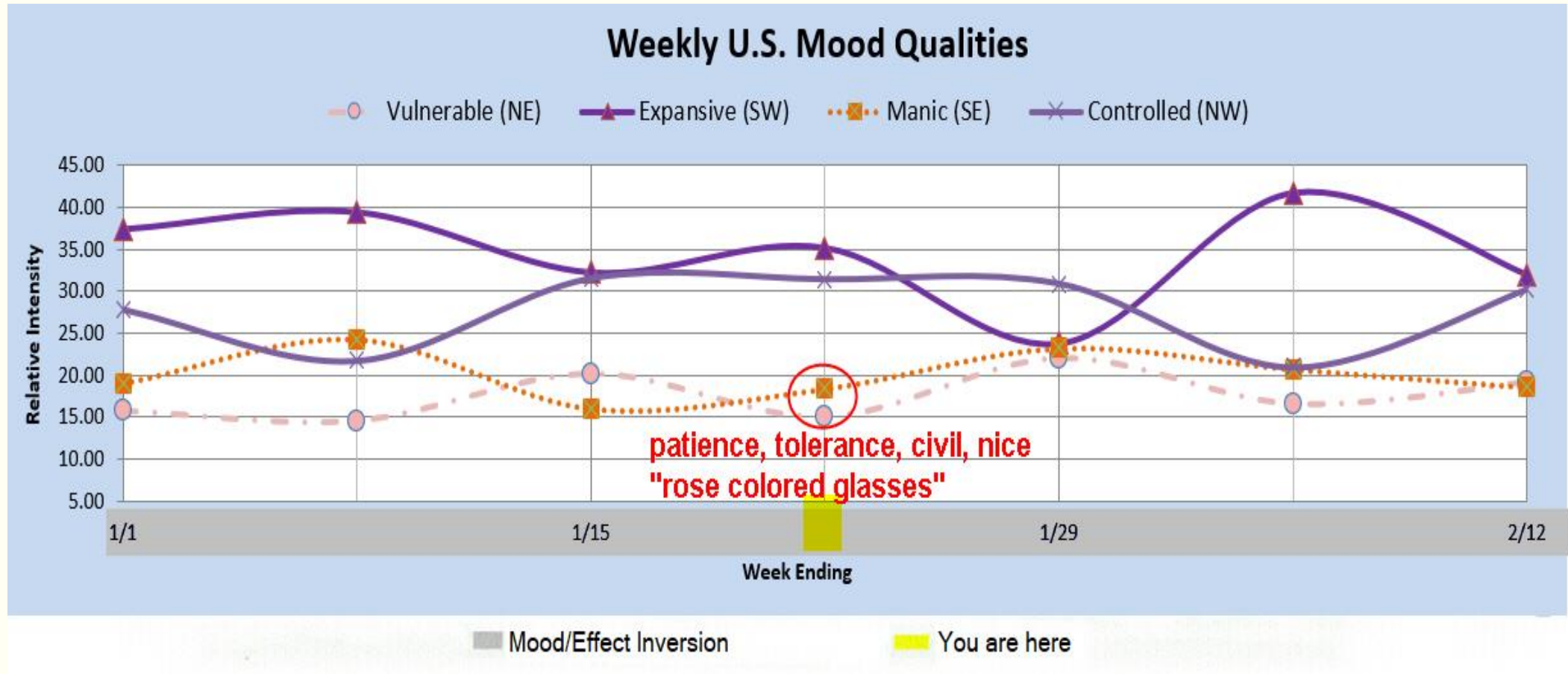
ZOOMING IN

23 January – 12 February, 2021

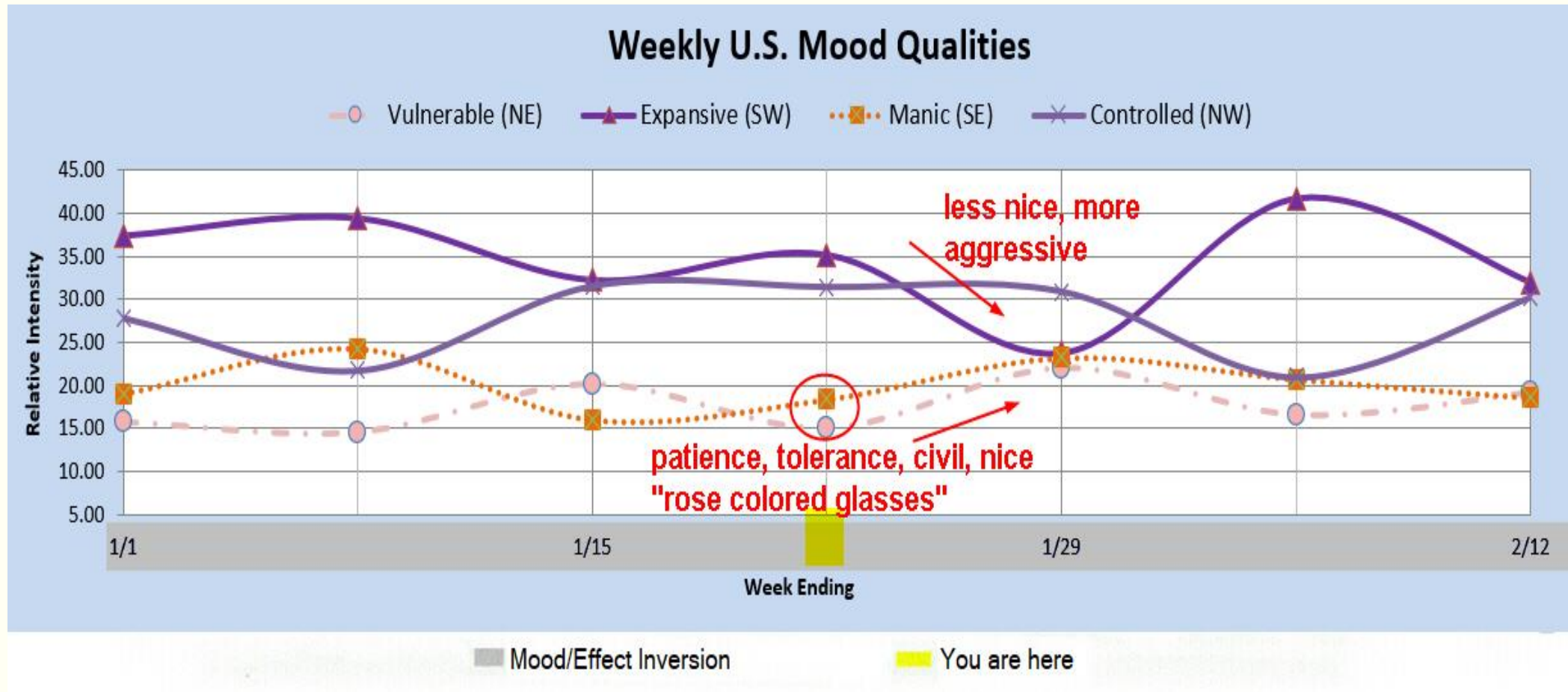
Weekly Social Mood Projection



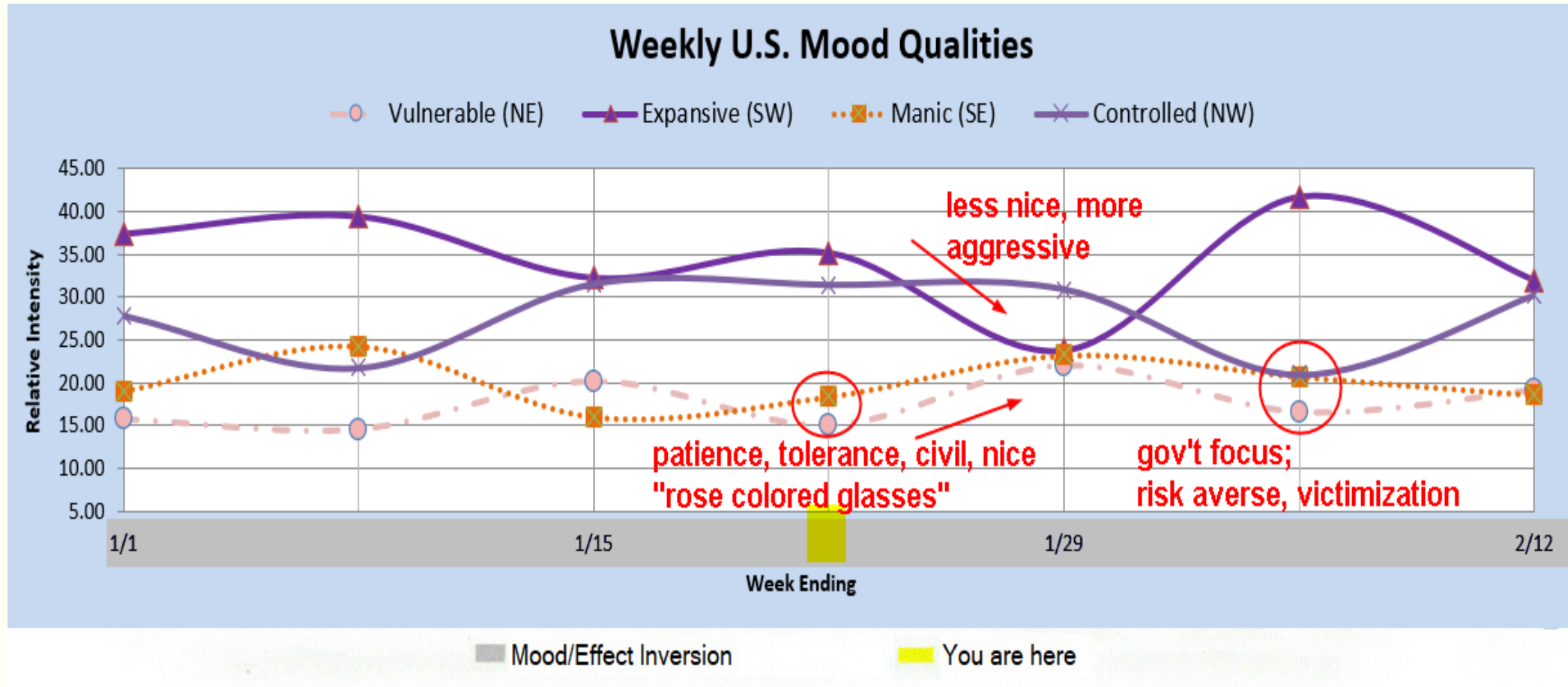
16 - 22 January: Try to Be Nice; Rose Colored Glasses



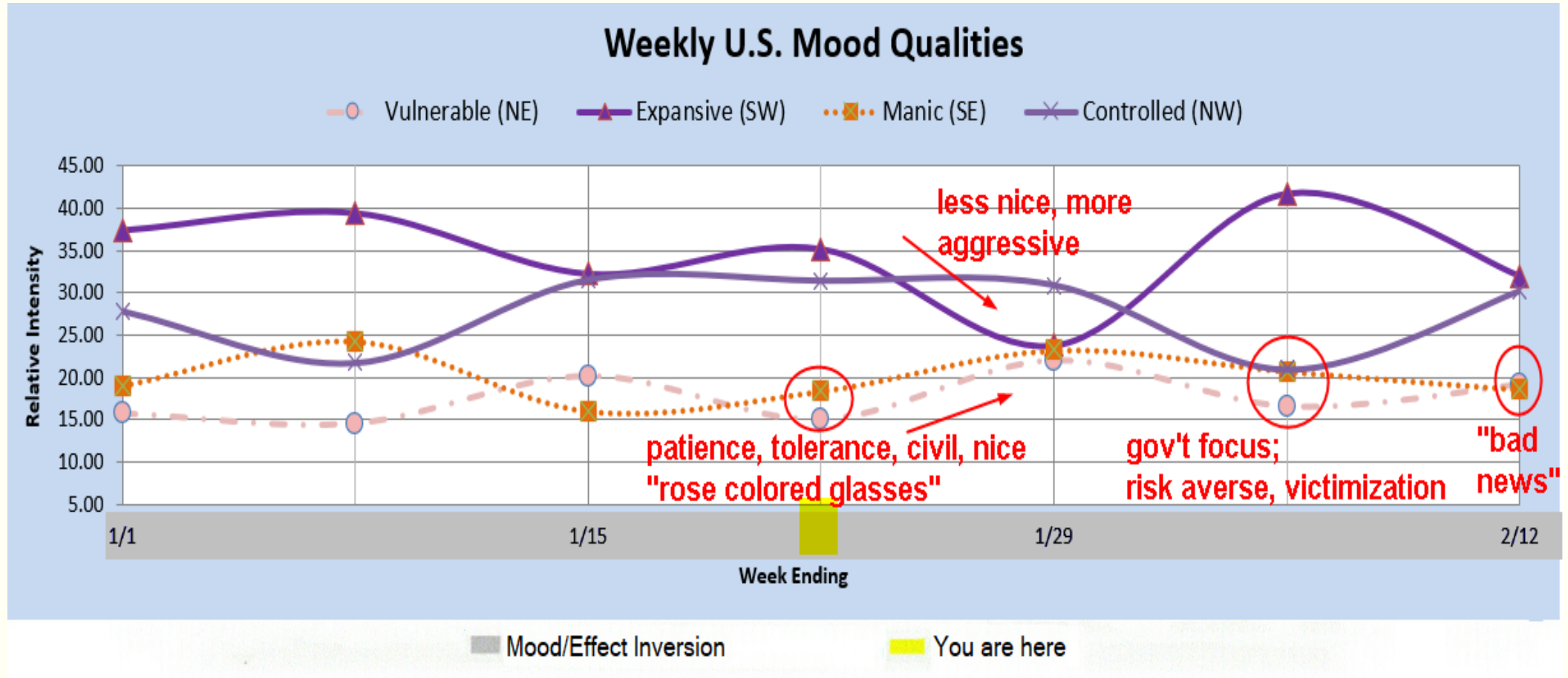
23 – 29 January: Less Nice, More Aggressive



30 January - 5 February: Government focus; Risk Averse



6 - 12 February: Negative News, Data or Facts



Summary

- Monthly outlook still shows final waves of optimism and hope trying to hang in there as a long rally completes by early February.
- Sometime in February a “new negative paradigm” should begin that could last a month or more. Yet, market projections show March as a point of upward continuation so the negativity may be relatively mild or brief.
- If April outlook holds through next week’s final data for the month, March should be a significant market top.
- Weekly outlook shows the mood turning less “friendly” in the last week of January and turning toward a more risk averse direction as February begins.