

## Shown below are the “media touches” generated in a week on behalf of an asset manager.

### **July 25**

Client Market Notes: Consumer/Tech Lead, Anticipating Fed's Moves, Expect Volatility

Client Market Monologue: Big Week, Oasis Amidst Chaos, Rally in October

KO, MCD, UPS, MMM, GM Earnings Preview/Review

### **July 26**

Client Market Notes: Doubts on Consumer Strength, Slowdown Concerns, Inflation Fears

Client Market Monologue: Thrifty Consumers, Profiting from Chip Shortage, NatGas Recession

MSFT, GOOG, V, TXN Earnings Preview/Review

BA, BMY, ADP Earnings Preview/Review

### **July 27**

Client Market Notes: Misses Don't Hurt?, Better than Feared, Big Day Tomorrow

Client Market Monologue: Bargain Hunting, Institutional Buying Reemerges, Housing Recession

META, QCOM, F Earnings Preview/Review

PFE, MRK, CMCSA, HON, MO, NOC Earnings Preview/Review

### **July 28**

Client Market Notes: Not a Traditional Recession, Shift in Risk Perception, Thesis Intact

Client Market Monologue: 0.5% in September?, Inventory Recession, Encouraging Sign

AAPL, AMZN, INTC Earnings Preview/Review

XOM, CVX, PG, ABBV, CL Earnings Preview/Review

### **July 29**

Client Market Notes: Rally Continues, Earnings Strength, Strong 2H for Energy/Tech

Client Market Monologue: Earnings Do Work, Overbought Market, Wages Exceeding Inflation

Client Weekend Reading: A Cyclical Correction Looks “Priced into The Market”