

SYNAPTION

THE FUTURE IS COMING

SYNAPTION – COMMUNICATION TO THE MARKET ABOUT MATERIAL FACT

IMPACT:



Scope:

Corporate report that cites Synaption technology published on Yahoo Finance site (USA), at 08/10/2016, replicated by the Financial Buzz and referenced in media vehicles (Fox, ABC, CBS, NBC) as information recorded on Synaption site. (<http://www.synaption.net/about-us.html>)



HISTORIC:

About Yahoo Finance (YF):

It is one of the most important information sources of Wall Street about market, economy, stock exchange and technology. In order to have a reference about its relevance, when you enter GOOG (Google/Alphabet symbol on Nasdaq) on Google, the first result is Yahoo Finance (2). The

information was then replicated by the Financial Buzz - a respected site of the Wall Street market - that has more than 160,000 subscribers, mostly brokers, investors and operators of Nasdaq and NYSE.

About the following article published in YF:

"Synaption: Digital Prediction Software is Featured in International Market"

<http://finance.yahoo.com/news/synaption-digital-prediction-software-featured-074200487.html>

The news highlights the possibility of a big increase market value for Google at the moment it becomes able to incorporate semantic and linguistics technologies with greater depth. Estimates suggest that all large "dot.com" companies might double its market value when they become semantic (web 3.0). This text presents direct reference to Synaption address. On I.T. market people know that Yahoo's C.E.O. was Google's V.P. and it has already happened attempts to acquisitions, takeovers, mergers and incorporations between them. There is closeness between people who work or have worked in both companies resultant from Stanford University as well. There is an expectation on market segments that these companies might conduct positive things together. Such expectative relights when a respected Yahoo media outlet discloses information that refers to Google. Yahoo stocks also oscillated positively almost at the same time (charts attached).

Market impact:

- It is a corporate report rigorously checked and validated by the YF;
- It entered on the air at 4:30 a.m. on YF;
- It was quickly replicated in other sites referenced in the scope;
- The GOOG quotation on "premarket" in 08/10 was 783.01 (08:05 a.m.), and the market at US opened at 9:30 a.m. with GOOG value equivalent to 783.76;
- The market closed with GOOG value equivalent to 784.68;
- The total high of GOOG was 0.11% on the day. This means approximately US\$605 million (equivalent to 1,9 billion Reais)
- The YHOO quotation on "premarket" was 39.19 and closed in 39.93;
- The high of YHOO was 0.74 points or 2.01% which corresponds to approximately US\$ 800 million (equivalent to 2.5 billion Reais).

Media impact:

A screening was carried out to verify if GOOG has launched a statement or relevant fact on the same date and during that period there were no other similar reports about such subjects and with these characteristics. There were other news, but at other schedule and other kind of approach. The most impact news was the one published on *Yahoo Finance* where there is a projection that GOOG can double its market value if it can operate technologies such as those operated by Synaption platform.

Localized impact on value oscillation after market opening (1):

- GOOG opened and advanced to 786.52 at 10:20 a.m., the highest high of the day (3);
- It rose 0.44% in a little more than 50 minutes;

- This value means U\$ 2.5 billion, something around 8 billion Reais;
- YHOO opened and advanced to 39.98 at 11:35 a.m., the highest high of the day (4);
- It rose around 2% in a little more than 2 hours;
- This value means U\$ 850 million, something around 2.7 billion Reais.

Coments:

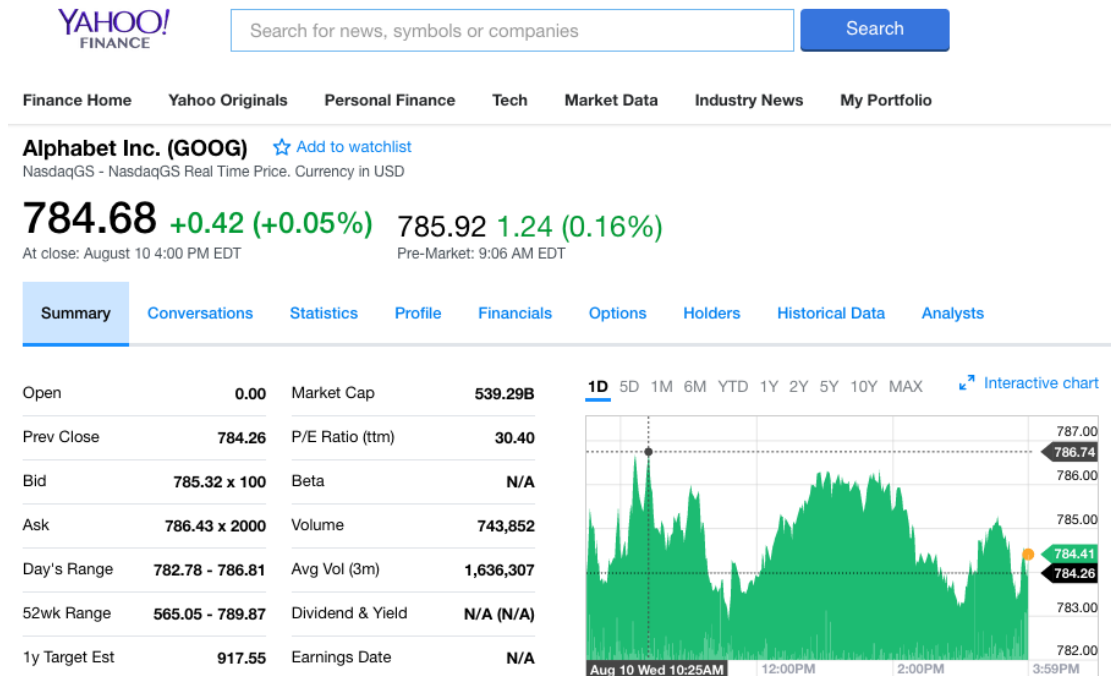
- The performance of GOOG and YHOO on the date and period indicated was very similar, as shown in the graphs;
- After the news the YHOO acquired a continuous uptrend accumulating significant added value until 08/17 (6) ;
- On the date in question there was a declining trend for Nasdaq and Dow Jones indexes (5);
- Portal Exame: specialized in financial information: *"Technology [Synaption] causes impact on the second largest stock market of the world"*. <http://exame.abril.com.br/negocios/dino/noticias/tecnologia-brasileira-causa-impacto-no-2-maior-mercado-de-aco-es-do-mundo.shtml>
- Portal Terra (Technology): *"Recent publication of a corporate report pointing out that a new search technology [Synaption] might do Google double its market value was posted on Yahoo Finance"*. <https://noticias.terra.com.br/dino/tecnologia-brasileira-causa-impacto-no-2-maior-mercado-de-aco-es-do-mundo,bbe1b519503ef5d38986d22b586768d0iv1exfd3.html>

Conclusion:

The Synaption platform is able to generate strong adding of value in so far as its technological innovations can be absorbed by large companies already established in the world market.

Notes: Graphical analysis of the day 08/10:

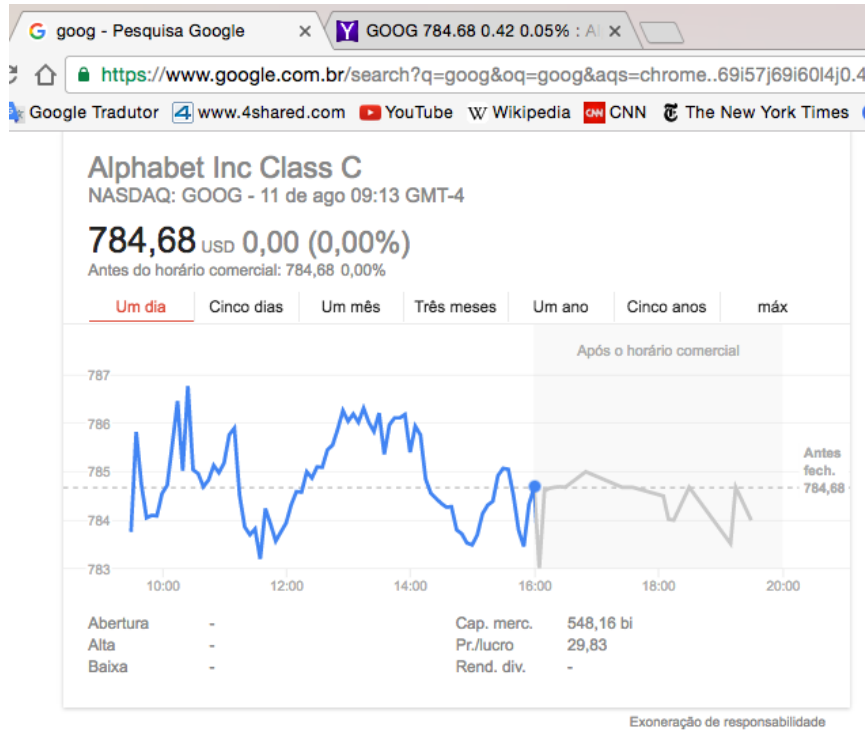
(1) GOOG stocks evolution on 08/10/2016:



Graphic Zoom:



(2) Entering the term GOOG on Google, the Yahoo Finance appeared in the first place:



GOOG : Summary for Alphabet Inc. - Yahoo Finance

<https://finance.yahoo.com/q?s=GOOG> Traduzir esta página

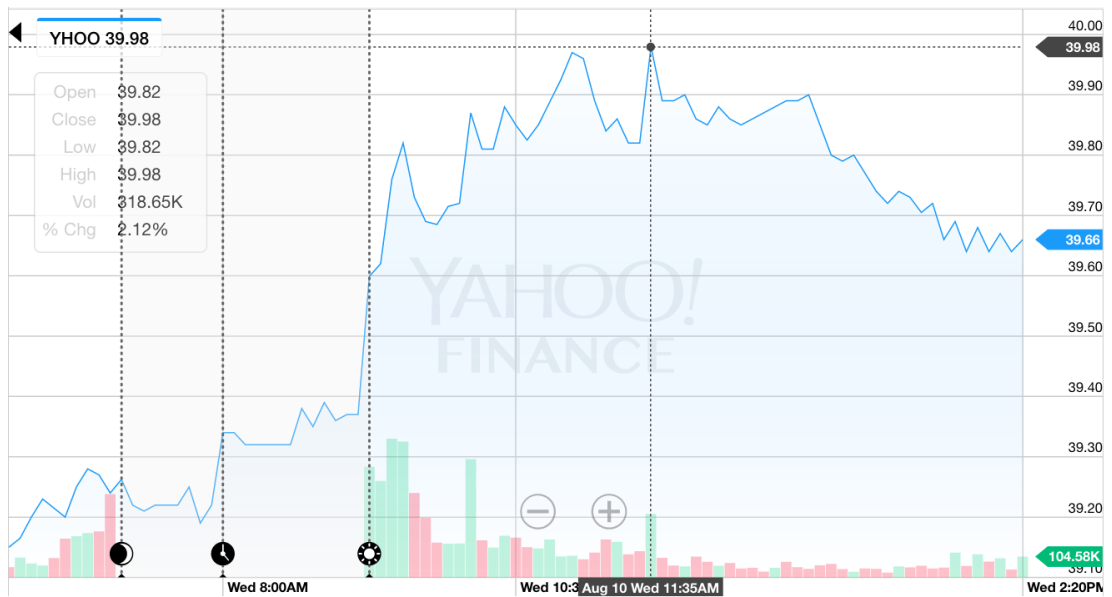
View the basic GOOG stock chart on Yahoo Finance. Change the date range, chart type and compare Alphabet Inc. against other companies.

Chart: Yahoo Finance · Historical Prices · Key Statistics | Google · GOOG Profile

(3) Evolution of GOOG (Google / Alphabet) quotations on Nasdaq on 08/10, showing the moment they emerged from 783.01 to 786.52 (+ 0.44):



(4) Evolution of YHOO (Yahoo! Inc.) quotations on Nasdaq on 08/10, showing the moment they emerged from 39.19 to 39.98 (+ 2.18%):



(5) Evolution of YAHOO and GOOGLE stock quotes compared with Dow Jones and Nasdaq on the same day (negative in the period):



(6) YHOO's continuous rise since the day 08/10:

1D 5D **1M** 6M YTD 1Y 2Y 5Y 10Y MAX

[↗ Interactive chart](#)

