



## **Getting Started on EZ-Insider**

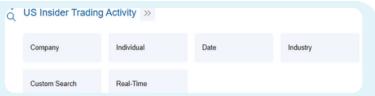
EZ-Insider is a web-based investment tool that provides access to our comprehensive database of insider transactions.







#### **Research Historical Insider Activity**



- Review recent insider trading activity by company, individual, date of filing, or by industry
- Use custom searches to find historical transactions based on wide-ranging criteria
- View trades in context with transaction vs. price charts and historical performance metrics



## **Identify Interesting Trends**

- Use our tools and pre-set screens to find interesting trends in the data, including the largest trades, cluster activity at companies, and insiders who reversed their trading sentiment
- · See a list of recent trades by insiders with successful track records

## **Monitor Ongoing Insider Activity**



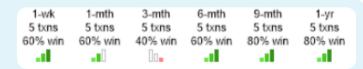
- Reports detail activity for a group of stocks or individuals, activity in a particular industry or region, or a
  watchlist of your exact specifications
- Customizable delivery schedules ranging from real-time, daily, weekly, and/or monthly
- Within application or real-time emails deliver quick notifications to alert you of actionable transactions



# **Read Daily News & Analysis**

- New editorial content is posted daily, showcasing interesting transactions and emphasizing important insider trading trends
- News reports can deliver articles in real-time that meet your criteria, straight to your inbox

#### Performance at a Glance



- Our Insider Rating is a proprietary metric that provides a measure of an insider's historical transaction performance for both their purchasing and selling acumen
- The metric takes into account the magnitude, consistency, and value of an insider's past returns
- For disposal transactions, the return is calculated as the inverse of the post-transaction stock price