

facebook

SITUATION

Facebook is scheduled to report 2Q earnings on July 25, 2018.

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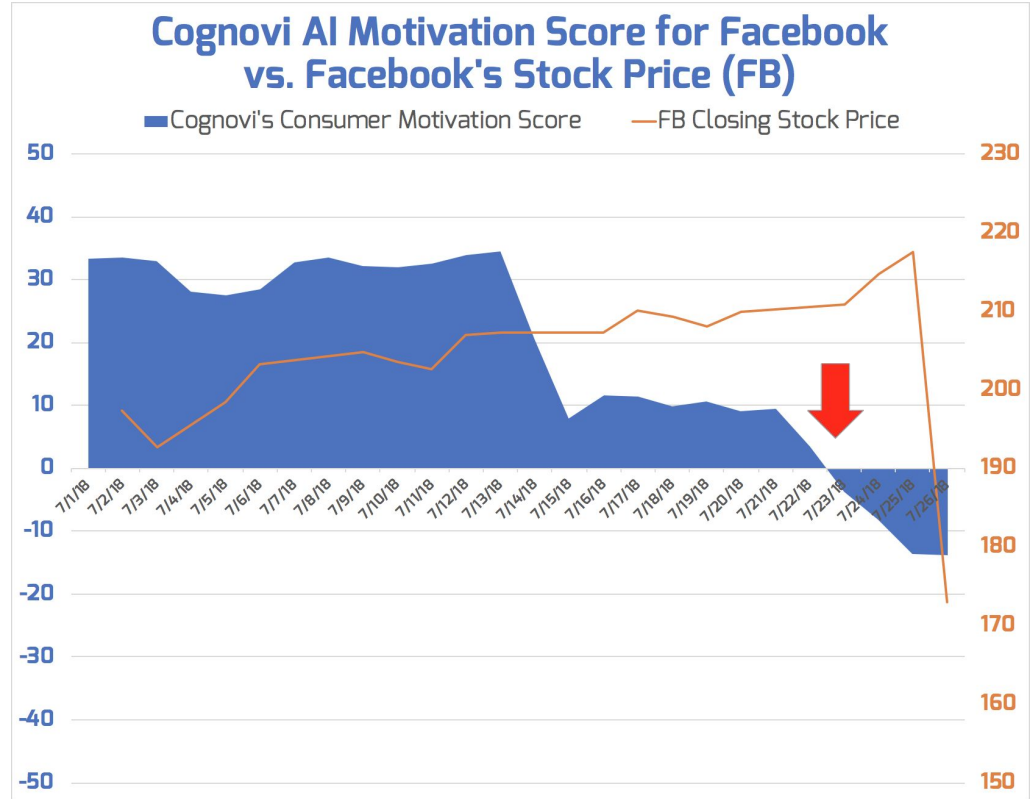
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OBSERVATIONS

Facebook's Consumer Motivation Score starts dropping in mid-July and turns negative on July 23, 2018.

The rapid decline in Facebook's Consumer Motivation Score preceded a 20% drop on FB stock on July 26th.

The \$120 billion drop in FB was the biggest single-day market-cap loss suffered by a US public company.



CONCLUSION

Before their 2Q2018 earnings report, Facebook had 44 BUY ratings.

Never before has the consensus view on one of the largest and most widely followed companies in the world been so wrong.

Cognovi Labs' AI defied the consensus view and alerted fundamental analysts and traders in advance to trim or exit their FB positions in front of its earnings report.