

### Philosophy

Group-think and a herd mentality plague conventional financial market research, undermining the utility of traditional surveys and economic data in understanding our interconnected world. Arbor Data Science offers a potent blend of innovative models, alternative data and domain knowledge to give our clients a new perspective on the global economy and financial markets. Our philosophy is not to 'wow' clients with complex models, but to put the right data and tools in the hands of decision makers.

### The New Wave of Economic Indicators

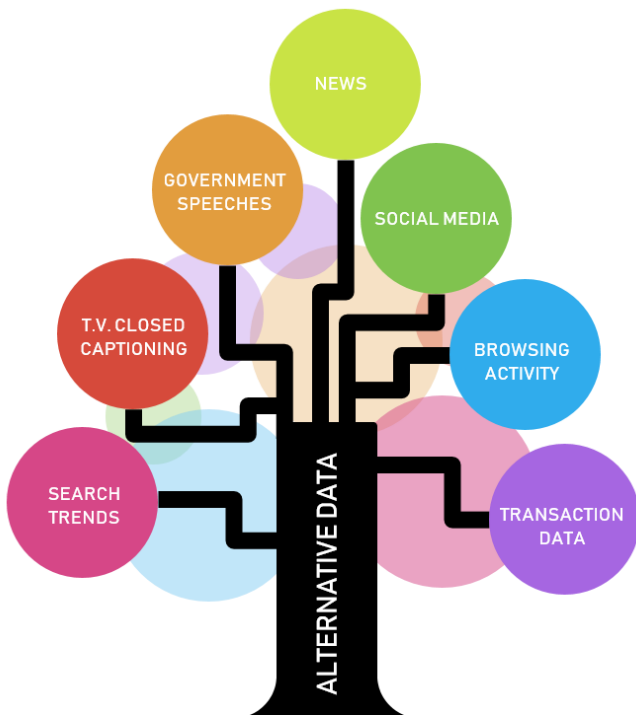
Arbor Data Science clients have embraced a new wave of leading economic indicators. Our team of data scientists leverage alternative data sources, including: social media, Google searches, news trends, government speeches, and more, to anticipate changes in economic growth and financial market performance. Arbor Data Science uses search trends to burrow into the minds of consumers and business owners. This lens into the purchasing and investing decisions of consumers and businesses offers direct insights into economic activity without the lag of officially-reported data.

### Real-time Measures of Sentiment and Uncertainty

Spoken words on television and news trends offer real-time measures of sentiment and uncertainty about markets and the economy. The relationship between news and financial markets is fluid. We trace the flow of information across financial and news networks to gauge how opportunities and risks evolve.

### Clear and Concise Communication

Arbor Data Science taps into these unstructured and under-used data sources to help clients understand and anticipate changes in their business. We take pride in communicating cutting edge methods in easily understood terms with an emphasis on visual content. We specialize in reducing the complex into understandable, bite-size information allowing decision-makers to act faster.



### About Us

Our team of data scientists has been working together in financial markets for sixteen years. Both draw upon a broad experience from years spent providing pattern recognition and risk management services to institutional investors, designing and managing a portfolio of algorithmic trading systems for futures markets, and years of providing data-driven analysis on financial markets.

Data science has seen tremendous growth in a wide range of industries, but many financial services firms remain bogged down in spreadsheets full of tabular data. For the past several years, Ben and Pete have worked to find new ways of measuring and predicting the performance of financial markets and the economy. They take pride in offering exciting new data sources and methods to their clients.

Ben and Pete provide daily commentary and data-driven analysis for institutional clients of Arbor Research & Trading and Bianco Research. Their work is frequently featured in the Wall Street Journal, Financial Times, Bloomberg, and more.

## Levels of Service

### Base Subscription – Reports, Daily Data Points and Conference Calls

- Weekly Roundup of alternative data focused themes and opportunities
- Weekly Update on U.S. credit markets
- Daily Data Points – data driven analysis of fixed income, equity, forex and other markets
- Bespoke analysis highlighting actionable opportunities and risks
- Daily outlooks for U.S. Treasuries and TIPS markets
- Monthly conference calls and webinars
- Access to content on Arbor Data Science website

### Enhanced Collaboration – Custom Queries and Direct Access

Data science is at its best when end users and analysts collaborate. Many of our customers are looking for alternative data-driven insights into specific markets or businesses. For these clients, we offer:

- Custom queries involving alternative and traditional data sources on topics of interest.
- Typical queries answered within twenty-four hours, coordinated through Arbor sales coverage.
- Private conference calls with a member of the data science team, up to one hours per month.
- Everything in Base Subscription

### Consultant Services – Tailored Solutions and Alternative Data Workflows

Alternative data has the potential to inform and improve decision making across organizations. Clients often inquire how they can incorporate alternative data into their own workflows and processes. Working hand in hand with our IT team, Arbor Data Science offers tailored solutions for clients.

- Solutions include custom models, dashboards, analysis of bespoke or private data sets and complete workflows including data retrieval, processing, modeling and visualization.
- Speaking engagements and live presentations / webinars for internal groups
- Work performed in the context of a master services agreement between Arbor Data Science and the client, and individual scope of work agreements for each individual project.
- Confidentiality agreements as necessary
- Everything in Enhanced Collaboration Subscription



#### **Benjamin Breitholtz—Data Scientist**

Ben is known for his coverage of central banks, inflation and broad macroeconomic themes. He has run the gamut from producing algorithmic trading strategies to getting into the minds of consumers using search trends and social media. Ben earned a Bachelors degree in Finance from the University of Wisconsin, Madison, and a Masters of Science in Predictive Analytics from Northwestern University.



#### **Peter Forbes—Data Scientist**

Pete casts a wide net, producing analysis on sovereigns, credit, energy, EM, fund flows and more. He looks to bridge the gap between our unique approach to macro analysis and executable ideas. Pete earned a Bachelors degree in Finance from the University of Wisconsin, Madison and will complete a Masters of Science in Data Science from Northwestern University this year.

Contact us for more information:

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