



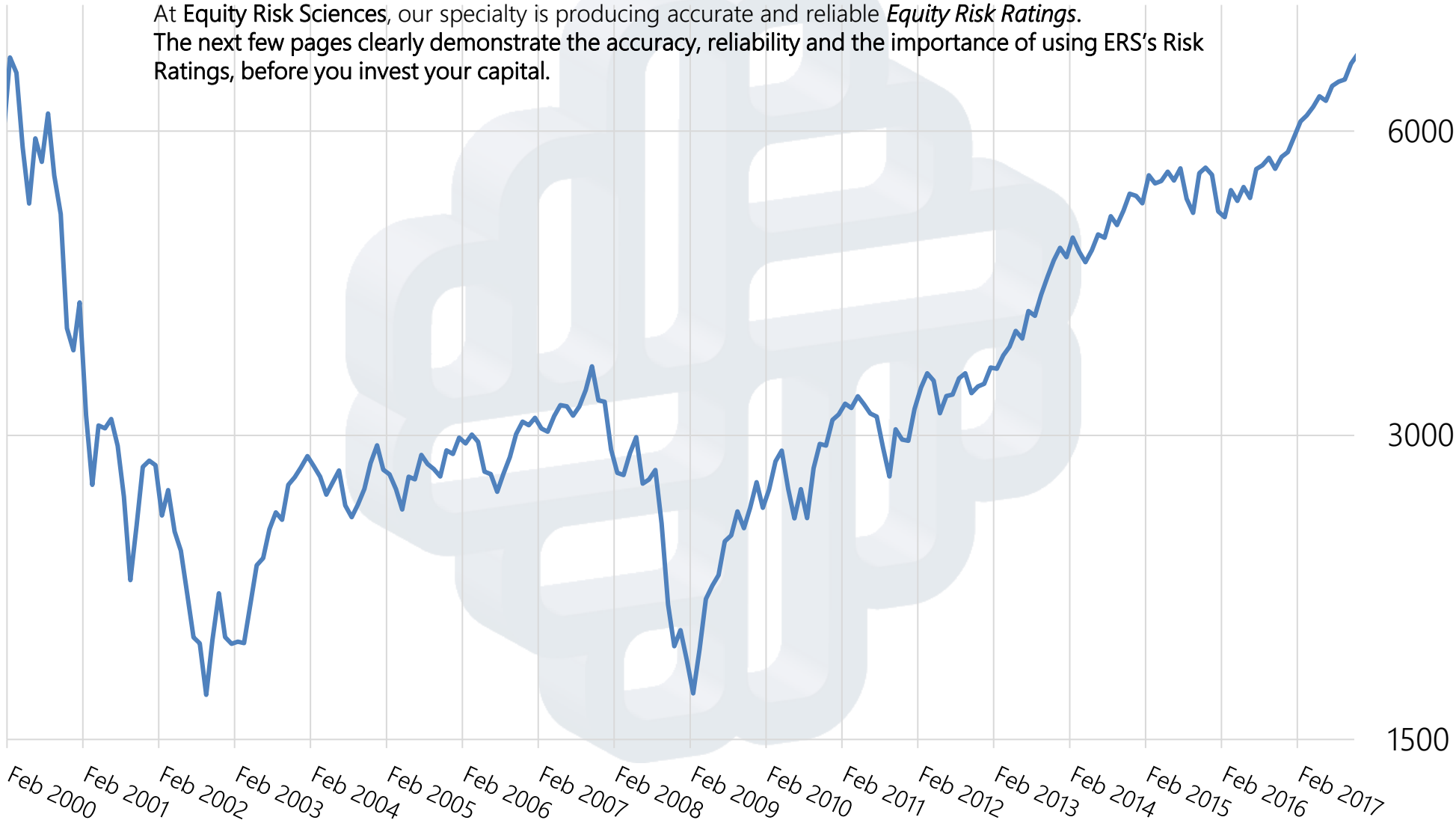
12/31/1999 RISK ANALYSIS EXAMPLE

December 11, 2019

NASDAQ COMPOSITE, ADJUSTED FOR INFLATION, ROSE 0% FROM FEB. 2000 THROUGH NOV 2017

Investing for the Long Term" is not just "risky", it is **dangerous**, because there are many periods when investors lost substantial percentages of their investments and took many years to recover from their losses, making net gains which after so many years were truly insubstantial.

At **Equity Risk Sciences**, our specialty is producing accurate and reliable *Equity Risk Ratings*. The next few pages clearly demonstrate the accuracy, reliability and the importance of using ERS's Risk Ratings, before you invest your capital.



FROM 1994 TO 1999, THE NASDAQ MARKET SOARED 159%. BELOW IS THE PERFORMANCE OF THE 20 LARGEST COMPANIES FROM 1999 TO 2019. OUR GOAL IS TO SHOW YOU ERS'S RISK RATINGS PROVIDE INVESTORS GREAT PROTECTION AND GREAT PROFITS TOO. BELOW, YOU'LL SEE THE MAXIMUM POTENTIAL LOSSES (COLUMN 3) AND THE NET GAINS THESE 20 STOCKS PROVIDED OVER THE PAST 19+ YEARS (COLUMN 5)

| Company | <i>ERS's Risk Ratings</i> | | | 1 | 2 | 3 |
|----------------|---------------------------|-----|-----|----------------|-------------------------|----------------|
| | PRI | FRI | ERI | Price 12/31/99 | Lowest Price After 1999 | Potential Loss |
| GE | 100 | 71 | 86 | \$51.58 | \$6.66 | -87% |
| Oracle | 100 | 24 | 72 | \$28.02 | \$7.32 | -74% |
| Intel | 100 | 13 | 64 | \$41.16 | \$12.08 | -71% |
| Qualcomm | 100 | 13 | 51 | \$88.06 | \$11.88 | -87% |
| Amgen | 100 | 3 | 55 | \$60.06 | \$31.07 | -48% |
| Sprint | 99 | 72 | 87 | \$67.31 | \$1.37 | -98% |
| Microsoft | 99 | 8 | 34 | \$58.38 | \$15.15 | -74% |
| Texas Instr. | 99 | 18 | 67 | \$48.44 | \$13.23 | -73% |
| P&G | 99 | 76 | 87 | \$54.51 | \$26.20 | -52% |
| Cisco | 99 | 15 | 35 | \$53.56 | \$8.60 | -84% |
| Home Depot | 98 | 4 | 50 | \$68.56 | \$18.00 | -74% |
| Bristol-Myers | 97 | 24 | 70 | \$64.19 | \$17.26 | -73% |
| J&J | 97 | 28 | 71 | \$46.56 | \$33.50 | -28% |
| UPS | 93 | 23 | 55 | \$69.00 | \$38.30 | -44% |
| AT&T | 92 | 60 | 73 | \$48.75 | \$19.34 | -60% |
| IBM | 91 | 43 | 73 | \$108.00 | \$55.07 | -49% |
| Merck | 86 | 35 | 62 | \$67.06 | \$20.99 | -69% |
| Verizon | 84 | 49 | 62 | \$61.56 | \$23.45 | -62% |
| Pfizer | 80 | 9 | 42 | \$32.44 | \$11.66 | -64% |
| Coca-Cola | 77 | 54 | 65 | \$29.13 | \$18.54 | -36% |
| Average | | | | | | -65% |

20 OF ERS'S SAFEST CO'S – PERFORMANCE

| Company | ERS's Risk Ratings | | | 1 | 2 | 3 | 4 | 5 |
|--------------------|--------------------|-----|-----|-------------------|-------------------|------------------|------------|----------------------|
| | PRI | FRI | ERI | Price 12/31/99 | Price @ PRI 60 | Gain @ PRI 60 | High Price | Gain @ High Price |
| Diebold Nixdorf | 10 | 18 | 14 | \$23.50 | \$40.08 | 71% | \$57.58 | 145% |
| Apt. Inv & Mgmt | 17 | 7 | 6 | \$41.05 | \$51.03 | 24% | \$66.36 | 62% |
| Equity Residential | 8 | 9 | 7 | \$21.34 | \$26.62 | 25% | \$86.85 | 307% |
| Mack-Cali Realty | 1 | 12 | 9 | \$8.44 | \$33.60 | 298% | \$56.28 | 567% |
| Dycom Industries | 9 | 10 | 10 | \$19.58 | \$14.77 | -25% | \$122.80 | 527% |
| Robert Half Int'l | 13 | 8 | 10 | \$14.28 | \$24.75 | 73% | \$79.64 | 458% |
| Tailored Brands | 10 | 12 | 11 | \$19.58 | \$20.33 | 4% | \$65.81 | 236% |
| Harte-Hanks | 31 | 4 | 12 | \$145.00 | \$184.20 | 27% | \$309.80 | 114% |
| ACI Worldwide | 12 | 12 | 12 | \$9.33 | \$4.36 | -53% | \$35.52 | 281% |
| Bio-Rad Labs | 11 | 16 | 14 | \$23.13 | \$26.25 | 14% | \$342.68 | 1,382% |
| The Cooper Co's | 29 | 10 | 14 | \$15.06 | \$23.77 | 58% | \$341.49 | 2,167% |
| Fossil Group | 27 | 10 | 17 | \$10.28 | \$24.20 | 135% | \$138.30 | 1,246% |
| CoStar Group | 33 | 8 | 17 | \$35.88 | \$49.88 | 39% | \$408.67 | 3,702% |
| Ethan Allen | 32 | 10 | 20 | \$32.06 | \$37.38 | 17% | \$46.08 | 44% |
| Dollar Tree | 34 | 12 | 20 | \$10.76 | \$14.29 | 33% | \$115.99 | 978% |
| Lancaster Colony | 19 | 22 | 20 | \$33.13 | \$46.74 | 41% | \$187.15 | 465% |
| Analogic | 30 | 14 | 20 | \$33.00 | \$38.38 | 16% | \$98.93 | 200% |
| Papa John's Int'l | 1 | 14 | 9 | \$6.52 | \$5.89 | -10% | \$89.55 | 1,274% |
| AutoNation | 1 | 13 | 10 | \$9.25 | \$12.12 | 31% | \$66.20 | 616% |
| Pier 1 Imports | 6 | 14 | 10 | \$127.50 | \$418.60 | 228% | \$523.80 | 311% |
| Average Profit | | | | Avg Time: 2.1 Yrs | | 53% | | 754% |