

2020 - FB Boycott- Is your portfolio on FIRE ?

July 2020: In response to a policy to not moderate a controversial post on their platform.Facebook (FB) was the target of a never before seenmass financial activist campaign tocutoff advertisement revenue to pressure policy changewithin the company. The movement gained support of 1100 organizations of varioustypes who either reduced adspending, or completely eliminated ad spending for the duration of Q3 2020 through Q42020.

This dashboard represents an A/B comparison between different portfolio holdings to assess the efficacy of investing with the HOST-perpertrator company(s), vs. investing with participating company(s) staging the boycott both with simulated values and appropriate weights to compare 2019 with 2020.

CONSUMER CYCLICAL SECTOR

- Higher Growth Consumer Sector
- Higher Volatility
- Associated with convenience items, cars, clothing, fashion, travel & entertainment

CONSUMER DEFENSIVE SECTOR

- Steady Growth Consumer Sector
- Lower Volatility
- Associated with groceries, food, alcohol, and bulk commodities

healthcare =

- 'CVS','FMS','PFE','VRTX','WBA'

technology =

- 'HP','MSFT','RDFN','SAP'

industrial_basic_materials =

- 'CTVA','EXC','OC','UPWK'

financial_services =

- 'BNS','TD','WSFS'

consumer_cyclical =

- 'CZR','SIG','SIX','LEVI','HMC','GME','FOSL','SBUX','RL','VFC','WSM','LULU','BBY','ETSY'

consumer_defensive =

- 'TGT','PEP','UL','CL','SAM','SJM','TAP','EPC','KO','HSY','CLX'

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Welcome Returns Overview Equal Weights-All Companies Healthcare Heavy Technology HEAVY Industrial / Materials HEAVY Financial Services HEAVY Consumer Cyclical HEAVY Consumer Defense HEAVY

* * 2020 NUMBERS ** [BY SECTOR]

SP500 and Facebook sector: 2020 returns was **21.017740336698274** %
healthcare sector: 2020 returns was **-1.2566155956664282** %
technology sector: 2020 returns was **37.823291310034286** %
industrial sector: 2020 returns was **52.9685346419196** %
financial sector: 2020 returns was **36.47304595138714** %
Consumer Cyclical sector: 2020 returns was **11.268655976818374** %
Consumer Defensive sector: 2020 returns was **6.845875815538776** %

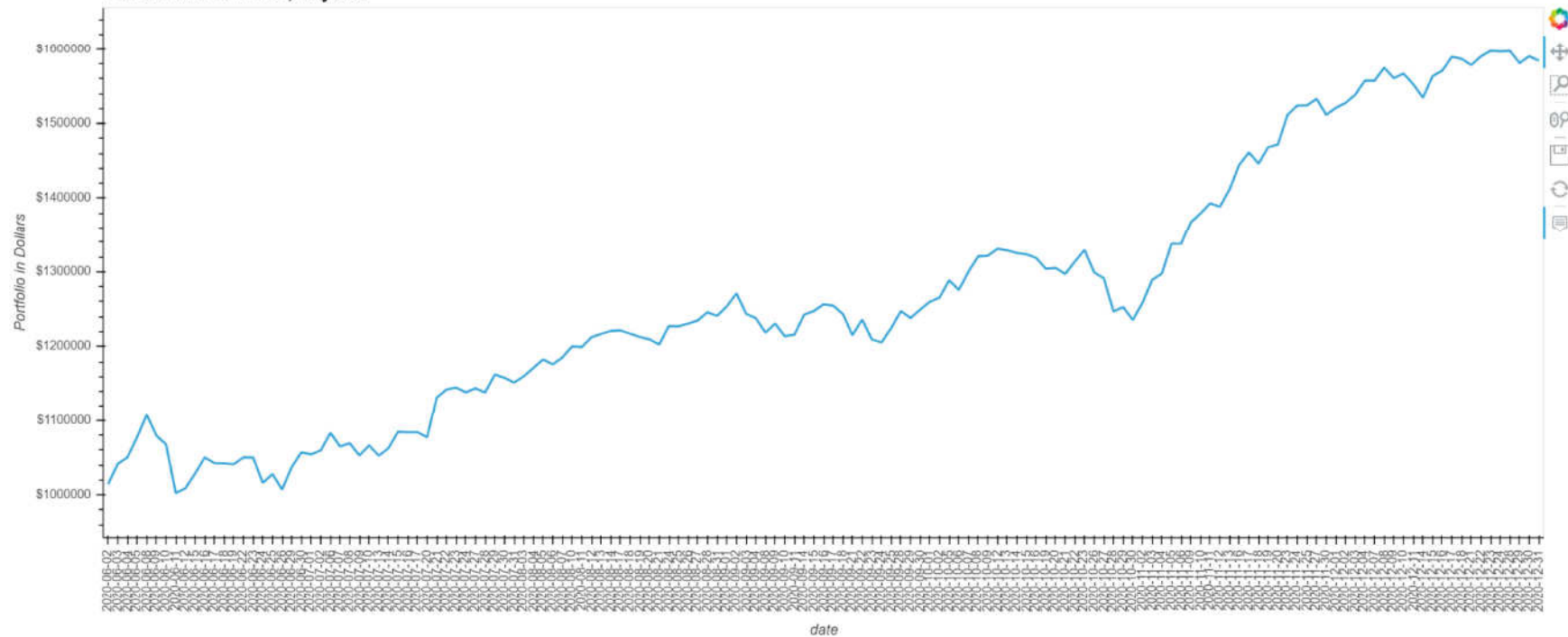
* * 2019 NUMBERS ** [BY SECTOR]

SP500 and Facebook sector: 2019 returns was **20.147101536315066** %
healthcare sector: 2019 returns was **15.514079974132885** %
technology sector: 2019 returns was **15.06763445495043** %
industrial sector: 2019 returns was **1.611175823226163** %
financial sector: 2019 returns was **5.814931819055857** %
Consumer Cyclical sector: 2019 returns was **11.268655976818374** %
Consumer Defensive sector: 2019 returns was **6.845875815538776** %

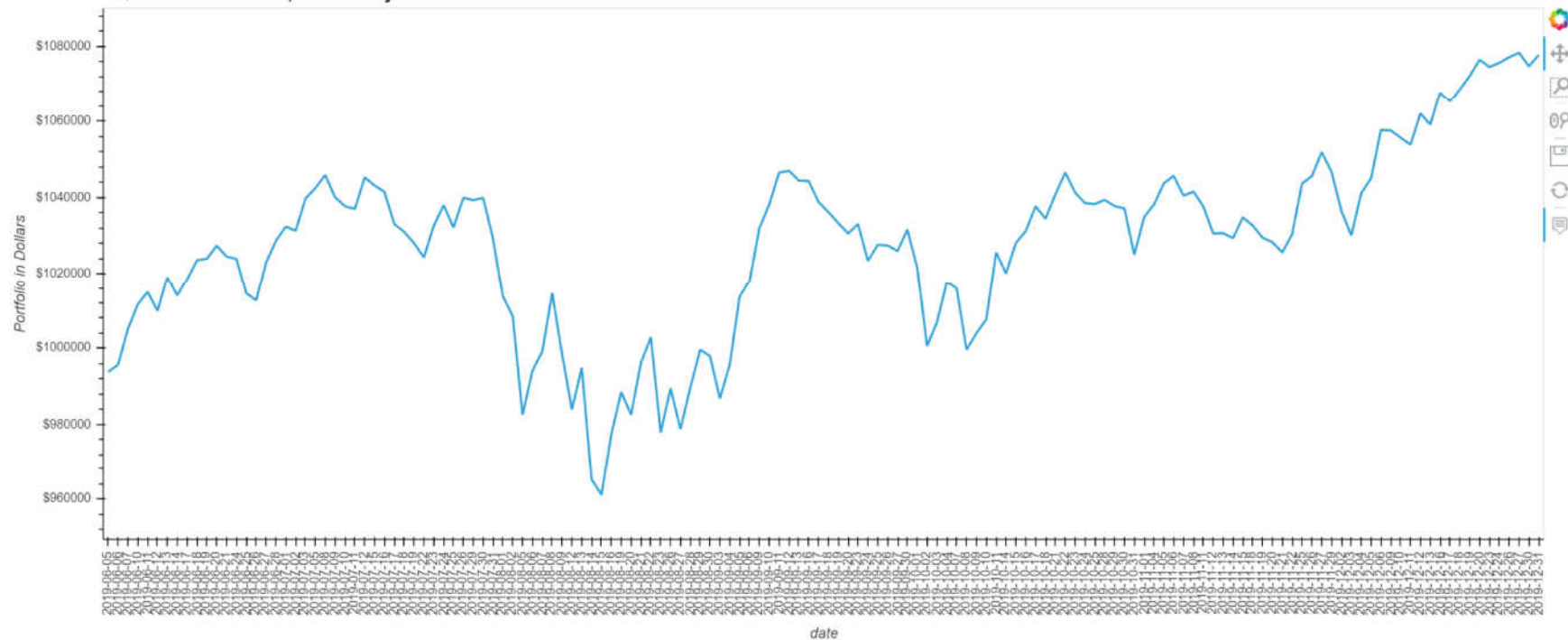
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EQUAL WEIGHT 2020, Boycott



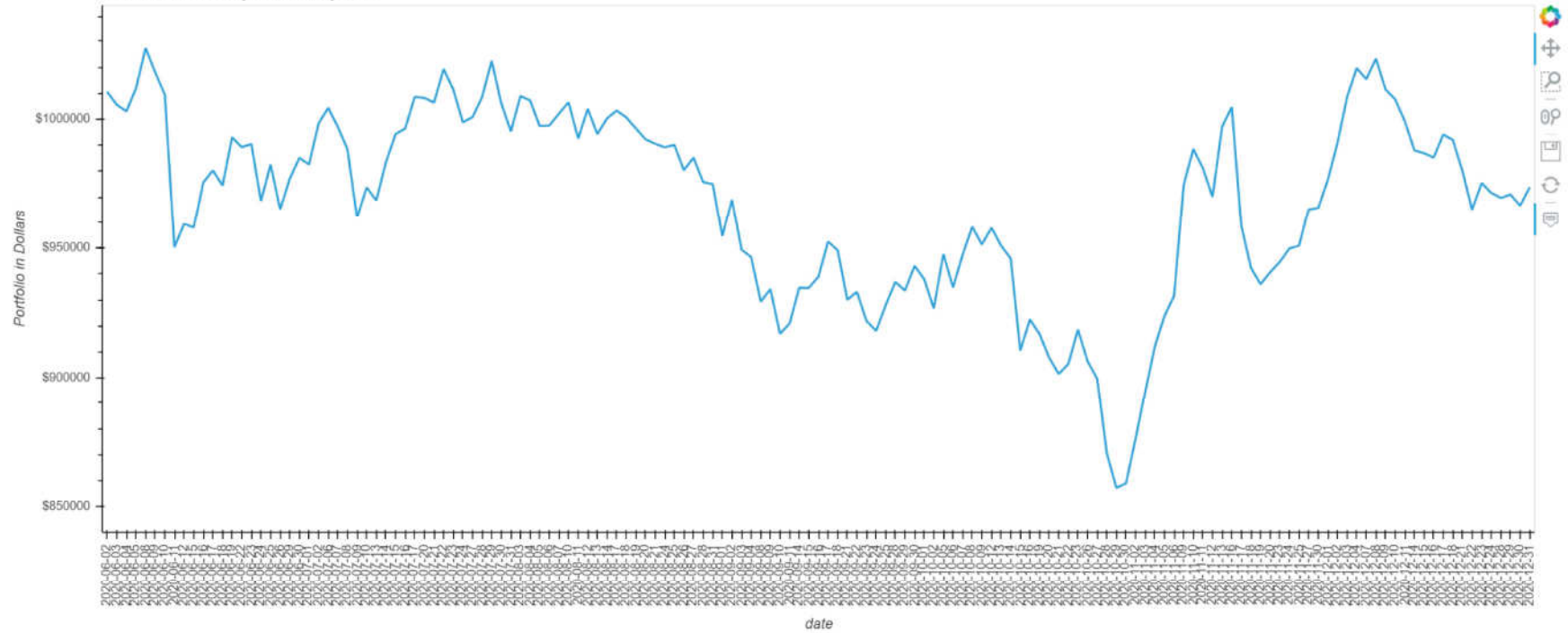
EQUAL WEIGHT 2019, Before-Boycott



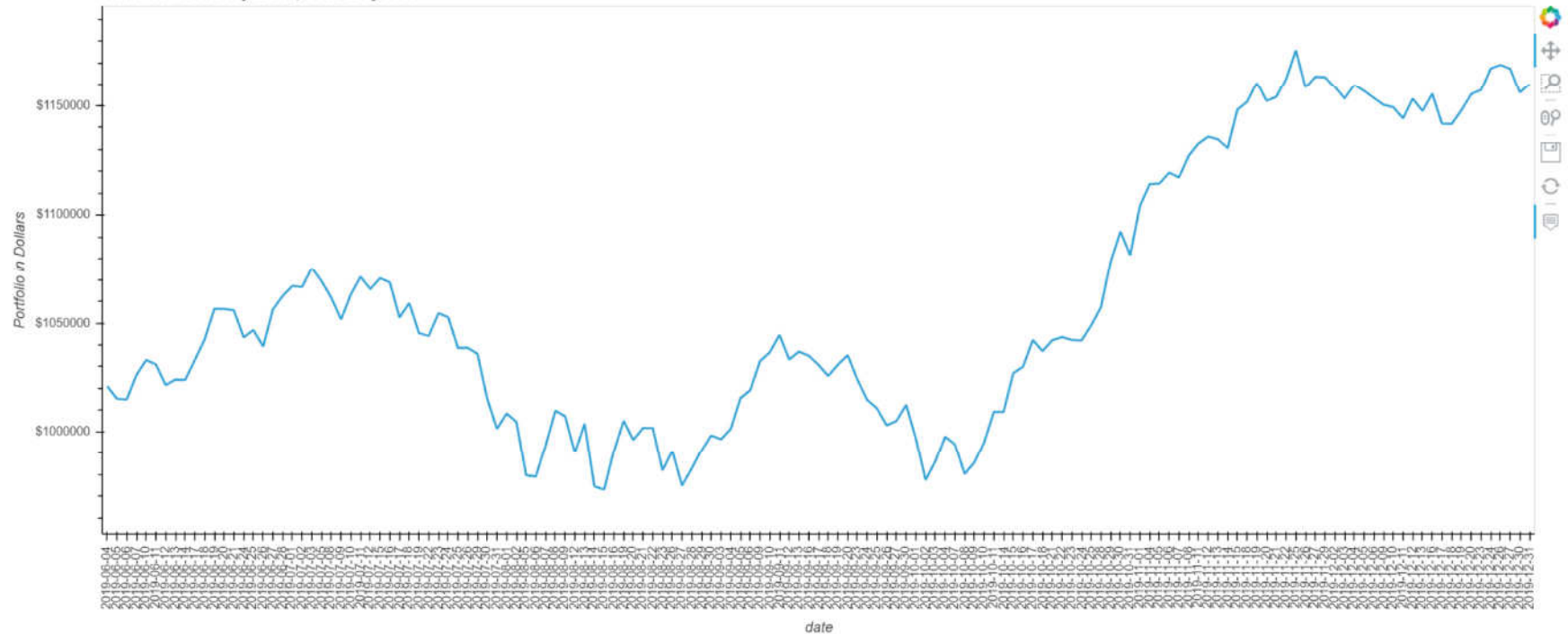
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Healthcare Heavy 2020, Boycott



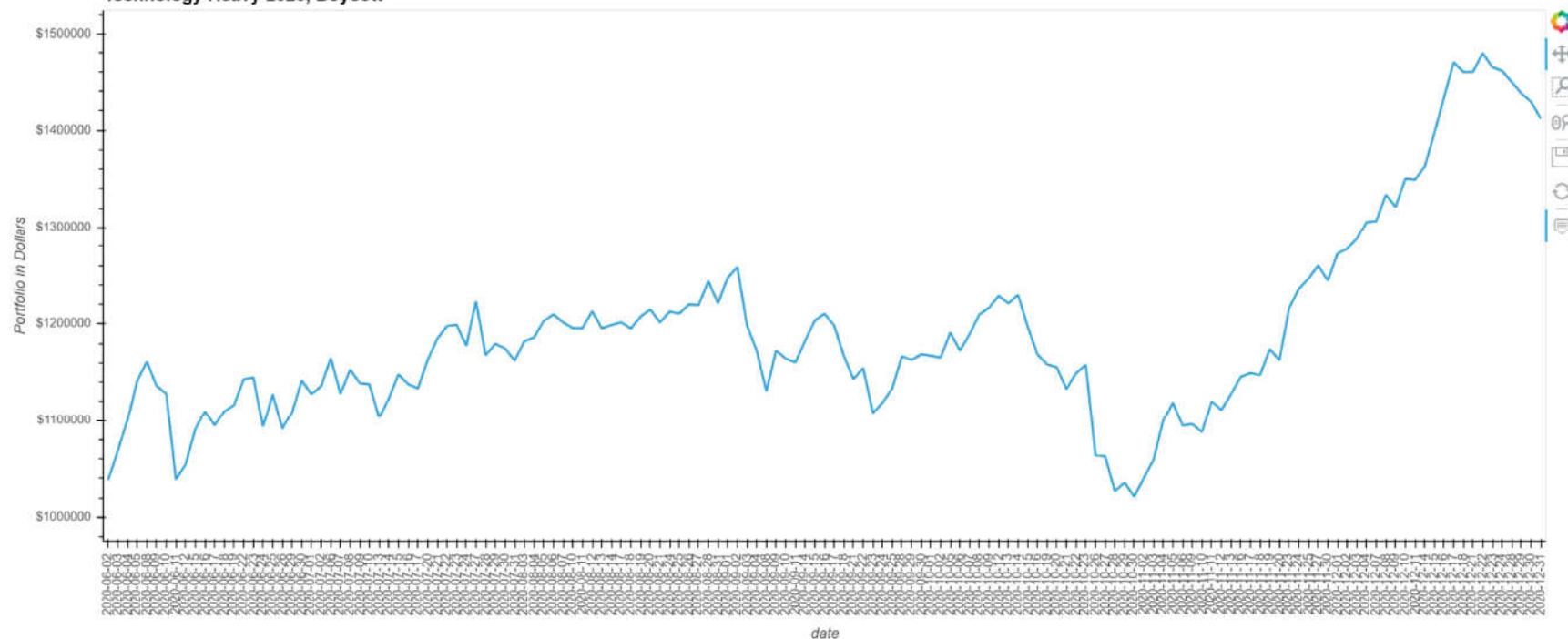
Healthcare Heavy 2019, PRE Boycott



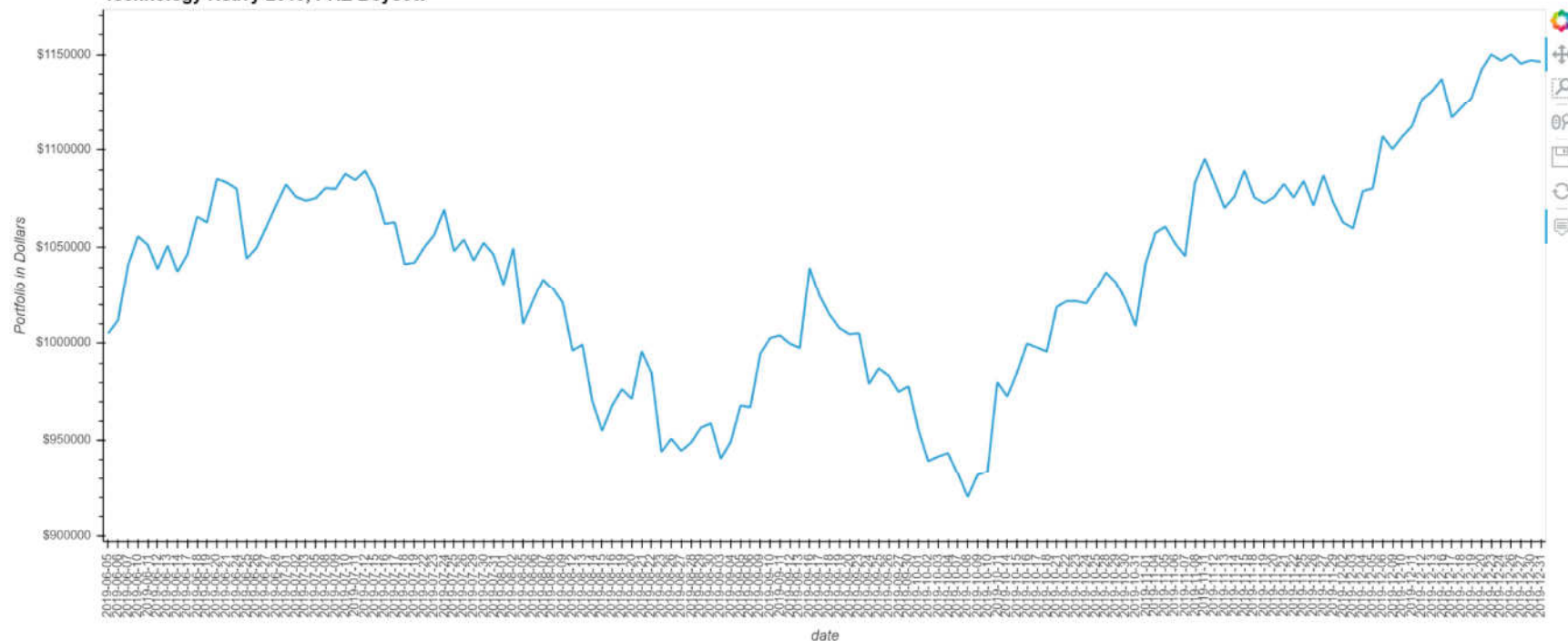
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Technology Heavy 2020, Boycott



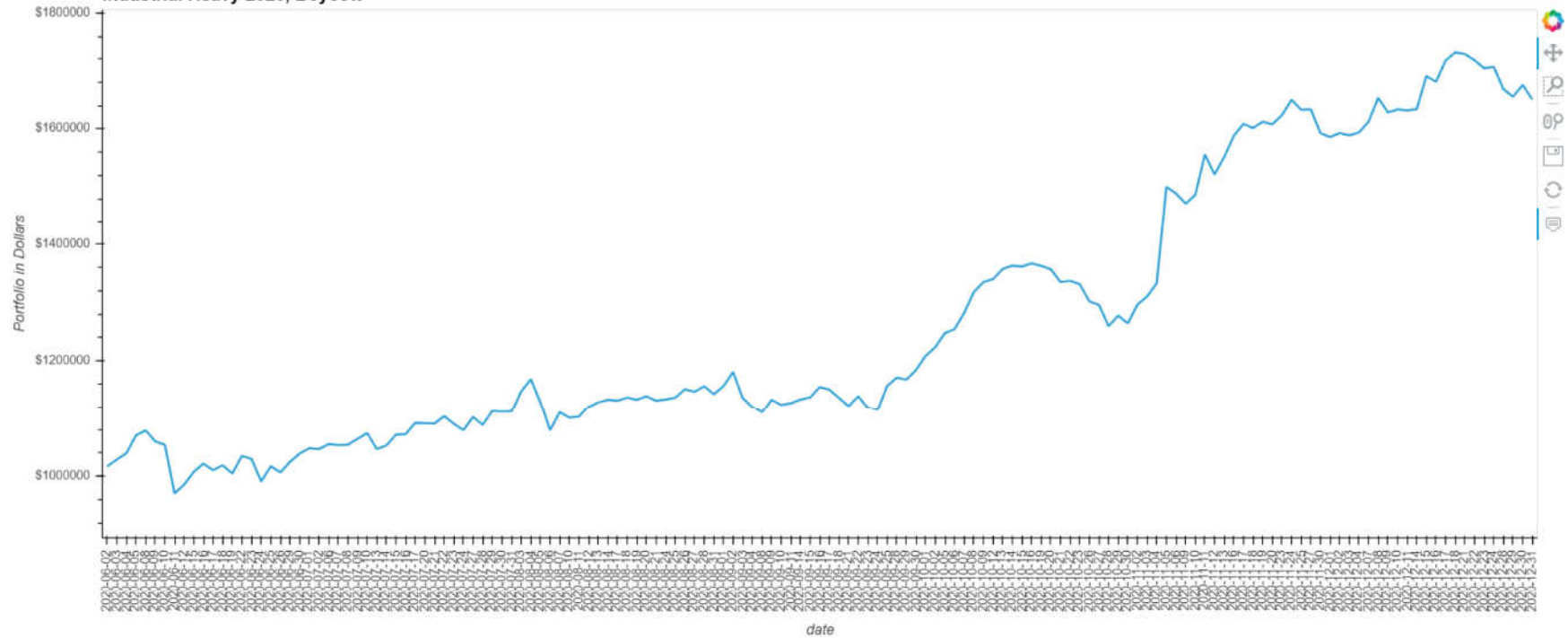
Technology Heavy 2019, PRE Boycott



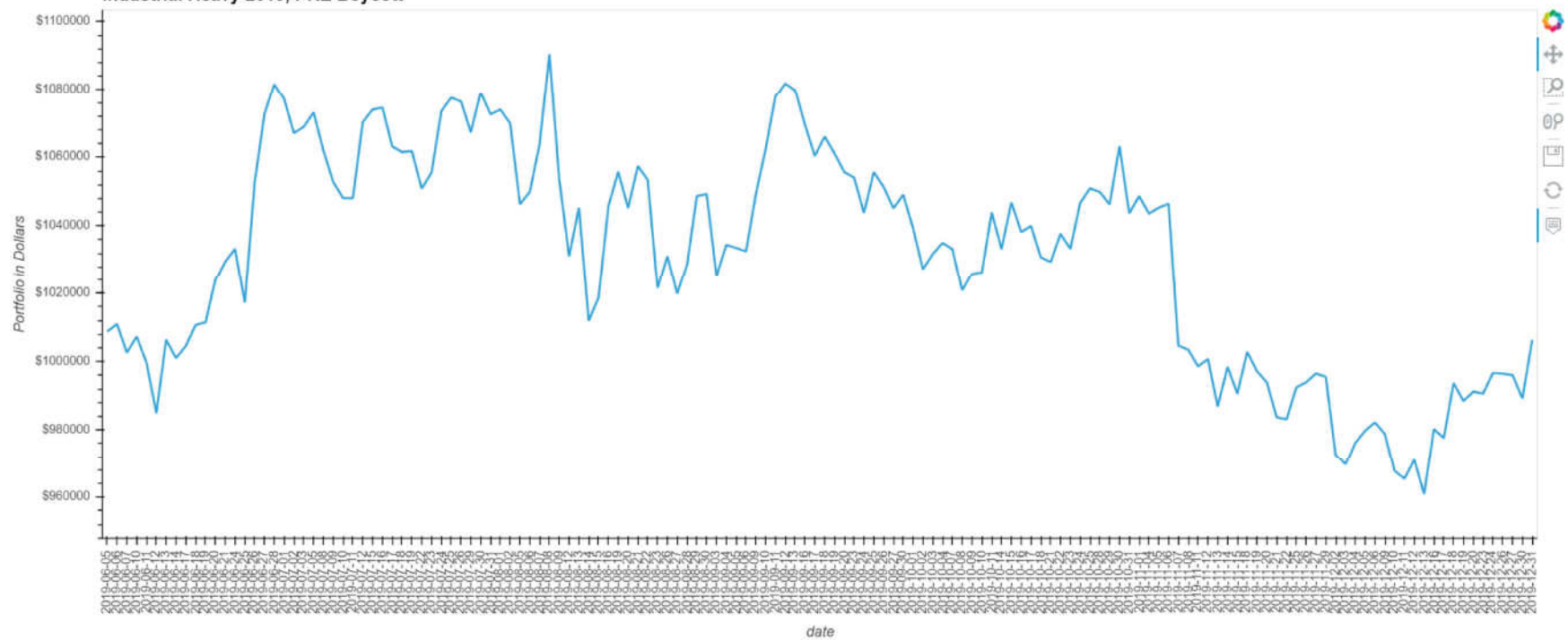
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Industrial Heavy 2020, Boycott



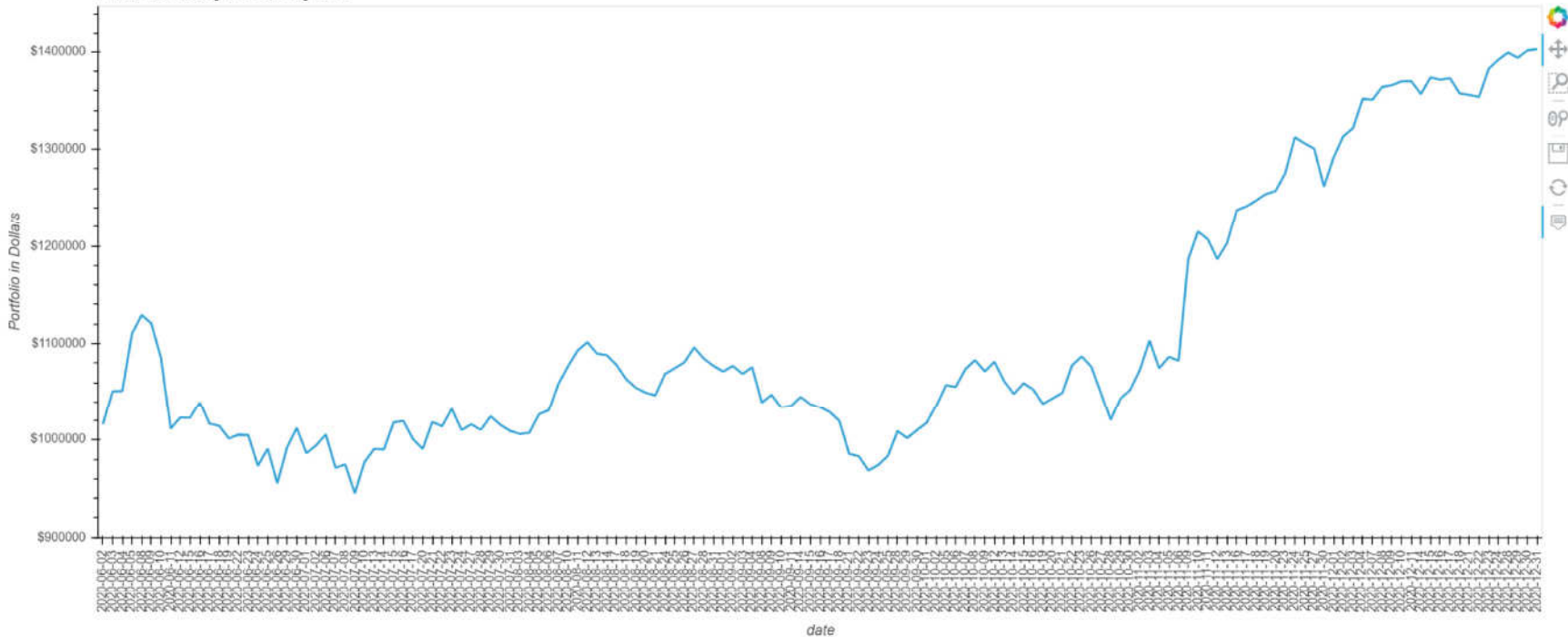
Industrial Heavy 2019, PRE Boycott



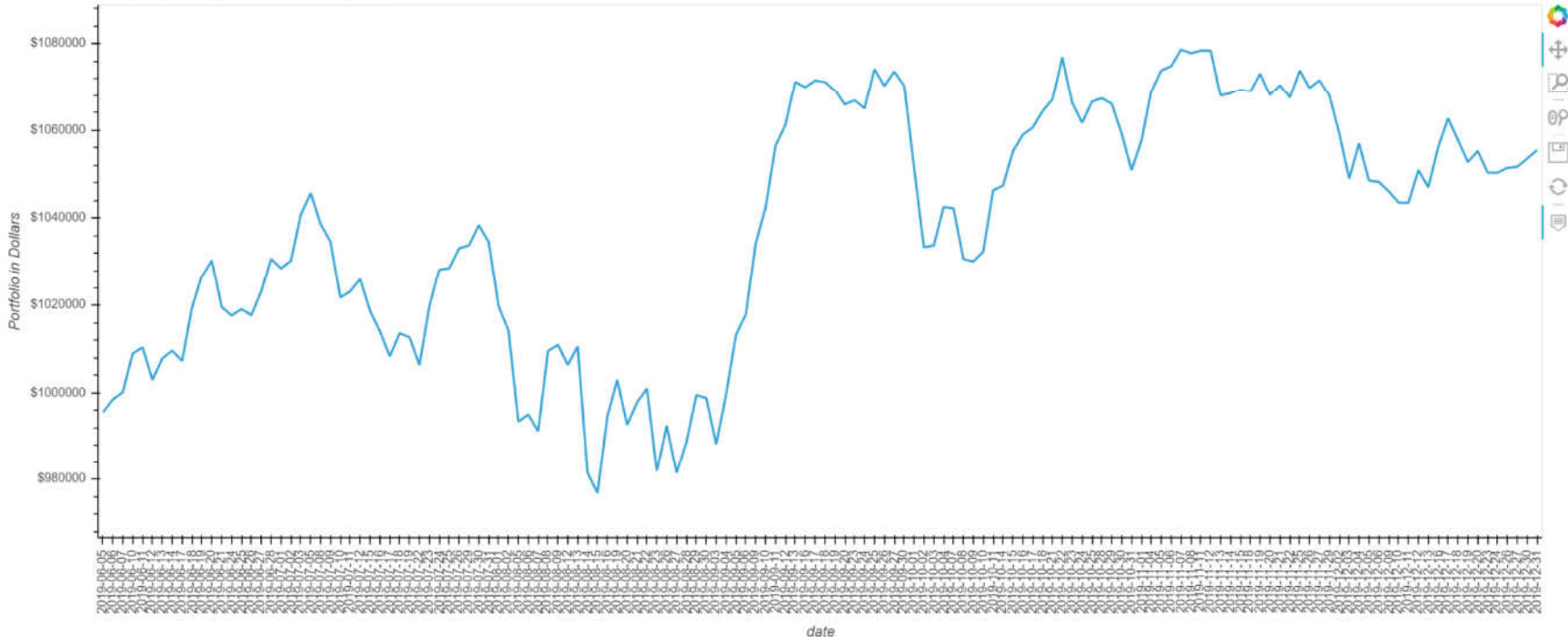
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Finance Heavy 2020, Boycott



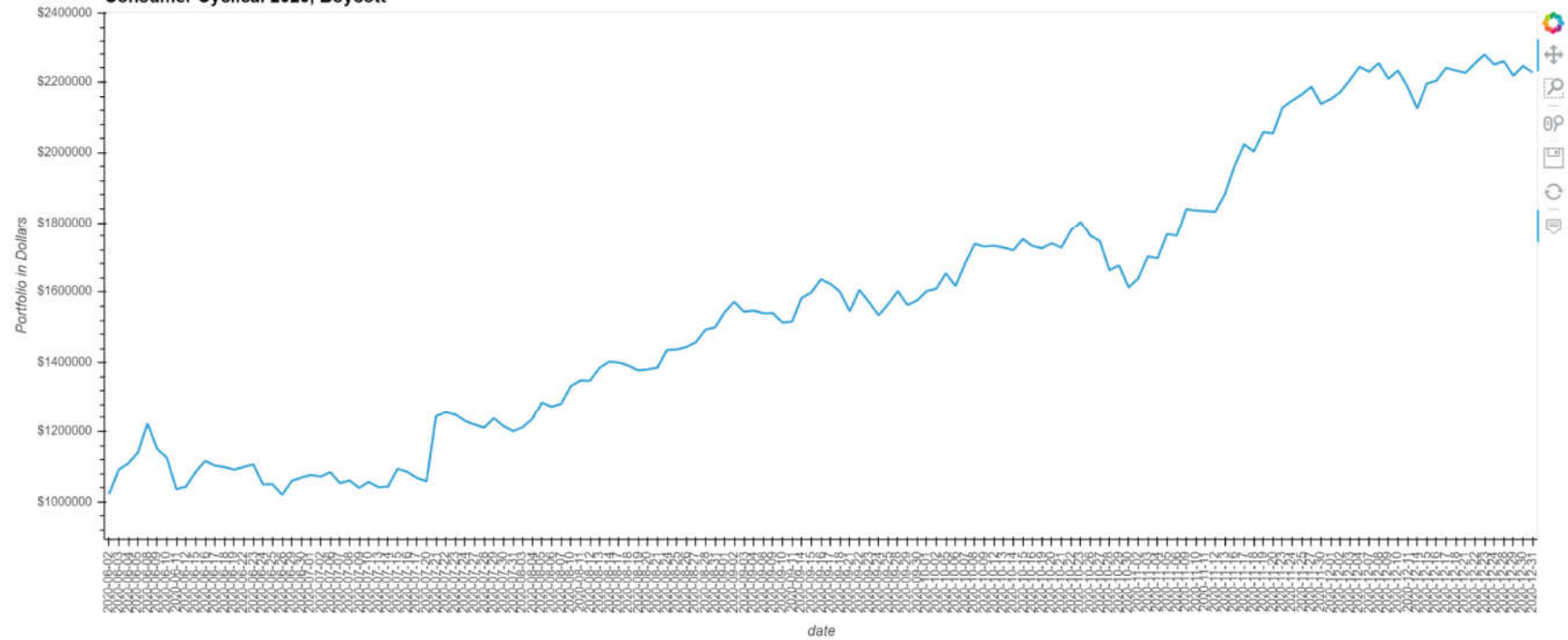
Finance Heavy 2019, PRE Boycott



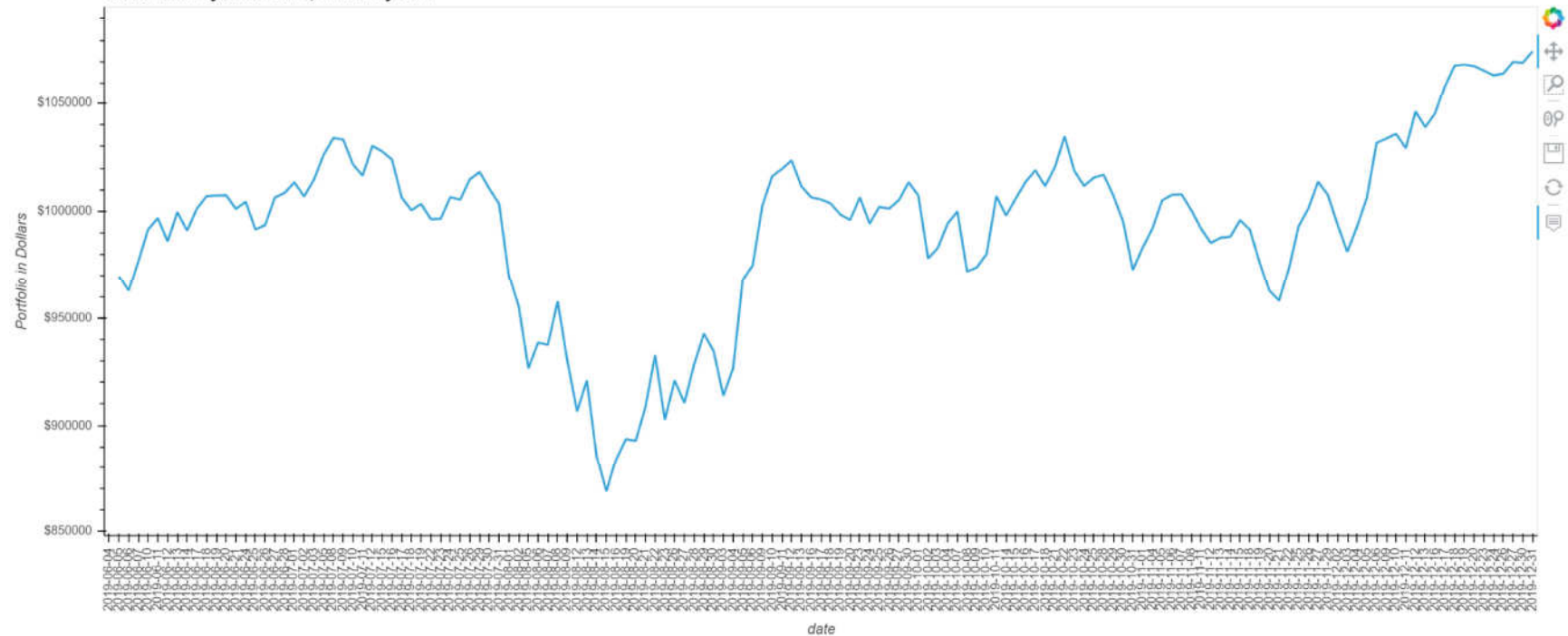
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Consumer Cyclical 2020, Boycott



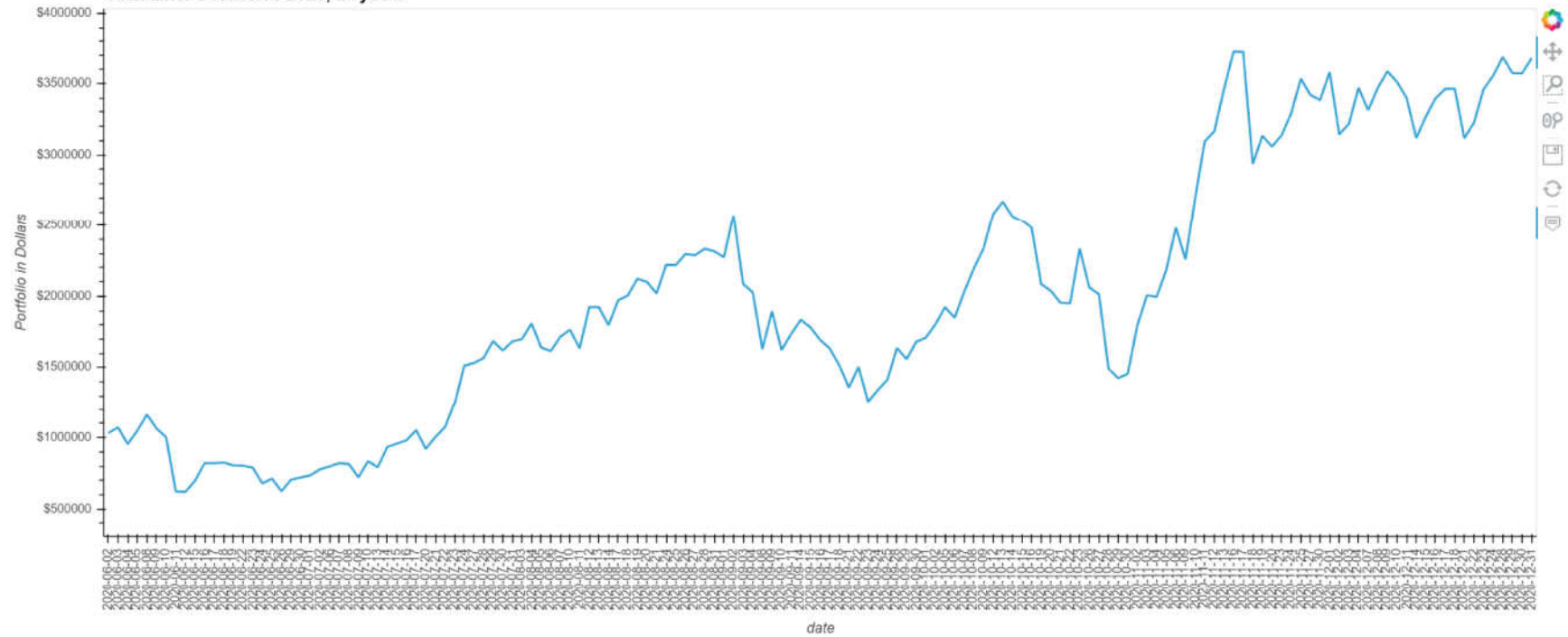
Consumer Cyclical 2019, PRE Boycott



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Consumer Defensive 2020, Boycott



Consumer Defensive 2019, PRE Boycott

