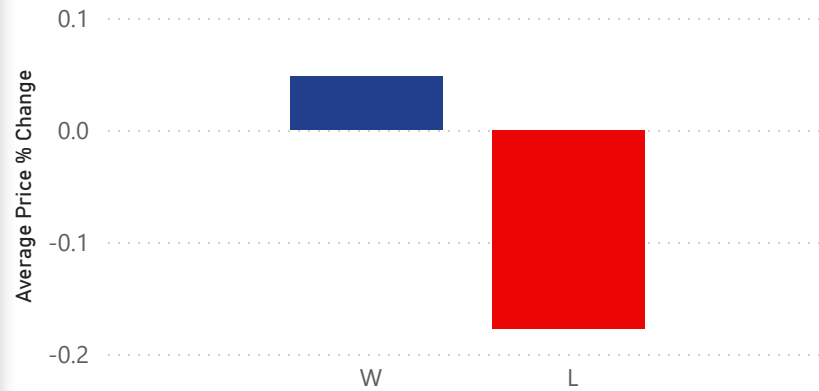




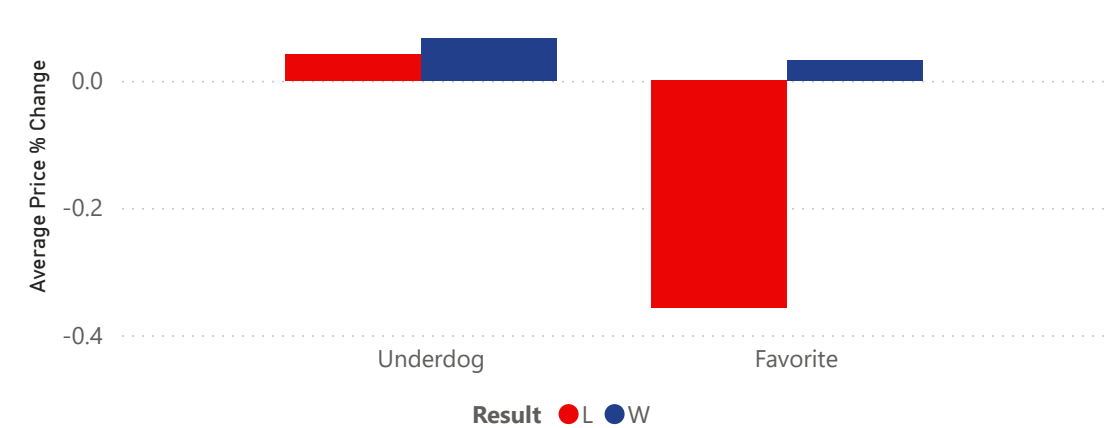
The Effect of NBA Playoffs Performance on Sponsor Stock Prices

- A loss (L) negatively impacts the stock; a win (W) has a small positive effect
- A L for an underdog lowers the stock price
- No clear trend as teams advance in the playoffs
- Counterintuitive patterns in the Finals.

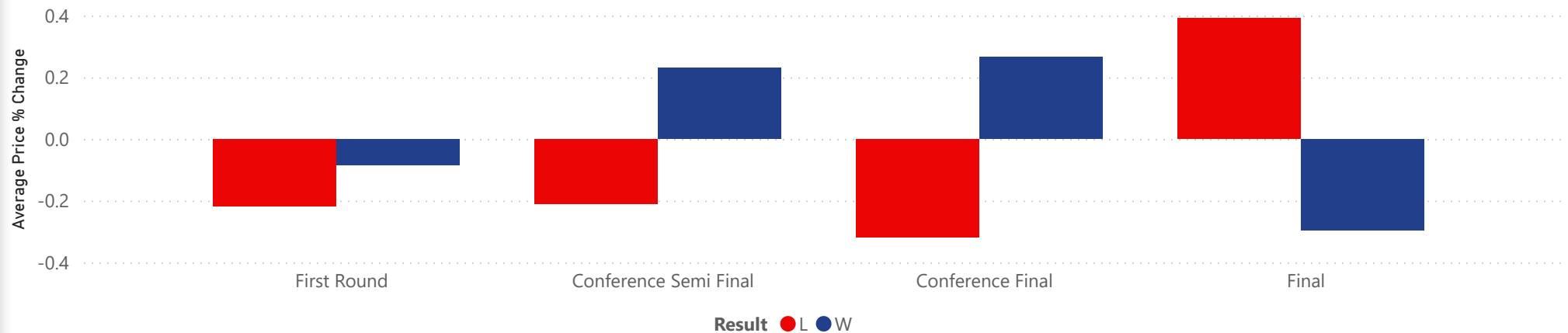
Stock Price Change in Sponsor Stock Price by Game Result



Stock Price Change by Game Result: Underdog vs. Favorite



Stock Price Change by Game Result and Playoff Round



Price % change is the percentage difference between the sponsor stock's closing price on gameday and the next day's opening price



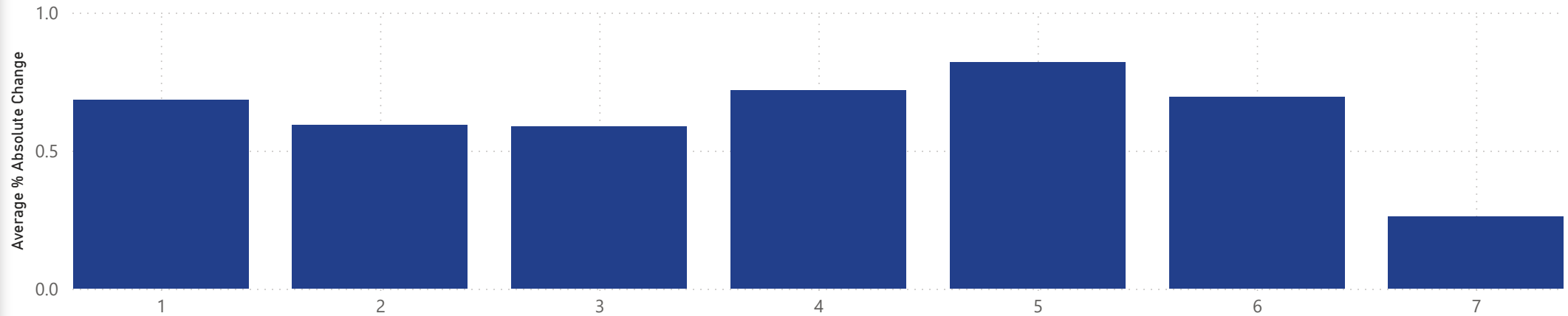
The Effect by Series Progression

- Price response is similar as the series progresses, except for Game 7

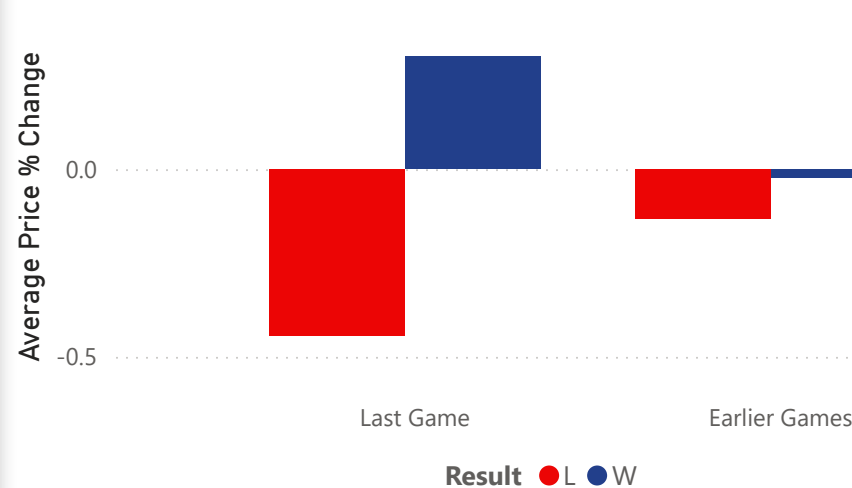
- Larger effects in the last game of the series, both in W and L

- Stock price is more responsive when the underdog wins the series and the favorite loses

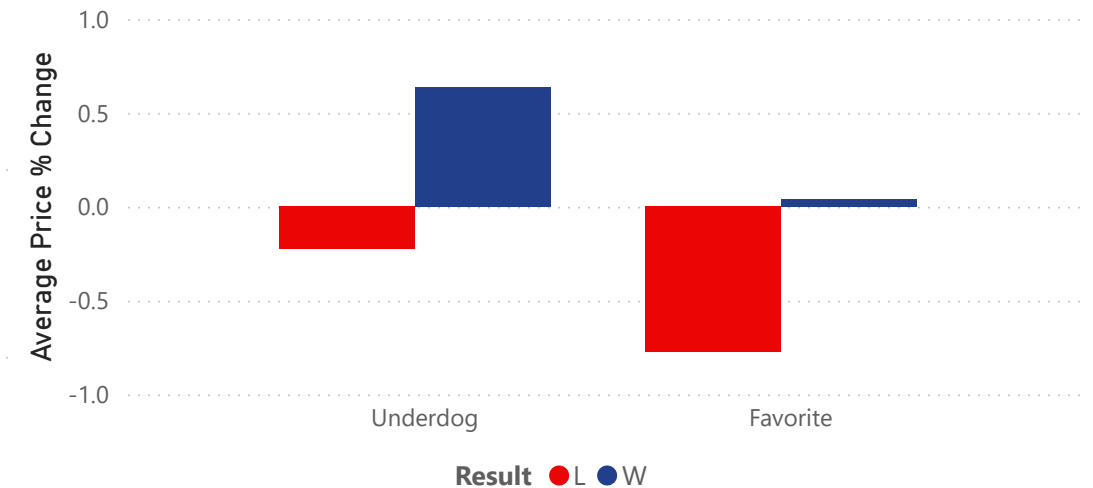
Absolute Price Response By Game Order



Price Change: Last Game vs. Earlier Games



Price Change After the Last Game: Underdog vs. Favorite

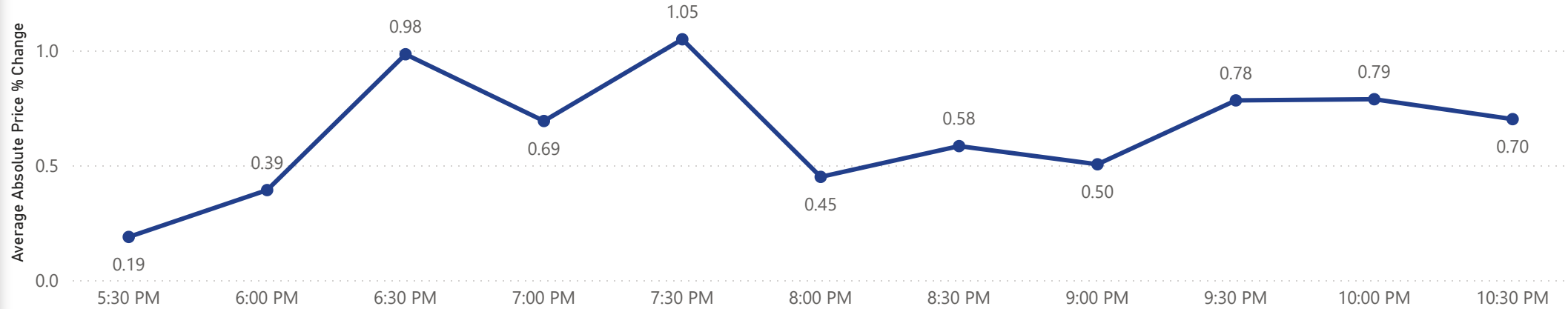




The Business Perspective

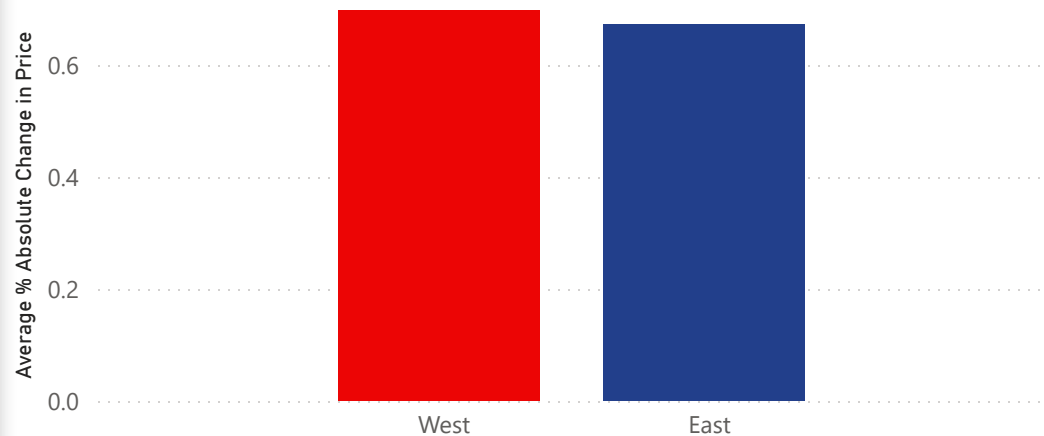
- Response peaks at 6:30 PM and 7:30 PM ET, typical start times for Eastern Conference
- Eastern and Western Conference games show similar response
- Tech-focused NASDAQ is the most responsive exchange

Absolute Price Response by Game Start Time



Absolute Price Response Across Conferences

Excluding NBA Finals



Absolute Price Response Across Exchanges

