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1. What and when was the event?
   1. The event occurred on January 15, 2019 and was the release date for JP Morgan’s Q4 2018 earnings.
2. Why did it matter for the company?
   1. It mattered for the company because that is the day that the public, including shareholders, learn how the company performed that quarter. Depending on whether the results were good or bad, the market may have a positive or negative view of the company that would be reflected in the stock price.

The release of the earnings report was highly anticipated because the company had not dipped below analysts’ expectations in 15 quarters. To the surprise of many, Q4 2018 ended that streak as JP Morgan missed the profit estimations. However, the reported $7.1 billion in profits was still a fourth-quarter record and was paired with a 4% rise in revenue. The company also showed that they had set aside a quarter of a billion dollars more than expected to cover credit losses. This combination of surpassing records but failing to meet expectations and increasing uncertainty in their longer term returns made it unclear how the market would react.

1. What was the stock market response? (CAR)
   1. The day prior to the earnings release, the stock increased unlike post earnings release. The initial response of the market was positive. However, the price movement 50 days later indicated the opposite reaction from investors.

