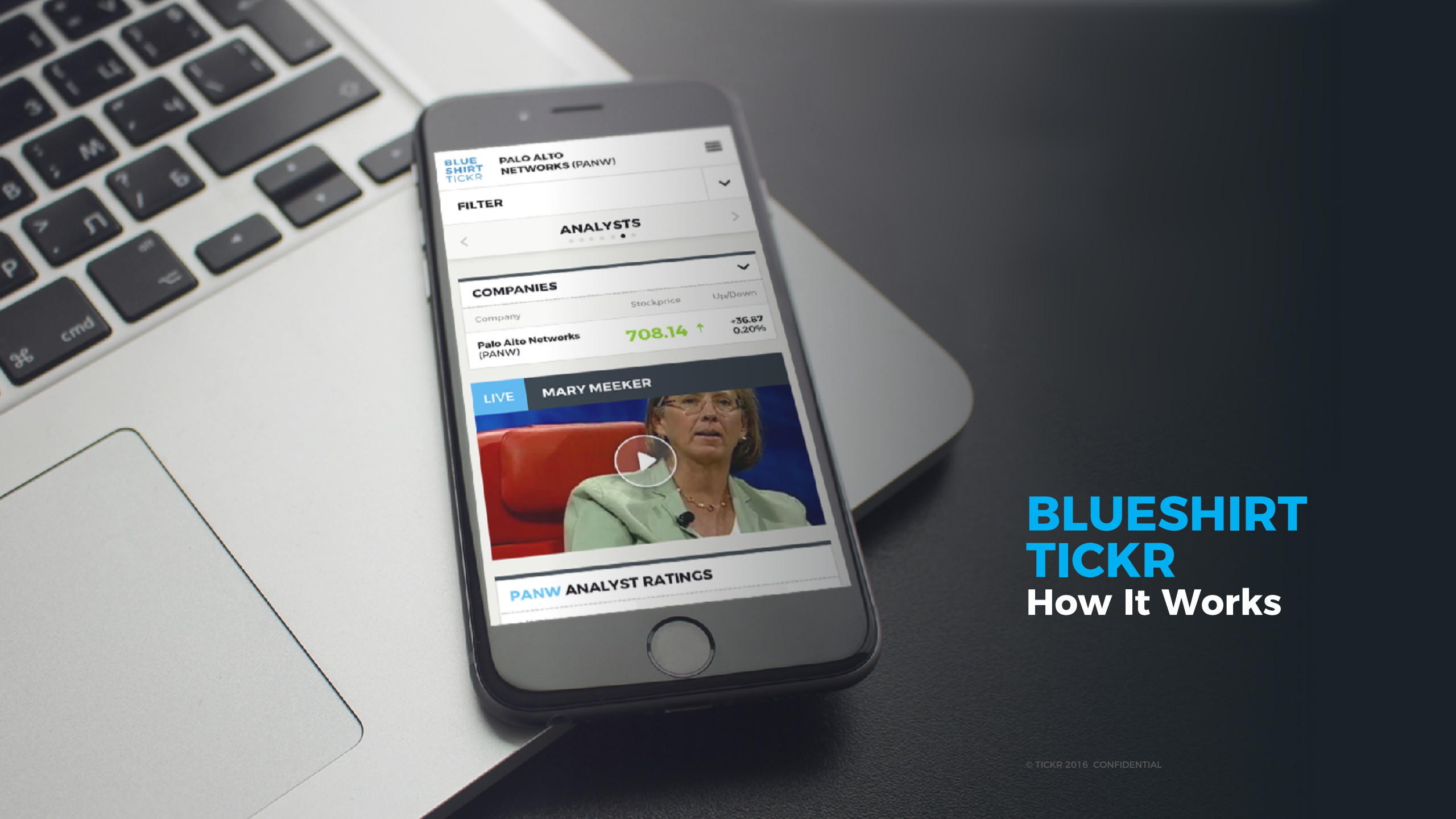


BLUESHIRT TICKR

How It Works

© TICKR 2016 CONFIDENTIAL

Add the Icon

How to place the icon on your mobile home screen.

iOS

Open Safari and open blueshirt.tickr.com
Log in.
On the bottom of the menu tap (logo of the box with arrow) then scroll right and tap ‘add to home screen (plus sign logo).

You now have a home screen icon that takes you directly into Blueshirt Tickr.

Android

Launch Chrome for Android and open blueshirt.tickr.com.
Log in.
On the bottom of the menu tap (logo of the box with arrow) then scroll right and tap ‘add to home screen (plus sign logo).

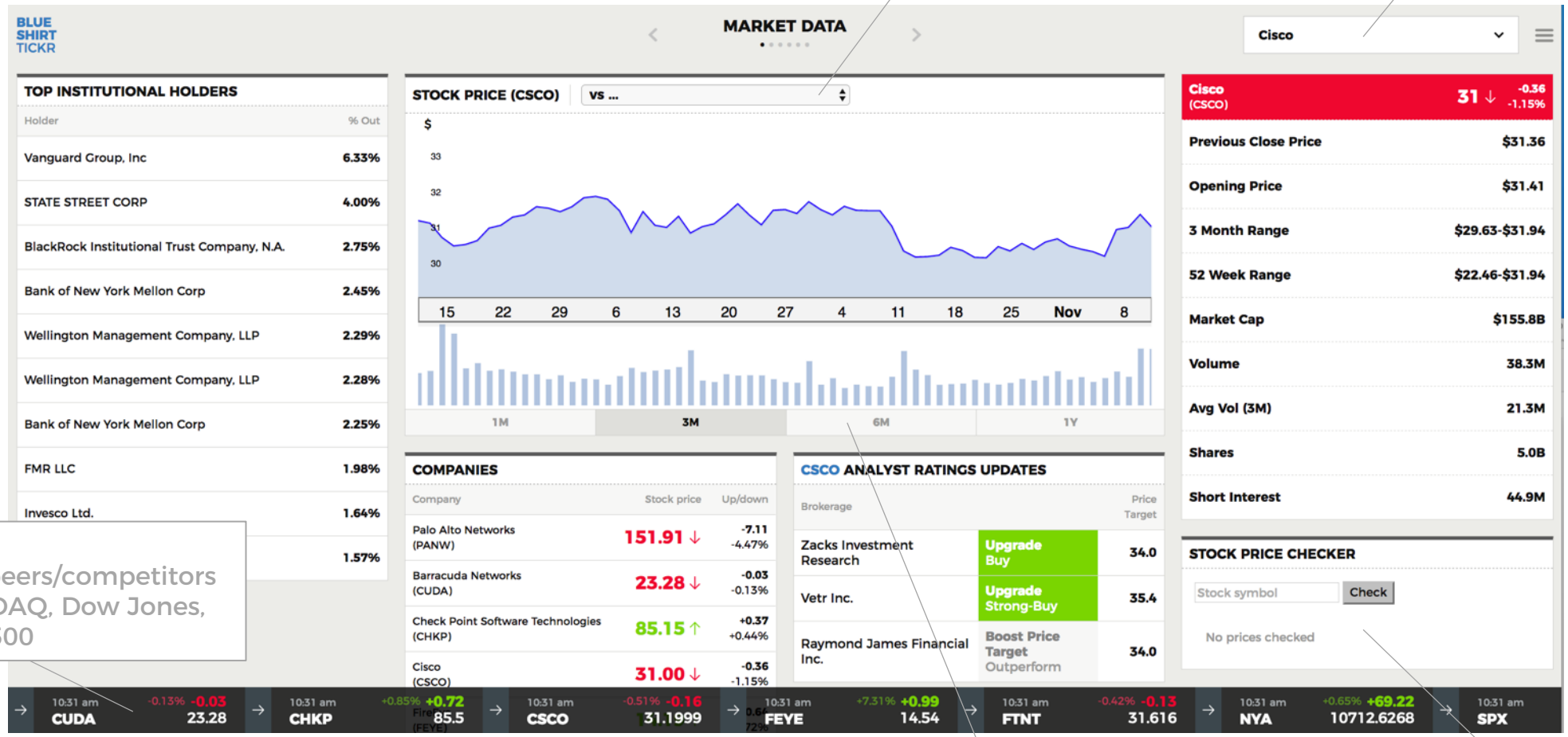
Enter a name for the shortcut that will appear on your home screen.
You now have a home screen icon that takes you directly into Blueshirt Tickr.

Market Data

Market information on selected company, plus peers and competitors.

Versus bar
Chart compares company to selected peer/competitor

Company selector
Changes page content to peer/competitor data



Scroller
Displays peers/competitors plus NASDAQ, Dow Jones, and S&P 500

Chart Time Period
Selectable

Stock Quotes
Enter a symbol

Financials

Financial information on selected company, plus peers and competitors.

Icons
Opens to SEC filings in new tab

Versus bar
Chart compares company to peer/competitor

Company selector
Changes page content to peer/competitor data

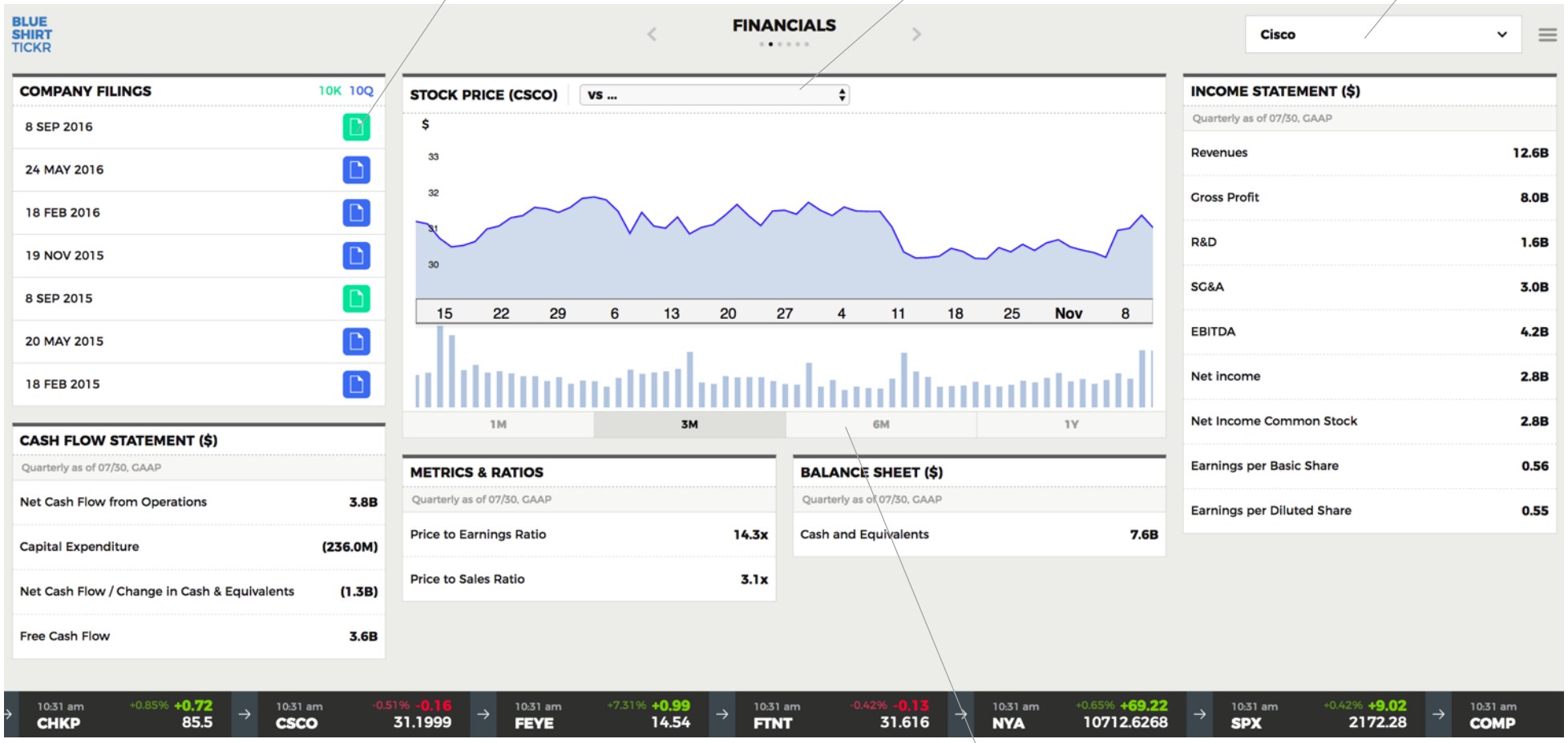


Chart Time Period
Selectable

Social

Posts by selected company and peers/ competitors across all available platforms

Company selector
Changes page content to peer/competitor data

Posts
Displays source, date and metrics (likes, retweets, shares)

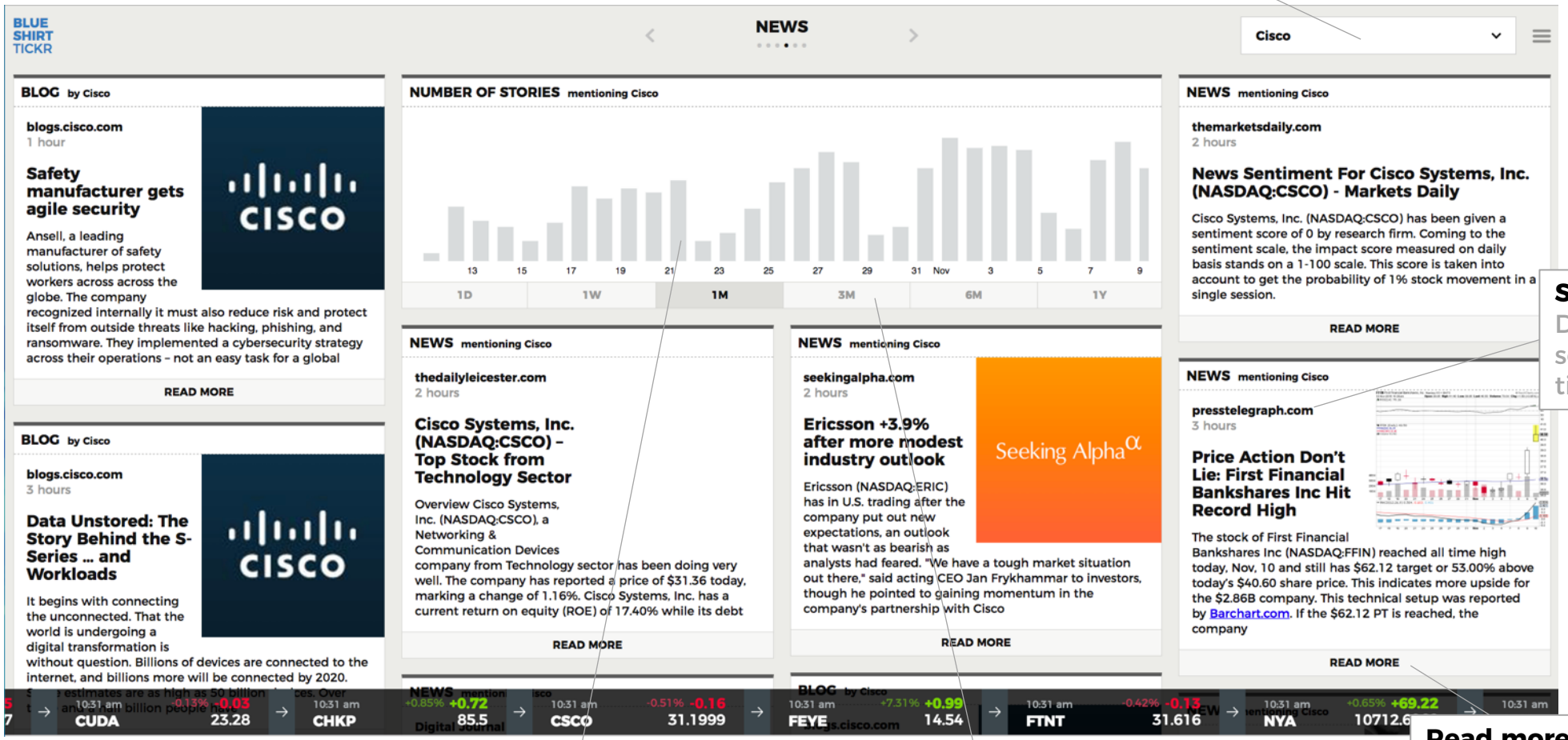
Interactive Bars
Click any to see that day's social

Chart Time Period
Selectable

News

Current news on selected company, plus peers and competitors.

Company selector
Changes page content to peer/competitor data



Stories
Displays source and time

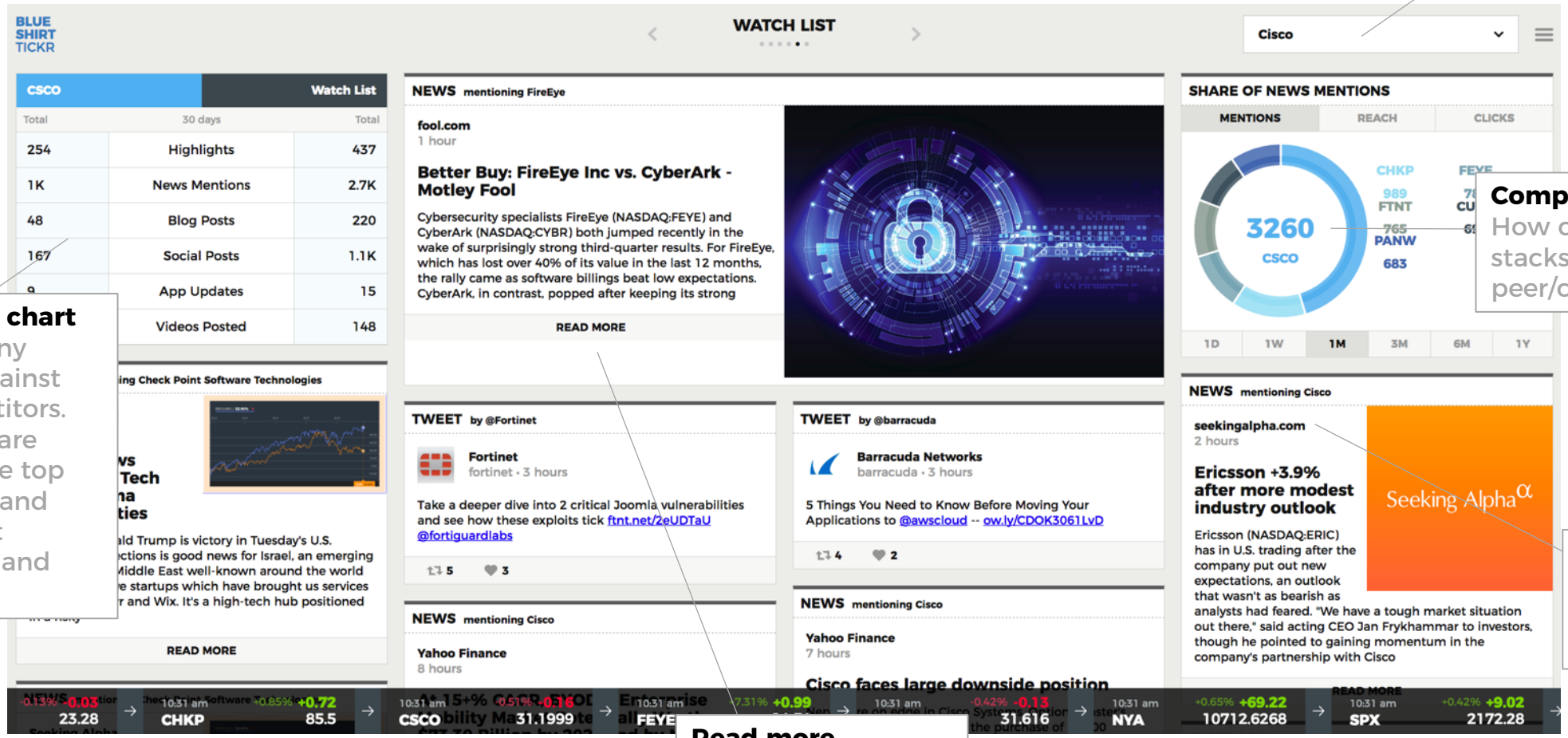
Interactive Bars
Click any to see that day's news

Chart Time Period
Selectable

Read more
Links to original source in new tab

Watch List

Selected company plus peer/competitor news and social, with comparison charts.



Company selector
Default shows company/ peer/competitor data. Selector changes comparison charts.

Comparison chart
How company stacks up against peer/competitors

Comparison chart
How company stacks up against peer/competitors. “Highlights” are activity in the top 1/3 of reach and engagement across news and social.

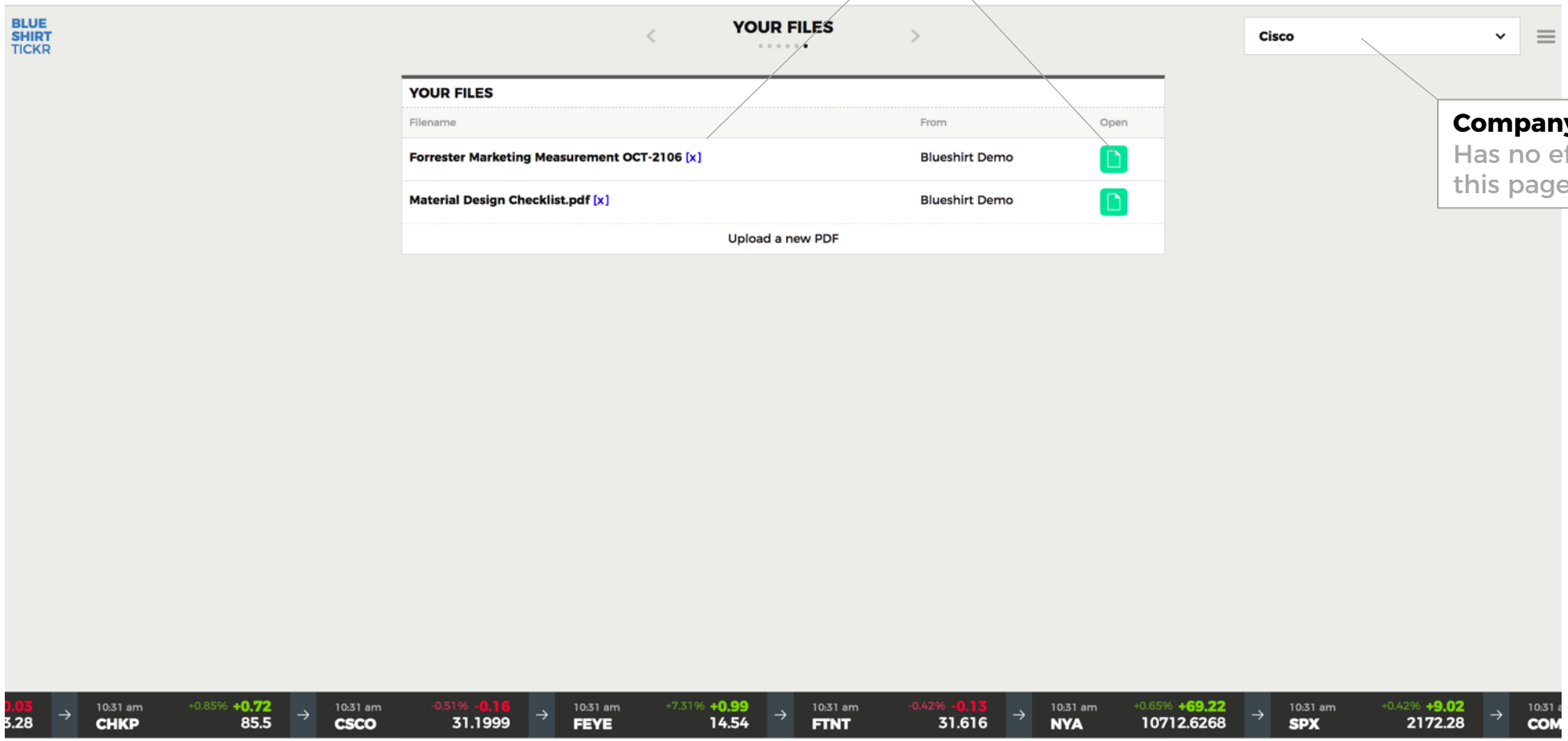
Stories
Displays source and date

Read more
Links to original source

Your Files

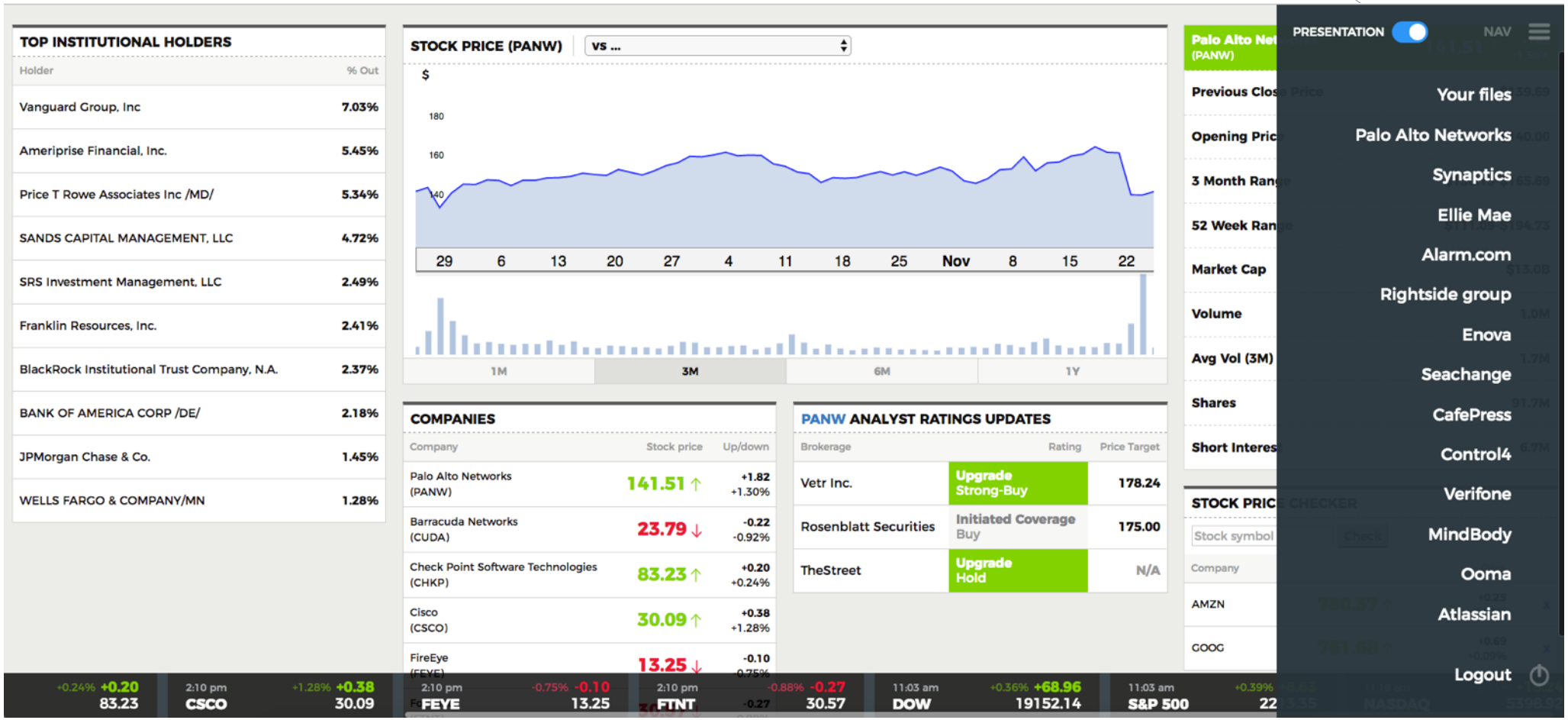
A repository for shared docs:
Ability to upload, share, and review PDFs

Action Icons
X deletes document
Green icon opens document



Company selector
Has no effect on this page

Presentation

All pages automatically rotate
and scroll in presentation mode.
Perfect for office or conference display.

Engage Presentation mode
Click the ☰ icon in the upper right corner.
This opens a side panel with the Presentation toggle. Click and you're in presentation mode.