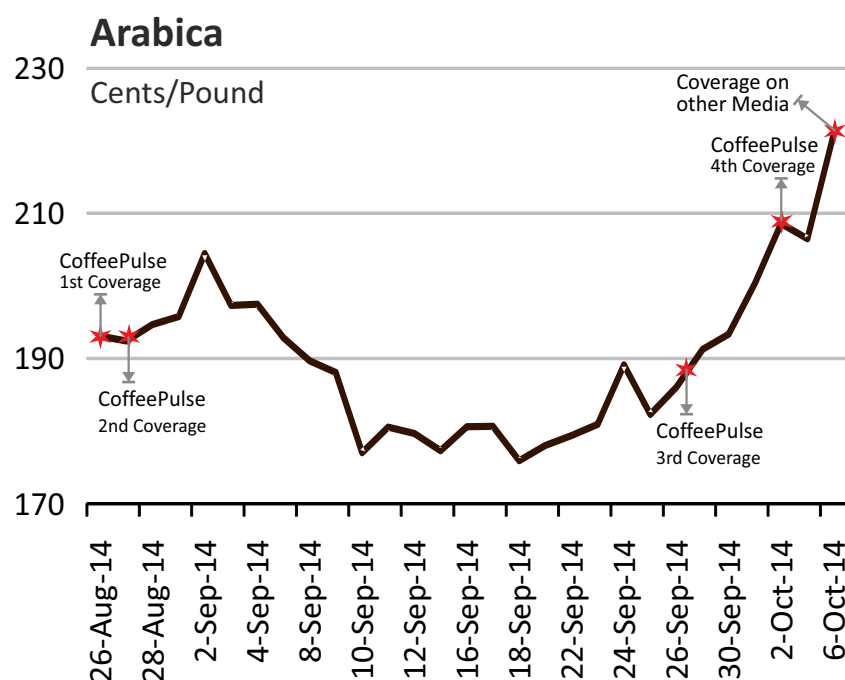


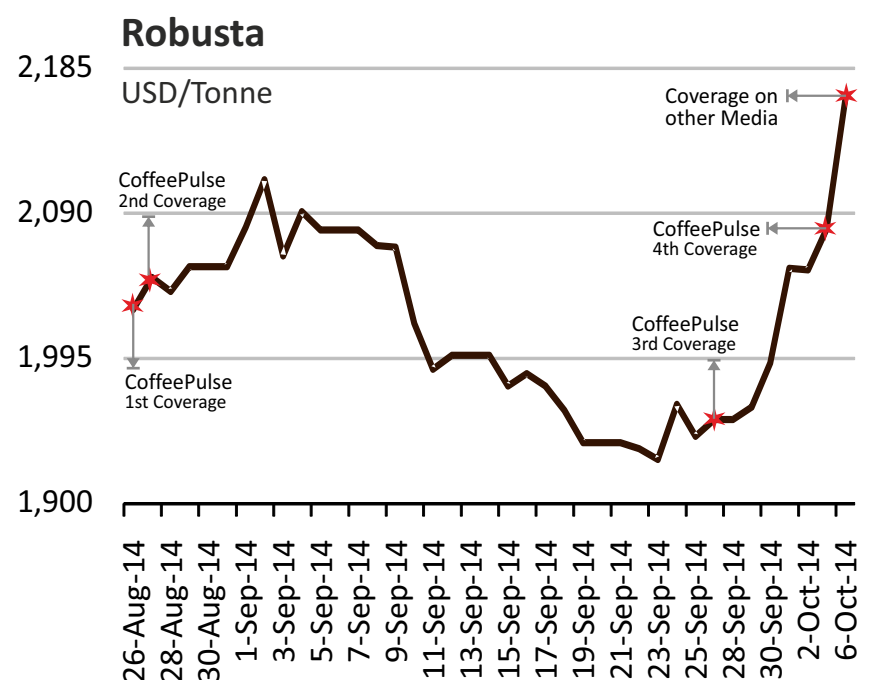
Unlike others we do not provide 'post-mortem' report on price fluctuations

Scene I

Event: Drought affecting coffee producing regions of Brazil and possible crop losses (August - October 2014)



Source: ICE US Arabica Futures



Source: LIFFE Robusta Futures

★ News Coverage in CoffeePulse

How CoffeePulse performed

This important piece of news from the largest coffee producing country in the world, had potential to effect the prices immensely.

Our technology captured **5 key updates on the issue between August 26 - October 2, 2014**. This enabled continuous monitoring of the market news and timely decision making.

A major financial newspaper published a report on **October 6, 2014**; analyzing effect of drought on Coffee Commodity prices!

Thus, CoffeePulse captures 'trigger events' at a nascent stage, continuously tracking developments before it actually becomes big enough to impact prices!



Case-in-Point

Price movements correlate to our market sentiment indicator

Scene II

News	ICE Weekly Change	LIFFE Weekly Change										
<p>After drought, heavy rains are forecasted in the next week in major coffee regions - Brazil</p> <p>Aug 19, 2015</p> <p>Sentiment: Bearish</p>	-10.8%	-5.2%	<table><tr><th>Date</th><th>ICE Price (LHS)</th><th>LIFFE Price (RHS)</th></tr><tr><td>19-Aug-15</td><td>131.15</td><td>1,669</td></tr><tr><td>25-Aug-15</td><td>117.05</td><td>1,582</td></tr></table>	Date	ICE Price (LHS)	LIFFE Price (RHS)	19-Aug-15	131.15	1,669	25-Aug-15	117.05	1,582
Date	ICE Price (LHS)	LIFFE Price (RHS)										
19-Aug-15	131.15	1,669										
25-Aug-15	117.05	1,582										
<p>Vietnam coffee growers continue to hoard crops - Vietnam</p> <p>Sep 11, 2015</p> <p>Sentiment: Bullish</p>	4.3%	1.4%	<table><tr><th>Date</th><th>ICE Price (LHS)</th><th>LIFFE Price (RHS)</th></tr><tr><td>11-Sep-15</td><td>113.35</td><td>1,543</td></tr><tr><td>17-Sep-15</td><td>118.25</td><td>1,564</td></tr></table>	Date	ICE Price (LHS)	LIFFE Price (RHS)	11-Sep-15	113.35	1,543	17-Sep-15	118.25	1,564
Date	ICE Price (LHS)	LIFFE Price (RHS)										
11-Sep-15	113.35	1,543										
17-Sep-15	118.25	1,564										
<p>High temperatures in Rio Paranaiba region concerns coffee producers - Brazil</p> <p>Sep 23, 2015</p> <p>Sentiment: Bullish</p>	4.0%	2.3%	<table><tr><th>Date</th><th>ICE Price (LHS)</th><th>LIFFE Price (RHS)</th></tr><tr><td>23-Sep-15</td><td>116.20</td><td>1,540</td></tr><tr><td>29-Sep-15</td><td>120.85</td><td>1,576</td></tr></table>	Date	ICE Price (LHS)	LIFFE Price (RHS)	23-Sep-15	116.20	1,540	29-Sep-15	120.85	1,576
Date	ICE Price (LHS)	LIFFE Price (RHS)										
23-Sep-15	116.20	1,540										
29-Sep-15	120.85	1,576										

Thus we provide a clue to which way the a trigger event might direct prices of both Arabica and Robusta futures



Case-in-Point

CoffeePulse captures news real-time before it actually impacts coffee prices

Scene III

News Item	CoffeePulse Reporting	Other Providers Reporting
Coffee harvest reaches 98% in Paraná until Sep 28 - Brazil	Sep 29, 2015 Coverage: Regional Sentiment: Bearish	No Coverage
Vietnam coffee growers continue to hoard crops - Vietnam	Sep 11, 2015 Coverage: National Sentiment: Bullish	No Coverage
Climate change hits Arabica coffee yields of Tanzania - Tanzania	Apr 26, 2015 Coverage: National Sentiment: Bullish	Leading Provider on 27 April 2015
El Niño affects 90,000 hectares of coffee production - Colombia	Sep 18, 2015 Coverage: National Sentiment: Bullish	Leading Provider on 20 Sep 2015
Instant coffee demand boosts exports in India	Aug 21, 2015 Coverage: National Sentiment: Bearish	Leading Provider on 25 Aug 2015

CoffeePulse expedites coverage; going in-depth to local sources!
Never miss a news with CoffeePulse