



# Corporate Event Research Survey Results

September 2017

# Note from the CEO

Wall Street Horizon polled the investment community with a range of questions on corporate event data. The results of the *2017 Corporate Event Research Survey* reinforce that **corporate events and tracking their movement is critical to trading**.

For 14 years, Wall Street Horizon has focused exclusively on one thing – extremely accurate corporate events data – because we know that corporate events impact volatility. For example, the results from recent independent academic studies have shown that changes in earnings date revisions can affect alpha.

I invite you to consider the important role corporate events play at your firm. Here are some highlights of the findings:

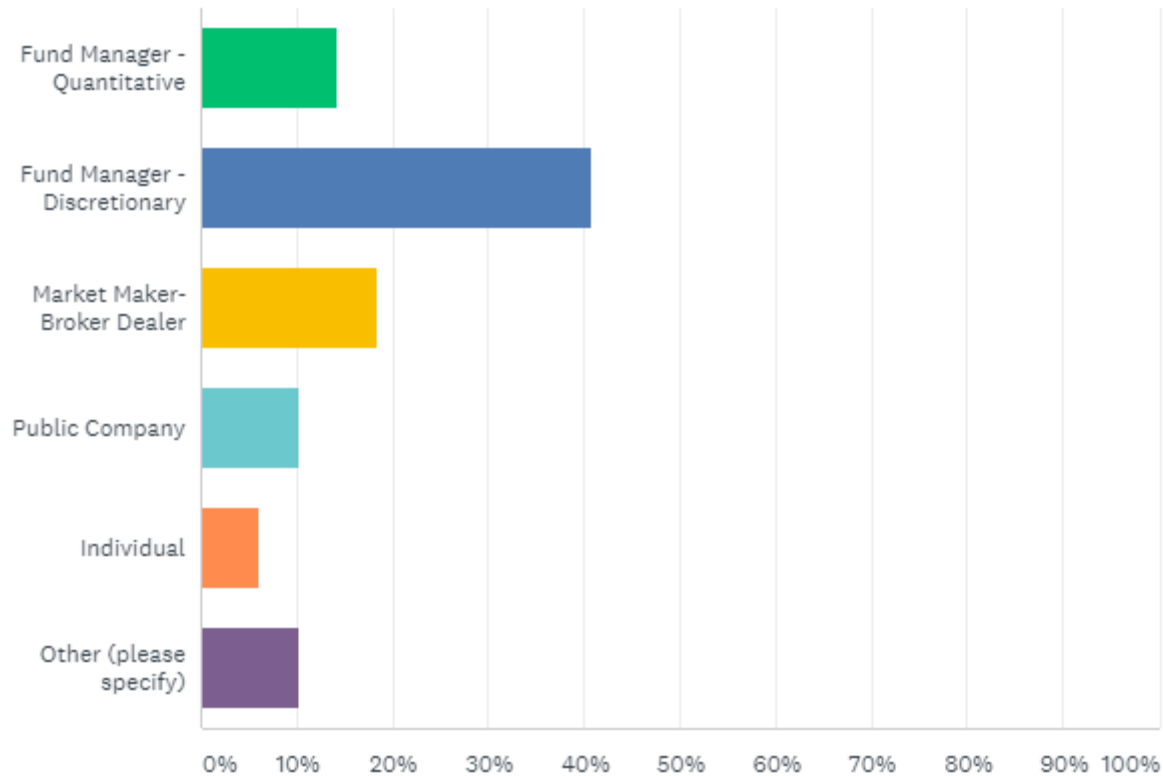
- 80% of participants need to know when a company moves a corporate event date.
- 45% of participants have missed a trading opportunity due to an incorrect event date.
- 40% of respondents lost tens of thousands of dollars *or more* from an incorrect event date!
- 40% of respondents track corporate events for competitive intelligence.

Sincerely,



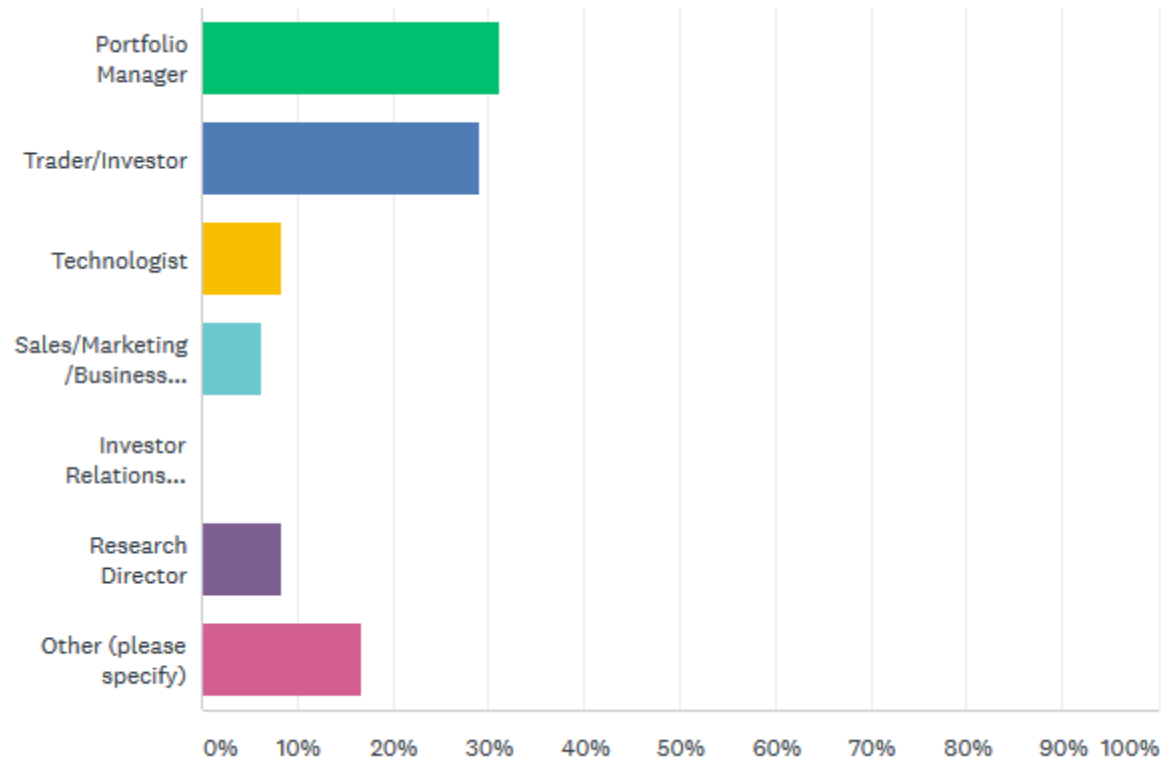
Barry L. Star, Chief Executive Officer

# Corporate Event Research Survey Participants Firms



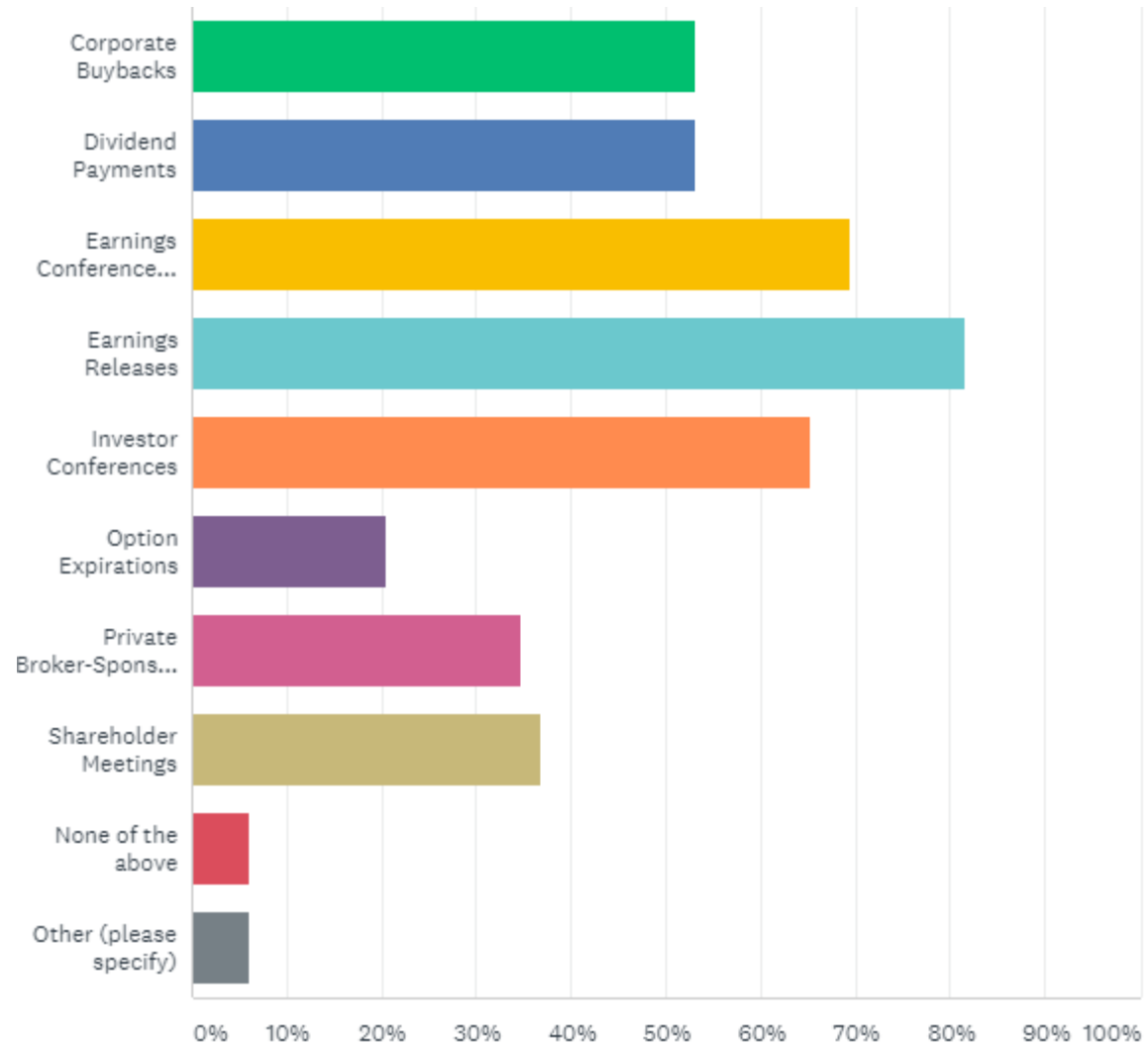
Participants were polled between August 17-23, 2017.

# Corporate Event Research Survey Participants

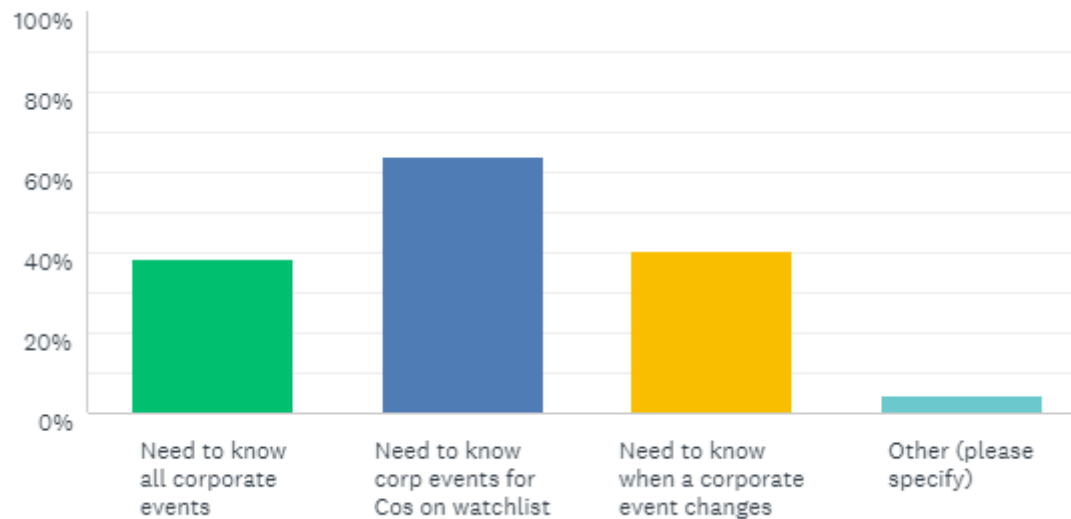


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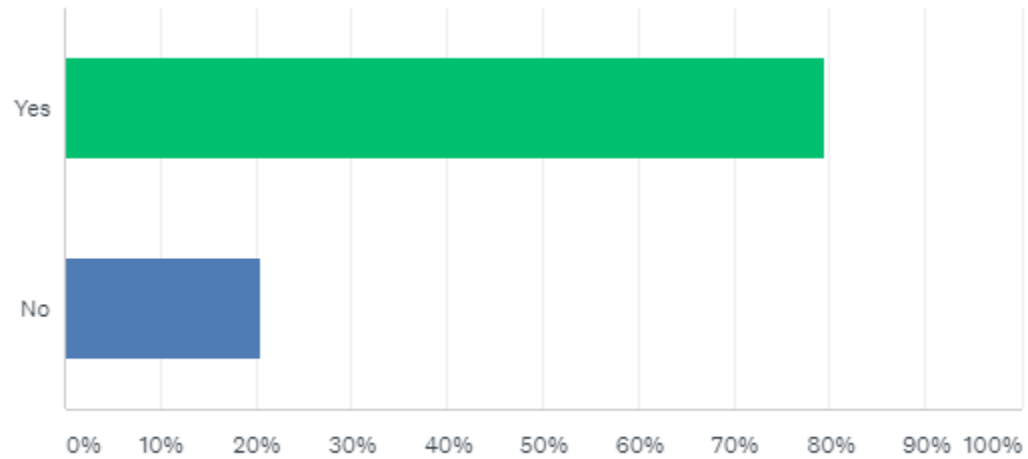
# What corporate events do you track? (check all that apply)



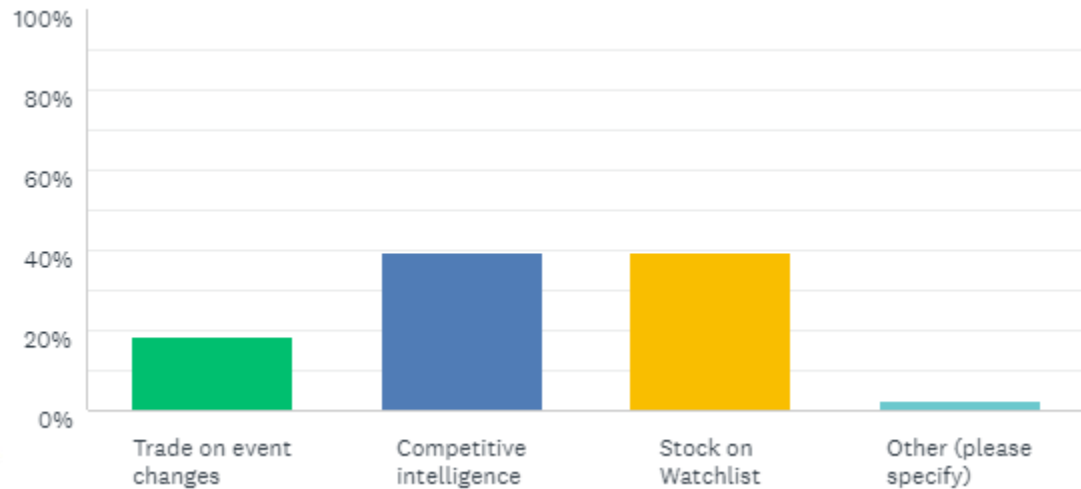
# Which statement best reflects your view on tracking corporate events?



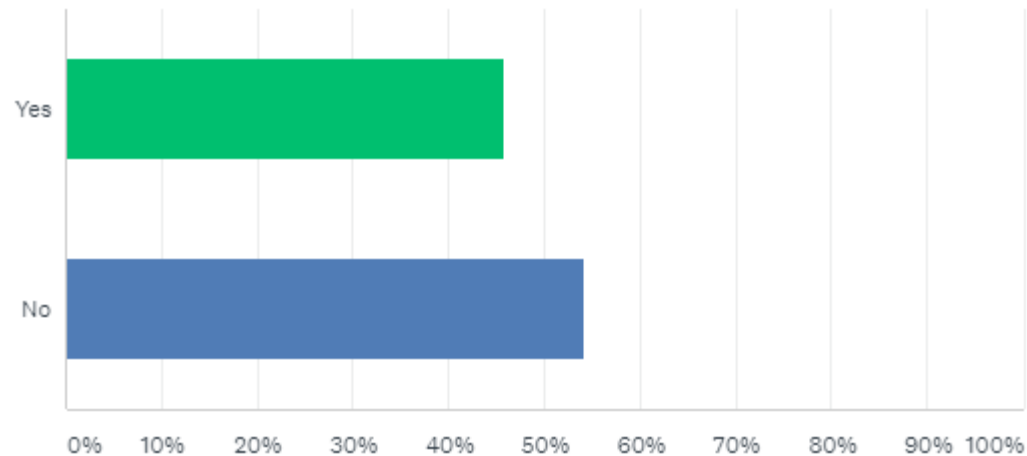
# Do you need to know when a company moves a corporate event date?



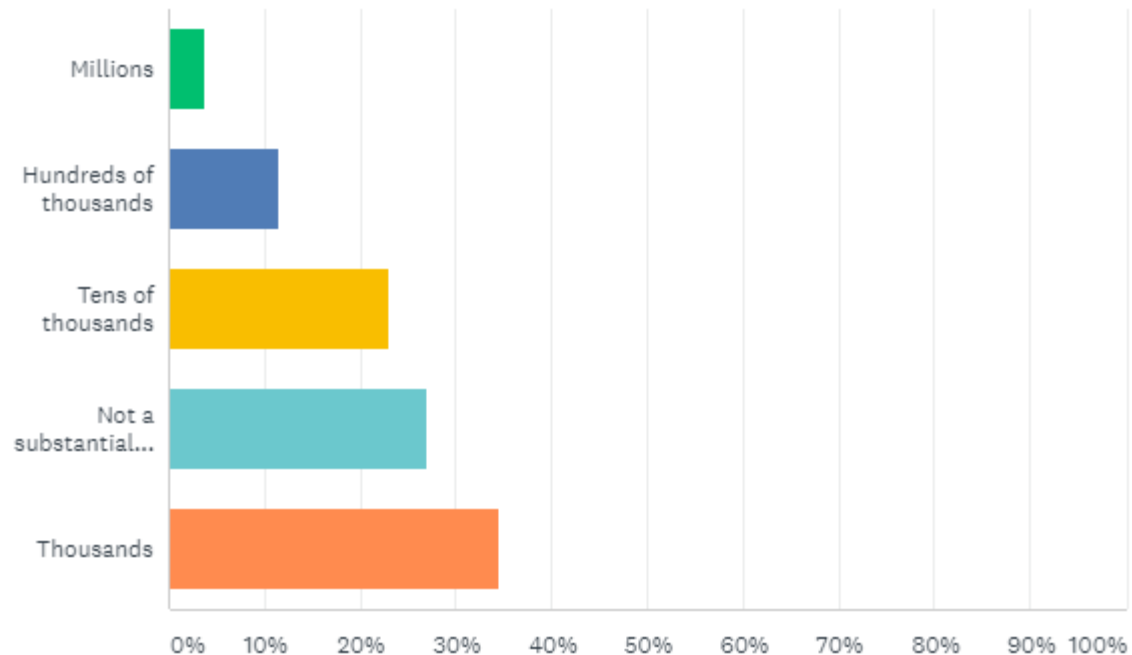
## If yes, why do you need to know?



# Have you ever lost money or missed a trading opportunity because you had an incorrect event date?

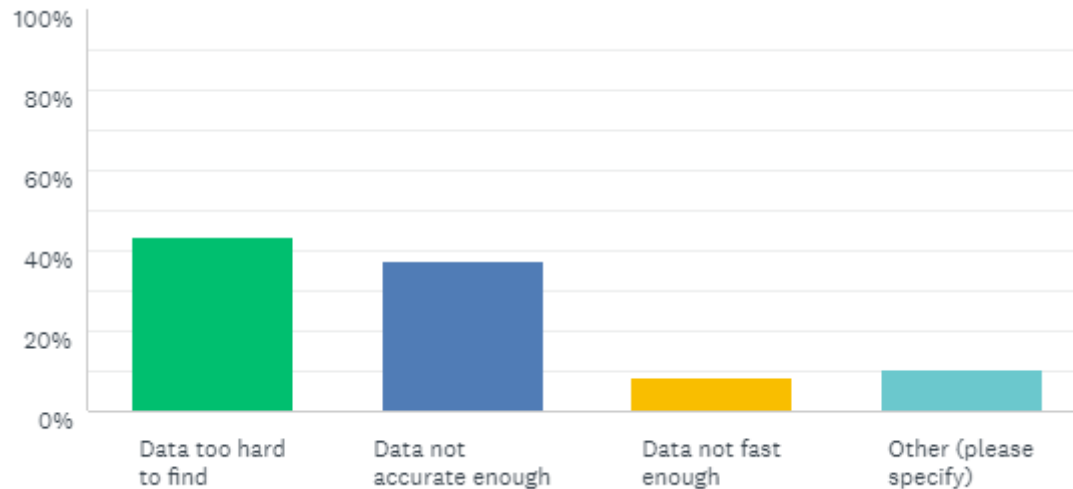


If yes, how much money did it cost your firm?

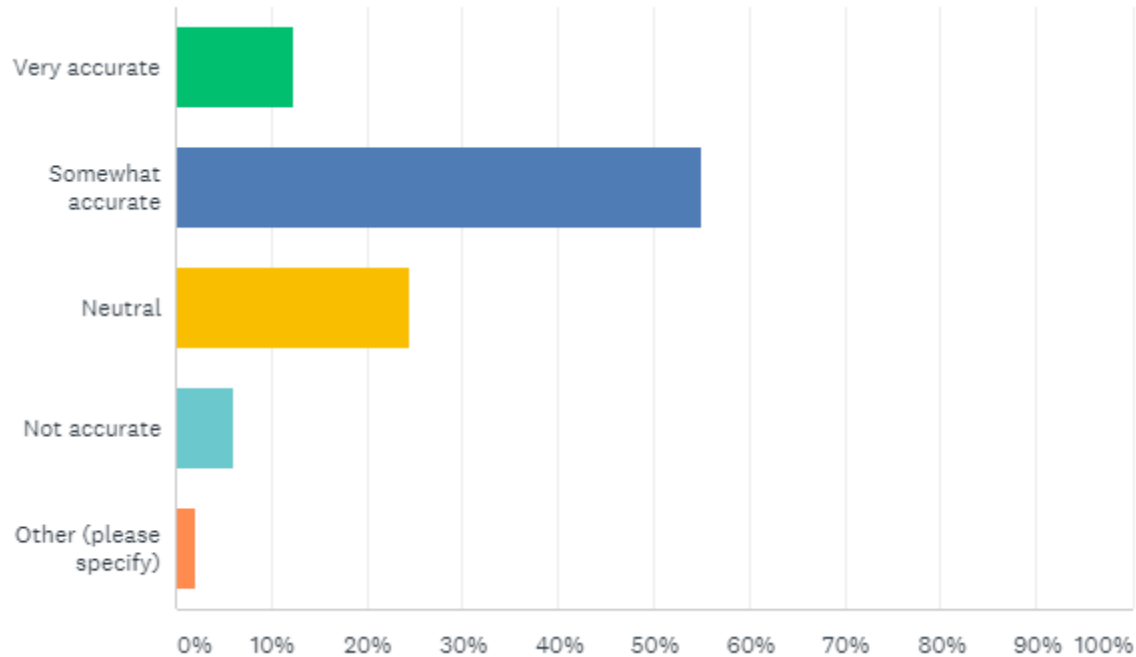




# What is your biggest challenge re: corporate event coverage in the marketplace?



# How would you rate the accuracy of the corporate event data you currently consume?



## About Wall Street Horizon

Wall Street Horizon provides traders, portfolio managers, IROs, academics and others an ever-expanding set of forward-looking and historical corporate event datasets, including earnings dates, dividend dates, options expiration dates, splits, spinoffs and a wide variety of investor-related conferences. With access available via machine-readable feeds, the Enchilada web-based application and a growing network of third-party channel partners, the company's data is widely recognized for its unmatched accuracy and timeliness.

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