



EQUITY RISK SCIENCES, INC
Technology for Investment Excellence

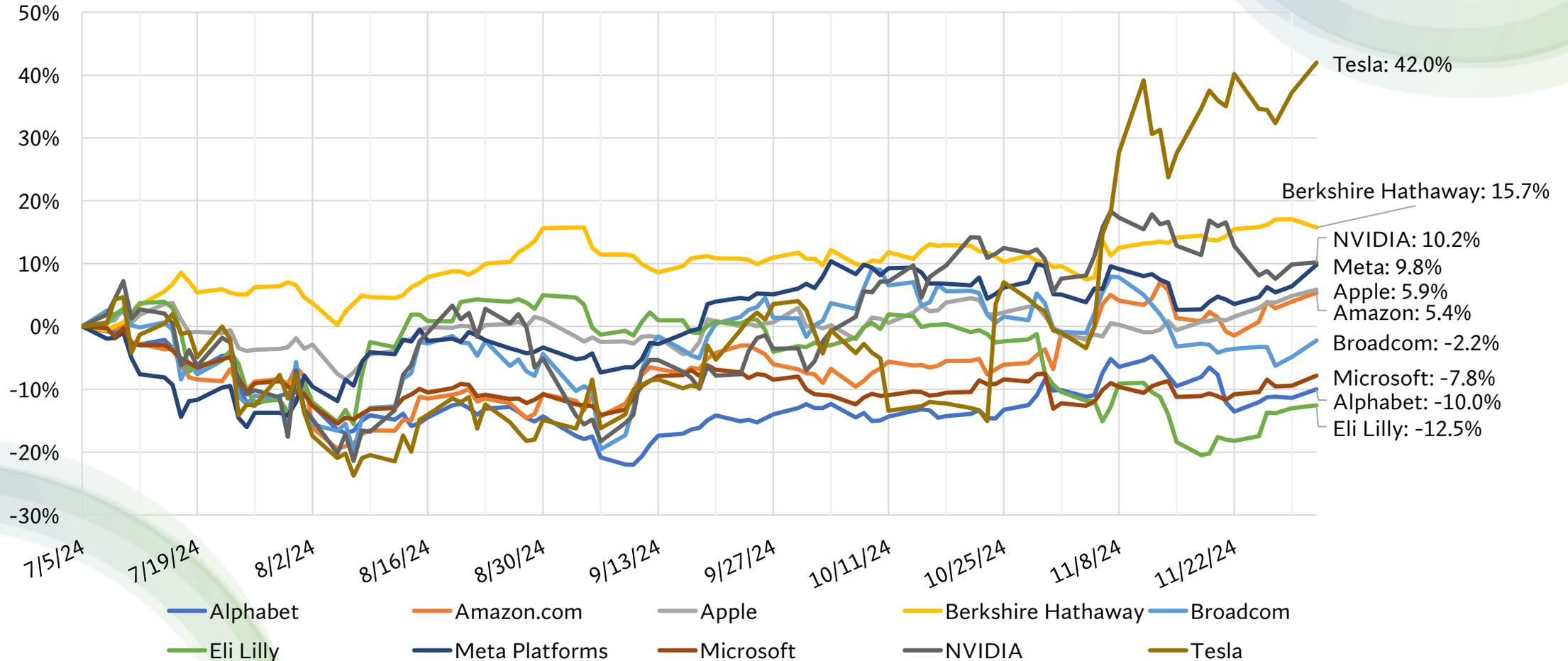
**A STUDY OF THE 10 LARGEST PUBLIC COMPANIES
FROM 7/5/2024 TO 12/2/2024
ERS's PRI™ INDICATED 9 OF THESE 10 MEGA-CAP COMPANIES
WERE VERY OVERPRICED AND VERY RISKY.**

December 3, 2024

THE BEST-PERFORMING STOCK FROM 7/5/24 TO 12/2/24 HAS BEEN TESLA. BERKSHIRE HATHAWAY IS UP 15.7%.

THE OTHER 8 OF THE 10 LARGEST US COMPANIES FELL -0.2%.

(9 OF THESE 10 COMPANIES HAD VERY UNFAVORABLE ERS RATINGS, WHILE BERKSHIRE HATHAWAY HAD A FAVORABLE ERS RATING)



7/5/2024 TO 12/2/2024 STUDY: ANALYSIS OF ERS'S RATINGS ON 10 MEGA-CAP STOCKS IN 2024

The cost (market cap) of the 10 largest companies in America on 7/5/2024 was **\$19.15 trillion**. Our data strongly indicated that the prices of most of these 10 companies would meaningfully decrease in the next 2 or more years.

Company	Price 7/5/24	Market Cap 7/5/24	PRI™ 7/5/24	FRR™ 7/5/24	Price 12/2/24	Return to 12/2/24
Alphabet	\$190.60	\$2,349	86	61	\$171.49	-10.0%
Amazon.com	\$200.00	\$2,081	71	69	\$210.71	+5.4%
Apple	\$226.34	\$3,471	100	73	\$239.59	+5.9%
Berkshire Hathaway	\$618,545	\$889	33	17	\$715,880	+15.7%
Broadcom	\$170.33	\$793	100	100	\$166.51	-2.2%
Eli Lilly	\$914.57	\$823	90	100	\$799.80	-12.5%
Meta Platforms	\$539.91	\$1,370	92	74	\$592.83	+9.8%
Microsoft	\$467.56	\$3,475	100	89	\$430.98	-7.8%
NVIDIA	\$125.83	\$3,095	98	94	\$138.63	+10.2%
Tesla	\$251.52	\$804	90	88	\$357.09	+42.0%
	Total:	\$19,149	92	84	Average:	+5.6%
S&P 500	5,567.19				6,047.15	+8.6%
NASDAQ	18,352.76				19,403.95	+5.7%

Market cap amounts in billions

ERS RATINGS AND PRICE CHANGES OF THE 9 MEGA-CAP STOCKS WITH 46 ALTERNATIVES AND 849 OTHER ALTERNATIVES

(NOTE THE VERY SIGNIFICANT ERS RATINGS DIFFERENCES BETWEEN THE BEST 100 AND THE WORST 100 COMPANIES)

From 7/5/24 to 12/2/24, the 10 largest companies **rose an average of 5.6%**.

The 9 companies with **PRI™** ratings over 70 **rose an average of 4.5%**,
while the 1 company with a **PRI™** rating under 35 **gained 15.7%**.

Companies with PRI™ Ratings Over 70

Company	Price 7/5/24	PRI™ 7/5/24	FRR™ 7/5/24	Price 12/2/24	Price Change
Alphabet	\$190.60	86	63	\$171.49	-10.0%
Amazon.com	\$200.00	71	69	\$210.71	+5.4%
Apple	\$226.34	100	75	\$239.59	+5.9%
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Average		92	84		+4.5%
S&P 500					+8.6%

Companies with PRI™ Ratings Under 35

Company	Price 7/5/24	PRI™ 7/5/24	FRR™ 7/5/24	Price 12/2/24	Price Gain
Berkshire Hathaway	\$618,545	33	17	\$715,880	+15.7%
S&P 500					+8.6%

46 Alternative Companies

On 7/5/24, ERS identified 46 very favorably rated companies, each with a market cap over \$1 billion and an FRR™ under 10.

Group	PRI™ Rating	FRR™ Rating	Price Change
46 Alternative Companies	Average: 16	Average: 7	+12.3%
S&P 500			+8.6%

849 Alternative Companies

On 7/5/24, ERS identified 849 alternative companies with positive net income and total market value equal to the total market value of the 10 mega-caps.

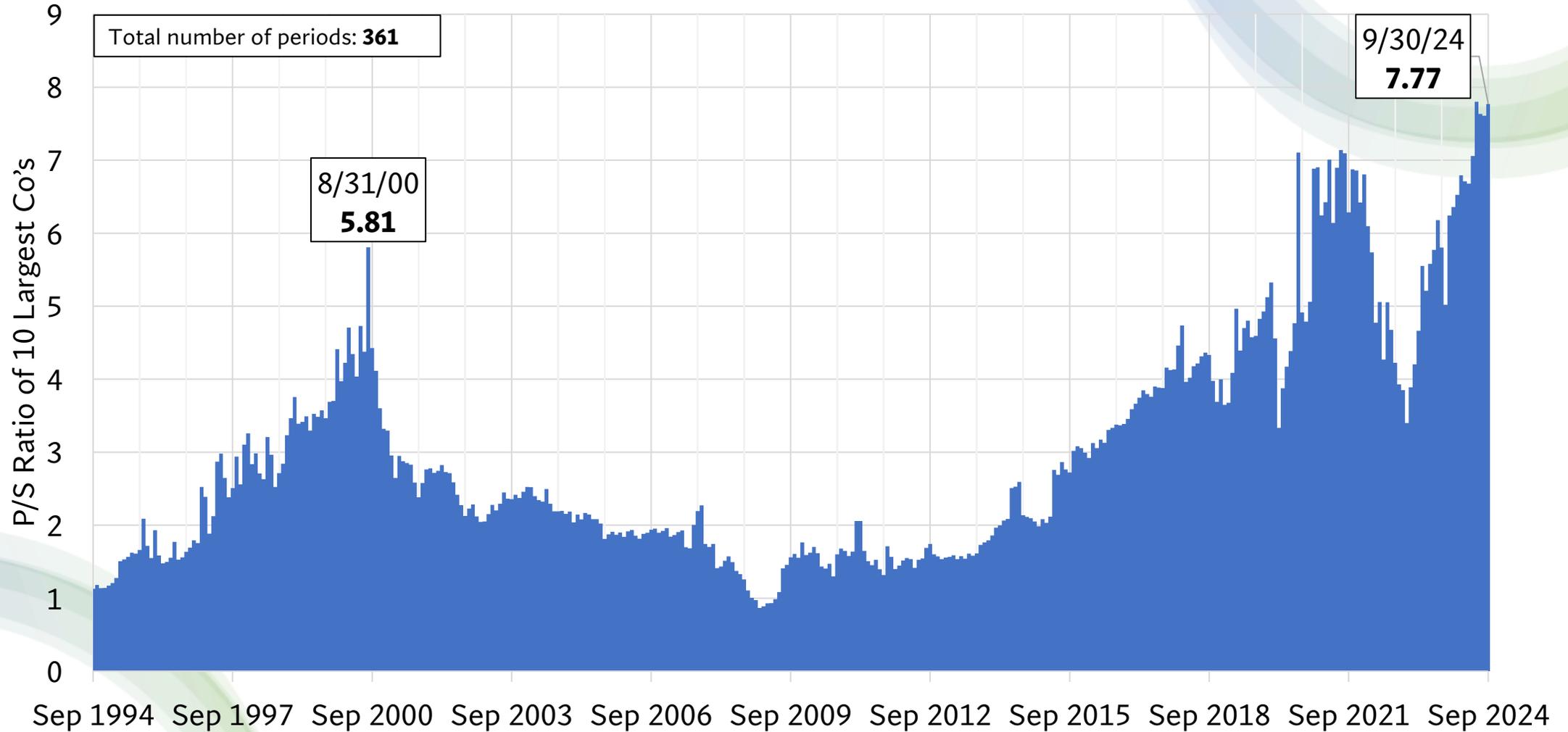
Group	PRI™ Rating	FRR™ Rating	Price Change
849 Alternative Companies	Average: 48	Average: 41	+18.9%
S&P 500			+8.6%

90 OF THE 849 ALTERNATIVE COMPANIES

THE 10 LARGEST FROM EACH SECTOR, EXCEPT BASIC MATERIALS & REAL ESTATE

						Total Market Cap	Total Revenue	Total Net Income
Communication Services	AT&T Inc	Charter Comms	Comcast	Fox	Interpublic Group	\$777 billion	\$564 billion	\$60 billion
	Match Group	Omnicom Group	Sirius XM	T-Mobile US	Verizon			
Consumer Cyclical	Airbnb	Booking Holdings	Home Depot	Lowe's Companies	Marriott Int'l	\$1,320 billion	\$478 billion	\$60 billion
	McDonald's	Nike	O'Reilly Auto	Starbucks	TJX Companies			
Consumer Defensive	Altria Group	Coca-Cola	Constellation Brands	Keurig Dr Pepper	Kimberly-Clark	\$1,424 billion	\$466 billion	\$66 billion
	Mondelez Int'l	PepsiCo	Philip Morris Int'l	Procter & Gamble	Target			
Energy	Chevron	ConocoPhillips	Energy Transfer LP	Enterprise Products	EOG Resources	\$1,351 billion	\$1,094 billion	\$103 billion
	Exxon Mobil	Marathon Petroleum	Occidental Petro.	Phillips 66	Schlumberger			
Financial Services	American Express	Bank of America	Berkshire Hathaway	BlackRock	Citigroup	\$2,845 billion	\$1,075 billion	\$215 billion
	Goldman Sachs	JPMorgan	Morgan Stanley	Progressive	Wells Fargo			
Healthcare	Cencora	Centene	Cigna Group	CVS Health	Elevance Health	\$959 billion	\$1,759 billion	\$72 billion
	HCA Healthcare	Humana	IQVIA Holdings	Johnson & Johnson	McKesson			
Industrials	Caterpillar	CSX Corp	Deere & Co	FedEx	General Dynamics	\$1,046 billion	\$506 billion	\$60 billion
	Honeywell Int'l	Illinois Tool Works	Lockheed Martin	Union Pacific	UPS			
Technology	Applied Materials	Auto. Data Process.	Cisco Systems	Cognizant Tech.	Fiserv	\$1,124 billion	\$304 billion	\$52 billion
	HP Inc	IBM Corp	Microchip Tech.	Paychex	Qualcomm			
Utilities	American Electric	Constellation Energy	Dominion Energy	Duke Energy	Exelon	\$630 billion	\$210 billion	\$31 billion
	NextEra Energy	PG&E	Public Service Enter.	Sempra	Southern Co			
					Total	\$11.5 trillion	\$6.5 trillion	\$718 billion

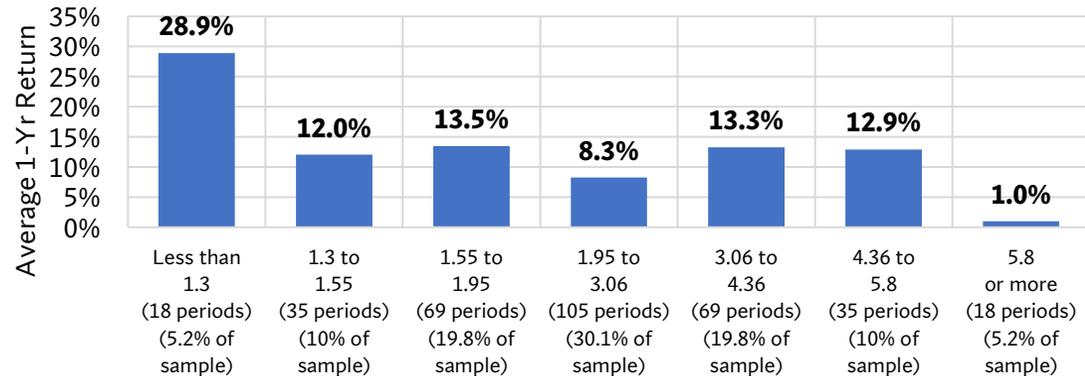
MARKET CAP TO REVENUE OF THE LARGEST 10 COMPANIES, 9/30/1994 TO 9/30/2024



Sample: 10 largest companies by market cap on each end-of-month date, excluding companies without market cap, revenue, liabilities or tangible equity data.

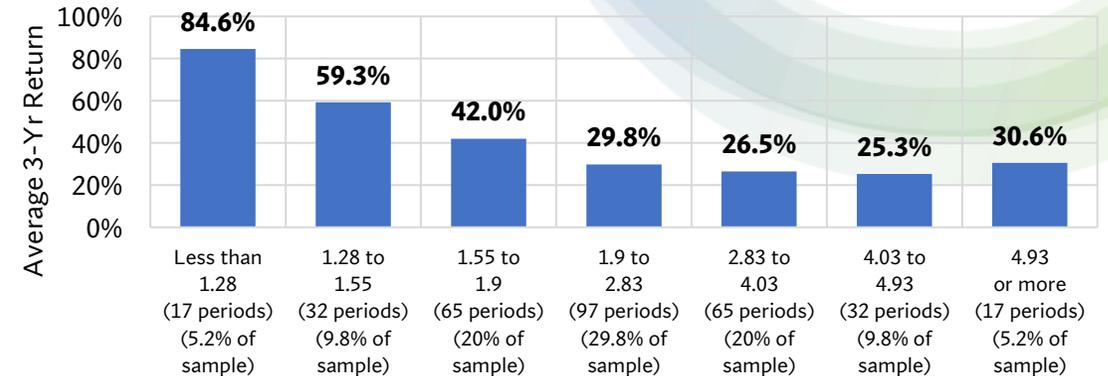
MARKET CAP TO REVENUE OF THE LARGEST 10 COMPANIES, 9/30/1994 TO 9/30/2024

Average 1-Year S&P 500 Return



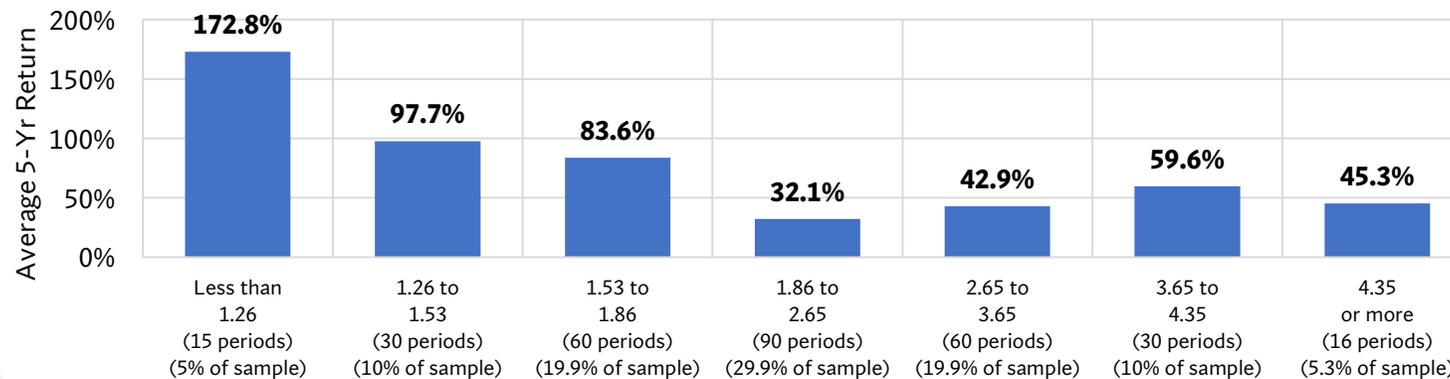
Market Cap to Revenue of 10 Largest Co's

Average 3-Year S&P 500 Return



Market Cap to Revenue of 10 Largest Co's

Average 5-Year S&P 500 Return

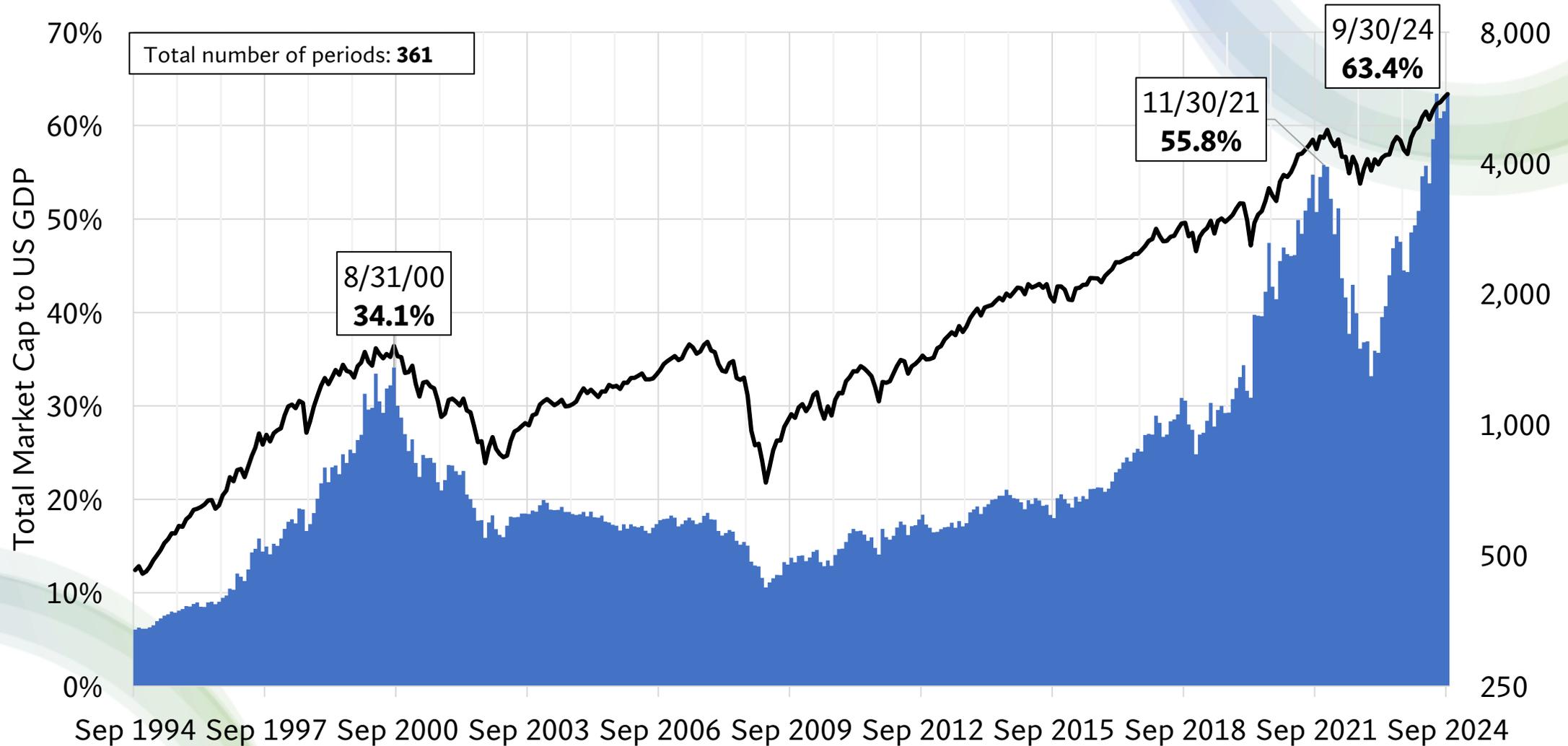


Market Cap to Revenue of 10 Largest Co's

Sample: 10 largest companies by market cap on each end-of-month date, excluding companies without market cap, revenue, liabilities or tangible equity data.

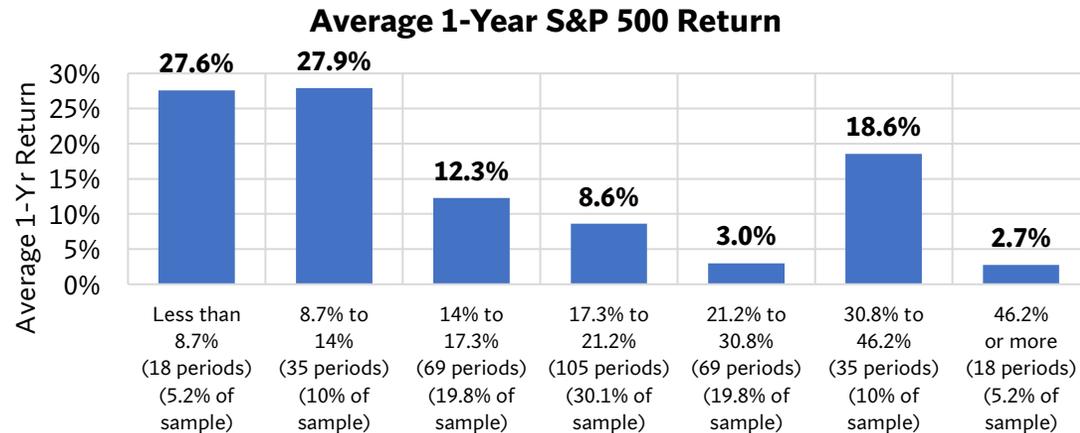
- 349 one-year periods
- 325 three-year periods
- 301 five-year periods

MARKET CAP OF THE LARGEST 10 COMPANIES TO US GDP, 9/30/1994 TO 9/30/2024

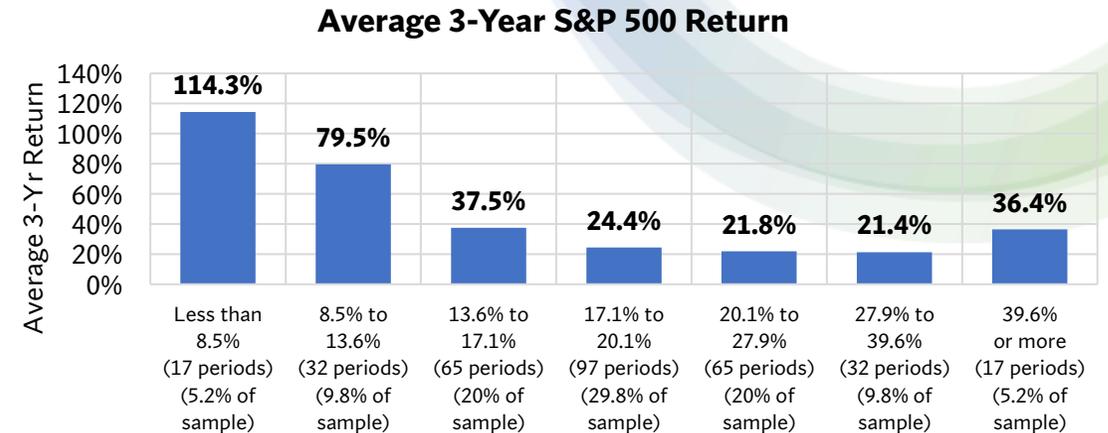


Sample: 10 largest companies by market cap on each end-of-month date, excluding companies without market cap, revenue, liabilities or tangible equity data.

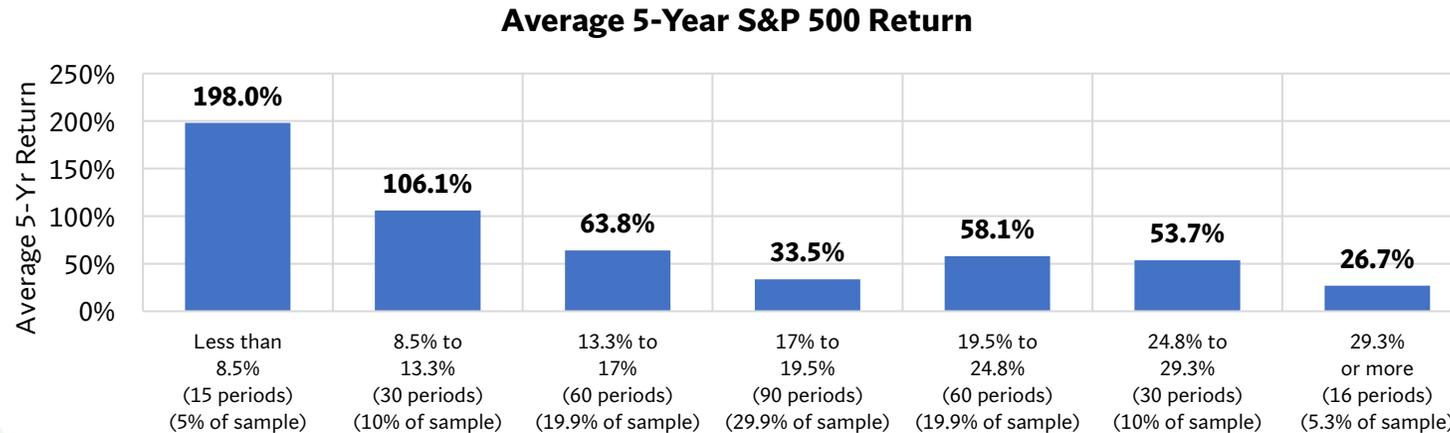
MARKET CAP OF THE LARGEST 10 COMPANIES TO US GDP, 9/30/1994 TO 9/30/2024



Market Cap of 10 Largest Co's to US GDP



Market Cap of 10 Largest Co's to US GDP



Market Cap of 10 Largest Co's to US GDP

Sample: 10 largest companies by market cap on each end-of-month date, excluding companies without market cap, revenue, liabilities or tangible equity data.

- 349 one-year periods
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- 301 five-year periods

REFERENCE

Price is the amount you pay for a stock. The actual price is the market capitalization of the company. Prices fluctuate tremendously due to the emotions of investors. These emotions determine supply and demand and thus prices in the short run.

Value is the intrinsic economic worth of a company. There are many ways to value a company. Prudent investors develop conservative and reliable estimates of the minimum value of every company they invest in before they invest in it. A company's stock price often rises and falls significantly, but its value rarely changes meaningfully in short periods. Its price moves strictly on the basis of its perceived value, not its actual value. There is a difference. Not knowing this difference will cost you your savings. Most often, the price of a stock is very significantly higher than its minimum value. Rarely does a stock's price decline and remain significantly below its minimum value. When it does, typically it is acquired at higher prices.

Risk of Loss: Before investing, prudent investors assess the potential maximum loss they may suffer as a shareholder.

Risk is the difference between the current price of a stock and the price it may fall to if:

- A. Their revenues or earnings fall even somewhat more than the market expects
- B. New unknown competitors enter the marketplace and capture greater market share
- C. The economy or the stock market takes an unexpected turn for the worse

There are dozens of additional reasons why a stock's price may fall. Many of these risks can be identified and quantified, but not all. This makes investing very risky. Long-term investing success is dependent upon avoiding stocks whose prices have a higher statistical probability of falling meaningfully than their probability of rising meaningfully. Data scientists produce objective studies to measure and rate the statistical probability and magnitude of future stock price changes. Measuring whether a stock has a greater statistical probability of rising than falling is the work of data scientists.

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