



Flash Alert

Fast, reliable, and actionable market news in a feed

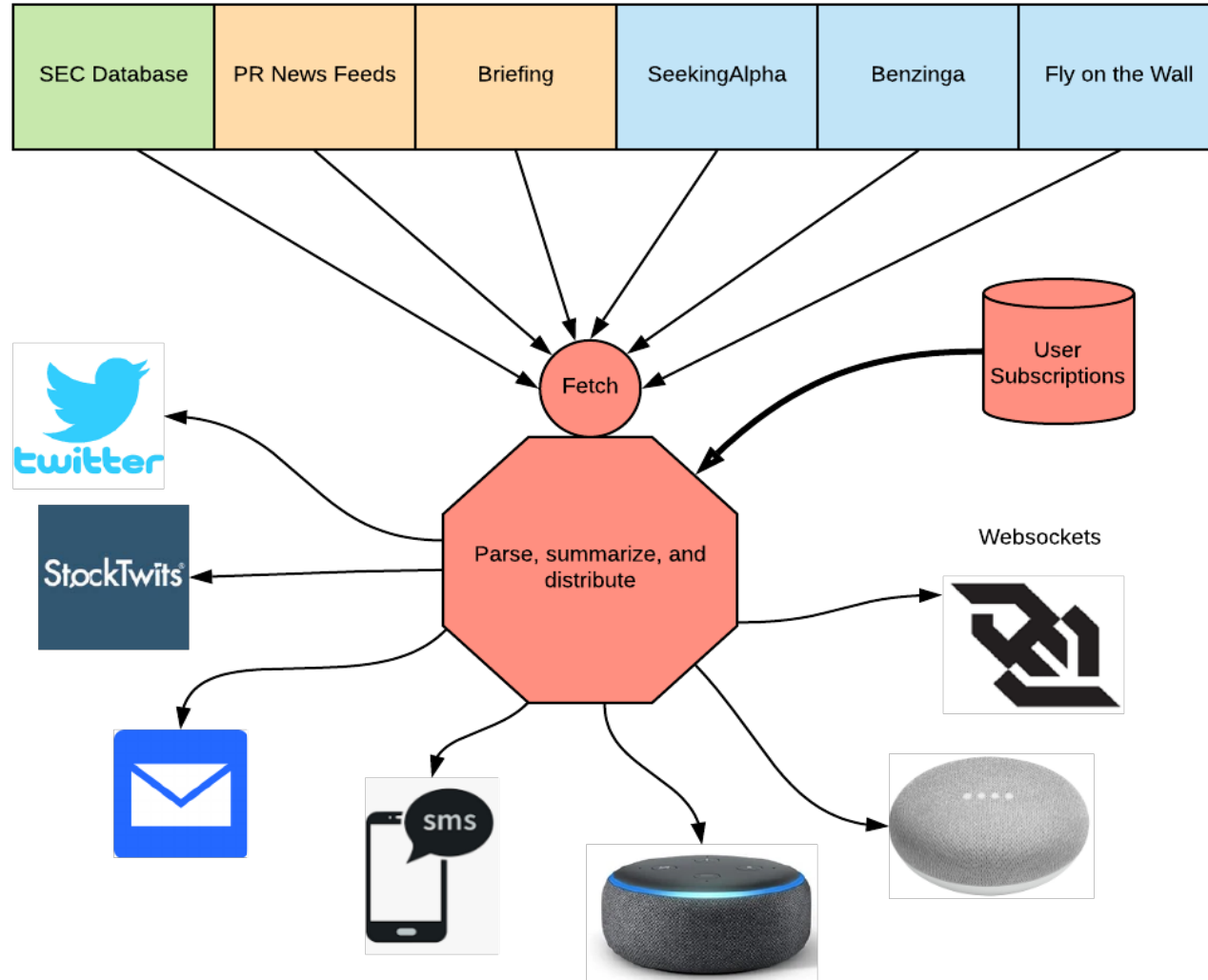
What it does:

- Sources data from SEC database every 2 seconds
- Pulls official press releases from Business Wire, PR Newswire, Globe Newswire and AccessWire every 3 seconds
- Extracts data, cleans text, and classifies news items by ticker, topic, impact, and critical keywords
- Clients get data in highly structured JSON format, ready for automatic ingestion or to be converted into readable news
- See [Flashalert.me](https://flashalert.me) for more details

By the numbers:

- Covers about 14,000 tickers: NYSE, NASDAQ, AMEX, OTC BB and Pink Sheets
- Processes about 20,000 PR releases and 2,500 SEC filings daily (only about 2,000 are relevant).
- The email service was launched in March 2019 and today distributed to about 3,000 users
- The feeds were launched in January 2020

I source Flash Alerts from these channels



Feed subscription via Websockets

SEC filings:

- S1 IPO:
 - ✓ Amount raised
 - S3 – seasoned offerings
 - ✓ Amount raised and security type
 - Form 4 – insider trading
 - ✓ Total buys and sells, average prices, and types of transactions
 - 10-K and 10-Q NT – late filings
 - ✓ Is there material impact
 - 13D and 13G – active and passive stakes
 - ✓ Was stake active or passive?
 - 13F – changes in fund holdings
 - ✓ How much a fund bought or sold?
 - 8-K
 - ✓ CEO and CFO resignations
 - ✓ Mergers and their terminations
 - ✓ Material Impairments
 - ✓ Covenant Violations
 - ✓ Auditor Resignations
 - ✓ Accounting Restatements
 - ✓ Special Dividends
- And many others...

PR filings:

- ✓ Breaking earning: hard actual numbers extracted from press releases in seconds
 - ✓ CEO and CFO resignations
 - ✓ Earnings Releases and Guidance Updates
 - ✓ FDA Approvals and Clinical Trials updates
 - ✓ Mergers and Acquisitions
 - ✓ Purchase Agreements
 - ✓ Contract Awards
 - ✓ Strategic Reviews and Partnerships
 - ✓ Special Dividends
 - ✓ Bankruptcies and Restructurings
 - ✓ Lawsuits
- And many others....

Provide Buy, Sell, or Hold signal with all news

Every item comes with buy, strong buy, hold, strong sell or sell signal which was determined through 10 years of backtesting of the actual data. Below is a sample of mapping of some of keywords of SEC form 8-K. The full mapping only available to paid subscribers who entered an NDA.

Item	Keyword	Impact	Signal	Terms
1.01	merger agreement	High	Strong Buy	agreement, merger agreement
1.01	credit agreement	Medium	Buy	agreement, credit agreement
1.01	asset purchase	Medium	Buy	agreement, asset purchase
1.01	securities purchase agreement	High	Strong Buy	securities purchase agreement
1.01	underwriting agreement	Low	Hold	underwriting agreement
1.01	consulting agreement	Low	Hold	consulting agreement
1.01	loan agreement	Low	Hold	loan agreement
1.01	employment agreement	Low	Hold	employment agreement
1.01	purchase agreement	Low	Hold	purchase agreement
1.01	other agreement	Low	Hold	agreement, other
1.02	termination merger agreement	High	Strong Sell	termination, merger agreement
1.02	termination credit agreement	Medium	Sell	termination, credit agreement
1.02	termination asset purchase	Medium	Sell	termination, asset purchase
1.02	termination securities purchase agreement	Medium	Sell	securities purchase agreement
1.02	termination underwriting agreement	Low	Hold	termination, underwriting agreement
1.02	termination consulting agreement	Low	Hold	termination, consulting agreement
1.02	termination loan agreement	Low	Hold	termination, loan agreement
1.02	termination employment agreement	Low	Hold	termination, employment agreement
1.02	termination purchase agreement	Low	Hold	termination, purchase agreement
1.02	termination other agreement	Low	Hold	termination, other
1.03	bankruptcy	High	Hold	bankruptcy, current
1.03	bankruptcy	Low	Hold	bankruptcy, previous
1.04	mine safety	High	Strong Sell	mine safety, current
2.01	asset acquisition	Medium	Buy	asset acquisition, current
2.01	asset acquisition	Low	Hold	asset acquisition, previous
2.02	earning	Medium	Hold	earnings, financials
2.03	off-balance sheet	High	Hold	off-balance sheet, current
2.04	triggering events	High	Strong Sell	triggering events, current
2.05	disposal cost	Medium	Hold	disposal cost, current
2.06	impairment	High	Strong Sell	impairment, current

S3 filing from 23 pages to JSON in seconds

<https://www.sec.gov/Archives/edgar/data/1113256/000120677420003066/meritor36517427-s3asr.htm>

Long filing comes as a structured JSON with all securities listed, amount specified, and sell recommendation.

```
"url": "https://www.sec.gov/Archives/edgar/data/1636651/000119312520292202/d947308ds3.htm",
"description": "Common Stock, Preferred Stock, Debt Securities, Warrants with total value $250,000,000",
"source": "SEC",
"summary": "Common Stock, Preferred Stock, Debt Securities, Warrants with total value $250,000,000",
"form": "S-3",
"timestamp": 1605266253.0,
"symbol": "OVID",
"date": "2020-11-13 06-17-33",
"type": "prospectus",
"impact": "high",
"signal": "strong sell",
"data": {
  "amended": false,
  "value": 250000000,
  "amount": "",
  "terms": ["capital raise", "common stock", "other security", "dilution"],
  "securities": ["common stock", "preferred stock", "debt securities", "warrants"]
}
```

Legal language in 10Q NT masks “bad news”

https://www.sec.gov/Archives/edgar/data/1421819/000168316820003891/hanjiao_nt10q.htm

Hard to see paragraph about the expected loss is extracted based on item (3) answered “yes”:

```
"url": "https://www.sec.gov/Archives/edgar/data/1421819/000168316820003891/hanjiao_nt10q.htm",
"text": "the registrant is unable to file its quarterly report on form 10-q for the period ended september 30, 2020 (the 10-q",
"form": "NT 10-Q",
"timestamp": 1605290227.0,
"symbol": "ASIN",
"date": "2020-11-13 12-57-07",
"description": "form 12b-25, notification of late filing",
"source": "SEC",
"impact": "high",
"signal": "strong sell",
"data": {
  "terms": ["financial results", "late filing", "current"],
  "change": true,
  "change_text": "for the nine months ended september 30 2020, the company generated net revenues of approximately $210,172
as compared to $59,089,885 for the same period ended september 30, 2020.
this resulted in a net loss of approximately $11,407,004 for the nine months ended september 30, 2020,
as compared to net income $7,803,350 for the nine months ended september 30, 2019"
```


Form 8-K is flagged about CEO sudden resignation

<https://www.sec.gov/Archives/edgar/data/1407583/000149315218014589/form8-k.htm>

I know from 8K structure that Item 5.02 may be about CEO resignation and look for specific keywords.

There is separate JSON message which flagged Item 1.02 about the lease default.

```
{
  "url": "https://www.sec.gov/Archives/edgar/data/1407583/0001493152-18-014589-index.html",
  "item": "Item 5.02",
  "text": "On October 9, 2018, Bruce D. Reid, Chief Executive Officer and a director of the Company tendered his resignation from b",
  "form": "8-K",
  "timestamp": 1539794784.0,
  "symbol": "LCNM",
  "date": "2018-10-17 12:46:24",
  "data": {
    "terms": ["current", "ceo", "resign"]
  }
}
```

Multi-page PR Newswire earnings release turned into structured data in seconds

<https://www.prnewswire.com/news-releases/new-oriental-announces-results-for-the-fourth-fiscal-quarter-and-the-fiscal-year-ended-may-31-2019-300889274.html>

EDU Earnings Release on July 23, 01:00:00: Q4: EPS of \$0.60, GAAP EPS of \$0.27, Revenue \$842.85M. 2019: EPS of \$2.58, GAAP EPS of \$1.50, Revenue \$3096.49M.

```
"earnings": {
  "year": 2019,
  "quarter": 4,
  "currency": "usd",
  "q_revenue": 842851000,
  "y_revenue": 3096491000,
  "q_earnings": 43248000,
  "y_earnings": 2.38065000,
  "q_eps": 0.27,
  "y_eps": 1.5,
  "q_eps_non_gaap": 0.6,
  "y_eps_non_gaap": 2.58,
  "q_earnings_non_gaap": 95075000,
  "summary": "Q4: EPS of $0.60, GAAP EPS of $0.27, Revenue $842.85M. 2019: EPS of $2.58, GAAP EPS of $1.50, Revenue $3096.49M"
}
```

PR release about an acquisition and price action

<https://www.prnewswire.com/news-releases/pembina-pipeline-corporation-acquisition-of-kml-closes-300975509.html>

Based on keywords and title and description, I know this is an acquisition. I received a message via webscoket at 14:15:21. Terms “merger agreement” and “acquisition” were automatically added. You can see price falling and volume going up right after. The impact is marked “high”.

```
{
  "url": "https://www.prnewswire.com:443/news-releases/pembina-pipeline-corporation-acquisition-of-kml-closes-300975509.html",
  "source": "PR",
  "title": "Pembina Pipeline Corporation Acquisition of KML Closes",
  "description": "has acquired all of the outstanding common equity of KML (including the 70 percent majority voting interest held",
  "date": "2019-12-16 14:15:00",
  "summary": "CALGARY, Dec. 16, 2019 /PRNewswire/ - Kinder Morgan Canada Limited (TSX: KML) today announced that the Pembina Pipeli",
  "symbol": "PBA",
  "published": "December 16, 14:15:00",
  "type": "pr",
  "impact": "high",
  "data": {
    "text": "CALGARY, Dec. 16, 2019 /PRNewswire/ - Kinder Morgan Canada Limited (TSX: KML) today announced that the Pembina Pipeli",
    "timestamp": 1576523700.0,
    "terms": ["merger agreement", "acquisition"]
  }
}
```

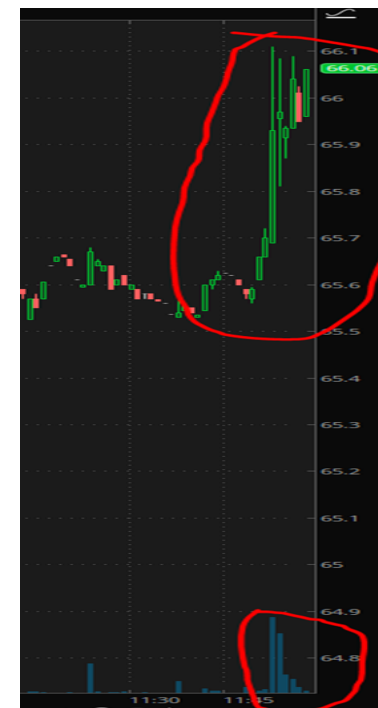


PR release about a large special dividend

<http://www.globenewswire.com/news-release/2019/12/18/1962371/0/en/Vornado-Declares-a-Special-Dividend-of-1-95-Per-Share.html>

Vornado announces large special dividend at 11:52 AM. The stock price and volume immediately go up. The impact is marked “high” and it’s quite impactful:

```
{
  "url": "http://www.globenewswire.com/news-release/2019/12/18/1962371/0/en/Vornado-Declares-a-Special-Dividend-of-1-95-Per-Share",
  "source": "PR",
  "title": "Vornado Declares a Special Dividend of $1.95 Per Share NYSE:VNO",
  "description": "today announced that its Board of Trustees has declared a special dividend of $1.95 per share payable on January",
  "date": "2019-12-18 11:52:23",
  "summary": "NEW YORK, Dec. 18, 2019 (GLOBE NEWSWIRE) -- VORNADO REALTY TRUST (NYSE: VNO) today announced that its Board of Tr",
  "symbol": "VNO",
  "published": "December 18, 11:52:00",
  "type": "glob",
  "timestamp_before_parse": 1576687973.71643,
  "timestamp_parsed": 1576687973.716559,
  "impact": "high",
  "data": {
    "text": "NEW YORK, Dec.18, 2019(GLOBE NEWSWIRE) -- VORNADO REALTY TRUST (NYSE: VNO) today announced that its Board of Trust",
    "timestamp": 1576687943.0,
    "terms": ["special dividend"]
  }
}
```



How many relevant messages per day?

In 2019, for NYSE, AMEX and NASDAQ listed stocks:

		Per Business Day	Per Year
Press Releases	PR Newswire Glob Newswire Business Wire	470	117,500
Insider Transactions	Forms 3, 4 and 5	620	155,000
8K Filings	Multiple items	210	52,500
Late Filings	10Q, 10K, 20F	2	500
Capital Raises	S1, S3, F1, F3	12	2,800
Fund investments	13D, 13G, 13F	40	7,500
Other	Others	700	175,000
Total:		2,100	525,000

To subscribe

- For a paid subscription with a minimal, subscribe on https://flashalert.me/streaming_news
- For Websockets, you will need to run some client software. While you don't need to be an experienced developer, basic understanding of JSON format and how to handle and parse streaming is expected