"What’s My Exposure to That?"
When a news story breaks, the first thing investors want to know is the potential impact on their holdings. This process often requires multiple steps:

1. The investor must determine how to prioritize a huge volume of news stories
2. He or she must identify a trusted source for a given story
3. He/she must read the story to determine its content, relevance and priority
4. The investor must cross-reference this story with his/her holdings to find connections to their portfolios, keeping in mind that many impactful connections are indirect in nature; meaning, more often than not, it’s not only the holding mentioned in an article that is impacted by the news.

The sheer volume and velocity of news makes it impossible for investment managers to follow this process across all news as it occurs globally.

Powered by the truView® risk platform, Verus does that for you using a combination of machine learning algorithms, natural language processing, and human expertise. The results are curated newsfeeds and portfolio connections ranked by our proprietary metric the “V Score”, providing users with confidence they are seeing the news that is most connected to their portfolios at any given time.

Every portfolio manager wants to gain more insights into market events to further inform their holdings. Identifying, processing and addressing market events and news that matter most to you can be time-consuming and complicated. Our new mobile application, State Street Verus, was developed by State Street Global Exchange to simplify the influx of news articles by highlighting and prioritizing the connections between market events and your portfolio.
Unlike other well-known news providers, we browse the news for you to limit information and most importantly, counteract information overload.

Verus provides a continuously updated newsfeed on a mobile device, customized to your portfolio holdings. Our focused approach ensures you see the connections that are the most relevant and impactful to your portfolios, and you also see them ranked in an order that makes sense.

**The Verus Score: Ranking the Connections that Inform Smart Decisions**

News stories are ranked by a proprietary metric known as the Verus Score, or V Score, which leverages multiple machine learning and deep learning algorithms and is driven by three core components:

1. **Article Content**: How impactful is the content of the article? How relevant is this content to your holdings?
2. **Risk**: What is your allocation to these holdings, and has there been a meaningful change in certain portfolio and security specific analytics such as VaR, volatility, and liquidity? How correlated are the relevant holdings to each other?
3. **Network Inter-Connectedness**: How connected are the relevant securities across their value chains? Do they share industries or collaborate in joint ventures? How many suppliers do they share?

Based on a scale of 1-10, the V Score helps users understand not only which stories they should prioritize, but also the order in which they should be prioritized.
News When You Need It — Wherever You Are
Planned customization updates will let you personalize features such as article limits, portfolio and asset metrics, the V Score, notification settings and more. Additionally, we plan to expand our asset class coverage to include fixed income, commodities, FX and derivatives.

Our algorithm models are continuously being trained through a combination of machine learning and human input to ensure we give you the best experience possible. Users will also be able to personalize their newsfeed content by providing feedback via a thumbs up/thumbs down methodology, helping our algorithms become smarter over time. The more you use the app and provide your feedback, the smarter it gets.

Our plan is to continuously improve and expand this platform in order to help support improved decision making by our clients.