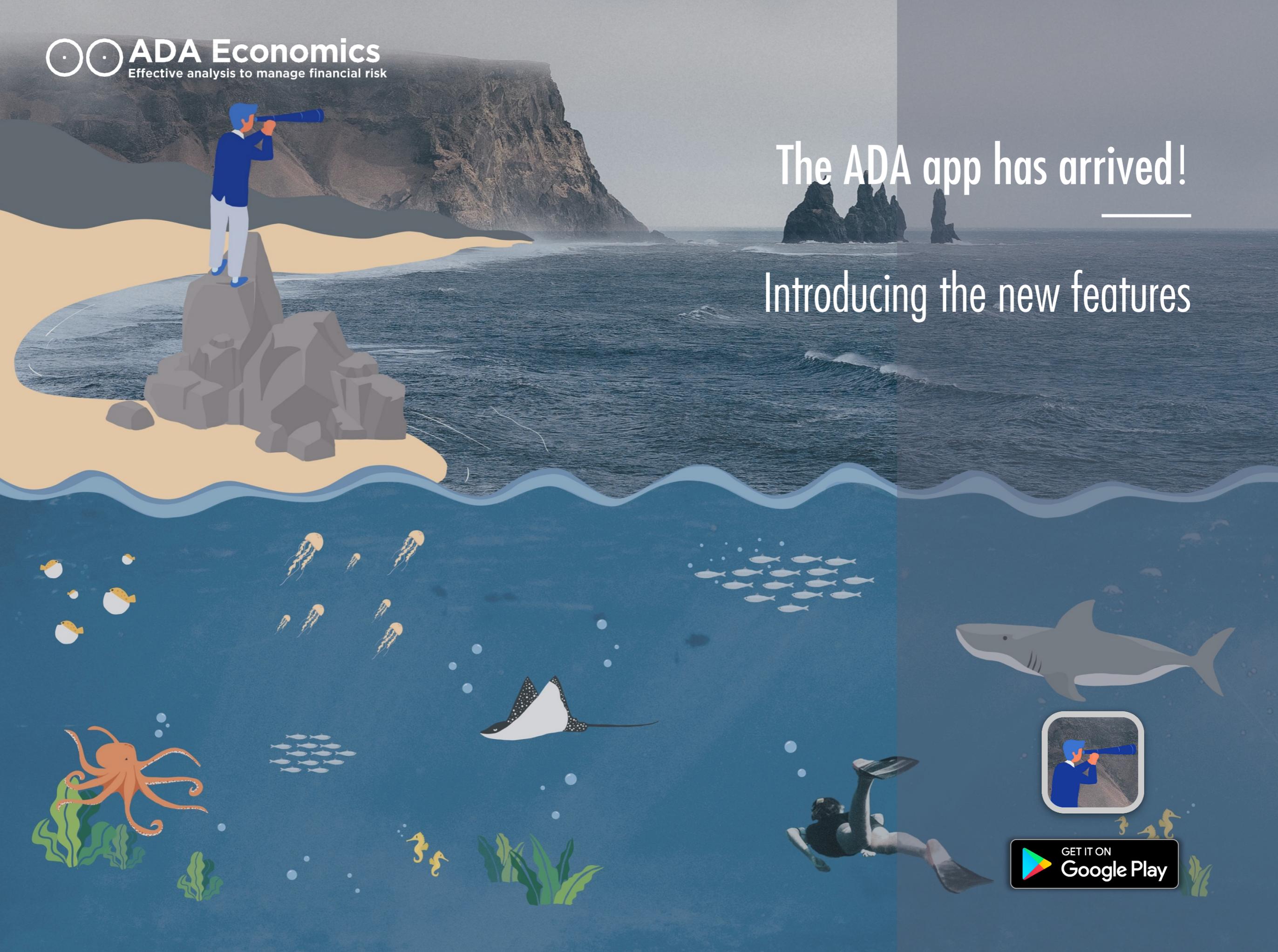


The ADA app has arrived!

Introducing the new features



-
- I. [About ADA Economics](#)
 - II. [Introducing the ADA app](#)
 - III. [Free Premium Membership](#)
 - IV. [We value your privacy](#)
 - V. [Participate!](#)
 - VI. [GDPR Consent Form](#)
-

About ADA Economics: what we do, how we do it and, most importantly, why?

Our research is nothing like any other providers

Analyse. Debate. Act. is an independent company established in 2015, providing a holistic approach to macroeconomic analysis and forecasting for 20 European countries, in addition to the US and China.

Our approach includes four aspects:

- Legal and institutional developments
- Statistical modelling
- Historical perspective
- Emotional intelligence and voters' perspectives on policy makers

This allows us to **differentiate business cycle from trend shifts**, as well as to **pinpoint lags in implementation**, which we see as critical features of economic research, which are needed to make it an **effective tool for optimising investment decisions** and **managing balance sheet risks across different timeframes**.

Why?

Let's be honest: economies are particularly deceptive things.

There is sometimes a **wide gap between the personal perception of a trend and its corresponding statistical measure**. Also, the competitive landscape is changing rapidly these days, the demand for products fluctuates,

and there are many new government policy shifts, which all make it very difficult to keep up with what is going on and see where we are going.

We live in an age of information overload.

We are bombarded by commentators and news outlets, informing us about economic releases, financial market changes and governmental decisions.

However, **there is a scarcity of avenues for translating these developments into usable guidance on what it means for you:** for your investment decisions, for your business, for your life.

We aim to address this gap.

We leverage our experience, our data and our modelling capabilities to translate economic and financial news into a concise message, which pins down the consequences for the economic outlook, currencies and other financial variables.

What makes us different?

First, **we are an independent legal entity** and **we only produce analysis and forecasts.** We do not have any internal conflicts of interest, nor do we face reputational risks on bold calls.

We say it how we see it, even when it looks extreme. We hold regular discussions across society to better understand all views, no matter how controversial they may seem.

Secondly, **we put an emphasis on signalling “when” something will be relevant.** By letting you know when something is materially important, you can direct your energies to where it makes the most sense for you.

As once said by a Navy Seal: *“under pressure, you don’t rise to the occasion, you sink to the level of your training”*. In a similar spirit – **we aim to help you prepare for when financial and political crises emerge.**

Introducing the ADA app: independent economic research at your fingertips

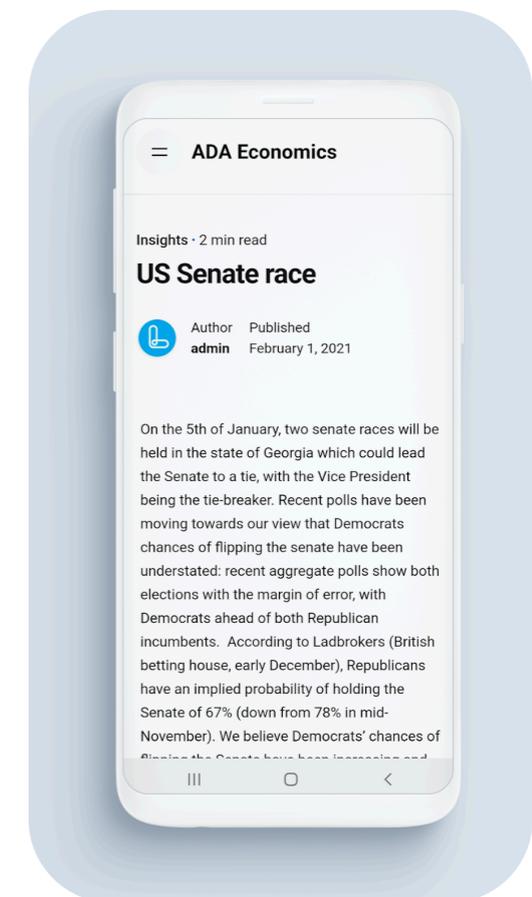
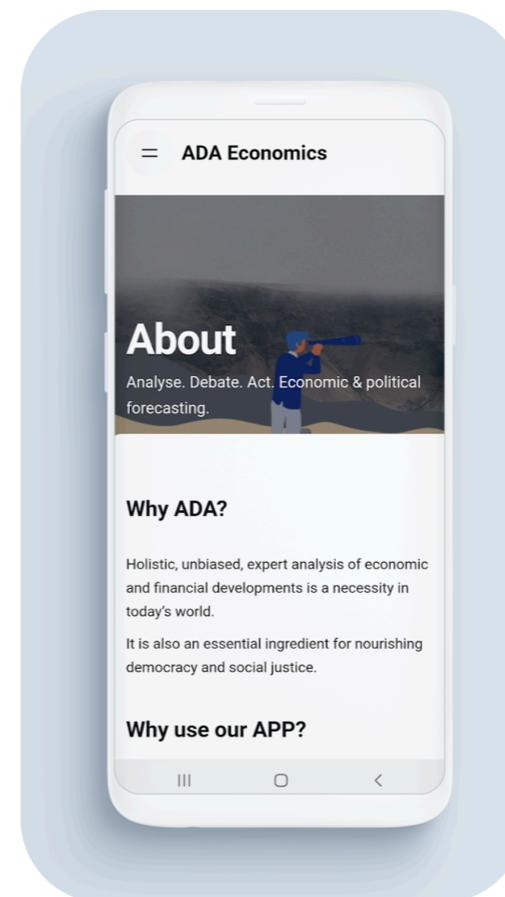
Download the mobile app today and gain access to our daily updates!

Recently, we launched our own app: **a free mobile-friendly platform to share our analysis and facilitate interaction with our team.**

This app is designed **for clients and panellists to use, to inform and increase dialogue** on financial, economic and political developments affecting Europe, its citizens and its financial markets.

Here, we publish **daily comments and charts** on European economics and politics, which are **accessible to Premium Members only** and which are **renewed every 24 hours. Once logged in, we encourage you to ask us questions using the app.**

Register on the app to gain access to our updates, share them with your colleagues, or download and add them to your presentations.



Free Premium Membership: how does it work?

Would you like to have access to our daily comments, free of charge? Become a panellist for ADA!

To gain access to the Premium content on our app, you need to be an ADA client or panellist.

How can you become a panellist?

To become a **panellist**, we ask you to engage with us regularly in exchange for full Premium Membership, free of charge. We will ask you to collaborate with us, and **share your feedback on general economic and policy topics** only two-to-three times per year.

First, **register through the app** to join our panel; we will then ask you to **complete a short survey** to provide us with some of your personal details, in order to build up your profile and categorise it statistically.

Do not worry, **we value your privacy**, and we will take all the steps needed to ensure that your personal data is safe with us! You can find more details on this on the next few pages.

Once you are part of the ADA panel, you will gain access to our daily updates, and you will be able to **send us feedback and comments on our research and services through the app** any time you like.

Feel free to share our insights and charts with your colleagues, or download them and add them to your presentations. **We would love to see our community grow, and be able to make economic research truly accessible for everyone!**

We value your privacy: how we manage and use your personal data – FAQs

All the steps that we take to ensure that your data is safe with us

Why do you need my personal data?

When you join our panel, we need to **categorise your profile at a statistical level**. This is why we ask you to share some of your personal data with us, such as your age, sector, positioning in income distribution, country of residence, etc. Once you enter the panel and your profile is categorised statistically, **we will not ask you to share any other sensitive information**.

How do you protect my data privacy?

After your profile has been built and categorised statistically, **we will assign you a personal reference number**, which will be linked to your profile going forward.

We will not attach your answers to your name; instead, we will link them to your reference number, in order to keep them anonymous.

How can I trust that you will not share my data with third parties?

All the feedback and comments that we receive are aggregated together and are linked only to your personal reference number. In this way, we ensure that they stay anonymous, while allowing us to analyse and present our findings in our reports, without sharing any sensitive personal data.

We do not and never will share the personal data of our participants with any third parties.

Participate!

Would you like to become a panellist for ADA?

[Click here to complete the Registration Survey](#)

We are looking forward to collaborating with you!

Thank you
The ADA Team

DISCLAIMER

I/ Copyright 2021 ADA. All rights reserved.

This report may provide information, commentary and discussion of issues relating to the state of the economy and the capital markets. All opinions, projections and estimates constitute the judgment of the author as of the date of the report and are subject to change without notice. ADA is under no obligation to update this report and readers should therefore assume that ADA will not update any fact, circumstance or opinion contained in this report.

The content of this report is provided for discussion purposes only. Any forward looking statements or forecasts included in the content are based on assumptions derived from historical results and trends. Actual results may vary from any such statements or forecasts. No reliance should be placed on any such statements or forecasts when making any investment decision, and no investment decisions should be made based on the content of this report.

This report is not intended to provide personal investment advice and it does not take into account the specific investment objectives, financial situation and particular needs of any specific person. Under no circumstances does any information represent a recommendation to buy or sell securities or any other asset, or otherwise constitute investment advice. Investors should seek financial advice regarding the appropriateness of investing in specific securities or financial instruments and implementing investment strategies discussed or recommended in this report.

This report should not be regarded by recipients as a substitute for the exercise of their own judgment and readers are encouraged to seek independent, third-party research on any companies discussed or impacted by this report. In accordance with rules established by the U.K. Financial Services Authority, macroeconomic analysis is NOT considered investment research.

Materials prepared by ADA research personnel are based on public information. Facts and views presented in this material have not been reviewed by, and may not reflect information known to, professionals in other business areas of ADA.

To the extent this report discusses any legal proceeding or issues, it has not been prepared as nor is it intended to express any legal conclusion, opinion or advice. Investors should consult their own legal advisers as to issues of law relating to the subject matter of this report. ADA research personnel's knowledge of legal proceedings in which any ADA entity and/or its directors, officers and employees may be plaintiffs, defendants, co-defendants or co-plaintiffs with or involving companies mentioned in this report is based on public information. Facts and views presented in this material that relate to any such proceedings have not been reviewed by, discussed with, and may not reflect information known to, professionals in other business areas of ADA in connection with the legal proceedings or matters relevant to such proceedings.

The information herein (other than disclosure information relating to ADA and its affiliates) was obtained from various sources and while all effort has been made to provide accurate information, ADA does not guarantee its accuracy. This report may contain links to third-party websites. ADA is not responsible for the content of any third-party website or any linked content contained in a third-party website. Content contained on such third-party websites is not part of this report and is not incorporated by reference into this report. The inclusion of a link in this report does not imply any endorsement by or any affiliation with ADA.

Any unauthorised use or disclosure is prohibited. 08/03/2021

THE ADA TEAM



Raffaella Tenconi

Founder & Managing Director

raffaella@adaeconomics.com



Alessio Chiesa

Economist
Exchange Rates & Bond Yields Specialist

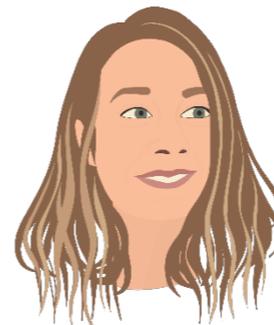
alessio.chiesa@adaeconomics.com



Adnan Asif

Economist
Monetary Policy Specialist

adnan.asif@adaeconomics.com



Viola Pititto

Executive Assistant

viola.pititto@adaeconomics.com



79 Alvington Crescent

London, E8 2NN

UK

ADA Research@adaeconomics.com

Tel: +44 (0) 759 4704 277

www.adaeconomics.com