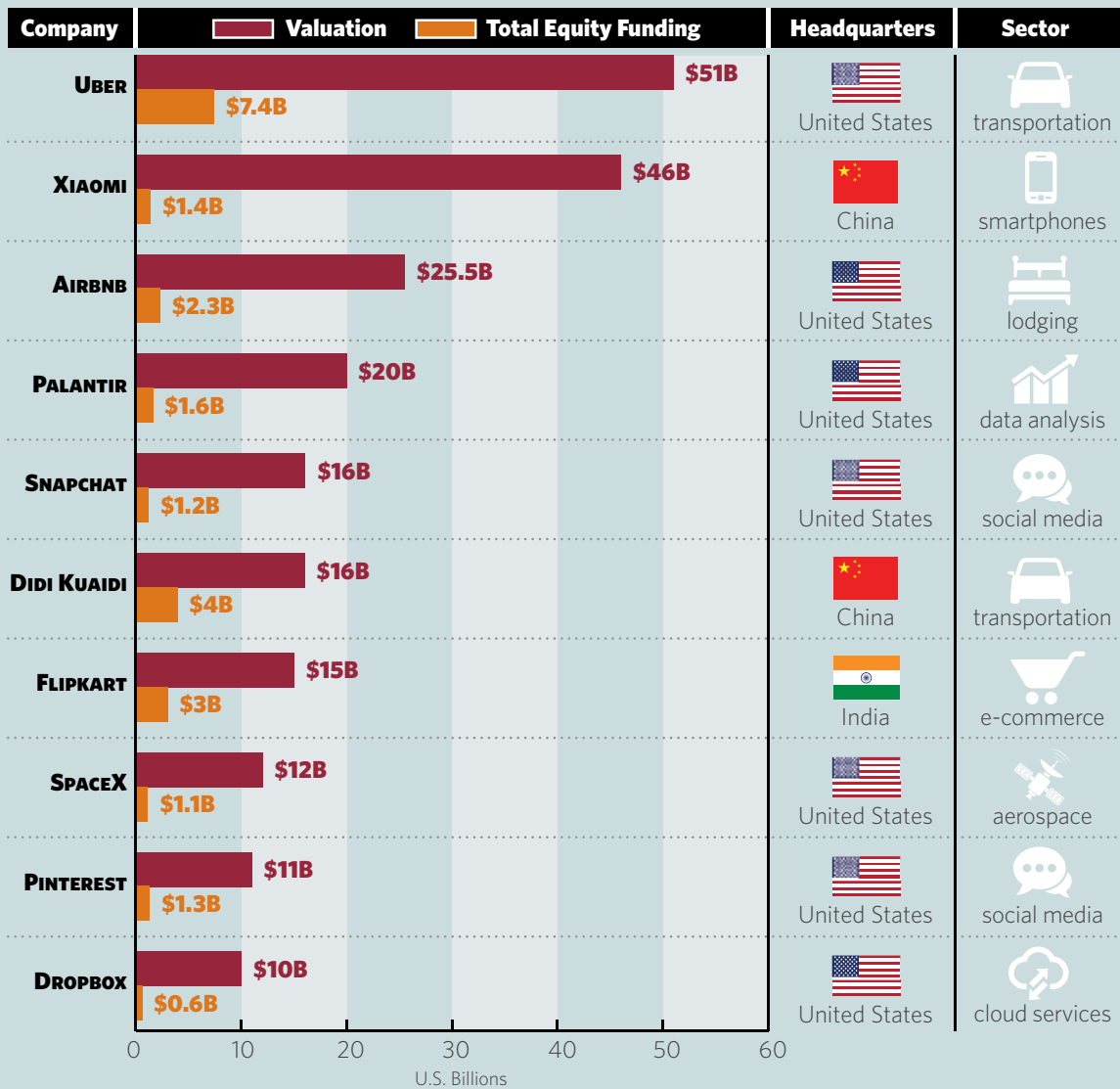


PLAYING TO WIN

Leading global companies are producing remarkable results through increased efficiencies, superior products or services and innovative business models. Whether they are making investments in the Internet of Things, putting all their efforts behind a venture with a \$1 billion dream or taking the lead on the stock market, executives in these organizations aren't afraid to take a risk to get ahead—or stay ahead—of the pack.

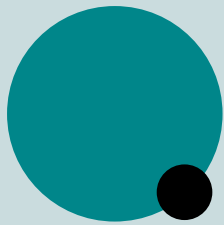
Fast-Growing Unicorns

There are more than 100 venture capital-backed companies valued at \$1 billion or more. These so-called “unicorns” could be the iconic brands of tomorrow—or they could flame out like so many startups have before them. **Here are the 10 most valuable.**



Staking Claims to the Future

The Internet of Things (IoT) is just beginning to take shape—and some companies are already capturing value.



1.5 trillion

Number of devices or objects that *could* be connected to the Internet

10 billion

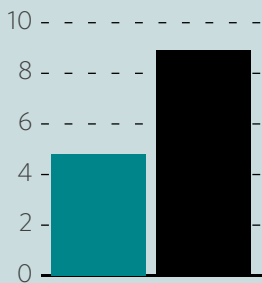
Number of devices or objects that are *currently* connected to the Internet

By 2020, there will be...

200 billion+ Internet-connected items

3 billion connected utility meters

1.5 billion connected vehicles



\$4.8 trillion

Value of global IoT market in 2012

\$8.9 trillion

Projected value in 2020

IoT-Leading Companies*:

- Intel
- IBM
- Microsoft
- Google
- Cisco



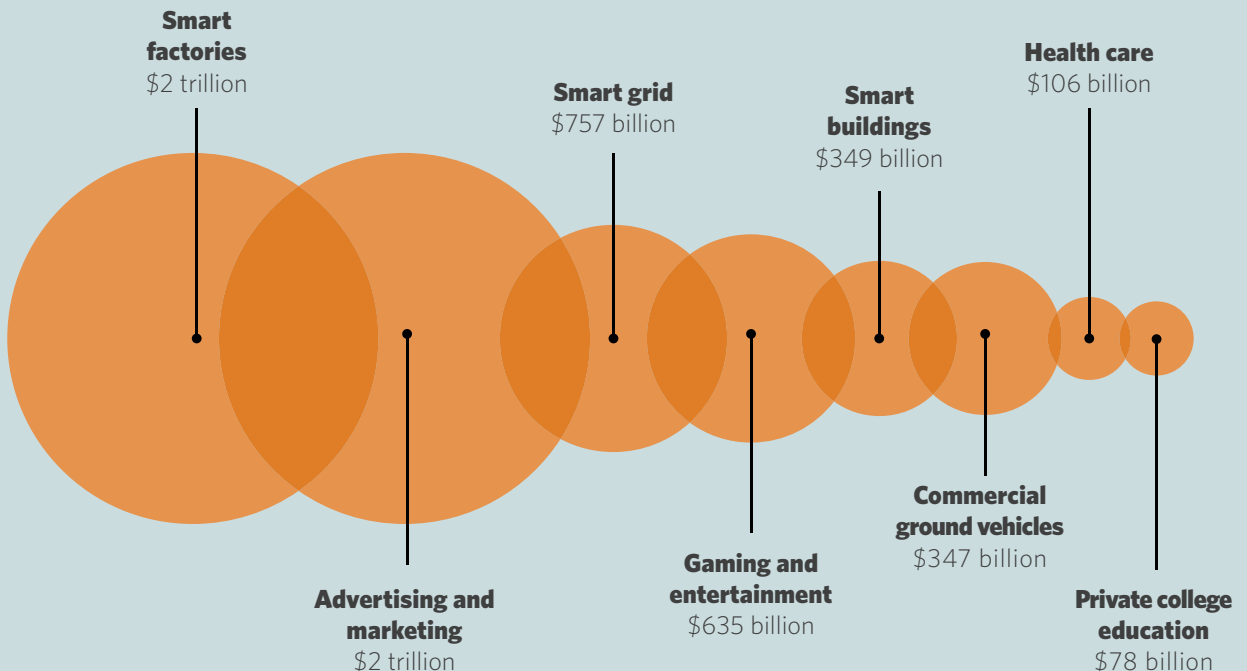
Intel sold \$581 million

worth of processors for connected devices in the third quarter of 2015.

*As of Q3 2015

\$14.4 TRILLION: IoT's profit potential (2013-2022)

Profit potential by sector:





NUMBERS

AHEAD OF THE PACK

Breakthrough performance is possible—and demonstrated by the stock market capitalization values of leaders in four different sectors. Industry-leader performance and overall industry growth can together be used to evaluate the health of a given sector.



PHARMACEUTICALS/Market Leader: Novo Nordisk

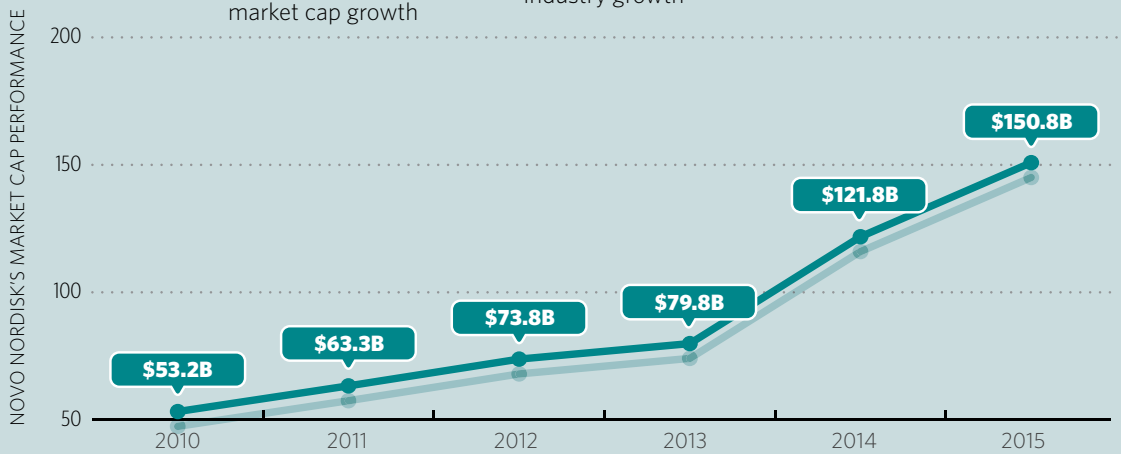
FROM 2010 TO 2015:

183.5%

128.6%

Novo Nordisk's
market cap growth

Industry growth



OIL AND GAS/Market Leader: ExxonMobil

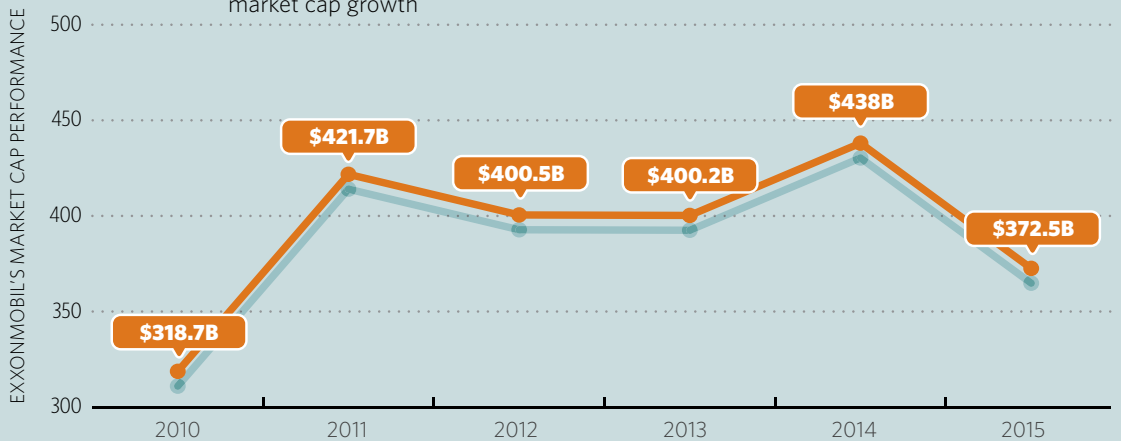
FROM 2010 TO 2015:

16.9%

6.5%

ExxonMobil's
market cap growth

Industry growth





AEROSPACE AND DEFENSE/Market Leader: Boeing*

FROM 2010 TO 2015:

76.4%

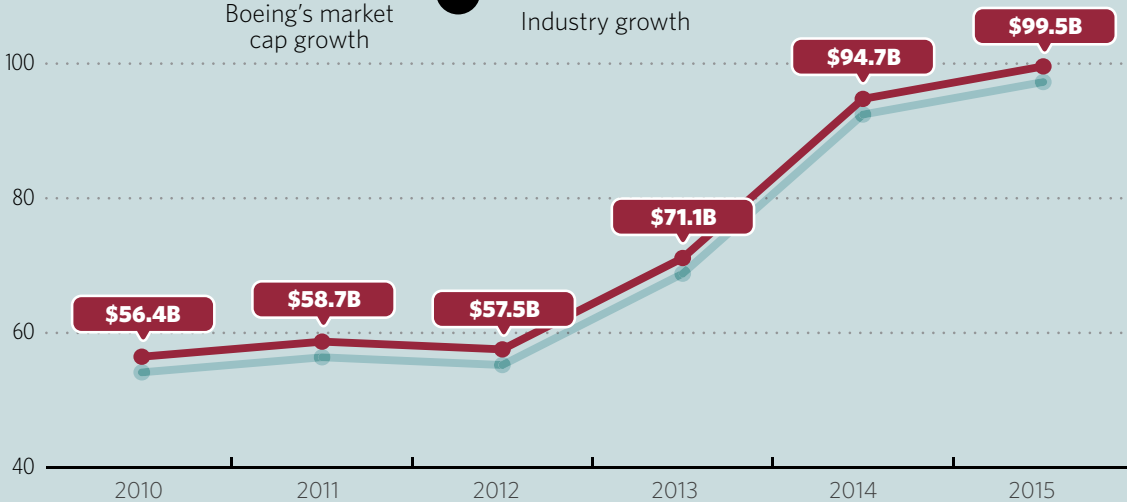
Boeing's market cap growth

&

101.6%

Industry growth

BOEING'S MARKET CAP PERFORMANCE



SOFTWARE/Market Leader: Microsoft*

FROM 2010 TO 2015:

44.3%

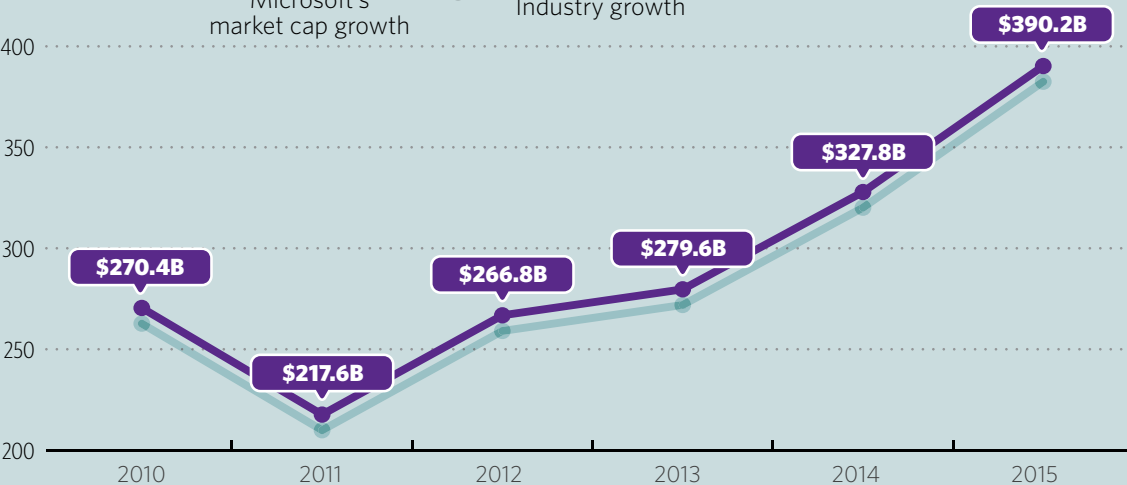
Microsoft's market cap growth

&

91.6%

Industry growth

MICROSOFT'S MARKET CAP PERFORMANCE



*Although these companies are the leaders in their respective sectors, a variety of market factors—such as an influx of new industry players—could cause overall industry growth to outpace a leader's market cap growth over a given time period.

Sources: Dow Jones VentureSource/The Wall Street Journal, IoT Analytics, Cisco, YCharts, Fidelity Investments