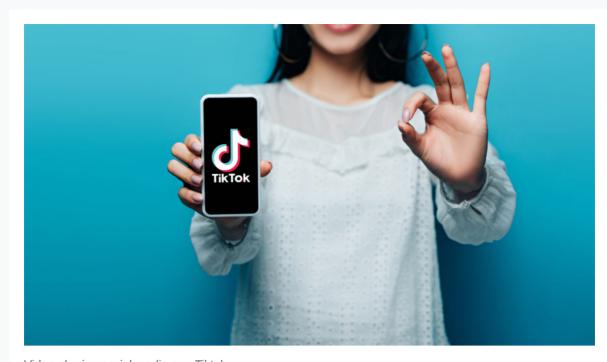
THE WEEKLY MARKET DIGEST

Let The Social Media Wars Begin

June 26, 2022



Video-sharing social media app Tiktok

Our top 3 scoops this week

1. TikTok's money machine is after the Facebook throne

Tiktok, the social media app centered around 1-3 minute-long videos, has been cementing its traction over the past few months. In fact, the app is on track to triple its revenue to \$12 billion this year, giving Meta Platforms (formerly Facebook) a run for their money. Tiktok's growing popularity has also made it a key component of companies' advertising budgets. Certainly, other social media giants need to take notes. Will Meta be able to improve its growth runway before it's too late?

2. Vape pioneer Juul just got smoked by the FDA

The FDA has ordered Juul Labs to pull its e-cigarette products off the US market. The news sent tobacco group Altria which holds a 35% stake in the company deep into the bear market. The decision marks yet another move by the FDA to control the e-cigarette industry's sprawling market, which has grown as tobacco companies scramble to introduce low-risk products. As talks on nicotine restrictions rage on, will investors have to forfeit their dividend expectations?

3. Revlon Gets Memeified Stocks are crashing as the Fed's interest rate hike takes a toll on investors. But

Revlon has come out on the other side, stronger than ever. Shares of the cosmetics company soared from about \$1 per share to \$8 per share just days after filing for bankruptcy. Gains were driven by investors on Reddit, ignoring market fundamentals in favor of making a quick profit. Is Revlon the new Gamestop?

If you're looking to invest in the bear market

What this means for your portfolio

Here's a piece from The New York Times on how you can make the most of the

market decline. If you're thinking of investing in ESG stocks

Here's a piece from <u>Investopedia</u> that provides some great insight into

If you're worried about the Reddit crowd A Wealth of Common Sense provides some key takeaways from the past

Tiktok Instagram

Weekly Poll

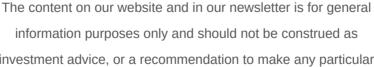
Who will win the social media race?

sustainable investing.

two years that offers some solace.

Facebook

- Snapchat
- Click a response to see the poll results.



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Pasiv Financial Ltd P4-10A Park Towers DIFC, Dubai, UAE

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