

# SWAG on \$DIS (Disney)

The Walt Disney Company, commonly known as Disney, is an American diversified multinational mass media and entertainment conglomerate headquartered at the Walt Disney Studios in Burbank, California. Wikipedia

CEO: Bob Iger

Founded: October 16, 1923, Los Angeles, California, United States

Headquarters: Burbank, California, United States

Revenue: 52.46 billion USD (2015)

Net income: 8.38 billion USD (2015)

Subsidiaries: Pixar, Walt Disney World, Marvel Comics, more

Founders: Roy O. Disney, Walt Disney

We'll skip the fundamentals for now and look at our SWAG signals



For \$DIS, Aladdin will be really excited on how things are taking shape, Money Flow Index is already pointing up meaning smart money is flowing in. SMA20 over EMA13, the next cross is a total no-brainer, the last confirmation we are looking at is the PSAR that will soon change position from bearish to bullish. Definitely not for shorting.

**RECOMMENDATION: BUY**

# SWAG on \$TWTR

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but those who are unregistered can only read them. Wikipedia  
Founded: March 21, 2006, San Francisco, California, United States

CEO : Jack Dorsey

Headquarters : San Francisco, California, United States

Founders: Evan Williams, Noah Glass Jack Dorsey

Biz Stone

If you're trading very liquid securities, fundamentals doesn't really matter. If you shorted \$TWTR other day you lost a lot of yesterday.

SWAG trading system works the same in the US equities market much better than how it works in the Philippine equities market, if you can make money in PSE using SWAG, US markets is way easier.

Let's look at Twitter's SWAG chart:



Currently, it's SMA20 over EMA13 which is a clear buy signal and yes, if you bought after the gap down because you saw the death cross (EMA13/SMA20) congratulations, the outcome is always a self-fulfilling prophecy. Can you still buy TWTR? Yes, when the market opens and be ready for the gap to be filled and it will be an elementary textbook play. The other indicators that are ready to confirm the cross is the PSAR

which is about to change trend and the money flow index pointing towards 75% overbought meaning the smart money is moving in.

Recommendation: BUY

## SWAG on Rocket Internet \$RKET

Rocket Internet is a German company I know little about:

1. It's listed in XETRA (DAX) or the German stock exchange
2. It operates ZALORA in the Philippines and is one of the top online shopping sites that keeps Henry Sy and the rest of the traditional retailers up at night.
3. How it operates, with true German characteristic of success: Thoroughness.

The screenshot shows the Rocket Internet website. The navigation menu includes: Home, About (highlighted), Companies, Careers, Investors, Media. Below the menu are links: Mission, Opportunity, Complexity, Infrastructure, Business Model (highlighted), Sectors, Our Platform, Team.

**We are not investors. We are builders.**

We identify proven business models that focus on basic needs. We quickly build companies for these business models using highly standardized and optimized processes and then scale these companies to a leading position in our markets.

**1. Identify**  
We continuously monitor customer behavior in our markets.

**2. Build**  
Our functional experts from IT, SEM, SEO, BI, CRM etc. build companies from scratch.

**3. Scale**  
We roll out companies to >110 markets and aim to scale them to #1 positions.

**Global network of companies**

Rocket Internet is not an investor, they are builders. How do SWAG fits in? Let's look at the stock data

TYPE OF SHARES	ORDINARY BEARER SHARES WITH NO PAR VALUE (STÜCKAKTIEN)
STOCK EXCHANGE	FRANKFURT STOCK EXCHANGE

MARKET SEGMENT	NON-REGULATED MARKET (ENTRY STANDARD)
FIRST DAY OF TRADING	2 OCTOBER 2014
ISSUE PRICE	EUR 42.50
SHARES OUTSTANDING	165,140,790
ISSUED SHARE CAPITAL	EUR 165,140,790
ISIN	DE000A12UKK6
WKN	A12UKK
TICKER SYMBOL	RKET
COMMON CODE	111314110
THOMSON REUTERS	RKET.DE
BLOOMBERG	RKET:GR

As of this writing RKET's free float is 21.5% of the outstanding shares, \$TEL is holding 6.1%, The imminent SWAG signals has spoken.



The SMA(20) and EMA(13) impending cross is on the horizon, we already entered at 20,20EUR and accumulation is in progress. The nice thing about the German market is it operates with clockwork precision.

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# Everything You Hear About Apple Is Bad News And It's Good (\$AAPL)

Apple Inc. (AAPL), even the non-traders know this company, is on the losing for more than a week. Has it lost its mojo? I don't care. No cool products coming in? I don't care, Apple has always been in its element of the cool anyway.

So what makes Apple's bad news a good news? Well, part of the SWAGGER's philosophy which is basically textbook philosophy are; Buy On Bad News, Buy On Fear. Anyone can read anything about AAPL elsewhere but I'm focusing on the what really matters from the SWAG perspective. Pulling off the charts we can see SMA(20) blue line over EMA(13) red line meaning a SWAG cross is inevitable that will trigger a technical buy signal but the actual cross is not the point where you should buy, it should be before the cross. The fear is characterized by the direction of the Money Flow Index which is going below 20% oversold. Forget about what the robo-adviser is telling you, entering beyond 20% oversold is really buying the fear. The Parabolic SAR is still in bearish trend which makes AAPL less attractive to the fearful.



What do you get from buying on bad news? You can buy at the theoretical bottom, you can buy at a better deal, cheaper price and then wait for the SWAG signals to do it's thing, let the profits run. Sell when happy to the greedy.

## Crown Asia Outlook

I have created a SWAG cheat sheet where \$CROWN is included here

[Cheat Sheet](#)

If you like the see the fundamentals here it is, it's generally getting better.

### Annual

For the fiscal year ended : Dec 31, 2015

Currency(and units, if applicable) : Php

### Balance Sheet

Item	Current Year	Previous Year
<b>Current Assets</b>	732,098,166	604,236,040
<b>Total Assets</b>	1,000,023,332	829,048,098
<b>Current Liabilities</b>	132,644,088	251,101,291
<b>Total Liabilities</b>	150,111,755	266,148,679
<b>Retained Earnings/(Deficit)</b>	133,150,397	58,003,420
<b>Stockholders' Equity</b>	849,911,577	562,899,419
<b>Stockholders' Equity – Parent</b>	849,911,577	562,899,419
<b>Book Value</b>	1.35	1.19

### Income Statement

Item	Current Year	Previous Year
<b>Gross Revenue</b>	1,078,724,070	852,504,574
<b>Gross Expense</b>	932,372,037	758,782,599
<b>Net Income/(Loss) Before Tax</b>	146,352,033	93,721,975
<b>Net Income/(Loss) After Tax</b>	100,146,977	65,380,323
<b>Net Income/(Loss) Attributable to Parent</b>	0	0
<b>Earnings/(Loss) Per Share (Basic)</b>	0.17	0.14
<b>Earnings/(Loss) Per Share (Diluted)</b>	0.17	0.14

## Quarterly

For the period ended : Sep 30, 2015

Currency(and units, if applicable) : Php

### Balance Sheet

Item	Period Ended	Fiscal Year Ended (Audited)
<b>Current Assets</b>	748,512,362	604,236,040
<b>Total Assets</b>	1,011,010,686	829,048,098

<b>Current Liabilities</b>	176,586,813	251,101,291
<b>Total Liabilities</b>	192,306,528	266,148,679
<b>Retained Earnings/(Deficit)</b>	103,498,935	58,003,420
<b>Stockholders' Equity</b>	818,704,158	562,899,419
<b>Stockholders' Equity – Parent</b>	818,704,158	562,899,419
<b>Book Value</b>	1.30	1.19

#### Income Statement

<b>Item</b>	<b>Current Year (3 Months)</b>	<b>Previous Year (3 Months)</b>	<b>Current Year-To-Date</b>	<b>Previous Year-To-Date</b>
<b>Gross Revenue</b>	303,253,785	226,764,638	799,235,469	622,371,238
<b>Gross Expense</b>	261,505,267	189,033,574	698,507,286	559,213,183
<b>Net Income/(Loss) Before Tax</b>	41,748,519	37,731,064	100,728,184	63,158,056
<b>Net Income/(Loss) After Tax</b>	29,219,220	26,998,293	70,495,515	44,042,108
<b>Net Income/(Loss) Attributable to Parent</b>	0	0	0	0
<b>Earnings/(Loss) Per Share (Basic)</b>	0.05	0.06	0.15	0.12
<b>Earnings/(Loss) Per Share (Diluted)</b>	0.05	0.06	0.15	0.12

But then again, what drives stock prices to go up or down? Supply and demand, no matter how good the company is if the supply and demand for its shares in the market is not



attractive then no one's going to buy it. Let's look at the stock data.

<b>Status</b>	Open	<b>Market Capitalization</b>	1,476,072,000.00		
<b>Issue Type</b>	Common	<b>Outstanding Shares</b>	630,800,000		
<b>ISIN</b>	PHY1804M1000	<b>Listed Shares</b>	630,800,000		
<b>Listing Date</b>	Apr 27, 2015	<b>Issued Shares</b>	630,800,000		
<b>Board Lot</b>	1,000	<b>Free Float Level(%)</b>	47.37%		
<b>Par Value</b>	1.00	<b>Foreign Ownership Limit(%)</b>	40%		
<b>Last Traded Price</b>		<b>Open</b>		<b>Previous Close and Date</b>	2.34 (Apr 25, 2016)
<b>Change(% Change)</b>	down (%)	<b>High</b>		<b>P/E Ratio</b>	
<b>Value</b>		<b>Low</b>		<b>Sector P/E Ratio</b>	
<b>Volume</b>		<b>Average Price</b>		<b>Book Value</b>	
<b>52-Week High</b>	3.33	<b>52-Week Low</b>	1.50	<b>P/BV Ratio</b>	

What the SWAG is telling us is SMA (20) is over EMA (13) with MFI below 20% oversold and Parabolic SAR about to stop and reverse.



RECOMMENDATION: BUY

HOLDING PERIOD: T+90

As mandated by law, being a Certified Securities Representative, I can not guarantee against loss.

## SWAG on \$ZHNE

This is one example on how SWAG trading system works on NASDAQ and one particular issue we picked for this subject is Zhone Technologies.

First, a brief description of what Zhone Technologies is.



Zhone Technologies, Inc. (NASDAQ: ZHNE) is a global leader in fiber access transformation for service provider and

enterprise networks, serving more than 750 of the world's most innovative network operators. The IP Zhone is the only solution that enables service providers to build the network of the future today, supporting end-to-end Voice, Data, Entertainment, Social Media, Business, Mobile Backhaul and Mobility service. Zhone is committed to building the fastest and highest quality All IP Multi-Service solution for its customers. Zhone is headquartered in California and its products are manufactured in the USA in a facility that is emission, waste-water and CFC free. If you're familiar with Soul Of The Market's Live Stream sessions that is driven by technologies created by Zhone Technologies

If you missed the last rally that started from the SWAG cross of 29 March and lasted until 12 April . Here's your next chance. Take a look at the chart below with the SWAG's EMA(13) above SMA(20) with Money Flow Index pointing towards 20% oversold, what does it tell you? It means there's pretty much an opportunity to buy back once the price weakens further as simple as that then watch the price goes up again before any news and before the next exit signal.



**RECOMMENDATION: BUY ON WEAKNESS, ACCUMULATE**

HOLDING PERIOD: T+90

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## CALATA SWAG

If you watched Soul Of The Market Planning Sessions this Sunday here is the replay

<https://youtu.be/d3403V7bjxI?t=54m49s>

\$CAL is part of the SWAG cheat sheet below, no matter what the story is about CALATA still stories will not make you money.



Looking at \$CAL, I don't think this is a 'basura' or a

speculative stock since it pays dividends. Although the previous bad press releases it received are good signals to buy if we're to follow any textbook 'quotable quotes'. But let us stick to the facts by going through the stock data.

<b>Status</b>	Open	<b>Market Capitalization</b>	1,245,289,281.60		
<b>Issue Type</b>	Common	<b>Outstanding Shares</b>	403,006,240		
<b>ISIN</b>	PHY1081M1046	<b>Listed Shares</b>	403,291,240		
<b>Listing Date</b>	May 23, 2012	<b>Issued Shares</b>	403,291,240		
<b>Board Lot</b>	1,000	<b>Free Float Level(%)</b>	28.56%		
<b>Par Value</b>	1.00	<b>Foreign Ownership Limit(%)</b>	40%		
<b>Last Traded Price</b>	3.12	<b>Open</b>	3.09	<b>Previous Close and Date</b>	3.09 (Apr 14, 2016)
<b>Change(% Change)</b>	up 0.030 (0.97%)	<b>High</b>	3.12	<b>P/E Ratio</b>	
<b>Value</b>	1,444,420.00	<b>Low</b>	3.06	<b>Sector P/E Ratio</b>	
<b>Volume</b>	466,000	<b>Average Price</b>	3.10	<b>Book Value</b>	
<b>52-Week High</b>	5.06	<b>52-Week Low</b>	3.00	<b>P/BV Ratio</b>	

Calata is up by 0.97% and there are 115,087,850 shares changing hands in the market.

**RECOMMENDATION: BUY or BUY ON WEAKNESS**

**HOLDING PERIOD: 90 trading days, apply your own cut loss technique if the plan don't work**

As mandated by law, being a Certified Securities

Representative, I CAN NOT guarantee against loss.

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## There's a \$WEB That Never Goes Out

I don't write reco all the time and when I do that it means the stock is really worth looking and then comes \$WEB or Philweb.

In 2003, the Company received a license from the Philippine Amusement and Gaming Corporation (PAGCOR) to launch e-Games stations, which are internet cafes exclusively dedicated to casino games. With technology provided by WEB, patrons can choose from close to 300 casino games, including baccarat, blackjack, various slot machine games, video poker and others. Most e-Games cafes operate on a 24/7 basis. As of 2014, there are 305 PAGCOR e-Games cafes all over the country, with the majority owned and operated by independent operators.

WEB's key subsidiaries include BigGame, Inc.; Premyo sa Resibo, Inc.; e-Magine Gaming Corporation; PhilWeb Convergence Corporation; and PhilWeb Asia-Pacific Corporation, among others.

This company pays dividends that's one way of making money from the stock market.

Let's look at usually boring fundamentals. There were some slight improvements.

# Annual

For the fiscal year ended : Dec 31, 2014

Currency(and units, if applicable) : P

## Balance Sheet

<b>Item</b>	<b>Current Year</b>	<b>Previous Year</b>
<b>Current Assets</b>	1,233,786,008	1,063,149,112
<b>Total Assets</b>	2,114,515,904	2,042,159,181
<b>Current Liabilities</b>	1,053,823,031	1,412,294,548
<b>Total Liabilities</b>	1,124,375,456	1,491,016,332
<b>Retained Earnings/(Deficit)</b>	2,521,083,685	2,085,982,906
<b>Stockholders' Equity</b>	990,140,448	551,142,849
<b>Stockholders' Equity – Parent</b>	3,369,097,124	3,035,105,988
<b>Book Value</b>	0.84	0.47

## Income Statement

<b>Item</b>	<b>Current Year</b>	<b>Previous Year</b>
<b>Gross Revenue</b>	1,700,081,829	1,602,995,827
<b>Gross Expense</b>	661,368,923	1,413,015,015
<b>Net Income/(Loss) Before Tax</b>	1,038,712,906	189,980,812
<b>Net Income/(Loss) After Tax</b>	903,875,688	202,894,555
<b>Net Income/(Loss) Attributable to Parent</b>	903,990,032	280,215,819
<b>Earnings/(Loss) Per Share (Basic)</b>	0.77	0.21
<b>Earnings/(Loss) Per Share (Diluted)</b>	0.77	0.21

# Quarterly

For the period ended : Sep 30, 2015

Currency(and units, if applicable) : PHP

## Balance Sheet

<b>Item</b>	<b>Period Ended</b>	<b>Fiscal Year Ended(Audited)</b>
<b>Current Assets</b>	988,534,112	1,233,786,008
<b>Total Assets</b>	1,919,355,869	2,114,515,904
<b>Current Liabilities</b>	755,168,302	1,053,823,031
<b>Total Liabilities</b>	834,649,097	1,124,375,456
<b>Retained Earnings/(Deficit)</b>	2,609,292,727	2,521,083,685
<b>Stockholders' Equity</b>	1,084,706,772	990,140,448
<b>Stockholders' Equity – Parent</b>	1,153,755,082	1,059,056,126
<b>Book Value</b>	0.92	0.84

#### Income Statement

<b>Item</b>	<b>Current Year (3 Months)</b>	<b>Previous Year (3 Months)</b>	<b>Current Year-To-Date</b>	<b>Previous Year-To-Date</b>
<b>Gross Revenue</b>	430,895,262	418,194,428	1,235,737,516	1,233,577,443
<b>Gross Expense</b>	170,523,282	163,250,360	488,465,892	498,115,772
<b>Net Income/(Loss) Before Tax</b>	260,371,980	254,944,068	747,271,624	735,461,671
<b>Net Income/(Loss) After Tax</b>	206,019,990	214,198,502	615,679,988	645,700,026
<b>Net Income/(Loss) Attributable to Parent</b>	206,056,983	214,091,071	615,812,620	645,433,348
<b>Earnings/(Loss) Per Share (Basic)</b>	0.15	0.18	0.45	0.55
<b>Earnings/(Loss) Per Share (Diluted)</b>	0.15	0.18	0.45	0.55



The more interesting part is the stock data.

<b>Status</b>	Open	<b>Market Capitalization</b>	31,555,239,760.00		
<b>Issue Type</b>	Common	<b>Outstanding Shares</b>	1,434,329,080		
<b>ISIN</b>	PHY7134C1679	<b>Listed Shares</b>	1,327,327,738		
<b>Listing Date</b>	Dec 08, 1969	<b>Issued Shares</b>	1,515,710,018		
<b>Board Lot</b>	100	<b>Free Float Level(%)</b>	24.71%		
<b>Par Value</b>	1.00	<b>Foreign Ownership Limit(%)</b>	100%		
<b>Last Traded Price</b>	22.05	<b>Open</b>	21.95	<b>Previous Close and Date</b>	22.00 (Mar 17, 2016)
<b>Change(% Change)</b>	up 0.050 (0.23%)	<b>High</b>	22.05	<b>P/E Ratio</b>	
<b>Value</b>	2,151,040.00	<b>Low</b>	21.80	<b>Sector P/E Ratio</b>	
<b>Volume</b>	97,900	<b>Average Price</b>	21.97	<b>Book Value</b>	
<b>52-Week High</b>	28.50	<b>52-Week Low</b>	13.10	<b>P/BV Ratio</b>	

Obviously, this is no bottom-fishing adventure with 52-week low at 13.10. However, if we look at the chart below SMA (20) is over EMA(13) , it's a SWAG signal for entry prior to the anticipated uptick upon crossover that MAY follow a typical SWAG rally. Public float however is at 354,239,545 shares changing hands in the market and if the total volume transacted from 3 March 2015 up to last trading day is close or equal to the the public float then there's a good chance that the bottom has been cleared but that's not an excuse to be reckless. Buy in tranche, exercise your cut loss

methodology if the plan don't work out in your favor.



Recommendation: BUY/ACCUMULATE

Holding Period: 60-days

As mandated by law, being a Certified Securities Representative, I CAN NOT guarantee against loss.

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## [The Silent \\$CDC](#)

What's so exciting about this stock/company? By the way, this company pays dividends.

Cityland Development Corporation (CDC), formerly Statehouse Land Development Corporation, was incorporated on January 31, 1978. CDC publicly listed its shares on the Philippine Stock Exchange in March 1983.

The Company's primary purpose is to acquire and develop

suitable land sites for residential, office, commercial, institutional, and industrial uses. CDC's projects include medium to high-rise office, commercial, and residential condominiums located in the cities of Makati, Mandaluyong, Manila and Pasig; and residential subdivisions and farmlots in Bulacan and Cavite.

Among the Company's projects include Pines Peak Tower I, Grand Central Residences I, the Makati Executive Towers I, II and III, Corinthian Executive Regency, Manila Executive Regency and Rada Regency. CDC has two subsidiaries, namely, City & Land Developers, Inc., a real estate company, and Cityplans, Incorporated, a pre-need firm.

For the fundalovers the figures seems to be healthy.

## Annual

For the fiscal year ended : Dec 31, 2014

Currency(and units, if applicable) : PHILIPPINE PESO

### Balance Sheet

Item	Current Year	Previous Year
<b>Current Assets</b>	4,532,255,593	4,462,005,502
<b>Total Assets</b>	8,297,487,999	8,197,314,287
<b>Current Liabilities</b>	1,591,141,797	1,797,742,607
<b>Total Liabilities</b>	1,873,617,549	2,064,451,963
<b>Retained Earnings/(Deficit)</b>	1,997,774,818	1,894,148,244
<b>Stockholders' Equity</b>	6,423,870,450	6,132,862,324
<b>Stockholders' Equity – Parent</b>	5,535,537,321	5,256,836,596
<b>Book Value</b>	1.55	1.47

### Income Statement

Item	Current Year	Previous Year
<b>Gross Revenue</b>	1,583,218,506	1,720,075,235
<b>Gross Expense</b>	1,045,383,791	1,073,275,314

<b>Net Income/(Loss) Before Tax</b>	537,834,715	646,799,921
<b>Net Income/(Loss) After Tax</b>	417,658,552	519,525,713
<b>Net Income/(Loss) Attributable to Parent</b>	370,514,844	423,260,092
<b>Earnings/(Loss) Per Share (Basic)</b>	0.10	0.12
<b>Earnings/(Loss) Per Share (Diluted)</b>	0.10	0.12

## Quarterly

For the period ended : Sep 30, 2015

Currency(and units, if applicable) : PHP

### Balance Sheet

<b>Item</b>	<b>Period Ended</b>	<b>Fiscal Year Ended(Audited)</b>
<b>Current Assets</b>	4,581,505,206	4,532,255,593
<b>Total Assets</b>	8,415,530,277	8,297,487,999
<b>Current Liabilities</b>	1,234,138,262	1,591,141,797
<b>Total Liabilities</b>	1,485,202,999	1,873,617,549
<b>Retained Earnings/(Deficit)</b>	2,486,875,605	1,997,774,818
<b>Stockholders' Equity</b>	6,930,327,278	6,423,870,450
<b>Stockholders' Equity - Parent</b>	6,024,161,193	5,535,537,321
<b>Book Value</b>	1.94	1.8

### Income Statement

<b>Item</b>	<b>Current Year (3 Months)</b>	<b>Previous Year (3 Months)</b>	<b>Current Year-To-Date</b>	<b>Previous Year-To-Date</b>
<b>Gross Revenue</b>	499,102,814	347,989,593	2,185,025,227	1,125,367,805
<b>Gross Expense</b>	325,852,467	222,593,788	1,371,140,483	782,345,216

<b>Net Income/(Loss) Before Tax</b>	173,250,347	125,395,805	813,884,744	343,022,589
<b>Net Income/(Loss) After Tax</b>	137,244,408	99,110,166	610,251,715	271,231,435
<b>Net Income/(Loss) Attributable to Parent</b>	127,333,239	92,977,227	582,275,159	240,413,726
<b>Earnings/(Loss) Per Share (Basic)</b>	9,911,169	6,132,939	27,976,556	30,817,709
<b>Earnings/(Loss) Per Share (Diluted)</b>	.04	.03	.16	.07

But what matters most is the price movement for those looking to make an income from capital gains.

<b>Status</b>	Open	<b>Market Capitalization</b>	3,429,062,834.88
<b>Issue Type</b>	Common	<b>Outstanding Shares</b>	3,571,940,453
<b>ISIN</b>	PHY122051295	<b>Listed Shares</b>	3,573,878,400
<b>Listing Date</b>	Aug 02, 1983	<b>Issued Shares</b>	3,573,878,400
<b>Board Lot</b>	1,000	<b>Free Float Level(%)</b>	25.07%
<b>Par Value</b>	1.00	<b>Foreign Ownership Limit(%)</b>	40%
<b>Last Traded Price</b>		<b>Open</b>	0.96 (Mar 04, 2016)
<b>Change(% Change)</b>	down (%)	<b>High</b>	<b>P/E Ratio</b>

<b>Value</b>		<b>Low</b>		<b>Sector P/E Ratio</b>	
<b>Volume</b>		<b>Average Price</b>		<b>Book Value</b>	
<b>52-Week High</b>	1.20	<b>52-Week Low</b>	0.90	<b>P/BV Ratio</b>	

This stock is coldly traded, but that doesn't mean nothing is happening. There are 895,415,795 shares available in the market or 25% of the outstanding shares, only a few hands are selling occasionally, why are they holding?



Looking at the SWAG setup, there could be a good reason for holding; First, current holders aren't willing to sell below 1.00, the SWAG gold cross is underway, smart money is moving in as indicated by MFI, Parabolic SAR is still bullish, so why sell or cut loss?

**RECOMMENDATION: BUY ON WEAKNESS**

As mandated by law, being a Certified Securities Representative, I can not guarantee against loss.

# STI Back To School

It's the usual rant, according to some pundits it's a bear market, well then Divisoria is always a bear market, agree? Does it make sense when you buy at a higher price and sell at a lower price? Why don't we make some sense?

STI, being a holding company, derives its revenues from dividends declared by its subsidiaries. The Company also derives income from business advisory services it provides to the subsidiaries. STI ESG has a total of 78 schools nationwide and is comprised of 66 STI-branded colleges and 12 STI-branded education centers. Of these, STI ESG owns 32 college campuses and four education centers, while franchisees operate 34 college campuses and four education centers. STI ESG also operates two schools that are not branded as STI schools: iACADEMY, which specializes in course offerings in animation and multimedia and digital arts; and De Los Santos STI College, a health science and nursing school.

Fundamentally, STI seems to be doing good, but no it's not, just showing you the obligatory rundown of meaningless data as far as speculative trading is concerned.

## Annual

For the fiscal year ended : Mar 31, 2015

Currency(and units, if applicable) : PhilippinePeso

### Balance Sheet

Item	Current Year	Previous Year
<b>Current Assets</b>	1,222,730,834	1,025,488,146
<b>Total Assets</b>	10,036,047,989	8,299,103,287
<b>Current Liabilities</b>	1,028,053,286	912,194,435
<b>Total Liabilities</b>	2,380,341,996	1,170,933,292

<b>Retained Earnings/(Deficit)</b>	3,233,915,182	2,690,263,952
<b>Stockholders' Equity</b>	7,655,705,993	7,128,169,995
<b>Stockholders' Equity – Parent</b>	7,572,725,418	7,038,978,960
<b>Book Value</b>	0.77	0.72

#### Income Statement

<b>Item</b>	<b>Current Year</b>	<b>Previous Year</b>
<b>Gross Revenue</b>	2,543,312,541	2,207,355,900
<b>Gross Expense</b>	1,743,759,054	1,498,799,150
<b>Net Income/(Loss) Before Tax</b>	799,553,487	708,556,750
<b>Net Income/(Loss) After Tax</b>	731,409,449	655,197,867
<b>Net Income/(Loss) Attributable to Parent</b>	731,701,208	681,123,230
<b>Earnings/(Loss) Per Share (Basic)</b>	0.07	0.07
<b>Earnings/(Loss) Per Share (Diluted)</b>	0.07	0.07

## Quarterly

For the period ended : Sep 30, 2015

Currency(and units, if applicable) : Philippine Peso

#### Balance Sheet

<b>Item</b>	<b>Period Ended</b>	<b>Fiscal Year Ended(Audited)</b>
<b>Current Assets</b>	1,446,504,751	1,222,730,834
<b>Total Assets</b>	9,731,801,469	10,036,047,989
<b>Current Liabilities</b>	1,323,047,745	1,028,053,286
<b>Total Liabilities</b>	2,598,544,500	2,380,341,996
<b>Retained Earnings/(Deficit)</b>	3,114,470,177	3,233,915,182
<b>Stockholders' Equity</b>	7,133,256,969	7,655,705,993



<b>Stockholders' Equity – Parent</b>	7,058,835,917	7,572,725,418
<b>Book Value</b>	0.72	0.77

**Income Statement**

<b>Item</b>	<b>Current Year (3 Months)</b>	<b>Previous Year (3 Months)</b>	<b>Current Year-To-Date</b>	<b>Previous Year-To-Date</b>
<b>Gross Revenue</b>	715,554,718	607,642,955	1,140,876,087	991,090,229
<b>Gross Expense</b>	666,826,610	451,297,039	1,050,485,633	787,994,898
<b>Net Income/(Loss) Before Tax</b>	48,728,108	156,345,916	90,390,454	203,095,331
<b>Net Income/(Loss) After Tax</b>	33,293,794	142,878,187	68,743,595	182,444,438
<b>Net Income/(Loss) Attributable to Parent</b>	30,470,522	140,153,471	68,604,975	185,692,907
<b>Earnings/(Loss) Per Share (Basic)</b>	0.00	0.01	0.00	0.02
<b>Earnings/(Loss) Per Share (Diluted)</b>	0.00	0.01	0.00	0.02

Let's check how the stock has done in the market from the previous trade.

<b>Status</b>	Open	<b>Market Capitalization</b>	3,813,350,665.74
<b>Issue Type</b>	Common	<b>Outstanding Shares</b>	9,904,806,924
<b>ISIN</b>	PHY8171Y1048	<b>Listed Shares</b>	9,904,806,924
<b>Listing Date</b>	Oct 12, 1976	<b>Issued Shares</b>	9,904,806,924
<b>Board Lot</b>	10,000	<b>Free Float Level(%)</b>	36.67%

<b>Par Value</b>	0.5	<b>Foreign Ownership Limit(%)</b>		100%	
<b>Last Traded Price</b>	0.385	<b>Open</b>	0.380	<b>Previous Close and Date</b>	0.385 (Jan 21, 2016)
<b>Change(% Change)</b>	up 0.0000 (0.00%)	<b>High</b>	0.400	<b>P/E Ratio</b>	
<b>Value</b>	54,895,050.00	<b>Low</b>	0.360	<b>Sector P/E Ratio</b>	
<b>Volume</b>	152,340,000	<b>Average Price</b>	0.360	<b>Book Value</b>	
<b>52-Week High</b>	0.74	<b>52-Week Low</b>	0.380	<b>P/BV Ratio</b>	

If possible, 0.360 or lower is an ideal entry for the next market opening. A staggering 152,340,000 shares out of 3,632,161,776 has changed hands from the last trading day, looks like some serious chaps are in the know and the technical indicators are somehow starting to show some sign that things are about to change such as the trend direction. Currently the SMA(20) is over EMA(13) which sets the stage for the SWAG golden cross, normally a signal for technical buy, Parabolic SAR is still bearish and MFI going further less than 20% oversold, which is a good opportunity to enter.



Recommendation: BUY/ACCUMULATE

Holding Period: 90 trading days, apply your cut loss strategy if plan don't work out.

As mandated by law, being a Certified Securities Representative, I CAN NOT guarantee AGAINST LOSS