

# 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.



Home **About** Companies Careers Investors Media

Mission Opportunity Complexity Infrastructure **Business Model** 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.



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.