

Sansiri Public Co

SIRI TB / SIRI.BK

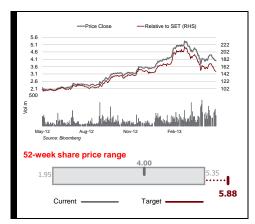
Market Cap US\$1.222m THB36,404m

Avg Daily Turnover US\$23.05m THB677.6m



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Share price info			
Share price perf. (%)	1M	3M	12M
Relative	-6.3	-21.1	48.9
Absolute	2.6	-12.7	85.2
Major shareholders			% held
TS Star Company Limited			18.1
Thai NVDR			16.8
Chase Nominees Limited 42			7.4



Darkest before dawn

Current

Target

Prev. Target

Up/Downside

SIRI looks set to post a net loss of about THB113m in 1Q13 because of a mismatch of revenue and cost due to the quarter's record presales. Do not panic as a turnaround is assured by a solid condo backlog pending transfer in 2H13 with higher margins and tamer SG&A expenses.

THB4.00

THB5.88

THB6.12

46.9%

We cut FY13-14 FD EPS estimates by 4.4-7.4%, which lowers our target

price by 4%, still based on 14x CY14 P/E (2 s.d. above 6-year historical mean). We believe that the subdued 1Q13 is not a reflection of the full-year outlook and view any share weakness as a buying price opportunity. Reiterate Outperform, a rebound of earnings with momentum starting from 2Q13 being a near-term catalyst.

What Happened >

Free Float

7,882 m shares

58.1%

Our latest update with SIRI leads us to believe that it is likely to post a net loss in 1Q13 despite buoyant presales. Revenue stagnated yoy given (1) limited transfers of newly finished condo projects, (2) lack of lower base effect to help boost yoy growth as 1Q12 revenue was barely affected by flood the 4Q11 crisis. (3)approximately THB2bn worth of transfers being brought forward from 1Q13 to 4Q12 as some customers wanted to take advantage of from the first home scheme before its end-2012 expiry (personal income tax deduction of up to THB500k over years for homes costing 5 THB3m-5m). Gross margin held

steady gog due to continued transfer of lower-margin SDH/TH and condos carried over from 4Q12. SG&A is estimated to have jumped substantially, caused by a 90% yoy growth in 1Q13 presales to THB21bn.

SHORT TERM (3 MTH)

TRADING BUY

TRADING SELL

What We Think 🕨

We estimate a 1Q13 net loss of THB113m vs. net profit of THB340m in 1Q12 and THB1.8bn in 4Q12. Our 4.4-7.4% EPS cuts stem mainly from higher SG&A assumptions. But we remain upbeat on SIRI as we foresee a convincing earnings rebound from onwards, 2013 with stronger momentum in 2H13 due to solid condo and SDH/TH backlogs, higher gross margins and tamer SG&A. We believe the mismatch is an issue for which there is a solution, unlike tricky issues such as market share loss

What You Should Do >

Buy on weakness. P/Es are still cheap and yields remain attractive. We still rate SIRI as one of our top picks for its continued market share expansion, combined with improving margins, gearing and ROE.

Financial Summarv

Financial Summary					
	Dec-11A	Dec-12A	Dec-13F	Dec-14F	Dec-15F
Total Net Revenues (THBm)	20,681	30,087	35,681	41,633	48,185
Operating EBITDA (THBm)	3,322	4,626	5,855	7,800	9,340
Net Profit (THBm)	2,015	3,018	4,046	5,578	6,764
Core EPS (THB)	0.28	0.33	0.39	0.50	0.61
Core EPS Growth	1.6%	19.5%	19.1%	25.7%	23.1%
FD Core P/E (x)	14.44	14.11	11.92	9.53	7.86
DPS (THB)	0.13	0.17	0.20	0.27	0.33
Dividend Yield	3.33%	4.17%	4.89%	6.74%	8.18%
EV/EBITDA (x)	12.59	10.38	9.30	7.23	5.85
P/FCFE (x)	NA	1,277	NA	19	22
Net Gearing	112%	116%	90%	64%	48%
P/BV (x)	2.64	2.12	2.06	1.75	1.50
Recurring ROE	19.3%	19.4%	20.6%	23.5%	24.7%
% Change In Core EPS Estimates			(7.36%)	(4.35%)	0.00%
CIMB/consensus EPS (x)			1.07	1.21	1.07

SOURCE: CIMB. COMPANY REPORTS

FLASH NOTE LONG TERM

OUTPERFORM

NEUTRAL

UNDERPERFORM



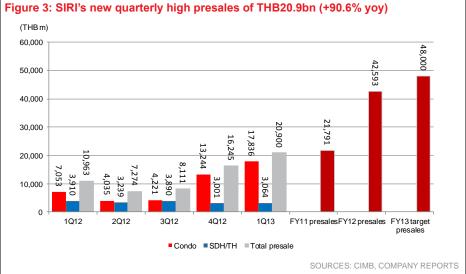
Figure 1: SIRI's 1Q13 preview

1Q12	2Q12	3Q12	4Q12	1Q13F	% yoy	% qoq
4,885	5,275	4,972	13,823	4,850	-0.7%	-64.9%
41.6	34.0	55.4	26.0	42.0	1.1%	61.4%
119	120	113	120	120	0.6%	-0.2%
63.8	47.9	68.4	56.4	60.0	-5.9%	6.5%
5,109	5,477	5,209	14,026	5,072	-0.7%	-63.8%
2.5	15.0	0.6	13.5	2.0	-18.7%	-85.2%
70.1	60.0	70.8	33.5	30.0	-57.2%	-10.4%
3,221	3,513	3,246	9,309	3,280	1.8%	-64.8%
19.2	18.5	17.1	16.2	22.0	14.8%	35.8%
72.1	82.4	74.5	68.6	73.0	1.3%	6.4%
62.2	34.6	68.7	54.0	56.0	-10.0%	3.7%
1,285	1,198	1,337	2,240	1,715	33.5%	-23.4%
522	706	554	2,438	(42)	-108%	-102%
(95.2)	(57.4)	(66.7)	(108)	(100)	5.1%	-7.2%
427	648	487	2,330	(142)	-133%	-106%
(86)	(198)	(78)	(511)	28	-133%	-106%
0.1	0.1	(0.0)	(0.8)	(1.0)	-835.3%	19.4%
340.3	450.0	409.1	1,820	(112.8)	-133%	-106%
34.0	33.4	34.6	32.6	32.4	-4.7%	-0.9%
25.1	21.9	25.7	16.0	33.8	34%	112%
20.2	30.6	16.0	21.9	20.0	-1.0%	-8.8%
			SOURC	CES: CIMB,	COMPANY F	REPORTS
	4,885 41.6 119 63.8 5,109 2.5 70.1 3,221 19.2 72.1 62.2 1,285 522 (95.2) 427 (86) 0.1 340.3 34.0 25.1	4,885 5,275 41.6 34.0 119 120 63.8 47.9 5,109 5,477 2.5 15.0 70.1 60.0 3,221 3,513 19.2 18.5 72.1 82.4 62.2 34.6 1,285 1,198 522 706 (95.2) (57.4) 427 648 (86) (198) 0.1 0.1 34.0 33.4 25.1 21.9	4,885 5,275 4,972 41.6 34.0 55.4 119 120 113 63.8 47.9 68.4 5,109 5,477 5,209 2.5 15.0 0.6 70.1 60.0 70.8 3,221 3,513 3,246 19.2 18.5 17.1 72.1 82.4 74.5 62.2 34.6 68.7 1,285 1,198 1,337 522 706 554 (95.2) (57.4) (66.7) 427 648 487 (86) (198) (78) 0.1 0.1 (0.0) 34.0 33.4 34.6 25.1 21.9 25.7	4,885 5,275 4,972 13,823 41.6 34.0 55.4 26.0 119 120 113 120 63.8 47.9 68.4 56.4 5,109 5,477 5,209 14,026 2.5 15.0 0.6 13.5 70.1 60.0 70.8 33.5 3,221 3,513 3,246 9,309 19.2 18.5 17.1 16.2 72.1 82.4 74.5 68.6 62.2 34.6 68.7 54.0 1,285 1,198 1,337 2,240 522 706 554 2,438 (95.2) (57.4) (66.7) (108) 427 648 487 2,330 (86) (198) (78) (511) 0.1 0.1 (0.0) (0.8) 340.3 450.0 409.1 1,820 34.0 33.4 34.6 32.6	4,885 5,275 4,972 13,823 4,850 41.6 34.0 55.4 26.0 42.0 119 120 113 120 120 63.8 47.9 68.4 56.4 60.0 5,109 5,477 5,209 14,026 5,072 2.5 15.0 0.6 13.5 2.0 70.1 60.0 70.8 33.5 30.0 3,221 3,513 3,246 9,309 3,280 19.2 18.5 17.1 16.2 22.0 72.1 82.4 74.5 68.6 73.0 62.2 34.6 68.7 54.0 56.0 1,285 1,198 1,337 2,240 1,715 522 706 554 2,438 (42) (95.2) (57.4) (66.7) (108) (100) 427 648 487 2,330 (142) (86) (198) (78) (5	4,885 5,275 4,972 13,823 4,850 -0.7% 41.6 34.0 55.4 26.0 42.0 1.1% 119 120 113 120 120 0.6% 63.8 47.9 68.4 56.4 60.0 -5.9% 5,109 5,477 5,209 14,026 5,072 -0.7% 2.5 15.0 0.6 13.5 2.0 -18.7% 70.1 60.0 70.8 33.5 30.0 -57.2% 3,221 3,513 3,246 9,309 3,280 1.8% 19.2 18.5 17.1 16.2 22.0 14.8% 72.1 82.4 74.5 68.6 73.0 1.3% 62.2 34.6 68.7 54.0 56.0 -10.0% 1,285 1,198 1,337 2,240 1,715 33.5% 522 706 554 2,438 (42) -108% (95.2) (57.4)

Figure 2: SIRI's earnings revisions: New vs. old

			New			Old		%	6 change
Profit & loss FYE Dec, THBm	2013F	2014F	2015F	2013F	2014F	2015F	2013F	2014F	2015F
Revenue - housing sales	34,456	40,313	46,763	34,456	40,313	46,763	0.0%	0.0%	0.0%
Revenue - service	953	1,039	1,133	953	1,039	1,133	0.0%	0.0%	0.0%
Other income	273	281	289	273	281	289	0.0%	0.0%	0.0%
Total revenue	35,681	41,633	48,185	35,681	41,633	48,185	0.0%	0.0%	0.0%
Cost of sales	(22,741)	(26,405)	(30,770)	(22,741)	(26,405)	(30,770)	0.0%	0.0%	0.0%
Cost of service	(648)	(701)	(765)	(648)	(701)	(765)	0.0%	0.0%	0.0%
Other cost	72	76	80	72	76	80	0.0%	0.0%	0.0%
Total cost	(23,316)	(27,030)	(31,456)	(23,316)	(27,030)	(31,456)	0.0%	0.0%	0.0%
Gross profit	12,020	14,246	16,360	12,020	14,246	16,360	0.0%	0.0%	0.0%
% margin	34	34	34	34	34	34	0.0%	0.0%	0.0%
GPM - housing	11,715	13,908	15,993	11,715	13,908	15,993	0.0%	0.0%	0.0%
% margin	34	35	34	34	35	34	0.0%	0.0%	0.0%
GPM - service	305	338	367	305	338	367	0.0%	0.0%	0.0%
% margin	32	33	32	32	33	32	0.0%	0.0%	0.0%
SG&A/others	(6,958)	(7,286)	(7,950)	(6,601)	(6,994)	(7,950)	5.4%	4.2%	0.0%
EBIT	5,407	7,317	8,779	5,764	7,608	8,779	-6.2%	-3.8%	0.0%
Interest expense	(349)	(343)	(323)	(349)	(343)	(323)	0.0%	0.0%	0.0%
EBT	5,058	6,973	8,456	5,415	7,265	8,456	-6.6%	-4.0%	0.0%
Taxes	(1,012)	(1,395)	(1,691)	(1,083)	(1,453)	(1,691)	-6.6%	-4.0%	0.0%
Minority	(1)	(1)	(1)	(1)	(1)	(1)	0.0%	0.0%	0.0%
Net profit	4,046	5,578	6,764	4,370	5,832	6,764	-7.4%	-4.4%	0.0%
EPS (THB)	0.39	0.50	0.61	0.43	0.52	0.61	-7.4%	-4.4%	0.0%
FD EPS (THB)	0.34	0.42	0.51	0.36	0.44	0.51	-6.6%	-4.0%	0.0%
						SC	OURCES: CIN	1B, COMPANY	REPORTS





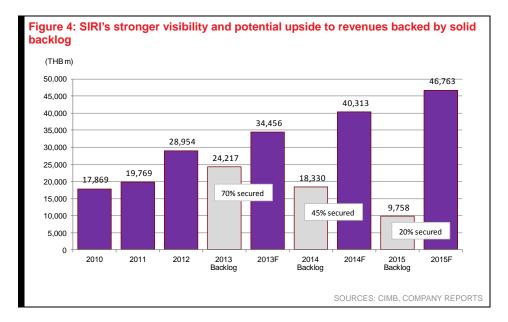




Figure 5: Sector comparisons

5	Bloomberg		Price	Tgt Px	Mkt Cap	Core P/	= (x)	2-yr EPS	Gearing(%)	P/BV	(x)	Recurring	ROF (%)	Dividend \	(ield (%)
Company	Ticker	Recom.	(local curr)	(local curr)	(US\$m)	CY2013	.,	CAGR (%)	CY2013	CY2013	(^) CY2014	CY2013	CY2014	CY2013	CY2014
Bukit Sembaw ang Estates	BS SP	Outperform	7.10	7.28	1,485	8.8	8.6	19.5%	Net Cash	1.36	1.20	16.4%	14.8%	2.1%	2.1%
CapitaLand	CAPL SP	Outperform	3.82	4.33	13,143	25.0	16.0	72.0%	48.5%	1.05	1.01	4.3%	6.4%	2.0%	2.2%
CapitaMalls Asia	CMA SP	Neutral	2.02	2.16	6,354	30.2	24.8	22.4%	52.6%	1.18	1.15	4.0%	4.7%	1.5%	1.5%
City Developments	CIT SP	Neutral	11.50	11.25	8,451	17.8	15.1	24.9%	21.3%	1.41	1.32	8.3%	9.0%	1.4%	1.5%
Fraser & Neave	FNN SP GLP SP	Outperform	8.88 2.88	10.03 3.06	10,340	21.3 26.6	16.9 24.2	47.0% 11.5%	Net Cash 6.6%	0.99	0.95	5.5% 4.8%	5.8% 4.9%	2.0%	2.0%
Global Logistic Properties Ho Bee Investments	HOBEE SP	Outperform Outperform	2.00	2.33	11,073	26.6	10.7	-4.2%	30.4%	0.77	0.73	4.6%	4.9%	2.3%	2.3%
Keppel Land	KPLD SP	Neutral	4.16	4.00	1,179 5,197	14.4	13.4	0.8%	27.8%	0.96	0.73	7.1%	7.0%	2.3%	2.3%
Overseas Union Enterprise	OUE SP	Outperform	2.95	3.38	2,192	27.4	22.5	-43.0%	54.4%	0.87	0.85	3.2%	3.8%	1.8%	2.2%
Singapore Land	SL SP	Outperform	9.13	8.52	3.043	16.4	14.6	1.1%	9.2%	0.71	0.69	4.5%	4.8%	2.2%	2.2%
United Engineers	UEM SP	Outperform	3.00	3.59	743	12.9	8.4	37.4%	107.8%	0.72	0.67	5.7%	8.3%	3.3%	3.3%
UOL Group	UOL SP	Outperform	7.26	7.99	4.517	15.1	13.8	4.9%	27.8%	0.87	0.83	5.9%	6.2%	1.7%	1.8%
Wheelock Properties (S)	WP SP	Neutral	1.94	1.95	1.876	27.9	15.2	29.7%	Net Cash	0.74	0.72	2.7%	4.8%	3.1%	3.1%
Wing Tai Holdings	WINGT SP	Underperform	2.27	1.85	1.436	12.2	14.5	-13.5%	7.2%	0.79	0.76	6.6%	5.4%	2.5%	2.1%
Singapore average						20.2	16.4	17.1%	21.2%	1.04	0.98	5.4%	6.1%	1.8%	1.9%
Agile Property	3383 HK	Neutral	10.24	9.60	4.549	5.7	5.1	8.6%	60.8%	0.96	0.84	18.0%	17.6%	4.0%	4.5%
China Overseas Grand Oceans	81 HK	Outperform	12.38	13.33	3,641	10.3	7.6	33.0%	3.4%	2.71	2.05	29.9%	30.8%	1.0%	1.3%
China Overseas Land	688 HK	Outperform	24.20	25.65	25,484	10.4	8.9	18.6%	26.8%	1.93	1.65	20.0%	20.0%	1.9%	2.2%
China Resources Land	1109 HK	Neutral	23.90	19.52	17,950	15.8	12.7	22.7%	48.4%	1.86	1.65	12.3%	13.8%	1.7%	2.1%
Evergrande Real Estate	3333 HK	Neutral	3.39	3.61	7,001	6.0	4.9	14.7%	68.7%	0.88	0.74	16.5%	16.4%	0.0%	0.0%
Guangzhou R&F	2777 HK	Neutral	14.66	11.98	6,087	6.7	6.1	10.6%	83.2%	1.23	1.09	19.6%	19.0%	5.2%	5.7%
KWG Property Holding	1813 HK	Outperform	5.58	6.62	2,080	5.4	4.8	16.5%	56.4%	0.75	0.67	14.7%	14.7%	4.8%	5.4%
Longfor Properties	960 HK	Outperform	14.06	14.20	9,840	10.5	9.0	10.6%	54.6%	1.75	1.51	17.8%	18.1%	1.9%	2.2%
Poly Property	119 HK	Outperform	5.56	7.15	2,611	7.6	6.6	23.8%	83.0%	0.69	0.65	9.4%	10.1%	3.9%	4.5%
Shimao Property	813 HK	Outperform	17.52	19.25	7,839	8.1	6.6	28.5%	51.4%	1.23	1.09	16.1%	17.4%	4.0%	4.8%
Sino-Ocean Land SOHO China	3377 HK 410 HK	Neutral Neutral	5.42 6.85	4.95 6.45	4,096	8.3 8.9	7.1	13.9%	52.1% 26.6%	0.60	0.57	7.5%	8.2% 4.7%	4.7%	4.9%
Yuexiu Property	123 HK	Outperform	2.43	2.73	4,384	10.7	8.3	-29.0%	69.6%	0.86	0.85	7.4%	9.0%	3.3%	4.0%
Hong Kong average	123 HK	Outperform	2.43	2.13	2,914	9.4	8.1	17.0%	51.8%	1.33	1.18	15.0%	15.4%	2.5%	2.9%
	A SRI IJ	Outroation	4 400	4 200	0.000	14.4	10.0	32.6%	Net Cash	3.78	2.90	29.1%	32.9%	2.0%	2.9%
Alam Sutera Bekasi Fajar	BEST U	Outperform Outperform	1,100	1,300	2,220	8.9	7.6	56.0%	Net Cash	3.40	2.90	45.4%	32.9%	2.0%	4.2%
Bumi Serpong Damai	BSDE U	Outperform	1,020	2,350	3,235	15.2	15.6	24.3%	Net Cash	3.40	2.55	23.5%	19.2%	0.8%	1.3%
Ciputra Development	CTRA J	Outperform	1,800	1,850	2,196	20.2	17.3	44.2%	Net Cash	3.40	2.78	18.0%	18.4%	0.8%	1.7%
Ciputra Property	CTRP J	Outperform	1,410	1,450	815	12.9	10.1	56.3%	2.3%	1.82	1.60	14.9%	16.8%	1.2%	2.3%
Lippo Karaw aci	LPKR J	Outperform	1,460	1,600	3,460	17.8	18.5	27.3%	Net Cash	2.73	2.48	16.4%	14.1%	0.9%	1.8%
Metropolitan Land	MTLA J	Outperform	630	730	490	17.7	12.1	36.9%	2.3%	2.73	2.29	16.5%	20.6%	0.9%	1.1%
Summarecon Agung	SMRA IJ	Outperform	2,850	3,200	2,111	15.8	14.3	30.5%	Net Cash	4.37	3.57	31.2%	27.6%	1.2%	1.9%
Surya Semesta Internusa	SSIA U	Outperform	1,510	2,000	730	7.5	6.2	24.0%	Net Cash	3.01	2.16	47.6%	40.8%	2.3%	2.9%
Indonesia average						14.8	12.9	33.5%	Net Cash	3.16	2.67	23.4%	22.4%	1.2%	2.0%
Eastern & Oriental	EAST MK	Outperform	1.88	2.07	695	13.8	11.9	25.0%	4.7%	1.46	1.34	10.9%	11.7%	2.3%	2.4%
KLCC Property Holdings	KLCC MK	Outperform	7.25	7.20	2,263	21.7	20.6	-5.7%	11.2%	1.78	1.78	8.2%	8.6%	4.4%	4.6%
Mah Sing Group	MSGB MK	Outperform	2.71	3.10	1,016	10.6	9.3	22.8%	1.2%	1.79	1.59	19.4%	18.1%	3.1%	3.5%
SP Setia	SPSB MK	Trading Buy	3.68	3.99	3,023	18.5	16.0	9.2%	45.8%	1.69	1.61	10.2%	10.3%	2.8%	2.8%
UEM Land Holdings	ULHB MK	Outperform	3.16	3.64	4,573	25.0	22.2	17.7%	8.6%	2.41	2.25	9.9%	10.5%	1.3%	1.6%
UOA Development	UOAD MK	Outperform	2.39	2.59	1,015	8.9	7.7	13.7%	Net Cash	1.34	1.22	15.7%	16.6%	5.4%	5.9%
Malaysia average						18.2	16.2	21.1%	14.9%	1.85	1.75	10.7%	11.1%	3.0%	3.2%
Ananda development	ANAN TB	Outperform	4.14	6.16	463	8.2	6.7	na	23.9%	2.00	1.54	27.5%	25.9%	0.0%	0.0%
Amata Corporation	AMATA TB	Outperform	24.30	32.20	871	13.2	11.3	56.1%	43.9%	2.58	2.27	20.3%	21.4%	3.0%	3.5%
Asian Property	APTB	Outperform	8.70	12.04	836	8.6	7.2	24.0%	78.8%	1.74	1.50	21.8%	22.3%	4.7%	5.5%
Hemaraj	HEMRAJ TB	Outperform	4.08	4.14	1,330	13.9	12.8	20.1%	56.7%	3.52	3.07	27.1%	25.6%	3.4%	3.9%
Land And Houses	LH TB	Outperform	13.00	9.19	4,377	29.5	24.4	13.1%	54.0%	4.19	4.07	14.4%	16.9%	3.5%	4.1%
LPN Development	LPN TB	Outperform	24.10	30.63	1,194	12.7	11.0	23.7%	60.0%	3.54	2.99	29.9%	29.4%	3.9%	4.5%
Pruksa Real Estate Quality Houses	PS TB QH TB	Outperform Neutral	27.25 4.12	40.22	2,033	11.4 36.6	10.2 32.6	27.0%	50.1% 129.4%	2.50 2.31	2.12	23.6% 6.5%	22.6% 6.8%	2.6% 2.5%	2.8%
Sansiri Public Co	SIRI TB	Outperform	4.12	5.88	1,271	10.1	32.6	21.5%	89.9%	2.31	1.75	20.3%	23.5%	4.9%	6.7%
Supalai PCL	SPALITE	Neutral	19.90	20.31	1,222	10.1	9.3	25.0%	26.1%	2.06	1.75	20.3%	23.5%	4.9%	4.3%
Thailand average	GINEITD	r toutidi	13.30	20.01	1,147	14.9	12.7	27.3%	61.5%	2.81	2.49	19.7%	20.7%	3.6%	4.1%
	ALI PM	Outronfor	00.50	25.70	11.204	45.3	39.6		23.9%		4.78		12.9%	0.9%	
Ayala Land Inc.	ALIPM	Outperform	33.50	25.70	11,204			16.5%		5.44		12.8%			1.3%
Philippine average						45.3	39.6	16.5%	23.9%	5.44	4.78	12.8%	12.9%	0.9%	1.3%
Average (all)						13.4	11.5	18.9%	34.5%	1.39	1.27	10.9%	11.6%	2.2%	2.5%
											SC	OURCES: C	CIMB, CO	MPANY RI	EPORTS



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Spitzer Chart for stock being researched (2 year data)



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1002 companies under coverage
Rating Distribution (%)
Outporform/Puw/Trading Puw
51.4%

	Rating Distribution (%)	Investment Banking clients (%)
Outperform/Buy/Trading Buy	51.4%	7.8%
Neutral	35.1%	4.7%
Underperform/Sell/Trading Sell	13.5%	4.9%

Recommendation Framework #1 *						
Stock	Sector					
OUTPERFORM: The stock's total return is expected to exceed a relevant benchmark's total return by 5% or more over the next 12 months.	OVERWEIGHT: The industry, as defined by the analyst's coverage universe, is expected to outperform the relevant primary market index over the next 12 months.					
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UNDERPERFORM: Expected negative total returns of 10% or more over the next 12 months.	UNDERWEIGHT: The industry, as defined by the analyst's coverage universe, has a high number of stocks that are expected to have total returns of -10% or worse over the next 12 months.						
TRADING BUY: Expected positive total returns of 10% or more over the next 3 months.	TRADING BUY: The industry, as defined by the analyst's coverage universe, has a high number of stocks that are expected to have total returns of +10% or better over the next 3 months.						
TRADING SELL: Expected negative total returns of 10% or more over the next 3 months.	TRADING SELL: The industry, as defined by the analyst's coverage universe, has a high number of stocks that are expected to have total returns of -10% or worse over the next 3 months.						

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