



1st March 2011

FTSE 100 stock recommendation

Buy Hammerson

Buy Hammerson
Technical
Fundamental



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Buy Hammerson @ 460.30 (close 1st). Stop @ 425

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WEEKLY Chart

The market is recovering from a massive sell off from the Highs in early 2007/

Note well the resistance that was offered by the Fibonacci resistance at 451.

The market has finally broken through that.

Moreover there may a completed Head and Shoulders continuation pattern in place ... Look closer.



DAILY Bar chart

The detailed daily chart shows that the market is on the point of breaking up through the Prior High Pivot at 446.40.

Driven as we can see by successive nested Head and Shoulders reversals...

Note well how the necklines of each has been good support on pull-backs...

Stops at 425.





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FUNDAMENTALS:

- Hammerson plc is a well diversified property investment company across all sectors of commercial property sector. While primarily focused on the UK property, it also has investments in mainland Europe mainly in France and Germany.
- This sector has and continues to perform very well both in absolute and relative terms versus the FTSE.
- The main economic fundamentals especially in the UK remain positive for Hammerson. The UK has returned to modest growth following the most serious recession it has suffered in many decades. And while inflation is on the increase it is nothing like the levels seen in previous cycles.
- There is strong demand for UK property especially from international investors who view UK property as a relative safe haven especially in these turbulent times. International investors are also interested in investing in UK as a play on the Pound Sterling which is still in a good recovery phase after falling sharply in 2007/ 2008.
- Hammerson, with a decent yield of 3.47% and strong financial data, is a company which is likely to continue to benefit from the current positive environment for the UK commercial property sector.

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Risk Disclaimer

SEVEN DAYS AHEAD

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