



輝立証券集團

**Phillip Securities Group**

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# Land and Houses

## FY16 norm profit likely back on growth track

### THAILAND | SET | PROP | COMPANY RESULTS

BLOOMBERG LH TB | REUTERS LH.BK

#### 4QFY15 profit up 3% on strong operating performance

LH posted a moderate growth of 3% y-y in 4QFY15 profit as gain from asset sale to the Fund turned in lower than that of the same period a year earlier (Bt1.6bn vs Bt2.5bn). The quarterly profit topped our forecast on extra gains. LH declares 2HFY15 dividend of Bt0.35 and the stock will trade ex-dividend on April 29.

The company's core operating performance remained strong. Total revenue grew 11% with condo revenue rising 18% y-y to Bt3.2bn (a combined Bt2.4bn revenue recognition from The Room Rama IV and The Key Wutthakad) and SDH/TH revenue climbing 8% to Bt5bn on the back of strong presales of Bt6.9bn—its recently launched project at Bangna received overwhelmed response and LH had its hand full to meet buyers' demand. The robust revenue growth pushed indirect cost lower while gross margin widened to 34% from 33% as condo projects yield strong margins. Still more to come, SG&A expense reduced by 18% and profit contribution from all associates jumped 47%.

#### Growth target looks justified, our FY16 profit projected at 6% rise

In 2016, we project norm profit to grow 6% and net profit to fall 9% in a lack of gain on asset sales. Our forecast is based on: 1) a 13% growth in total revenue to Bt27.2bn—LH's current backlog is Bt9.4bn (Bt3.5bn from SDH/TH and Bt5.9bn from condo projects), 2) a flat gross margin, and 3) a slight increase in SG&A expense as LH is expected to launch marketing campaigns to boost presales. FY16 DPS is expected at Bt0.54.

SDH/TH presales shrank by 2% to Bt20.2bn in 2015 while presales saw a strong improvement in the second half of the year, particularly in 4QFY15 when the company registered as much as Bt6.9bn vs Bt4.4bn in 3QFY15. As such, LH has set its SDH/TH presales target at Bt21bn, up 4% with a plan to open nine projects over course of the year, worth a combined Bt16.9bn. Combined with the Bt3.5bn backlog to be recognized this year, we expect SDH/TH revenue to grow 16% to Bt20.9bn.

Condo backlog to be realized as revenue this year is currently Bt5.9bn, representing 95% of Bt6.2bn condo revenue registered in 2015. We expect cancellation rate to be minimal in favor of the company's previous low cancellation record in its high-end condos, while most condo projects to be transferred in 2016 generated take-up rate as high as 83% (on average) with the unsold units only Bt2.8bn, which we expect a conservative sale of inventory at Bt400mn. Hence, condo revenue is expected to reach Bt6.3bn vs Bt6.2bn a year earlier.

We are growing confident about FY16 revenue but with the gloomy sentiment, the pace of increase in selling price would be moderate and LH may have to create enticing campaigns to boost sales and hence revenue. For this reason, gross margin seems to stay level and SG&A expense would increase slightly.

#### Cheap valuation amid attractive yield, upgrade to 'BUY' with Bt9.50/share target price

In view of low revenue risk and strong growth potential, we upgrade LH shares to 'BUY' with a target price of Bt9.50/share. Currently, LH is trading at a compelling P/E of 13x, below its historical average of 15x and a dividend yield of 4% for 2HFY15 performance and 6% for FY16.

03 March 2016

#### Buy (Upgraded from Accumulate)

Closing Price(Bt) 8.55  
Target Price(Bt) 9.50 (+17.39%)

#### COMPANY DATA

O/S Shares (mn):	11,748
Market Cap. (Btmn):	100,442
Market Cap. (USDmn):	2,824
52-WK Hi/Lo (Bt):	10.4/7.45
3MAverage Daily T/O (mn):	15.00
Par Value (Bt):	1.00

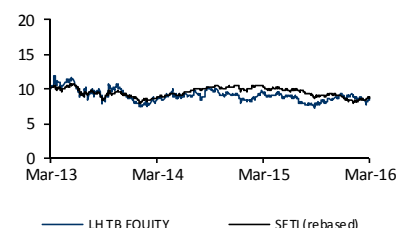
#### MAJOR SHAREHOLDERS (%) 31 August 2015

1. Anan Asavapokin	24.4
2. Thai NVDR	20.2
3. GIC PRIVATE LIMITED - C	16.6

#### PRICE PERFORMANCE (%)

	1MTH	3MTH	1YR
ABS	-1%	-3%	-8%
REL TO SET INDEX	-6%	-5%	5%

#### PRICE VS SET INDEX



Source: Bloomberg, PSR

#### KEY FINANCIALS

FYE Dec	FY14	FY15	FY16E	FY17E
Sales(Btmn)	28,387	26,322	29,517	36,221
Net Profit(Btmn)	8,423	7,920	7,160	8,165
EPS (Bt)	0.80	0.69	0.62	0.71
P/E (X)	10.7	12.4	13.7	12.0
BVPS (Bt)	4.03	4.00	4.12	4.29
P/B (X)	2.1	2.1	2.1	2.0
DPS (Bt)	0.65	0.60	0.54	0.60
Dividend Yield (%)	7.6	7.0	6.3	7.1
ROE (%)	22.05	17.91	15.62	17.37
Debt/Equity (X)	1.61	1.37	1.50	1.55

Source: Company, PSR Est.

\*\*Multiples and yields are based on latest closing price

#### VALUATION METHOD

P/E<sup>16</sup> (15x)

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## Land and Houses COMPANY RESULTS

**Income Statement**

<b>Btmn</b>	<b>4Q15</b>	<b>3Q15</b>	<b>4Q14</b>	<b>q-q+/-</b>	<b>y-y+/-</b>	<b>2015</b>	<b>2014</b>	<b>y-y+/-</b>
Sales realized	8,282	5,332	7,440	55%	11%	24,223	26,037	-7%
Rental income	547	517	656	6%	-17%	2,036	2,280	-11%
Costs of sales realized	5,409	3,508	4,955	54%	9%	16,004	16,825	-5%
Costs of rental	383	342	379	12%	1%	1,309	1,380	-5%
<b>Gross profit-Sales realized</b>	<b>2,874</b>	<b>1,823</b>	<b>2,486</b>	<b>58%</b>	<b>16%</b>	<b>8,219</b>	<b>9,211</b>	<b>-11%</b>
<b>Gross profit-Rental income</b>	<b>164</b>	<b>176</b>	<b>277</b>	<b>-7%</b>	<b>-41%</b>	<b>727</b>	<b>899</b>	<b>-19%</b>
<b>Gross profit-Total</b>	<b>3,038</b>	<b>1,999</b>	<b>2,763</b>	<b>52%</b>	<b>10%</b>	<b>8,947</b>	<b>10,111</b>	<b>-12%</b>
Selling expenses	262	220	265	19%	-1%	888	998	-11%
Administrative expenses	783	627	1,000	25%	-22%	2,686	3,007	-11%
<b>Operating profit</b>	<b>1,993</b>	<b>1,152</b>	<b>1,498</b>	<b>73%</b>	<b>33%</b>	<b>5,373</b>	<b>6,106</b>	<b>-12%</b>
Other income	109	124	155	-12%	-30%	476	467	2%
Gain/loss from affiliates	835	550	567	52%	47%	2,437	2,210	10%
Other expense	0	0	0	n.m.	n.m.	0	0	n.m.
<b>EBIT</b>	<b>2,937</b>	<b>1,826</b>	<b>2,221</b>	<b>61%</b>	<b>32%</b>	<b>8,286</b>	<b>8,783</b>	<b>-6%</b>
Interest expense	95	67	99	42%	-4%	305	503	-39%
<b>EBT</b>	<b>2,842</b>	<b>1,759</b>	<b>2,121</b>	<b>62%</b>	<b>34%</b>	<b>7,981</b>	<b>8,280</b>	<b>-4%</b>
Taxation	436	262	311	67%	40%	1,192	1,235	-3%
<b>EAT</b>	<b>2,406</b>	<b>1,497</b>	<b>1,811</b>	<b>61%</b>	<b>33%</b>	<b>6,790</b>	<b>7,045</b>	<b>-4%</b>
Minority	668	27	1,041	n.m.	-36%	746	1,106	-33%
<b>Net profit before extra</b>	<b>1,738</b>	<b>1,470</b>	<b>770</b>	<b>18%</b>	<b>126%</b>	<b>6,731</b>	<b>6,913</b>	<b>-3%</b>
Extraordinary items	1,651	12	2,516	n.m.	-34%	1,189	1,510	-21%
<b>Net profit</b>	<b>3,389</b>	<b>1,482</b>	<b>3,286</b>	<b>129%</b>	<b>3%</b>	<b>7,920</b>	<b>8,423</b>	<b>-6%</b>
EPS (Bt)	0.30	0.13	0.30	131%	0%	0.69	0.80	-14%

**Key Financial Ratio**

<b>%</b>	<b>4Q15</b>	<b>3Q15</b>	<b>4Q14</b>	<b>q-q+/-</b>	<b>y-y+/-</b>	<b>2015</b>	<b>2014</b>	<b>y-y+/-</b>
Cost of sales/sales	65.30%	65.80%	66.59%	-1%	-2%	66.07%	64.62%	2%
SG&A exp/sales	12.61%	15.89%	16.99%	-21%	-26%	14.75%	15.38%	-4%
Gross margin	34.70%	34.20%	33.41%	1%	4%	33.93%	35.38%	-4%
Operating profit margin	24.06%	21.60%	20.14%	11%	19%	22.18%	23.45%	-5%
Net profit margin	40.92%	27.79%	44.17%	47%	-7%	32.70%	32.35%	1%

**Balance Sheet**

<b>Btmn</b>	<b>4Q15</b>	<b>3Q15</b>	<b>4Q14</b>	<b>q-q+/-</b>	<b>y-y+/-</b>	<b>2015</b>	<b>2014</b>	<b>y-y+/-</b>
Assets	98,070	92,058	86,888	7%	13%	98,070	86,888	13%
Liabilities	51,175	47,398	42,613	8%	20%	51,175	42,613	20%
Paid-up (mn shrs) - Par Bt1	11,730	11,702	10,986	0%	7%	11,730	10,986	7%
Equities	46,895	44,660	44,275	5%	6%	46,895	44,275	6%
BVPS (Bt)	4.00	3.82	4.03	5%	-1%	4.00	4.03	-1%
Debt/equity (x)	1.1	1.1	1.0	3%	13%	1.1	1.0	13%

Source: Company, PSR

## Corporate Governance -2015



ADVANC	BAFS	BCP	BIGC	BTS	CK	CPN	DRT	DTAC	DTC
EASTW	EGCO	GRAMMY	HANA	HMPRO	INTUCH	IRPC	IVL	KBANK	KCE
KKP	KTB	LHBANK	LPN	MCOT	MIINT	MONO	NKI	PHOL	PPS
PS	PSL	PTT	PTTEP	PTTGC	QTC	RATCH	ROBINS	SAMART	SAMTEL
SAT	SC	SCB	SCC	SE-ED	SIM	SNC	SPALI	THCOM	TISCO
TKT	TMB	TOP	VGI	WACOAL					



AAV	ACAP	AGE	AHC	AKP	AMATA	ANAN	AOT	APCS	ARIP
ASIMAR	ASK	ASP	BANPU	BAY	BBL	BDMS	BECL	BKI	BLA
BMCL	BOL	BROOK	BWG	CENDEL	CFRESH	CHO	CIMBT	CM	CNT
COL	CPF	CPI	CSL	DCC	DELTA	DEMCO	ECF	EE	ERW
GBX	GC	GFPT	GLOBAL	GUNKUL	HEMRAJ	HOTPOT	HYDRO	ICC	ICHI
INET	IRC	KSL	KTC	LANNA	LH	LOXLEY	LRH	MACO	MBK
MC	MEGA	MFEC	NBC	NCH	NINE	NSI	NTV	OCC	OGC
OISHI	OTO	PAP	PDI	PE	PG	PJW	PM	PPP	PR
PRANDA	PREB	PT	PTG	Q-CON	QH	RS	S & J	SABINA	SAMCO
SCG	SEAFCO	SFP	SIAM	SINGER	SIS	SITHAI	SMK	SMPC	SMT
SNP	SPI	SSF	SSI	SSSC	SST	STA	STEC	SVI	SWC
SYMC	SYNTEC	TASCO	TBSP	TCAP	TF	TGCI	THAI	THANA	THANI
THIP	THRE	THREL	TICON	TIP	TIPCO	TK	TKS	TMI	TMILL
TMT	TNDT	TNITY	TNL	TOG	TPC	TPCORP	TRC	TRU	TRUE
TSC	TSTE	TSTH	TTA	TTCL	TTW	TU	TVD	TVO	TWFP
TWS	UAC	UT	UV	VNT	WAVE	WINNER	YUASA	ZMICO	



2S	AEC	AEONTS	AF	AH	AIRA	AIT	AJ	AKR	AMANAH
AMARIN	AP	APCO	AQUA	AS	ASIA	AUCT	AYUD	BA	BEAUTY
BEC	BFIT	BH	BIG	BJC	BJCHI	BKD	BTNC	CBG	CGD
CHG	CHOW	CI	CITY	CKP	CNS	CPALL	CPL	CSC	CSP
CSS	CTW	DNA	EARTH	EASON	ECL	EFORL	ESSO	FE	FIRE
FOCUS	FORTH	FPI	FSMART	FSS	FVC	GCAP	GENCO	GL	GLAND
GLOW	GOLD	GYT	HTC	HTECH	IEC	IFEC	IFS	IHL	IRCP
ITD	JSP	JTS	JUBILE	KASET	KBS	KCAR	KGI	KKC	KTIS
KWC	KYE	L&E	LALIN	LHK	LIT	LIVE	LST	M	MAJOR
MAKRO	MATCH	MATI	MBKET	M-CHAI	MFC	MILL	MJD	MK	MODERN
MOONG	MPG	MSC	MTI	MTLS	NC	NOK	NUSA	NWR	NYT
OCEAN	PACE	PATO	PB	PCA	PCSGH	PDG	PF	PICO	PL
PLANB	PLAT	PPM	PRG	PRIN	PSTC	PTL	PYLON	QLT	RCI
RCL	RICHY	RML	RPC	S	SALEE	SAPPE	SAWAD	SCCC	SCN
SCP	SEAOL	SIRI	SKR	SMG	SOLAR	SORKON	SPA	SPC	SPCG
SPPT	SPVI	SRICHA	SSC	STANLY	STPI	SUC	SUSCO	SUTHA	SYNEX
TAE	TAKUNI	TCC	TCCC	TCJ	TEAM	TFD	TFI	TIC	TIW
TLUXE	TMC	TMD	TOPP	TPCH	TPIPL	TRT	TSE	TSR	UMI
UP	UPF	UPOIC	UREKA	UWC	VIBHA	VIH	VPO	WHA	WIN
XO									

### Results Presentation

#### Score Range

- < 50%
- 50-59%
- 60-69%
- 70-79%
- 80-89%
- 90-100%

#### Number of Logo

No logo given



The disclosure of the survey result of the Thai Institute of Directors Association (IOD) regarding corporate governance is made pursuant to the Office of the Securities and Exchange Commission. The survey of the IOD is based on the information of a company listed on the Stock Exchange of Thailand and the Market for Alternative disclosure to the public and able to be accessed by a general public investor. The results, therefore, is from the perspective of a third party. It is not an evaluation of operation and is not based on inside information.

The survey result is as of the date appearing in the Corporate Governance Report of Thai Listed Companies. As a result, the survey result may be changed after that data. Phillip Securities (Thailand) of securities company does not confirm nor certify the accuracy of such survey result.

## Anti-corruption indicators

### Level 5 (Extended)

BCP	CPN	GYT	PE	PM	PPP	PT	PTT	PTTGC	SAT	scc
THANI	TOP									

### Level 4 (Certified)

DCC	DTC	DRT	EASTW	ECL	EGCO	ERW	FSS	GCAP	HANA	HTC
INTUCH	IRPC	IVL	KBANK	KCE	KGI	KKP	KTB	LANNA	LHBANK	MTI
NKI	PSL	PTG	PTTEP	SABINA	SCB	SNC	SNP	SSF	SSSC	TCAP
THCOM	TISCO	TMB	TMD	TNITY	TOG					

### Level 3 (Established)

#### Level 3A: Declaration to join CAC, etc

ABC	ACAP	ADVANC	AGE	AH	AMANAH	ANAN	AP	APCS	APURE	AS
ASIA	ASIAN	ASIMAR	BIGC	BROOK	BTS	BWG	CEN	CENTEL	CFRESH	CHARAN
CHO	CHOTI	CM	CNT	COL	CPF	CPI	CPL	DELTA	DEMCO	DIMET
DNA	DTAC	EA	ECF	EE	EVER	FPI	GBX	GC	GFPT	GLOW
HMPRO	HOTPOT	ICC	ICHI	IFEC	INOX	INSURE	IRC	JAS	JTS	JUBILE
KC	KTC	KYE	LHK	LPN	LRH	MAKRO	MC	MCOT	MFC	MFEK
MINT	MJD	MONO	MOONG	NBC	MSC	NDR	NINE	NMG	NSI	NTV
OGC	PACE	PCSGH	PDI	PG	PHOL	PLAT	PPS	PR	PRANDA	PREB
PS	QLT	RATCH	RML	ROBINS	ROJNA	RWI	SAMCO	SCCC	SCG	SEAOIL
SE-ED	SENA	SINGER	SITHAI	SMK	SMPC	SPALI	SPC	SPCG	SPI	SRICHA
SSI	STANLY	SUPER	SVI	SYMC	SYNEX	SYNTEC	TASCO	TCMC	TFI	THAI
THRE	THREL	TICON	TKT	TLUXE	TMILL	TMT	TNL	TPCORP	TSTE	TSTH
TTCL	TU	TVI	UOBKH	UREKA	VGI	VNT	WACOAL	WHA	ZMICO	

#### Level 3B: Organization's statement but no declaration to join CAC, etc

AAV	AHC	AIT	AKR	ARROW	ASK	BA	BDMS	BEC	BJCHI	BUI
CGH	CHG	CHOW	CIG	CITY	CK	CKP	COLOR	CWT	EARTH	EASON
EPG	F&D	FANCY	FIRE	FMT	FORTH	GENCO	GL	GOLD	GPSC	GRAMMY
HYDRO	IRCP	IT	JCT	KCM	KWC	LH	LIT	LOXLEY	MACO	MANRIN
MATI	MODERN	MSC	NOBLE	NOK	NPK	NUSA	OISHI	OTO	PAF	PAP
PATO	PF	PJW	PLANB	PLE	POLAR	PRG	PTL	Q-CON	QTC	RCI
S11	SALEE	SAM	SAMART	SAMTEL	SAPPE	SC	SCP	SFP	SIM	SLP
SMT	SPA	SPORT	SSC	SST	STEC	STPI	SUC	SUTHA	SVI	T
TBSP	TAE	TCC	TFD	TGCI	TGPRO	THANA	THIP	TIW	TK	TMW
TNDT	TOPP	TPC	TPCH	TPIPL	TSR	TT	TYCN	UAC	UBIS	UEC
UMI	UP	UPF	UT	UV	VPO	WAVE	WINNER	YUASA		

### Level 2 (Declared)

2S	ABICO	AF	AKP	AMARIN	AMATA	AOT	APCO	AYUD	BEAUTY	BFIT
BH	BKD	BLAND	BTNC	CCP	CI	CSR	CSS	EFORL	EPCO	FE
FNS	FVC	GEL	GLOBAL	HEMRAJ	IEC	IFS	INET	JUTHA	KASET	KCAR
KKC	KSL	L&E	LALIN	LTX	M	MALEE	MBK	MBKET	MEGA	MK
MPG	MTLS	NCH	NCL	NPP	OCC	OCEAN	PB	PCA	PRINC	QH
ROCK	RPC	S & J	SGP	SIAM	SIS	SKR	SMG	SMIT	SORKON	SUSCO
TAKUNI	TEAM	TF	TIC	TIP	TIPCO	TMC	TMI	TPP	TRT	TRU
TRUE	TSC	TSI	TTW	TVD	TVO	UKEM	UNIQ	UWC	VNG	WIIK
WIN	XO									

### Level 1 (Committed)

ACD	AEONTS	AFC	AIRA	AJ	ALUCON	AMC	AQUA	ARIP	AUCT	BAT-3K
BIG	BJC	BOL	BRR	BSBM	CBG	CCET	CCN	CGD	CMR	CPH
CSC	CSP	CTW	DCON	DRACO	DSGT	DTCI	E	EMC	ESSO	FOCUS
FSMART	GIFT	GLAND	GRAND	GUNKUL	HFT	HTECH	ILINK	ITD	JSP	IHL
KDH	KTIS	KTP	LEE	LST	MAJOR	MAX	M-CHAI	MDX	MIDA	MATCH
ML	MPIC	NC	NEP	NNCL	OHTL	PICO	PK	PL	PPM	NWR
PRAKIT	PRECHA	PRIN	PSTC	RAM	RICH	RS	SANKO	SAUCE	SAWAD	PYLON
SAWANG	SCN	SEAFCO	SHANG	SIRI	SMART	SMM	SOLAR	SPACK	SPG	SF
SPPT	SPVI	STAR	SVH	SVOA	SWC	TAPAC	TC	TCCC	TCJ	STA
TCOAT	TKS	TNH	TNPC	TPA	TPAC	TPOLY	TRC	TRUBB	TSE	TTA
TTI	TTL	TTTM	TWP	TWZ	U	UMS	UPA	UPOIC	UVAN	UTP
VARO	VI	VIBHA	VIH	VTE	WG					

#### Data not available/No policy

A	ACC	AJD	AQ	BCH	BGT	BROCK	BSM	BTC	CHUO	CRANE
CPR	EIC	FER	JMART	JMT	KAMART	KBS	KIAT	LDC	MCS	METCO
MBAX	NEW	NEWS	NYT	PAE	PDG	PERM	PMTA	RCL	RICHY	ROH
POST	S	SIMAT	TCB	TR	TSF	TVT				

## Anti-corruption indicators

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### Level 5 : Extended

Anti-corruption policies extend to business partners, dealers, and distributors.

### Level 4 : Certified

Anti-corruption policies can be engaged by audit committee and auditors approved by the SEC.

Anti-corruption policies are certified by CAC and independent assurance providers.

### Level 3 : Established

Anti-corruption corruption policies cover anti-bribery, and communications and educating all employees anti-corruption policies.

Level 3A      Public out statement to join CAC, etc.

Level 3B      Declare statement and organization's anti-corruption policies but no intention to join CAC, etc.

### Level 2 : Declared

Declare statement to participate CAC against corruption.

### Level 1 : Committed

Organization and Board of Directors' statements against corruption and not getting involve in any malpractices.

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### Assessment

Anti-corruption progress indicator for listed companies is a part of SEC's commitment to create sustainability in anti-corruption and to become a role model to any

related business. The progress indicators comprise of five levels: 1) Committed, 2) Declared, 3) Established, 4) Certified, and 5) Extended. These indicators will

encourage listed firms to formulate anti-corruption policies to opt out of corruption, and investors can determine their investment based on anti-corruption indicator

or avoid investment in listed firms that could get involve in corruption.

## Industry Group

Name	Sector Name	Sector Index
Agro & Food Industry[AGRO]	Agribusiness	AGRI
	Food & Beverage	FOOD
Consumer Products[CONSUMP]	Fashion	FASHION
	Home & Office Products	HOME
	Personal Products & Pharmaceuticals	PERSON
Financials [FINCIAL]	Banking	BANK
	Finance & Securities	FIN
	Insurance	INSUR
Industrials [INDUS]	Automotive	AUTO
	Industrial Materials & Machinery	IMM
	Packaging	PKG
	Paper & Printing Materials	PAPER
	Petrochemicals & Chemicals	PETRO
	Steel	STEEL
Property & Construction[PROPCON]	Construction Materials	CONMAT
	Construction Services	CONS
	Property Development	PROP
	Property Fund & REITs	PF&REIT
Resources [RESOURC]	Energy & Utilities	ENERG
	Mining	MINE
Services [SERVICE]	Commerce	COMM
	Media & Publishing	MEDIA
	Health Care Services	HEALTH
	Tourism & Leisure	TOURISM
	Professional Services	PROF
	Transportation & Logistics	TRANS
Technology [TECH]	Electronic Components	ETRON
	Information & Communication Technology	ICT

## PSR Rating System

Capital Gain	Recommendation
> 15%	BUY
> 5% - 15%	ACCUMULATE / TRADING BUY
> 0% - 5%	NEUTRAL
0 <=	SELL

### Remarks

We do not base our recommendations entirely on the above quantitative return bands. We consider qualitative factors like (but not limited to) a stock's risk reward profile, market sentiment, recent rate of share price appreciation, presence or absence of stock price catalysts, and speculative undertones surrounding the stock, before making our final recommendation

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### PHILLIP RESEARCH STOCK SELECTION SYSTEMS

Total Return	Recommendation	Rating	Remarks
>+20%	Buy	1	>20% upside from the current price
+5% to +20%	Accumulate	2	+5% to +20% upside from the current price
-5% to +5%	Neutral	3	Trade within $\pm$ 5% from the current price
-5% to -20%	Reduce	4	-5% to -20% downside from the current price
<-20%	Sell	5	>20% downside from the current price

We do not base our recommendations entirely on the above quantitative return bands. We consider qualitative factors like (but not limited to) a stock's risk reward profile, market sentiment, recent rate of share price appreciation, presence or absence of stock price catalysts, and speculative undertones surrounding the stock, before making our final recommendation

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