

Buy – Royal Dutch Shell (RDSb)

February 15, 2013

Leveraged products involve a high level of risk and you can lose more than your original investment. They are not suitable for everyone so please ensure you understand the risks involved and if necessary please obtain investment advice from a financial adviser before investing. This report is not a personal recommendation and does not take into account your personal circumstances or appetite for risk.

Trade parameters:

Current Price 2147p	Stop Loss 62p away (2085p)	Limit/Target 2380p	Reward vs. Risk 3.8x	CFD Margin 5%
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Observations - For

- Shares in long-term uptrend; back near 18-month rising support
- MACD back near prior lows and rising support
- RSI & Momentum down near prior lows (oversold)
- Shares been underperforming FTSE 100
- Stochastics suggests oversold

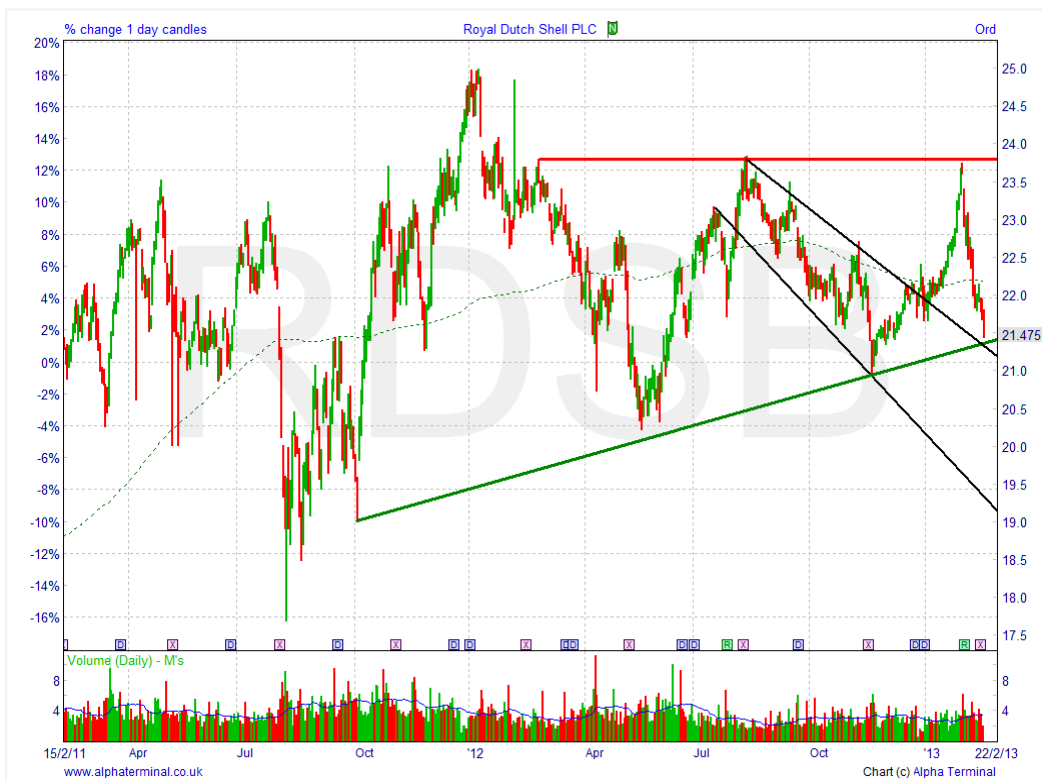
Observations - Against

- Speculative trade, several indicators not yet turned back up
- Directional indicators still diverging bearishly
- No support from moving averages; resistance on rally?
- declining volumes supports weakness
- Shares been underperforming FTSE 100

News / Broker Comments / Important Dates / Observations **

Plans for second summer drilling in the Arctic in doubt as company says must tow two rigs to Asian ports for repairs (12 Feb). North Seas Crude market shaken up by Shell and peer BP changing terms of trade, in an attempt to support the position of Brent Crude as benchmark and price-setter (11 Feb). Shell announces force majeure on supplies to Nigerian LNG plant after leak and theft (8 Feb). BP cedes position as #1 US producer to RDS (5 Feb). Limited broker coverage/updates. **Next Event:** Q1 results, 2 May

Latest Broker 12m Consensus: 18 x Buy, 14 x Hold, 6 x Sell (Source: Digital Look, AlphaTerminal, Brokerforecasts.com) (U = Upgrade / D = Downgrade)
1-Feb, ExaneBNP, Sell; **1-Feb**, SocGen, Buy; **2-Jan**, Investec, Hold; **30-Nov**, Canaccord, Buy; **1-Nov**, Charles Stanley, Accumulate;



Stock description

Royal Dutch Shell PLC, through subsidiaries, explores for, produces, and refines petroleum. The Company produces fuels, chemicals, and lubricants. Shell owns and operates gasoline filling stations worldwide. (FTSE100)

Graph: 1-year (daily)

Stock last used as Trade Idea;
N/A

****Source:** DowJones Newswires, Reuters News or Company Press releases, Bloomberg.com

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Graph: 1-year (daily) - MACD, ADX and Directional Indicators



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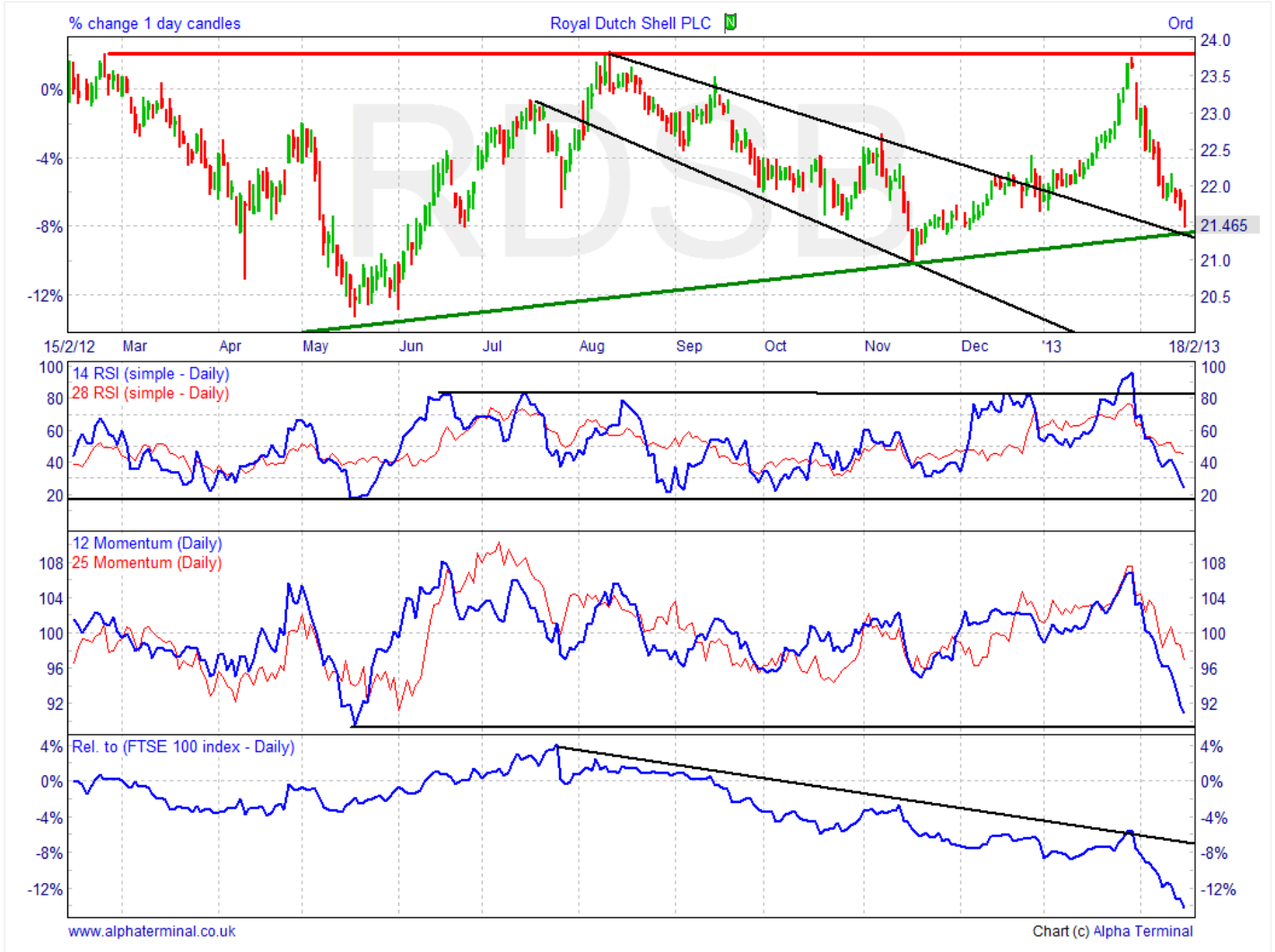
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Graph: 1-year (daily) - RSI, Performance relative to FTSE 100



Share Perf %	1wk	1m	3m	1yr	2yr	3yr	4yr	5yr
	-2.55	-4.27	0.5	-7.77	-0.57	24.2	37.76	18.06

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