

Buy – Vodafone (VOD)

January 24, 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:				
Open	Stop Loss	Limit/Target	Reward vs. Risk	CFD Margin
167.75p	5.75p (162p)	185p	3.0x	5%

Technical Observations - For

- Shares broken above key 164/165p level and prior falling highs
- Potential upside to major prior highs around 185p
- MACD positive and rising
- Directional indicators diverging bullishy
- Momentum positive and rising

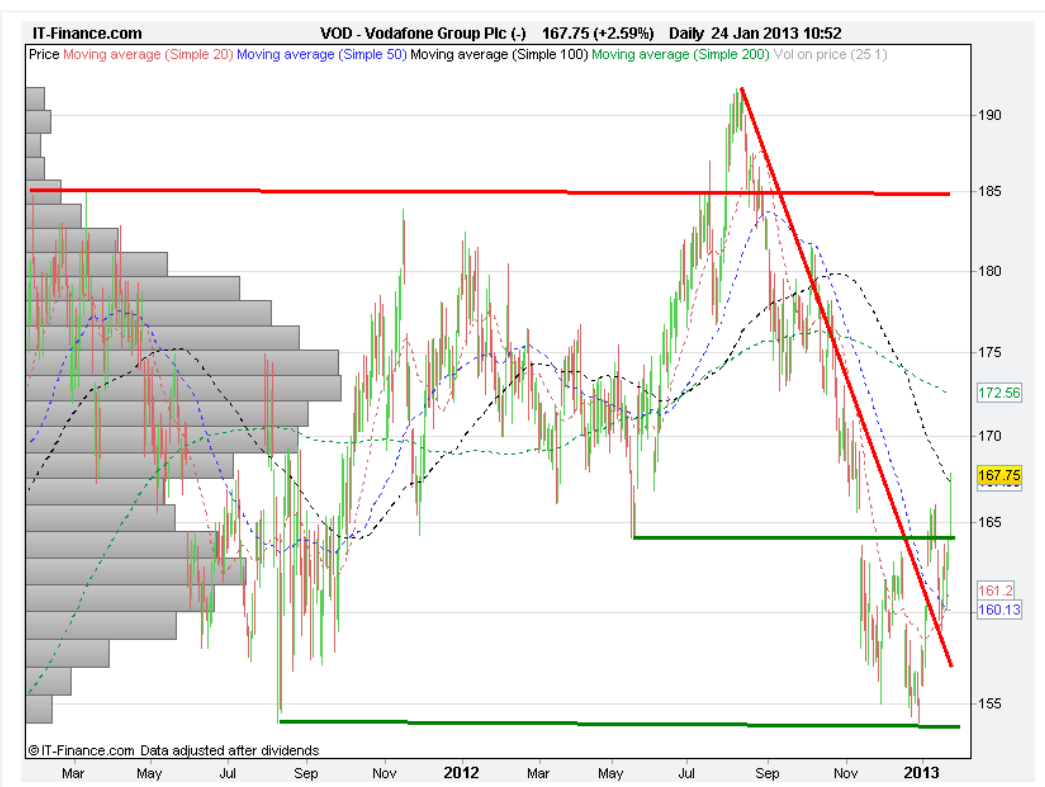
Technical Observations - Against

- RSI close to being overbought
- 200-day moving average (172.5p) could be a hurdle
- Volume fallen back on recent rally
- Shares been underperforming FTSE100
- ADX (trend strength) still low

News / Broker Comments / Important Dates / Observations **

Shares benefiting from major Guardian report that broker Goldman Sachs suggests the mobile company could buy cable company assets to improve its structural position and realize substantial synergies (24 Jan). Share buyback supportive of share price (24 Jan). Major US fund increases stake (23 Jan). UK 4G auction process has begun (23 Jan). JV partner Verizon hit by charges and smartphone subsidies (22 Jan). Brokers reiterated views after Verizon & Verizon Wireless JV results. **Next Events:** Q3 update, 7 Feb

Latest Broker 12m Consensus: 20 x Buy, 9 x Hold, 3 x Sell (Source: Digital Look, AlphaTerminal, Brokerforecasts.com) (U = Upgrade / D = Downgrade)
24-Jan, UBS, Buy, TP 200p; **24-Jan**, Credit Suisse, Outperform, TP 170p; **23-Jan**, Espirito Santo, Buy, TP 200p; **23-Jan**, Deutsche, Hold, TP 175p; **23-Jan**, Citigroup, Buy, TP 180p; **23-Jan**, JPMorgan, Overweight, TP 202p; **22-Jan**, Jefferies, Hold, TP 155p (D)



Stock description

Vodafone Group PLC is a mobile telecommunications company providing a range of services, including voice and data communications. The Company operates in Continental Europe, the United Kingdom, the United States, Asia Pacific, Africa and the Middle East through its subsidiaries, associates, and investments. (FTSE100)

Graph: 2-year (daily)

Stock last used as Trade Idea;
13-Sept-2012

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

Need help understanding this page? [Click](#)

Need help with Technical Analysis? [Click](#)

Our research is produced by Accendo Markets Limited. Research produced and disseminated by Accendo Markets is classified as non-independent research, and is therefore a marketing communication. Accendo Markets research has not been prepared in accordance with legal requirements designed to promote its independence and may not comply with FSA guidelines to prevent conflicts of interest and is not subject to any prohibition on dealing ahead of the dissemination of research. As such, this research does not constitute a personal recommendation or offer to enter into a transaction or an investment, and is produced and distributed for information purposes only. Accendo Markets considers information contained within the research to be valid when published, and gives no warranty as to the investments referred to in this material. The income from the investments referred to may go down as well as up, and investors may realise losses on investments. The past performance of a particular investment is not necessarily a guide to its future performance. Prepared by Michael van Dulken, Analyst

Buy – Vodafone (VOD)

January 24, 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.

Graph: 2-year (daily) - MACD, ADX and Directional Indicators



Need help understanding this page? [Click](#)

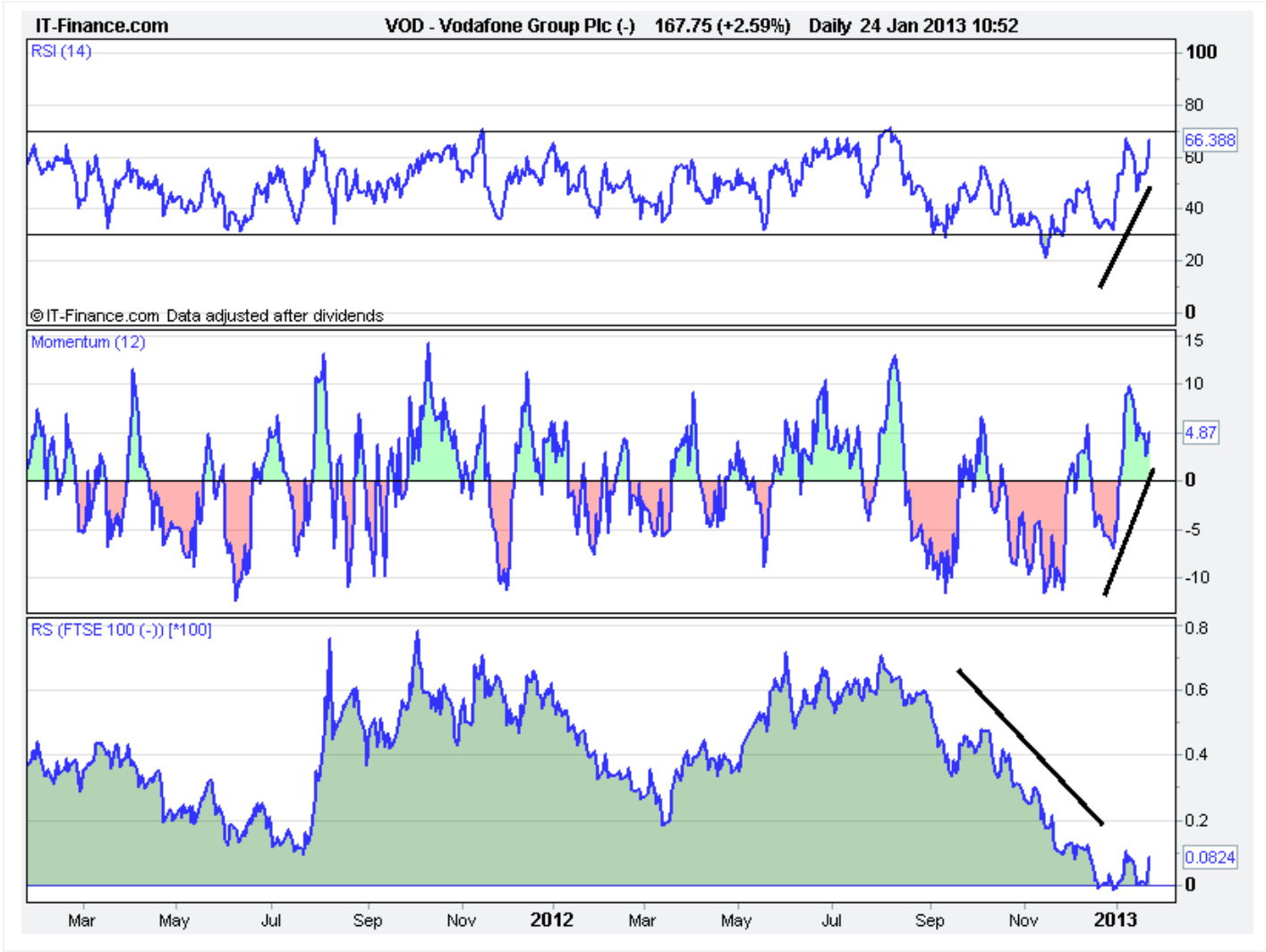
Need help with Technical Analysis? [Click](#)

Buy – Vodafone (VOD)

January 24, 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.

Graph: 2-year (daily) - RSI, Performance relative to FTSE 100



Share Perf %	1wk	1m	3m	1yr	2yr	3yr	4yr	5yr
	-6.4	-4.18	1.25	5.01	3.29	26.2	98.28	80.01

Need help understanding this page? [Click](#)

Need help with Technical Analysis? [Click](#)