

Share Review

RANK GROUP [RNK.L] Price 10 July 2015 £2.36 (Close)

The Rank Group Plc operates as a gaming company. It operates bingo clubs under the 'Mecca Bingo' name in the United Kingdom and the 'Top Rank Espana' name in Spain; and casinos under the 'Grosvenor Casinos' name in the United Kingdom and Belgium, and the 'Blue Square' name in the Channel Islands..

Company Facts [Web Site](#)

Code RNK	Market cap: £875.91m	Sector Leisure	Exchange LSE	Currency £ Sterling	Indices LSE
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Key Features

- The Rank Group Plc is a leading European gaming and betting business, based in the UK and listed on the London Stock Exchange.
- Rank's operations comprises: **Grosvenor Casinos** – 58 casinos in GB; 2 casinos in Belgium; online and mobile offering via grosvenorcasinos.com. **Mecca** – 91 bingo clubs in Great Britain; online and mobile offering via meccabingo.com. **Enracha** – 9 bingo clubs in Spain
- Great Britain is by far the largest of Rank's markets, representing more than 90% of Group revenue and offers the opportunity for Rank to operate its strategic model of integrated online-offline gaming
- Ranks has developed a [strategy for growth](#). Inherent in this vision is the accomplishment of 5 themes
1. Creating a compelling multi-channel offer
2. Building digital capability
3. Developing their venues
4. Investing in their brands and marketing
5. Using tech to drive efficiency and customer experience.
- The improving UK economy may well see resurgence in leisure gaming activities.
- Year on year share performance increase 37.9% (11 June 2014 £1.61 10 June 2015 £2.22)

Recent News

- [Interim Management Statement 21 May 2015](#)
- Rank will announce its full year results on 20 August 2015.

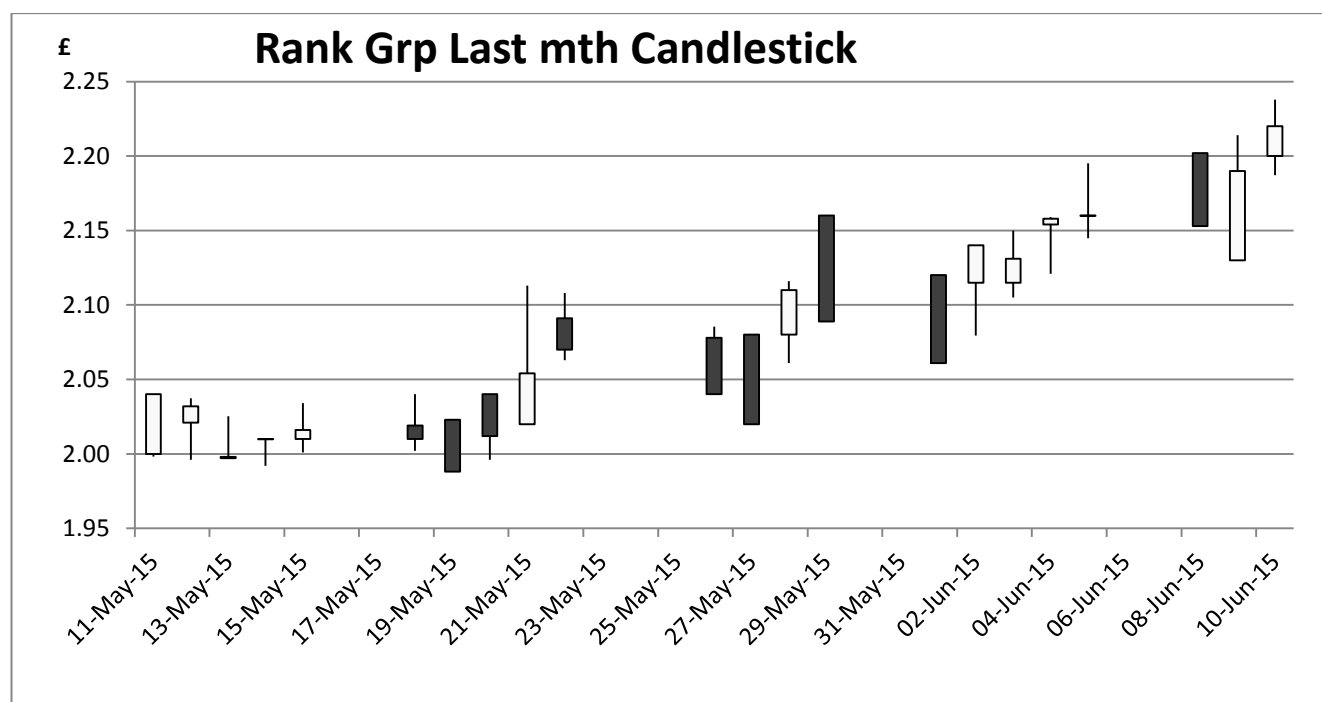
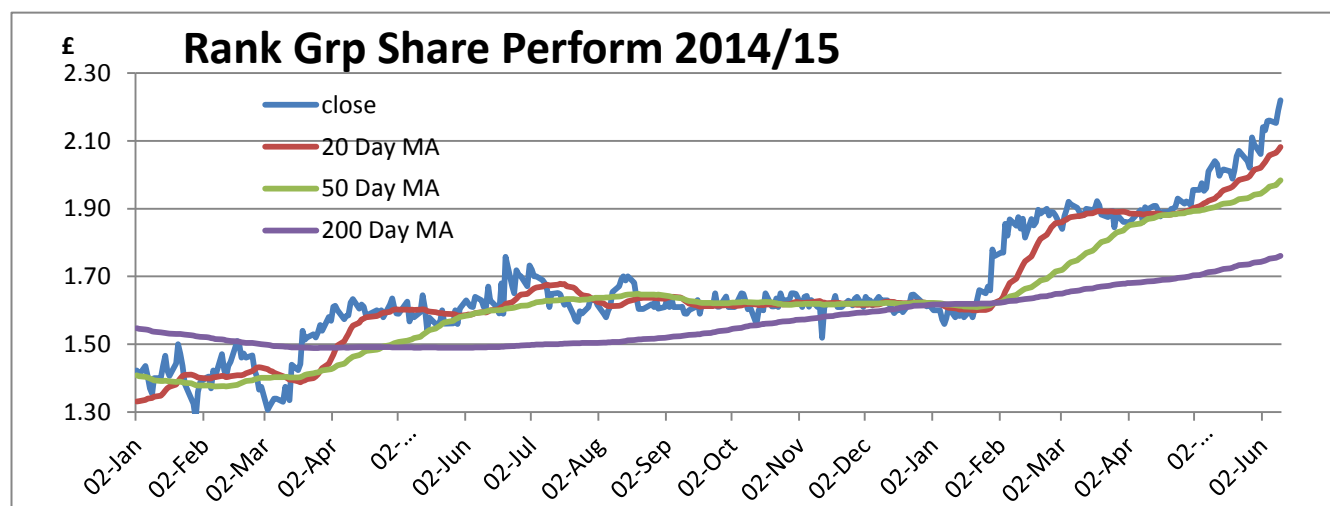
FINANCIAL PERFORMANCE

- [2014 annual Report](#) [Yahoo Analyst Estimates](#)

Financial highlights 2014	
Group revenue	£707.7m
Group operating profit	£72.4m
Adjusted profit before tax	£62.5m
Adjusted earnings per share	12.4p

2014 Annual Report (Extracts)	Year ended 31 Dec 2013 £m	Year ended 31 Dec 2014 £m	Movement %
Profit for year	27.0	20.2	(25%)
Net Assets[Shareholders Equity]	428.7	395.6	(8%)
Net Current Liabilities	(756.9)	(789.5)	4%
Retained Earnings	428.7	395.6	(8%)
EPS (before except)	10.9	13.5	24%
Dividend Per Share	4.10p	4.50p	10%

TECHNICAL ANALYSIS - Technical Diagnosis – Moving averages give a good indication of the vitality of the share in the long run. Since the start of 2015, the share price and all its moving averages have been in an upward direction after a period of sideways consolidation. The upward share price performance over the last year has seen a 37.9% increase. Moving averages have tracked the share price with its 200 day moving average on a continuous incline suggesting that gradual momentum is in evidence. Although there have been bearish candlesticks over the last month, the general trend has been on an upward incline with higher high candlesticks in evidence. The Bullish hanging man that appeared on the 5th June could have seen the normal traditional reversal of an uptrend. Yet this did not happen. There was a break out above the artificial resistance level of £2.15 which suggests that momentum is still in evidence. Despite the 8th June bearish candlestick the price has continued to climb. The last month’s candlestick trend is reminiscent of a staircase to heaven! The shares have been on an upward trajectory and continuance of the trend would appear to still be in evidence. I considered this a contrarian play. Despite the fundamental position and guided by the recent and six months candlesticks performance I decided to buy 1540 shares at £2.22 on 11 June. **Please note this analysis is not advice but interpretation of potential market moves. Past performance is no guide to the future.** Share First Reviewed on 11 June 2015 £2.22 Current Price 10 July 2015 £2.36 (close)



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