

## SAFESTYLE UK PLC [SFE.L]

Safestyle UK PLC is a UK based focused retailer and manufacturer of Un-plasticized Polyvinyl Chloride (PVCu) replacement windows and doors for the homeowner market.

Company Facts: [website](#)

<b>Ticker</b> SFE	<b>Market Cap</b> £191.6M	<b>Sector</b> Retailers	<b>Exchange</b> AIM	<b>Currency</b> Sterling £	<b>Indicies</b> AIM
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### Key Features

- The groups business has grown from its founding in 1992 to become the largest company in the UK home owner and door replacement market, manufacturing 267,000 frames in 2014 and carrying out in excess of 57,000 installations
- Aim Listed Stock
- The Company has around 32 sales branches and 11 installation depots located throughout the UK.
- Safestyle is the leading UK focused retailer and manufacturer of PVCu replacement windows and doors for the homeowner replacement market.
- The Company's subsidiaries include Style Group Holdings Limited, Style Group Limited, HPAS Limited, Windowstyle UK Limited, Safestyle UK Limited and Style Group Europe Limited.
- Market share increased for the tenth consecutive year in 2015.
- One million orders and going strong - Safestyle UK reached the major milestone of a customer placing the millionth order for their award winning windows and doors in November 2014.
- Year on year share performance increase 43.1% (22 Sept 2014 £1.72 25 Sept 2015 £2.47)

### Recent News

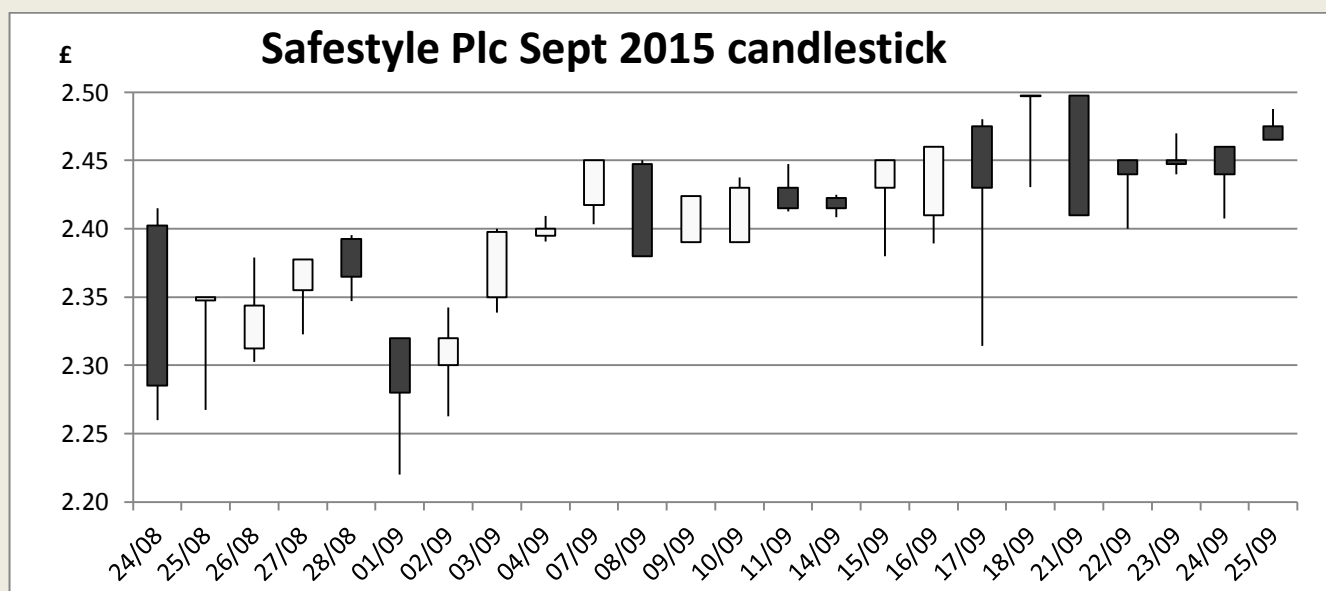
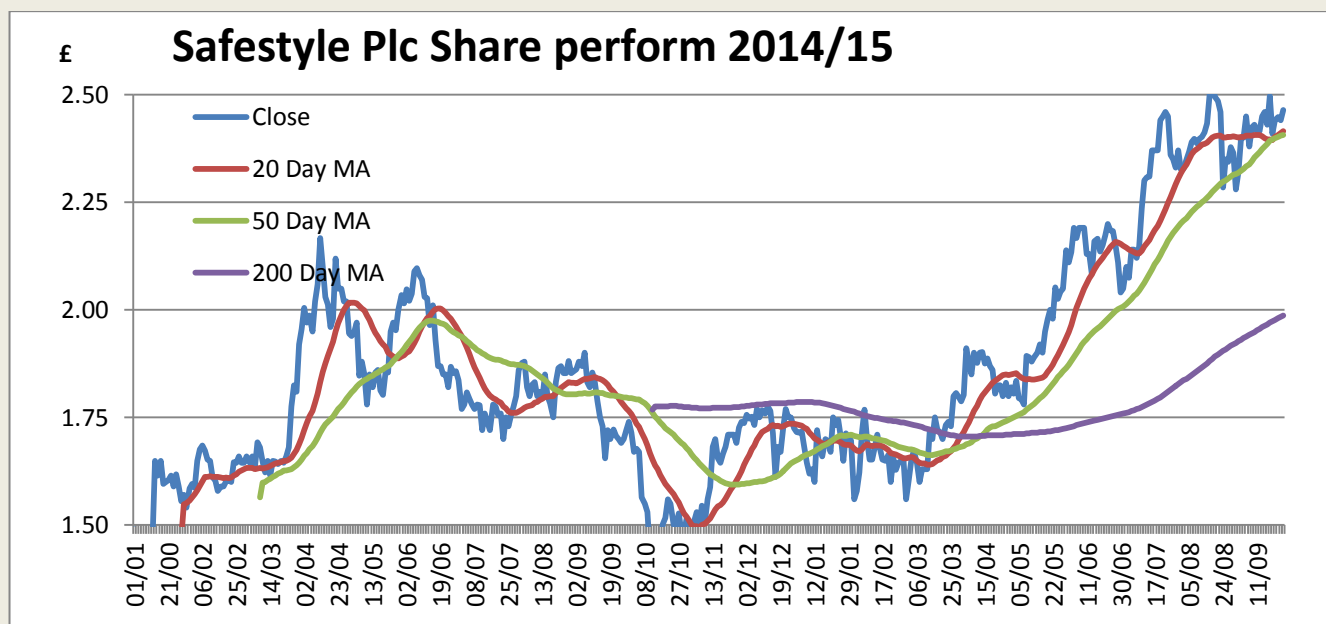
- [2015 Half Year Results](#)
- New sales office and installation depots opening in the UK in 2015

### Financial Performance

- [2014 Annual Report](#)

<a href="#">2015 Half Year Results</a>	2014	2015	change
	£m	£m	%
Revenue	69.2	74	6.9
Profit before Tax	8.8	9.0	2.3
EBITDA	9.3	9.5	2.2
EPS	8.5	9.1	7.1
Net cash Inflow	5.6	6.4	14.3
Net cash balance	8.5	14.9	75.3
Net Assets	23.8	30.3	27.3
Interim Dividend	3.1p	3.4p	9.7

**TECHNICAL ANALYSIS** – Technical Diagnosis –Safestyle saw its share price in decline till October 2014. After a period of consolidation, it has seen significant momentum since March 2015 where higher highs and higher lows have been evident. For followers of Elliot Wave this share has transformed theory into practice. Moving averages give a good indication of the vitality of the share in the long run. All moving averages have been upward sloping with the 50 day rising steeply. Since June 2015 the share has been in break out territory exceeding the £2.20 resistance level made in April 2014. The saucer shaped bottom over 2014/15 has formed into a cup and handle formation. Despite the bearish candles over sept 2015, dragonfly dogi's and hammers have been in evidence indicating that the buyers still maintain gradual upward share price escalation Given that the fundamentals seem in line with consistent growth potential together with recent share price growth, I acquired 1000 shares at £2.45 on 23 Sept and a further 1000 shares at £2.47 on 25 September. As an Aim listed stock by definition, this could be seen to have a higher risk potential. That said, I consider the share to be a growth stock as epotimised by the [2015 Half Year Results](#) signifying upside medium/long term potentia , **Please note this analysis is not advice but interpretation of potential market moves.** Past performance is no guide to the future. First Share Reviewed on 27 September 2015 at £2.46



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