

# Share Review

**On Andrew's RADA : ST. IVES Plc [SIV.L] 7 July 2014 £2.17**

St Ives plc is a United-Kingdom based Company. The Company has experience in the retail, publishing and commercial markets. The Company uses the technology to deliver a range of high quality products and services in consultancy, data management, campaign management, media production, fulfillment, distribution and field marketing. St Ives plc engages primarily in the production and supply of media and commercial products primarily in the United Kingdom. It offers various media products, including books; magazines for consumer, business-to-business, and contract publishing markets; and multimedia, such as CD and DVD packaging.

## Company Facts

<b>EPIC SIV</b>	<b>Market cap:</b> £264.88 million	<b>Sector</b> Support Services	<b>Exchange</b> LSE	<b>Currency</b> £ Sterling	<b>Indices</b> LSE
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## Key Features St, Ives PLC

- A 50 year old business founded in 1964. St. Ives has expanded and acquired some of the UK's leaders in their own specialist print, display and marketing solutions fields.
- St. Ives marketing model based on role to help our clients change consumer behaviour. Whether on-line or in store, branch or dealership or at work or home St. Ives provide the skills that help their clients understand their customers and deliver relevant products and interactions that in turn persuade individuals to do something different.
- St. Ives believes in innovation through deep consumer and market understanding
- works with some of the biggest brands from Sainsbury's and Marks & Spencer to HSBC and American Express, from Reckitt Benckiser and Heinz to Jaguar Land Rover and Penguin we work across a range of sectors including retail, financial services, charity, FMCG and travel & leisure.
- Client base of over 3,000 businesses across a range of sectors, including Nissan, Cadbury, The National Trust, Thomas Cook, Wilkinson, Westfield, Wembley Stadium, Vodafone.
- In October 2013 St. Ives made an investment in Sponge Limited, a leading provider of mobile marketing solutions
- St Ives further strengthens digital capabilities with acquisition of digital marketing agency Realise
- Acquired The Health Hive Group. Which is a leading healthcare strategic consulting and communications business. Hive's group philosophy is to improve patient outcomes by identifying, understanding and creating change in healthcare communications.
- Year on year share performance increase 50.4% [20 June 13 £1.41 20 June 14 £2.12]

## Recent News

On May 1, 2014, the Company acquired The Health Hive Group Limited. Group revenue for the seventeen week period to 30 May 2014 was £106.8 million, 7.5% higher than for the equivalent period in the previous financial year. This increase was primarily due to both organic and acquisition growth across our Marketing Services segment of 6.4% and 37.8% respectively. The marketing business saw significant growth on last year while sales in the printing business were lower due to the sale of a direct mail business last year embarkation

## FUNDAMENTAL ANALYSIS

Company Statements [2013 Accounts](#) [Interim Report June 2014](#)

	2012 £m	2013 £m	Move%
Revenue	329.5	322.7	(2.0)
Gross Profit	87.7	89.8	2.4
Profit before Tax	6.4	7.1	10.9
Total Equity	131.9	148.2	12.4
Total Liabilities	138.3	125.6	(9.2)
Proposed final divi per share	4.00	4.50	12.50
EPS (Pence)	4.27	4.59	7.49

**TECHNICAL ANALYSIS** Moving Averages give a good indication of the vitality of the share in the long run. The share price has continued its upward momentum since August 2012. Its share price continually tracks its moving averages. The 200 day moving average has been on a consistent incline for nearly two years suggesting that it is a defensive stock which has performed well during periods of economic malaise. Last month candlestick's has seen recent bearish performance. The 19<sup>th</sup> June bullish candlestick saw the share price reach an artificial high level of £2.25 although it finished the week on £2.12. In itself this suggests that buyers were prepared to trade at £2.25. If there is a breakout out above this key resistance then expect further interest for share price above this level. The falling share price on 20<sup>th</sup> June may be seen as a temporary fall or a chance to acquire for short term profit. [Did I use 5 Bullets or 6 [dirty harry?]] Despite the recent consolidating performance, the share has over the long term proved to be a consistent performer. St. Ives recent embarkation into diversifying its product range with strategic acquisitions (Realise and Hive) suggests that it is moving with the times in adapting to digital marketing and healthcare strategic consulting, both growth areas. Despite recent share price retracement and given its previous long term performance with its exposure to big name brands, will I feel be one that may provide beneficial for the medium to long-term. I have not purchased this share as yet and am monitoring this for possible inclusion in my portfolio. **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 20 June 2014 £2.12. Current Price July £2.17

