

Market Impulse

TAIB Securities WLL
research@taib.net
(973) 17 549-494

February 22, 2012

Tadawul All Share Index (Saudi Arabia)



StockSnap

Stock Name	Close	21-day Avg.	Volume	14-day RSI	50-DMA	100-DMA	200-DMA	250-day High	250-day Low	General Profile	Short-Term Trend	Trading Stance	Trading Stop
Al Rajhi Bank	74.50	1,272,741	63.13	71.76	70.17	71.32	79.25	65.00	Bullish	Positive	BUY	73.50	
Alinma Bank	10.65	31,648,326	69.91	9.77	9.51	9.64	10.85	8.75	Bullish	Positive	BUY	10.15	
Almarai Co	101.75	169,834	53.47	100.20	94.99	92.95	104.50	81.25	Bullish	Negative	WEAK SELL	102.00	
Arab National Bank	29.20	122,059	66.05	27.99	27.78	28.85	35.90	26.00	Bullish	Positive	BUY	28.35	
Banque Saudi Fransi	43.80	108,990	60.68	42.24	41.31	42.42	51.25	34.70	Bullish	Positive	BUY	42.85	
Etihad Etisalat Co	58.75	1,182,542	61.77	55.19	53.55	53.12	61.00	41.50	Bullish	Positive	BUY	57.88	
Jabal Omar Development Co	15.00	7,769,383	79.17	12.82	12.28	12.63	15.80	11.00	Bullish	Positive	BUY	13.80	
Kingdom Holding Co	11.00	1,892,734	62.49	9.76	8.53	8.26	11.80	6.55	Bullish	Positive	BUY	10.70	
Mobile Telecommunications Company	7.35	31,866,840	66.30	6.27	5.95	6.30	7.80	5.25	Bullish	Positive	BUY	6.88	
National Industrialization Co. (TASNEE)	42.30	926,035	76.81	39.73	39.46	40.00	45.20	25.64	Bullish	Positive	BUY	40.35	
Rabigh Refining and Petrochemical Co.	23.50	1,928,699	67.88	22.69	22.94	24.14	30.10	18.25	Bullish	Positive	BUY	22.93	
Riyad Bank	24.70	5,207,571	70.93	23.66	23.56	23.98	26.60	20.30	Bullish	Positive	BUY	24.13	
Sabb Takful	42.20	3,881,057	73.56	32.14	30.16	23.69	46.40	11.05	Bullish	Positive	BUY	38.20	
Samba Financial Group	49.10	244,744	64.08	46.54	46.30	47.53	57.50	42.10	Bullish	Positive	BUY	47.35	
Saudi Arabia Fertilizers Co.	174.75	172,999	37.47	176.69	179.32	178.99	194.25	142.25	Neutral	N/A	NEUTRAL	178.63	
Saudi Arabian Mining Co Ltd (Maaden)	30.30	2,723,712	75.13	26.72	26.06	26.37	31.60	18.85	Bullish	Positive	BUY	28.90	
Saudi Basic Industries Corporation	99.25	5,525,463	73.45	94.79	94.21	97.80	114.00	82.50	Bullish	Positive	BUY	95.63	
Saudi Cement Co.	86.25	126,628	77.18	75.93	69.49	65.37	87.00	47.00	Bullish	Positive	BUY	80.00	
Saudi Electricity Co.	14.15	6,765,791	61.92	13.80	13.61	13.57	15.05	12.05	Bullish	Positive	BUY	13.88	
Saudi Kayan Petrochemical Company	16.30	8,754,451	49.21	16.65	17.12	17.34	19.30	13.95	Bearish	N/A	NA	16.25	
Saudi Telecom Co	37.20	1,482,909	73.24	34.55	34.27	34.88	39.50	33.00	Bullish	Positive	BUY	35.70	
Savola Group	31.70	510,621	67.80	29.50	27.73	27.16	32.10	21.55	Bullish	Positive	BUY	30.90	
Southern Province Cement Co.	94.00	52,264	70.35	86.09	79.86	76.03	96.50	57.00	Bullish	Positive	BUY	89.75	
Yamama Saudi Cement Company Ltd	82.00	292,769	79.29	73.37	67.51	64.50	82.00	42.00	Bullish	Positive	BUY	76.25	
Yanbu National Petrochemicals Co	48.00	1,110,836	77.28	44.38	44.19	45.81	53.50	37.50	Bullish	Positive	BUY	45.60	

Source: Metastock (Reuters)

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Doha General Index (Qatar)



Placement above the 200-DMA, and the rising trendline (dotted), continue to support a bullish stance. With a short-term base intact in 8526~8461 area, recovery can be expected towards 8800. A break above aforementioned resistance would perpetuate the bullish momentum towards 8905~9010 area.

StockSnap

Stock Name	Close	21-day Avg. Volume	14-day RSI	50-DMA	100-DMA	200-DMA	250-day High	250-day Low	General Profile	Short-Term Trend	Trading Stance	Trading Stop
Aamal Holding Co	15.65	14,769	55.50	15.75	15.89	17.24	25.00	15.40	Bearish	N/A	NA	15.65
Al Ahli Bank of Qatar	93.00	8,302	50.47	89.54	80.55	75.79	104.80	55.20	Neutral	Positive	NEUTRAL	95.00
AL KHALIJI BK	17.10	205,350	48.91	17.15	17.14	17.26	20.00	16.01	Bearish	N/A	NA	17.38
Al Rayyan Bank	26.25	2,568,454	47.81	26.68	26.13	24.81	28.55	19.40	Neutral	Positive	NEUTRAL	25.50
Barwa Real Estate	29.75	340,338	61.34	29.36	29.45	29.66	36.35	27.15	Neutral	Positive	NEUTRAL	29.10
Commercial Bank of Qatar	82.50	345,327	54.84	82.75	81.70	77.99	87.20	62.40	Bearish	Positive	WEAK BUY	80.90
Ezdan Real Estate	19.19	10,023	39.91	20.77	21.71	22.28	25.00	18.00	Bearish	Negative	SELL	19.10
Gulf International Services QSC	24.32	213,329	66.32	22.91	23.46	25.55	30.30	20.66	Bullish	Positive	BUY	22.59
Gulf Warehousing	36.90	20,470	51.42	37.17	36.04	35.06	41.90	22.50	Neutral	N/A	NEUTRAL	35.75
Industries Qatar	135.50	254,759	61.57	132.43	131.10	132.74	150.00	116.00	Bullish	Positive	BUY	131.70
MANNAI CORP	98.30	486	50.76	98.98	99.39	98.98	108.80	91.00	Neutral	Positive	NEUTRAL	97.70
National Leasing	46.80	216,982	35.41	47.90	45.63	42.75	51.40	31.50	Neutral	N/A	NEUTRAL	48.80
Qatar Electricity and Water	141.00	35,443	48.85	141.12	140.06	139.69	154.90	118.00	Neutral	N/A	NEUTRAL	141.65
Qatar Fuel	270.00	13,447	66.61	254.92	249.12	249.72	270.00	200.00	Bullish	Positive	BUY	261.50
Qatar Gas Transport Company	16.91	413,612	27.45	17.32	17.35	17.47	20.00	16.00	Bearish	Positive	WEAK BUY	16.50
Qatar Industrial Manufacturing	54.50	7,326	46.11	56.26	55.27	54.44	58.90	46.36	Bearish	N/A	NA	55.10
Qatar Insurance	71.80	59,249	26.03	79.73	78.68	79.78	87.50	68.10	Bearish	N/A	NA	77.80
Qatar International Islamic Bank	54.40	86,669	58.97	53.85	54.03	51.25	56.50	43.90	Bullish	Positive	BUY	52.55
Qatar Islamic Bank	82.10	103,845	52.15	82.69	81.88	80.41	86.10	71.30	Neutral	Positive	NEUTRAL	80.40
Qatar National Bank	134.00	218,209	46.52	135.56	133.97	130.83	142.73	104.07	Bearish	Positive	WEAK BUY	133.50
Qatar National Cement	112.40	6,544	53.53	111.27	109.89	111.07	118.00	95.45	Bullish	N/A	NA	112.05
Qatar National Navigation and Transport	70.10	41,383	34.90	73.93	76.04	78.34	97.50	69.70	Bearish	Negative	SELL	72.10
Qatar Telecom	153.00	24,077	68.23	146.37	147.20	149.89	165.00	117.50	Bullish	Positive	BUY	148.50
Salam International Investment	10.97	-	0.19	12.00	12.04	11.72	12.67	9.78	Bearish	N/A	NA	11.52
United Dev.Co	25.15	814,199	57.09	24.70	22.66	21.61	28.95	18.64	Bullish	Negative	WEAK SELL	25.08

Source: Metastock (Reuters)

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DFM General Index (Dubai)



Continues to hold a bullish profile above both short-term and medium term averages, after a break above the intermediate falling trendline. Near-term focus is set at 1735.7

StockSnap

Stock Name	Close	21-day Avg. Volume	14-day RSI	50-DMA	100-DMA	200-DMA	250-day High	250-day Low	General Profile	Short-Term Trend	Trading Stance	Trading Stop
AirArabia PJSC	0.73	8,724,656	78.86	0.62	0.62	0.64	0.84	0.56	Bullish	Positive	BUY	0.67
Ajman Bank PJSC	0.87	461,836	68.74	0.80	0.80	0.82	0.92	0.65	Bullish	Positive	BUY	0.82
Al Firdous Holdings PJSC	0.98	-	100.00	0.98	0.98	0.98	0.98	0.98	Neutral	N/A	NEUTRAL	0.98
ARAB INTERNATIONAL LOGISTICS	1.94	1,420,062	66.16	1.83	1.81	1.81	1.99	1.50	Bullish	Positive	BUY	1.88
Arabtec Holding	2.93	30,121,042	86.54	1.99	1.68	1.52	3.02	0.91	Bullish	Positive	BUY	2.41
Arabian Scandinavian Insurance Company	2.09	-	-	2.09	2.09	2.15	2.85	2.09	Neutral	N/A	NEUTRAL	2.09
Al Sagar National Insurance Company	4.55	-	100.00	4.55	4.55	4.55	4.55	4.55	Neutral	N/A	NEUTRAL	4.55
Commercial Bank of Dubai	3.00	105,694	57.07	2.95	2.97	2.99	3.45	2.85	Bullish	N/A	NA	2.97
Deyaar Development PJSC	0.33	14,359,459	81.45	0.23	0.23	0.26	0.34	0.20	Bullish	Positive	BUY	0.27
Dubai Financial Market	0.93	14,438,396	68.40	0.82	0.90	1.04	1.47	0.68	Bullish	Positive	BUY	0.83
Dubai Islamic Bank PJSC	2.20	4,012,477	70.14	2.00	1.99	2.02	2.32	1.84	Bullish	Positive	BUY	2.09
Dubai Investment	0.80	3,968,346	74.32	0.63	0.66	0.72	0.99	0.58	Bullish	Positive	BUY	0.71
Dubai Refreshments Company	11.25	-	77.29	10.74	10.72	10.55	12.00	4.68	Bullish	N/A	NA	11.13
DRAKE & SCULL	0.96	16,909,676	67.27	0.85	0.83	0.89	1.11	0.75	Bullish	Positive	BUY	0.90
Du (Emirates Integrated Telecommunicatio	3.00	1,513,004	55.37	2.92	2.90	3.02	3.35	2.77	Bullish	Positive	BUY	3.02
Emaar Properties	3.07	28,284,436	69.79	2.66	2.64	2.81	3.51	2.35	Bullish	Positive	BUY	2.77
EMIRATES NBD	2.99	470,938	52.38	2.92	3.20	3.66	4.63	2.65	Neutral	Positive	NEUTRAL	2.98
Gulf General Investment Company	0.30	737,768	54.09	0.26	0.24	0.27	0.45	0.20	Bullish	N/A	NA	0.30
Mashreq Bank	91.45	-	24.40	94.66	84.68	79.69	102.00	74.70	Neutral	Negative	NEUTRAL	96.48
National Cement Company	2.02	-	5.87	2.12	2.69	2.84	3.50	2.00	Bearish	N/A	NA	2.02
National General Insurance	6.70	-	-	6.70	6.70	6.70	7.78	6.70	Neutral	N/A	NEUTRAL	6.70
Oman Insurance Company	6.93	-	-	6.93	6.93	6.93	6.93	6.93	Neutral	N/A	NEUTRAL	6.93
Shuaa Capital P.S.C.	0.85	795,536	80.38	0.55	0.63	0.80	1.26	0.43	Bullish	Positive	BUY	0.67
National General Cooling Co. Tabreed	0.79	17,227,612	81.47	0.54	0.58	0.81	1.53	0.39	Bullish	Positive	BUY	0.63
Union Properties	0.39	9,082,801	75.61	0.28	0.29	0.34	0.46	0.23	Bullish	N/A	NA	0.33

Source: Metastock (Reuters)

Market Impulse

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Abu Dhabi Index (Abu Dhabi)

Close	High	Low	% Chg	14-RSI	50-DMA	100-DMA	200-DMA
2,527.04	2,528.51	2,504.17	0.91	72.60	2,408.17	2,439.67	2,544.19

SUPPORT LEVELS

S1: 2510.5
S2: 2496.3
S3: 2487.6

RESISTANCE LEVELS

R1: 2533.4
R2: 2592.3
R3: —

Daily Momentum Data

Minor Averages: Positive
MACD: Positive
STS: Positive

STRATEGY

Buy at weakness
Stop at 2360
Target at 2592



Immediate target of 2522~2533.4 levels was successfully hit yesterday. In short-term, the bullish momentum appears refreshed for 2592 (initial target) above 2507. General outlook remains positive on the index after an escape from the intermediate down trendline.

StockSnap

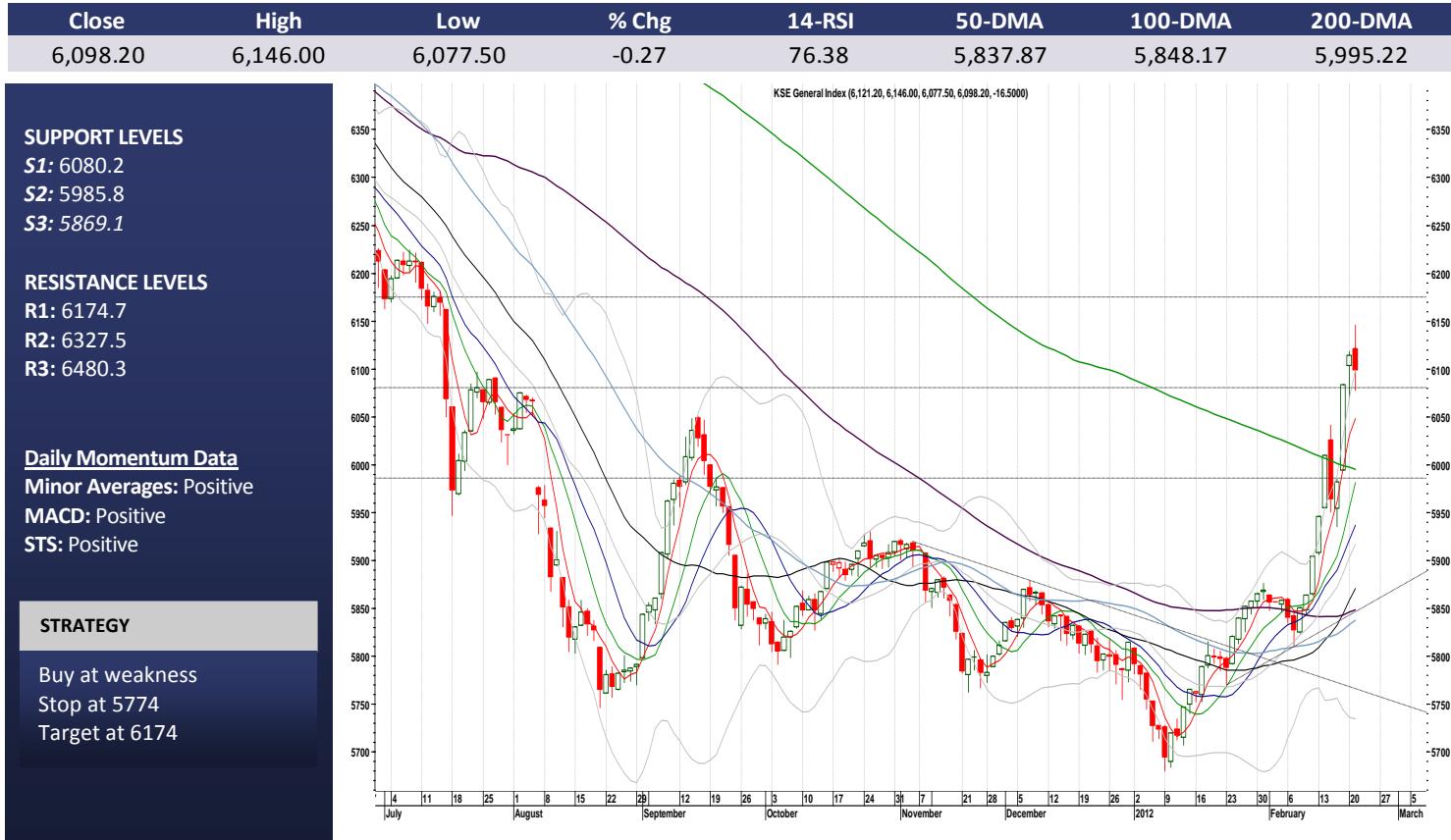
Stock Name	Close	21-day Avg. Volume	14-day RSI	50-DMA	100-DMA	200-DMA	250-day High	250-day Low	General Profile	Short-Term Trend	Trading Stance	Trading Stop
Abu Dhabi Aviation	3.35	97,671	54.30	3.25	3.25	3.28	3.75	2.70	Bullish	Positive	BUY	3.40
Abu Dhabi Commercial Bank	2.98	1,257,468	66.70	2.84	2.86	2.93	3.32	2.09	Bullish	Positive	BUY	2.89
Abu Dhabi Islamic Bank	3.45	395,533	78.21	3.16	3.18	3.22	3.58	2.92	Bullish	Positive	BUY	3.23
Abu Dhabi National Energy Co	1.24	1,017,306	54.22	1.21	1.20	1.22	1.65	1.10	Bullish	Positive	BUY	1.24
Abu Dhabi National Hotels	2.05	103,900	28.79	2.14	2.29	2.44	2.96	2.03	Bearish	Negative	SELL	2.11
Abu Dhabi National Insurance Co	5.70	5,763	18.09	5.94	5.96	6.00	6.25	5.50	Bearish	N/A	NA	5.95
Aldar Properties Company	1.07	27,541,942	70.41	0.90	0.97	1.13	1.71	0.74	Bullish	Positive	BUY	0.97
Arkan Building Material Company	1.02	478,706	66.49	0.93	1.07	1.19	1.82	0.71	Bullish	N/A	NA	0.92
Bank of Sharjah	1.78	66,300	40.39	1.84	1.78	1.77	1.99	1.55	Neutral	Negative	NEUTRAL	1.80
Commercial Bank International	0.94	7,745	74.52	0.79	0.84	0.92	1.05	0.70	Bullish	N/A	NA	0.86
Dana Gas	0.49	20,182,730	75.13	0.43	0.48	0.54	0.73	0.31	Bullish	Positive	BUY	0.43
Emirates Telecommunications	9.52	1,244,322	60.96	9.24	9.61	10.06	11.45	8.50	Bullish	Negative	WEAK SELL	9.44
First Gulf Bank	18.00	696,314	75.58	16.05	15.45	16.14	19.20	13.85	Bullish	Positive	BUY	16.55
Gulf	1.80	-	13.55	1.88	1.88	1.67	1.99	1.30	Bearish	N/A	NA	1.80
Gulf Pharmaceutical	2.45	93,607	72.20	2.27	2.22	2.16	2.49	1.77	Bullish	N/A	NA	2.37
Invest Bank	1.77	-	81.32	1.53	1.52	1.54	1.79	1.38	Bullish	Positive	BUY	1.67
National Bank	1.82	-	54.31	1.77	1.80	1.88	2.53	1.63	Bullish	Positive	BUY	1.82
National Bank of Abu Dhabi	11.00	270,598	60.93	10.73	10.56	10.88	12.10	9.08	Bullish	Positive	BUY	11.15
National Bank Of Fujairah	4.55	-	74.74	4.35	4.20	4.14	4.70	2.87	Bullish	N/A	NA	4.55
National Bank Of Ras Al Khimah	4.94	-	61.48	4.91	4.89	4.77	5.04	4.10	Bullish	N/A	NA	4.88
National Marine Dredging Company	9.22	993	53.08	8.98	9.05	10.12	12.65	8.00	Bullish	Positive	BUY	9.18
Ras Al Khaimah Ceramic co	1.50	78,351	55.21	1.45	1.49	1.64	2.35	1.34	Bullish	N/A	NA	1.48
Sorouh Real Estate	1.11	19,941,344	81.31	0.84	0.90	1.08	1.55	0.65	Bullish	Positive	BUY	0.94
United Arab Bank	3.50	-	41.98	3.61	3.75	4.08	5.65	2.96	Bearish	N/A	NA	3.30
United National Bank	3.04	838,701	56.76	2.93	2.94	3.22	3.95	2.73	Bullish	Negative	WEAK SELL	3.05

Source: Metastock (Reuters)

Market Impulse

February 22, 2012

KSE General Index (Kuwait)



Keeping faith with an impulse initiated from 5774.65~5680 area, we maintain a constructive outlook on the index, sighting possibility for 6174 (internal target). Overall projection is leading towards 6327~6480 area.

StockSnap

Stock Name	Close	21-day Avg. Volume	14-day RSI	50-DMA	100-DMA	200-DMA	250-day High	250-day Low	General Profile	Short-Term Trend	Trading Stance	Trading Stop
AGILITY	390.00	1,599,524	61.18	371.90	374.75	349.29	435.00	246.00	Bullish	Positive	BUY	367.50
AHLI UNITED BANK	186.00	464,762	47.89	189.24	612.52	406.74	42,000.00	184.00	Bearish	N/A	NA	190.00
Al Ahli Bank of Kuwait	660.00	9,762	52.31	656.40	658.60	657.65	690.00	610.00	Bullish	N/A	NA	660.00
Aviation Lease And Finance Co. (K.S.C.C)	295.00	500,000	47.52	300.60	316.60	327.75	380.00	270.00	Neutral	N/A	NEUTRAL	295.00
Boubyan Bank	570.00	432,619	28.43	586.00	592.70	594.35	620.00	560.00	Bearish	Negative	SELL	575.00
Boubyan Petrochemicals Company (K.S.C.)	570.00	782,143	58.55	556.80	559.80	564.75	620.00	470.00	Bullish	N/A	NA	565.00
Burqan Bank of Kuwait	455.00	707,619	37.77	461.80	465.75	480.30	560.00	395.20	Bearish	Positive	WEAK BUY	457.50
Combined Group Contracting Co. SAKC	1,520.00	17,976	44.54	1,539.60	1,451.00	1,574.10	2,000.00	1,300.00	Neutral	Positive	NEUTRAL	1,540.00
Commercial Bank of Kuwait	750.00	58,333	54.48	761.00	771.90	824.45	980.00	500.00	Neutral	Negative	NEUTRAL	740.00
Commercial Facilities Company s.a.k	260.00	176,190	59.25	256.90	265.90	297.38	395.00	250.00	Neutral	Positive	NEUTRAL	257.50
Commercial Real Estate Company	80.00	1,266,667	59.43	78.32	78.37	75.84	82.00	61.00	Bullish	N/A	NA	79.00
Gulf Bank Of Kuwait	485.00	507,619	42.46	493.90	507.15	515.68	580.00	430.00	Bearish	Negative	SELL	487.50
Gulf Cable & Electrical Industries Co	1,460.00	65,357	56.16	1,439.20	1,463.00	1,504.20	1,720.00	1,380.00	Neutral	N/A	NEUTRAL	1,460.00
IFA Hotels and Resorts K.S.C.C	485.00	317,143	74.91	449.80	410.90	392.08	510.00	285.00	Bullish	Positive	BUY	450.00
Kuwait Cement Company	430.00	27,143	38.68	455.60	485.40	514.33	630.00	420.00	Bearish	N/A	NA	435.00
Kuwait Finance House	820.00	1,516,429	34.63	870.40	884.40	922.70	1,111.10	820.00	Bearish	Negative	SELL	850.00
Kuwait Food Company	1,420.00	47,143	39.06	1,453.60	1,468.20	1,498.00	1,660.00	1,300.00	Bearish	Negative	SELL	1,440.00
KUWAIT INTERNATIONAL BANK	250.00	1,666,191	53.55	248.20	257.93	280.64	350.00	234.00	Neutral	Positive	NEUTRAL	249.00
Kuwait Projects Co Holdings	320.00	540,476	54.27	311.80	314.55	337.28	430.00	285.00	Bullish	Positive	BUY	317.50
Mabaneer Company	870.00	295,238	57.88	858.40	862.80	849.70	910.00	545.50	Bullish	Positive	BUY	860.00
National Bank of Kuwait	1,180.00	833,691	61.04	1,146.80	1,133.40	1,131.90	1,360.00	990.00	Bullish	Positive	BUY	1,170.00
National Investments Company	170.00	2,479,048	55.32	170.76	184.10	203.81	375.00	158.00	Neutral	N/A	NEUTRAL	167.00
National Mobile Telecommunications Co	2,000.00	66,310	51.44	1,971.20	1,955.60	1,967.00	2,080.00	1,580.00	Bullish	Positive	BUY	2,000.00
Qurain Petrochemical Industries Company	212.00	526,667	45.16	214.60	217.52	211.56	228.00	166.00	Bearish	Negative	SELL	216.00
ZAIN	860.00	1,830,000	47.43	868.40	897.40	955.10	1,460.00	840.00	Bearish	Positive	WEAK BUY	860.00

Source: Metastock (Reuters)

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research@taib.net
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Stocks in Focus

CLOSE	HIGH	LOW	% CHANGE	14-day RSI	50-DMA	100-DMA	200-DMA
74.5	74.75	74	0.68	63.13	71.76	70.17	71.32

Al Rajhi Bank (TASI)

SUPPORT LEVELS

S1: 74.30

S2: 72.5

S3: 70.75

RESISTANCE LEVELS

R1: 77.17

R2: 80.05

R3: 84.7

STRATEGY

Buy at dips

Stop at 70.75

Target at 77.17~80.05



Last month, the stock broke its intermediate falling trendline, signaling a bullish reversal (intermediate). In our view, the stock is all set for 77.17 and 80.05. Inner supply resides around 74.30, whereas nearby supports exist at 72.50 and 70.75. Max projection is leading towards an intermediate target of 84.7~89.35.

CLOSE	HIGH	LOW	% CHANGE	14-day RSI	50-DMA	100-DMA	200-DMA
0.49	0.5	0.48	0.00	75.13	0.43	0.48	0.54

Dana Gas (ADX)

SUPPORT LEVELS

S1: 0.479

S2: 0.439

S3: 0.39

RESISTANCE LEVELS

R1: 0.519

R2: 0.584

R3: 0.648

STRATEGY

Buy at dips

Stop at 0.39

Target at 0.584~0.648



Impulse initiated in Jan'12 from 0.35~0.31 is expected to drive the stock towards 0.584~0.648 area. Internal supply exists around 0.51. Supports at 0.439 and 0.39.

Market Impulse

TAIB Securities WLL
research@taib.net
(973) 17 549-494

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Glossary

General Profile (medium-term): Determined by comparing market location with 55-day equilibrium point (i.e If stock is above 55-day balance point, then it is assumed that the general theme is bullish, conversely location below 55-day balance would imply a bearish theme)

Short-Term Trend: Immediate trend is determined by comparing 13-day balance point with 21-day balance point.

BUY: If both, general theme and short-term trend are positive

Weak BUY: If general theme is bearish, and short-term trend is bullish

Sell: If both, general theme and short-term trend are negative

Weak Sell: If general theme is bullish, and short-term trend is negative

RSI (Relative Strength Index): Compares the magnitude of recent gains to recent losses in an attempt to determine overbought and oversold conditions of an asset (formula: $RSI = 100 - 100 / (1 + RS^*)$ *RS=Avg. of x days up closes / Avg. of x days down closes). Generally, reading above 70 indicates an overbought state, whereas reading below 30 would show an oversold state.

MACD: A trend-following momentum indicator that shows the relationship between two moving averages of prices. The MACD is calculated by subtracting the 26-day exponential moving average (EMA) from the 12-day EMA. A nine-day EMA of the MACD, called the "signal line", is then plotted on top of the MACD, functioning as a trigger for buy and sell signals.

STS: A technical momentum indicator that compares a security's closing price to its price range over a given time period. (Formula: $\%K = 100[(Close - 14\text{ day low}) / (14\text{ day high} - 14\text{ day low})]$)

DMA: Day Moving Average (Simple)

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Contacts:

TAIB Securities WLL

TAIB Tower, Diplomatic Area
Post Box 20485, Manama,
Kingdom of Bahrain

Phone: (973) 17 549-499
Fax: (973) 17 531-213

E-mail: research@taib.com

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