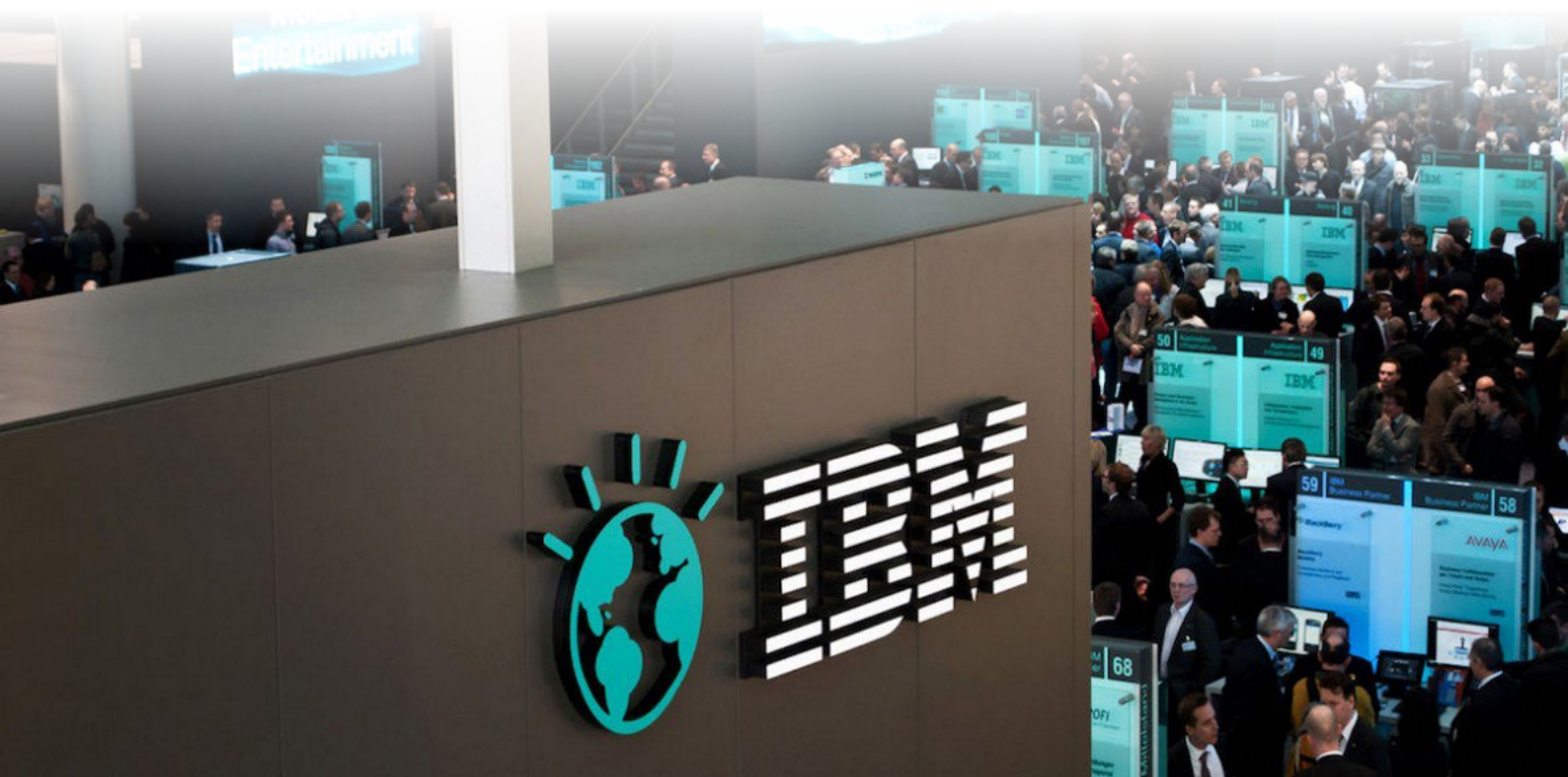




Investment idea:

**“IBM shares will continue to decline.
Get ready to make money on this with
a ready-made investment idea from Ester!”**



IBM (International Business Machines) (#IBM) – is an American company, the world’s largest manufacturer and supplier of hardware and software, as well as IT services and consulting services. IBM is the actual developer of a number of foundational programs and technologies that have given life to modern personal computers.

Its subsidiaries are: SoftLayer, IBM India Private Limited, IBM Internet Security Systems, Lotus Software, Rational Software, IBM Denmark, Compagnie IBM France, Companhia IBM Portuguesa, IBM Nederland, IBM Deutschland, IBM Egypt Business Support Services, IBM Canada, Bluemix, IBM Research, The Weather Company and





Object Technology International.

IBM was founded in 1911.

Reasons for the decline of the IBM shares in July:

1. **A diversity of company's reports.** Since 2019, IBM has suffered significant losses. And the general dynamics of profitability after a rapid growth at the end of 2018 turned to a correction, which actually was the reason for large investors to leave this company.

Despite the very optimistic expectations of profit in the report, which will be published on July 17, the expectations from it remain noticeably lower than the same period of previous years. **Earnings per share (EPS) is 3.08, the expected earnings - 19.18B.**

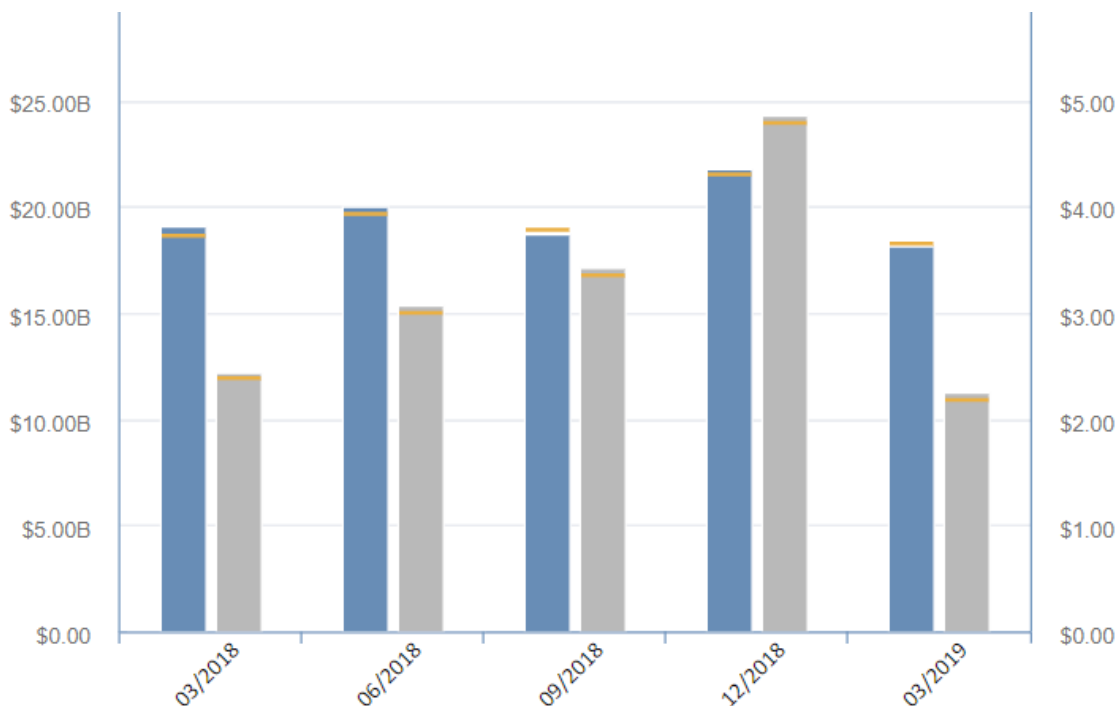


Fig. 1. IBM Profitability chart (#IBM). Blue column - profit, gray column - EPS, orange line - forecast





2. Technical factors. Technically, IBM shares remain in a descending channel. The actual company's profit has this affect and the increasingly shifting priorities of the company towards the supply of services, primarily consulting. A field of activity that actually remains too competitive.

IBM shares from the start of 2017 retain a downward trading channel, which gives weighty arguments to the resumption of decline of IBM shares.

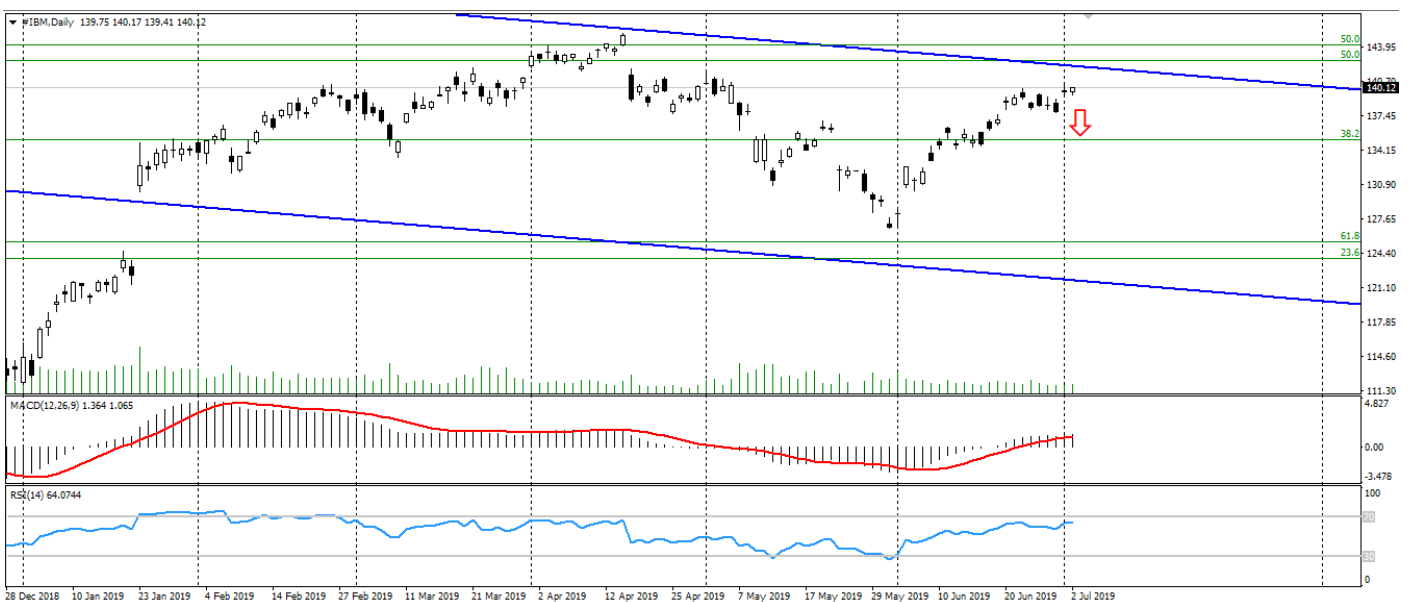


Fig. 2. IBM shares chart

The IBM's report and the resumption of a further surge of optimism on the progress in the US - China trade talks are the main risk factors.

The main issue of the investment idea is to connect to the idea on a renewed decline.

The recommended connection period to the idea is from July 5 to 12, 2019.





The period of working out the idea until August 2, 2019.

The recommended starting amount is \$ 10,000.

The potential profit is from 200% to 400% of the lot size.

Connect

** Entry points, exact profit, protective orders and transaction hedging - check with the manager when you connect!*