

# EVALUATE NEWSLETTER

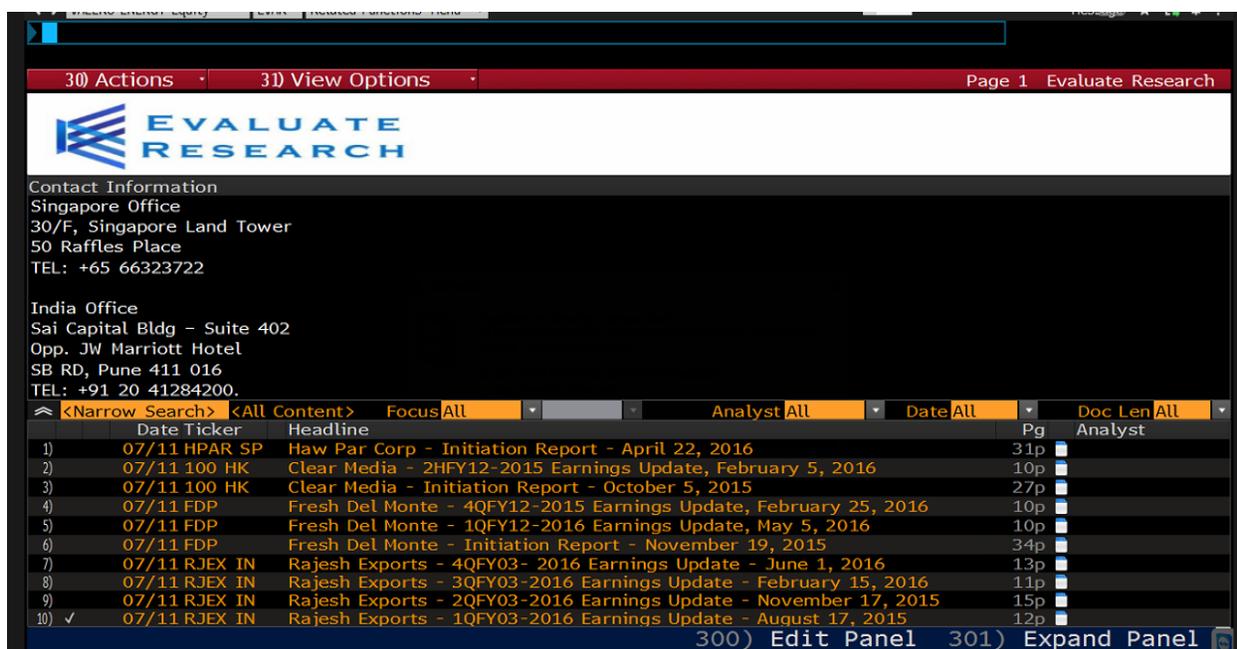
JULY 2016

Welcome to Evaluate's Newsletter for July 2016! Evaluate Research is now on Bloomberg.

This free quarterly newsletter talks about our reports now being available on Bloomberg, why companies care about analyst coverage on their stock, increased visibility and time-saving for a company's senior management, and our extensive distribution of all our reports, free of cost to all investors.

## Evaluate Research: Now on Bloomberg

Our company's page and all our reports are now available on Bloomberg, which is a trusted source and the leading provider of vital investment information on global public companies. Please see below the screenshot of our page on Bloomberg. Our reports can be freely viewed by all investors and there is no restricted access.



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	Date	Ticker	Headline	Analyst	Date	Doc Len	Pg	Analyst
1)	07/11	HPAR SP	Haw Par Corp - Initiation Report - April 22, 2016				31p	
2)	07/11	100 HK	Clear Media - 2HFY12-2015 Earnings Update, February 5, 2016				10p	
3)	07/11	100 HK	Clear Media - Initiation Report - October 5, 2015				27p	
4)	07/11	FDP	Fresh Del Monte - 4QFY12-2015 Earnings Update, February 25, 2016				10p	
5)	07/11	FDP	Fresh Del Monte - 1QFY12-2016 Earnings Update, May 5, 2016				10p	
6)	07/11	FDP	Fresh Del Monte - Initiation Report - November 19, 2015				34p	
7)	07/11	RJEX IN	Rajesh Exports - 4QFY03- 2016 Earnings Update - June 1, 2016				13p	
8)	07/11	RJEX IN	Rajesh Exports - 3QFY03-2016 Earnings Update - February 15, 2016				11p	
9)	07/11	RJEX IN	Rajesh Exports - 2QFY03-2016 Earnings Update - November 17, 2015				15p	
10) ✓	07/11	RJEX IN	Rajesh Exports - 1QFY03-2016 Earnings Update - August 17, 2015				12p	

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## Why Do Companies Care About Analyst Coverage On Their Stock?

The value of a company's stock is a good representation of the market's perceived value of the company. As the stock goes up, the company is thought to be worth more, and as the stock goes down, the company is thought to be worth less. Hence, companies do care about their stock prices in terms of their perceived value.

Generally, the larger a company's market capitalization, the more analyst coverage the company will receive.

Analysts create value for companies by initiating coverage which helps to increase investor interest in the stock. Stocks are not randomly picked to cover by an analyst. A new coverage on a stock is usually the result of a promising future which the analyst might have foreseen for a company.

At Evaluate Research, we initiate coverage on small-cap and mid-cap companies with good valuations, and having little or no research coverage available. Effectively, we seek to ensure that our research will add value to both investors (who are on the lookout for new substantial avenues for investing) as well as the company covered, by providing them more visibility, liquidity, access to the capital markets and greater investor interest.

Stocks that don't have analyst coverage can stay overlooked for quite some time, especially by institutional investors whose buying has the greatest impact on stock prices. This is particularly true for small-cap and mid-cap stocks. If an analyst gives a new recommendation on a company that has very little or no existing coverage, investors start paying more attention to it. Investors may not agree with any analyst's or research report's conclusion, but it nonetheless helps them to understand the critical variables, issues and background about a company's stock.

### **Increased Visibility And Time-Saving For A Company's Senior Management:**

Analyst coverage allows both the company and senior managers to introduce themselves to a wider audience. Financial analysts are one of the main communication channels that a company can utilize to help communicate the company's message and its valuations in an objective manner. This saves the senior management's time and resources spent in communicating their investment potential to the investors.

### **Our Extensive Distribution of all our reports, free of cost to all investors:**

Apart from our extensive mailing list and our own website ([www.evaluateresearch.com](http://www.evaluateresearch.com)), all our company reports are available on various investment information platforms such as Harvest Exchange - a US-based investment management marketplace platform which has more than 125,000 investors signed up which includes money managers, asset managers and individual investors; Research Bytes, etc.