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Sell EJ (Open Position) - 3rdTime

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Fri, Jul 25, 2014 at 10:03 AM

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Overall, 13%-17% avg. position up, and average duration of 8.7 days.

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Sell EJ (Open Position) - 3rd Time

July 25, 2014

Dear GuruFundPicks' Alpha News Edge Trade Alert Service Customers,

Your latest Trade Alert.

Stock: EJ

Action: Sell (Close Position)

Current Price: \$11.50

Investment or Trading Thesis: Position bought earlier twice, first bought and sold on 5/20 & 5/21 at \$8.81 & \$9.81 resp., as it approached the 200dMA, and then bought & sold again a second time on 6/6 & 6/10 at \$9.08 & \$8.79. It was bought for a third time 6/23 at \$8.20, and has done exceptionally well since, up ~40% in the last month. At this point, we are comfortable booking the gains, but we will most likely to get back in later as its fundamentals point to much higher prices near the \$12-\$15 range, so we will keep it on our radar to get back in, hopefully at lower prices, after it consolidates the gains from this run-up.

Earlier Buy Thesis

Chinese real estate services co. providing brokerage, redeemable vouchers, consulting services to real estate co's, and other real estate related services to companies and consumers reported its Q1'14 today morning, handily beating revenue (163-vs-139m) and earnings (8-vs-4c), while guiding higher. It trades at a very attractive 6-7 fwd. PE and even more attractive EV/EBITDA ratio, while growth is expected to be in the

20%–30% range. Chinese real estate market is however weak, leading to the current correction from \$17 high's earlier in March. The bet is that while their brokerage business slows down, other services will do relatively well despite the downturn.

Best,

Manish Babla

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