

## Bell Financial (BFG: AUD1.13)

Bell Financial lifts 2.7% after finding support Thursday  
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Bell Financial Group Limited (ASX:BFG), Australia's 51st largest Diversified financials company by market cap, has lifted 2.7% after hitting the lower Bollinger Band twice in the last ten days. This is a bullish signal. The lower Bollinger Band marks the trajectory of support on a stock price.

Bell Financial's stock price has lifted 3.0c (2.7%) from its previous trading session to close at AUD1.13. Compared with the All Ordinaries Index which rose 31.1 points (0.5%) in the day, the relative price increase was 2.2%.

There were 191,082 shares worth AUD215,923 traded today. The volume was 0.5 times the average daily trading volume of 371,912 shares.

### Figure 1: Stock Identifiers

<b>ISIN</b>	AU000000BFG7
<b>PermID</b>	4295857076

### Fig 2: Stock Summary

<b>52-Week Range</b>	46.51c-AUD1.41
<b>Market Cap</b>	AUD362.7 million
<b>Shares Outstanding</b>	321,000,000
<b>EPS Growth (%)</b>	21.4
<b>Relative Strength (3 mo)</b>	26

### Fig 3: Technical Indicators

Name	Value	Comment
RSI	36.8	Neutral
William % R	-63.4	Neutral
MFI	24.8	Neutral

### Fig 4: Moving Averages

Name	Value	Comment
P/MAP200	1.03	Price/MAP200 above 1 and rising

### Fig 5: Financials Summary

Year ended Dec	FY2019	FY2018	FY2017
Sales (USD M)	185.1	160	149.6
Pretax (USD M)	33.8	25.9	22.7
Net (USD M)	23.6	17.7	15
EPS (AUD)	0.102	0.084	0.078

## Bullish Signals

### Uptrend

Price/Moving Average Price:

- The Price/MAP of 1.03 for BFG is higher than the Price/MAP for the All Ordinaries Index of 0.99.
- The price to 200-day MAP ratio is 1.03, a bullish indicator. In the past 200 days this ratio has exceeded 1.03, 161 times suggesting further upside. The 50-day MAP of AUD1.20 is higher than the 200-day MAP of AUD1.10, another bullish indicator.

Fig 6: High Price Performance Indicator and rank of Bell Financial in the Australian market:

Description	BFG Value	Rank In Market
Volatility %	1.8	In Top 18%

### Undervaluation [compared with sector average]

Price/Earnings and Earnings Yield:

- Price/Earnings of 11.1. We estimate Bell Financial stock is trading at a current year P/E of 8.9 and a forward year P/E of 7.1. The P/E of 11.1 plus annual inflation in the Australia of -0.3% adds up to 10.8, well within the value benchmark Rule of 19.
- Earnings yield of 9.0% is 9.9 times the 10-year bond yield of 0.91%.

Dividend Yield:

- The relative yield of BFG, defined by its yield of 7.5%, divided by average yield of dividend yielding stocks in the All Ordinaries Index of 4.9% is 152.2%. This suggests Bell Financial stock is undervalued in dividend yield terms.

MCap/Total Assets:

- Tobin's Q Ratio, defined as MCap divided by Total Assets, is 0.3. Compared with the rest of the market the stock is undervalued and ranks in the top quartile of stock by value of Q Ratio.

Undervaluation Indicator and rank of Bell Financial in the Australian market:

Description	Value	Rank In Market
Dividend Yield %	7.5	In Top 13%