

Hershey Company (HSY: \$167.58)

Hershey Company drops 1.9%, underperforming 85% of the market Monday May 12, 2025 16:00 EDT

The Hershey Company's (NYSE: HSY \$167.57) stock price dropped \$3.33 (1.9%) from its previous trading session to close at \$167.57.

Compared with the S&P 500 Index which rose 166.1 points (2.9%) in the day, the relative price change was -4.9%.

In the NYSE market of 1,908 stocks and 37 units traded today, the stock has a 1-month relative price strength of 15 indicating it has underperformed 85% of the market. A price fall combined with a low relative strength is a bearish signal.

Today its volatility (highest price minus lowest price/lowest price) of 3.0% was 1.3 times its average daily volatility of 2.4%. The stock traded between its 27-day high of \$171.45 and its six-day low of \$166.40 today.

There were 1,810,243 shares worth \$303.4 million traded today; the volume was close to average trading.

ANNUAL REPORT

Hershey Company (NYSE:HSY), announced EPS of \$10.92 for the year-ended 31 December 2024 [FY2024], up 21% from \$9.06 in the previous year [FY2023]. Last year the company had reported EPS growth of 10% from \$8.22 in FY2022 to \$9.06 in FY2023.

Annual growth in Revenue, Net Profit and EPS

| Year-ended | 31 December [FY/2024] | 31 December [FY/2023] |
|------------------------|-----------------------|-----------------------|
| Revenue, \$ Billion | 11.2 | 11.2 |
| Growth in Revenue % | 0.3 | 7.2 |
| Net Profit, \$ Billion | 2.2 | 1.9 |
| Growth in Net Profit % | 19.3 | 13.2 |
| EPS, \$ | 10.92 | 9.06 |
| Growth in EPS % | 20.5 | 10.2 |

UPCOMING EVENT: DIVIDEND

The company today announced a quarterly dividend of \$1.37 per share for Q1/2025; unchanged from the previous quarter (Q4/2024) dividend of \$1.37. The ex-dividend date is Friday, May 16, 2025 and the record date is Friday, May 16, 2025 and it is payable on Monday, June 16. Total dividends per share paid in the 12 months ended May 05 were \$5.48. This reflects actual dividend yield of 3.4% at the last price of \$163.35.

Bearish Turning Point

Price/MAP50

The P/MAP [Price/Moving Average Price] was previously greater than 1 and MAP rising. These were bullish indicators. Hershey Company's stock is now trading below its 50 day MAP at \$168.83, a bearish indicator.

Figure 1: Stock Summary

| | |
|--------------------------|-------------------|
| 52-Week Range | \$138.94-\$205.60 |
| Market Cap | \$25.1 billion |
| EPS Growth % (y.o.y) | 130.3 |
| EPS Growth % (q.o.q) | 78.3 |
| Shares Outstanding | 149,600,000 |
| Relative Strength (3 mo) | 88 |

Fig 2: Technical Indicators

| Name | Value | Comment |
|-------------|-------|---------|
| RSI | 50.3 | Neutral |
| William % R | -36.2 | Neutral |
| MFI | 45.5 | Neutral |

Fig 3: Moving Averages

| Name | Value | Comment |
|----------|-------|----------------------------------|
| P/MAP10 | 0.98 | Price/MAP10 below 1 and falling |
| P/MAP50 | 0.99 | Price/MAP50 below 1 and falling |
| P/MAP200 | 0.96 | Price/MAP200 below 1 and falling |

Fig 4: Financials Summary

| Year ended Dec 31 | FY2024 | FY2023 | FY2022 |
|-------------------|--------|--------|--------|
| Sales (\$ B) | 11.2 | 11.2 | 10.4 |
| Pretax (\$ B) | 2.5 | 2.2 | 1.9 |
| Net (\$ B) | 2.2 | 1.9 | 1.6 |
| EPS (\$) | 10.92 | 9.06 | 8.22 |

EPS up 20.5% to \$10.92 in FY2024 [y.e. 31 Dec 2024]

Net profit was up 19.3% from \$1.9 billion in FY2023 to \$2.2 billion in FY2024.

Earnings Per Share (EPS) was up 20.5% from \$9.06 in FY2023 to \$10.92 in FY2024.

Bearish Signals

Downtrend

Today's Volatility:

- Hershey Company (HSY: \$167.57) drops 1.9% on increasing volatility: Today its volatility (highest price minus lowest price/lowest price) of 3.0% was 1.3 times the average daily volatility of 2.4%, up from 1.6% on Friday and 1.8% on Thursday.

Price/Moving Average Price:

- The Price/MAP of 0.96 for HSY is lower than the Price/MAP for the S&P 500 Index of 1.01.

- In the past 200 days this ratio has been under 0.96 106 times suggesting downside. The stock is trading below both its MAPs and the 50-day MAP of \$168.83 is lower than the 200-day MAP of \$175.01, a bearish indicator. The 200-day MAP has decreased to \$175.01. A decrease is another bearish indicator.