

Figure 1: Stock graph shows the stock's trend

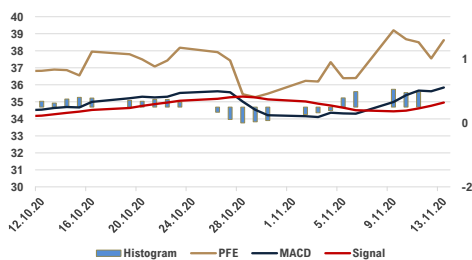


Figure 2: MACD chart

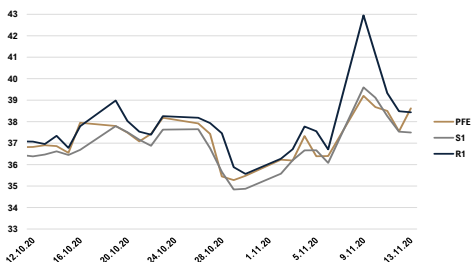


Figure 3: Shows the resistance and support levels

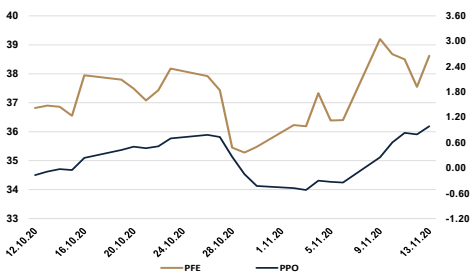


Figure 4: Shows the PPO

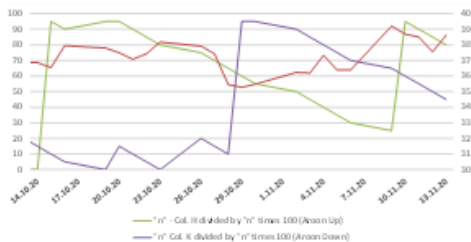


Figure 5: Aron-Up above Aron-Down

Firm's Brief Description

Pfizer Inc. (Pfizer) is a research-based global biopharmaceutical company. The Company is engaged in the discovery, development and manufacture of healthcare products. Its global portfolio includes medicines and vaccines. The Company manages its commercial operations through two business segments: Pfizer Innovative Health (IH) and Pfizer Essential Health (EH). IH focuses on developing and commercializing medicines and vaccines. IH therapeutic areas include internal medicine, vaccines, oncology, inflammation and immunology, rare diseases and consumer healthcare. EH includes legacy brands, branded generics, generic sterile injectable products, biosimilars and infusion systems. EH also includes a research and development (R&D) organization, as well as its contract manufacturing business. Its brands include Prevnar 13, Xeljanz, Eliquis, Lipitor, Celebrex, Pristiq and Viagra. (Source Reuters)

Fundamental Approach

- PFE has a Return On Assets of 4.85%. This is amongst the best returns in the industry. The industry average is -34.88%. PFE outperforms 91% of its industry peers.
- Compared to an average industry Price/Earning Ratio of 18.14, PFE is valued a bit cheaper than its industry peers.
- The EPS growth is accelerating: in the next 2 years the growth will be better than in the last years

Technical Analysis

According to Figure 1, there is an overall uptrend at most of the examined period. There were 5 secondary movements. MA10 is crossing above the MA20 indicating a potential buy signal. MACD (Graph 2) is moving above the zero line-level as well as the histogram. That sign lead to a buy signal. The support and resistance levels are forming at 37.50 and 38.44 respectively. PPO (Graph 4) is crossing the zero-line level with the shorter MA moving higher than the longer MA pointing out a strong buy signal. Finally, in Figure 5 Aron-Up is operating higher than the Aron-Down providing a potential buy signal as well.

Prediction

Considering the company's financial efficiency, which is indicated by our team's fundamental approach, in combination with the considerable news of the covid-19 vaccine, there are many possibilities that Pfizer's stock price will increase. This conclusion is further supported by the technical indicators that are thoroughly presented in the above paragraph and show a potential buy signal.

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