

Figure 1: Stock graph shows the downtrend.



Figure 2: Candle chart indicates more negative changes.

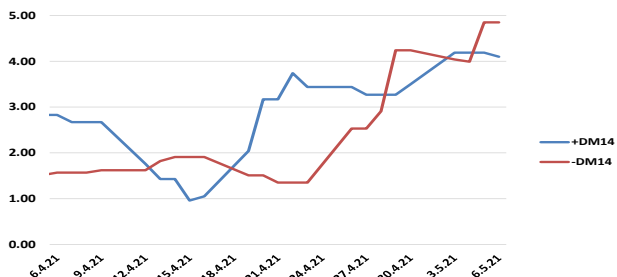


Figure 3:- DMI14 above +DMI14.

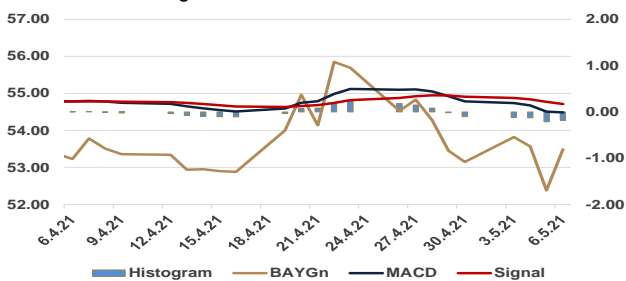


Figure 4: MACD depicts a potential sell signal.

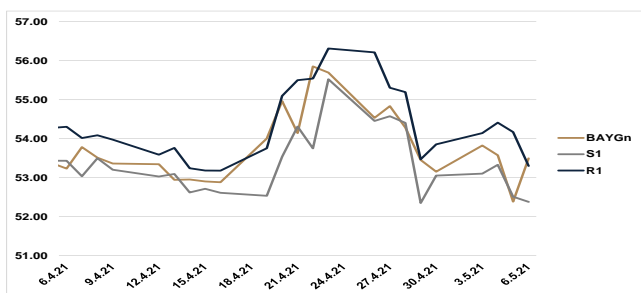


Figure 5: Support and Resistance levels.

## Firm's Brief Description

Bayer AG is a life science company. The Company's segments are Pharmaceuticals, Consumer Health, Crop Science and Animal Health. The Pharmaceuticals segment focuses on researching, developing and marketing prescription products and specialty therapeutics especially in the areas of cardiology, oncology, gynecology, hematology and ophthalmology, as well as radiopharmacology and others. The Consumer Health segment develops, produces and markets nonprescription over-the-counter products in the dermatology, dietary supplement, analgesic, gastrointestinal, cold, allergy, sinus and flu, foot care and sun protection categories, among others. The Crop Science segment research develops and markets crop protection solutions and seeds and includes the subsidiary Monsanto. The Animal Health segment is engaged in the development, production and marketing of prescription and nonprescription veterinary products.

## Fundamental Approach

- Bayer is preparing to launch an auction for its Bayer Environmental Science pest control unit this summer, potentially fetching more than €2B (\$2.35B).
- BAYN releases positive phase 3 data for Aliqopa in non-Hodgkin's lymphoma which led to a decrease in risk of disease progression or death by 48%.
- Bayer is targeting to rise its EPS to €7-€7.5 (\$8.32), up from €6.39/share in 2020, and sales to reach €43B-€45B by 2024, driven by life science innovations.

## Technical Analysis

According to the main graph, there is a potential down-trend in the examined period (22/04/2021 – 6/05/2021). Furthermore, the candle chart shows more negative changes than positive through the last month. Figure 3 indicates a potential sell signal as the -DMI 14 surpassed +DMI14. Additionally, figure 4 supports this conclusion as MACD crossed below the Signal line on April 30th, furthering its decline. Finally, the support and the resistance levels were formed at 52.376 and 53.296, respectively.

## Prediction

Considering a potential bearish trend of the stock a potential sell signal is issued. This signal is further supported through the technical analysis that is provided in the above paragraph as the figures cited in this report show a bearish path of the Bayer AG stock.

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