

Figure 1: Stock graph shows the stock's trend

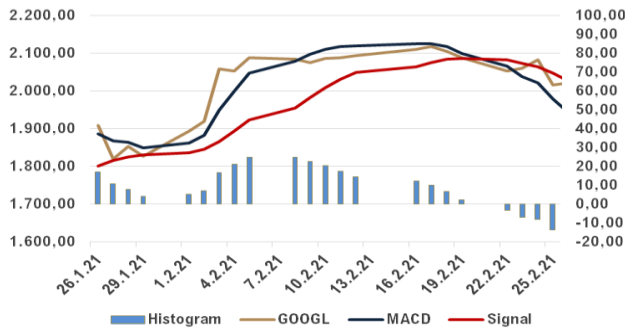


Figure 2: MACD shows a potential buy signal

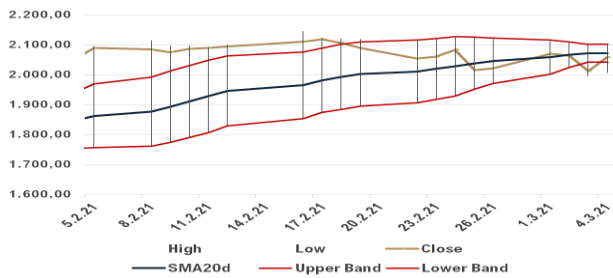


Figure 3: Close price has crossed above the Lower Band

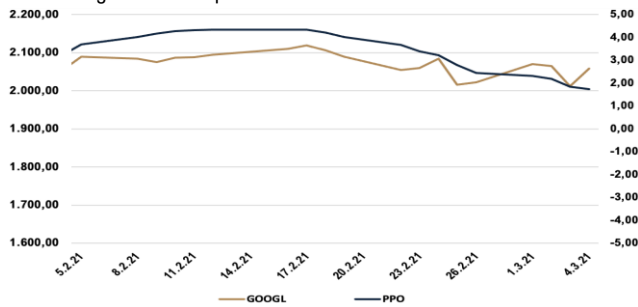


Figure 4: PPO is a positive measurement



Figure 5: Positive changes more than the negatives

### Firm's Brief Description

Alphabet Inc. is a holding company. The Company's businesses include Google Inc. (Google) and its Internet products, such as Access, Calico, CapitalG, GV, Nest, Verily, Waymo and X. The Company's segments include Google and Other Bets. The Google segment includes its Internet products, such as Search, Ads, Commerce, Maps, YouTube, Google Cloud, Android, Chrome and Google Play, as well as its hardware initiatives. The Google segment is engaged in advertising, sales of digital content, applications and cloud offerings, and sales of hardware products. The Other Bets segment is engaged in the sales of Internet and television services through Google Fiber, sales of Nest products and services, and licensing and research and development (R&D) services through Verily. It offers Google Assistant, which allows users to type or talk with Google; Google Maps, which helps users navigate to a store, and Google Photos, which helps users store and organize all of their photos.

Source: Reuters

### Fundamental Approach

- Google won't develop individual tracking ad products.
- Google partners up with Allianz and Munich Re to protect its cloud users.
- Google said the cloud-computing business lost \$1.24 billion in the December quarter and \$5.6 billion overall in 2020.

### Technical Analysis

There is a strong bullish trend for this stock with multiple indicators showing that. According to Figure 1, the stock price has crossed below MA 10, providing a potential buy signal. The MACD after crossing below the signal line while steadily diminished, MACD continues to be positive anticipating making a reverse. According to Figure 3, the stock price has crossed above the Lower Band indicating a potential buy signal. The PPO had a downtrend since the end of January as it moved from above to below but it is keeping a positive measure showing a bullish trend. At the Candle Chart, the positive changes have been more than the negatives and that means a strong buying pressure and a bullish trend that had Alphabet Class A stock during the previous month. The Support level was at 1988,24 and the Resistance was at 2055,55.

### Prediction

Considering the recent downtrend combined with the uncertainty created by the change in the tracking ad products, a potential buy signal is recommended as we think the bullish will continue. This signal is further supported by the technical analysis provided in the above paragraph. The figures cited in this report show a bullish path for the GOOGL stock.

## DISCLAIMER

### THE FINANCE CLUB OF UNIVERSITY OF MACEDONIA, THESSALONIKI, GREECE

The Finance Club of University of Macedonia - [www.financeclub.gr](http://www.financeclub.gr) is an independent non-organization founded by students of the University of Macedonia, Greece (UoM - [www.uo](http://www.uo)) with strong relations between the market and the University. Though based in the University of Macedonia, the Club operates via associates in Aristotle University of Thessaloniki, Greece and other institutions. The Club gives its members the chance to view the market in a more practical approach rather than the abstract knowledge offered by the university. In order to achieve this goal, the Club organizes conferences, workshops and seminars. Moreover, its members are able to cooperate with companies by taking up real case projects to work on along with the managers of the associated companies. In addition, the Club is trying to build and expand its network among students, market professionals and professors. The Club has members a very broad pool of potential partners and employers.

This report has been compiled by the authors mentioned above and published by them via the Finance Club website and many other platforms. The club confirms that the authors are active members at the time of publication but emphasizes the fact that opinions and views given by the authors in this article are only those of the authors and Finance Club UoM takes no responsibility for the completeness or correctness of information provided. No investment advice is given with the text above and the reader should not take any financial decision based on the information published in this article. The Club recommends extensive research by the reader before investing in any financial asset. General this report may be based on the information extracted from various sources, but not limited to various companies' and statistical agencies' websites, online portals, their annual reports etc. No representation or warranty of any kind is or may be made with respect to the completeness of, and no representation or warranty should be inferred from, any projections or forecasts or statement contained herein or any underlying assumptions. This article may include descriptions of estimates and projections/futuristic statements with respect to current and anticipated performance of the underlying. Such statements, estimates and projections reflect various assumptions and are not to be taken as the participants concerning anticipated results, whose assumptions and estimates may or may not be accurate or correct. There are no assurances whatsoever that any statements, estimates or forecasts contained in this article, including without limitation any financial or business projections, accurately reflect the underlying's financial and/or business position as of the respective dates specified or the results of its operations for any respective periods indicated. No copyright or trademark infringement is intended in any form.

© Copyright 2020. Finance Club UoM