

Figure 1: Stock graph shows the bullish trend.

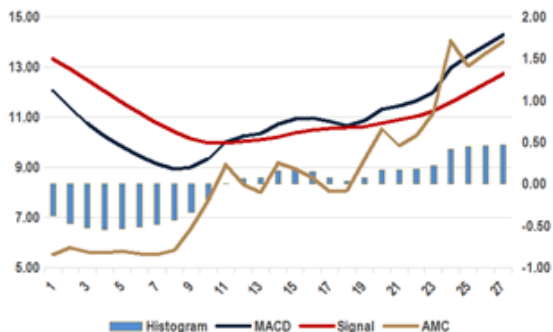


Figure 2: MACD shows a potential buy signal

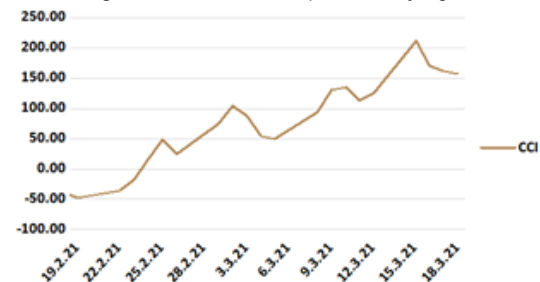


Figure 3: CCI above +100



Figure 4: PPO depicts a potential buy signal.

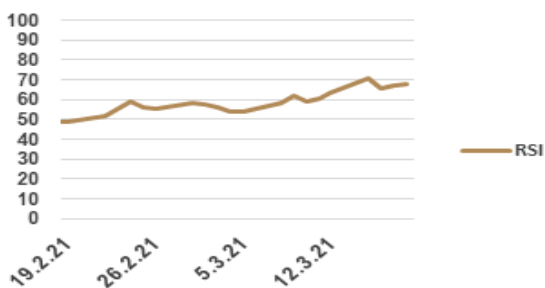


Figure 5: RSI above 30

Firm's Brief Description

AMC Entertainment Holdings, Inc. is a theatrical exhibition company. The Company conducts operations through two segments: U.S. markets and International markets. It licenses first-run films from distributors owned by film production companies and from independent distributors on a film-by-film and theatre-by-theatre basis. It also offers food and beverage products, including drinks and meals, popcorn, soft drinks, candy, and hot dogs, coffee, snacks, beers, wine, and mixed drinks, and other gourmet products. In U.S. markets, it operates theatres in approximately 44 states and the District of Columbia. In International markets, it operates theatres in approximately 13 European countries and in Saudi Arabia. It operates approximately 1,004 theatres and over 11,041 screens in approximately 15 countries, including over 636 theatres with a total of approximately 8,094 screens in the United States and over 368 theatres and approximately 2,947 screens in European markets and Saudi Arabia.

Fundamental Approach

- AMC announced fourth quarter and Year-End 2020 results, raising investor expectations.
- AMC shares roses after a new burst of heavy social media attention. This helped AMC bag another \$305 million from the stock market and slash its debt load by \$600 million.
- AMC Theaters had its 98% of U.S. locations open, beginning on March 19.

Technical Analysis

According to Figure 1, the 10-day MA crossed above the 20-day MA providing a potential buy signal. In Figure 2, MACD crossed above the signal indicating a bullish trend. In the 3rd graph, CCI has set above +100 level, providing a buy signal. Additionally, the PPO had an uptrend during the examined period (19/02- 18/03), as the short-term MA is above the long-term MA. Finally, RSI indicates a buying signal as it crosses back above 30 from below. as the fifth graphs depict.

Prediction

Considering the strong bullish trend of the stock combined with the positive momentum, a potential buy signal is recommended. Due to the announcement of the AMC theaters opening, the buy signal is more recommended as we think the bullish will continue to grow. This signal is further supported through the technical analysis that is provided in the above paragraph.

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