

Figure 1: The Main Graph shows the stock's trend.

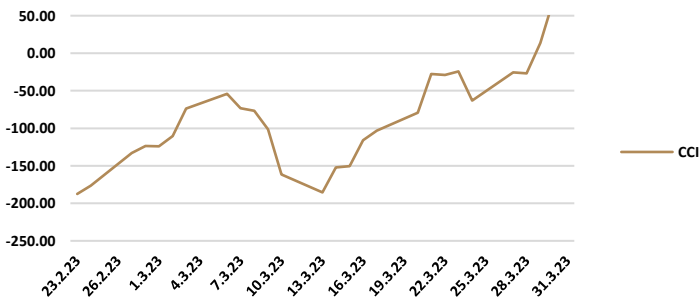


Figure 2: CCI indicates a potential sell signal

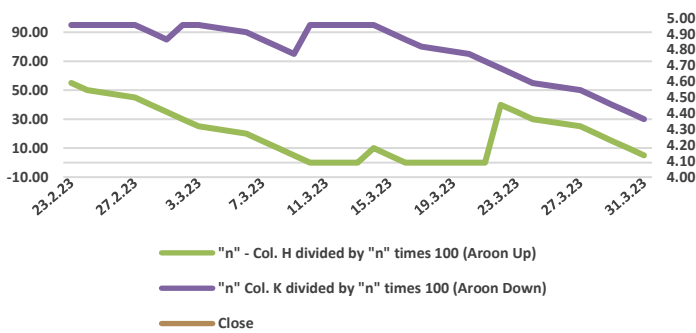


Figure 3: Aroon Indicator shows a sell signal

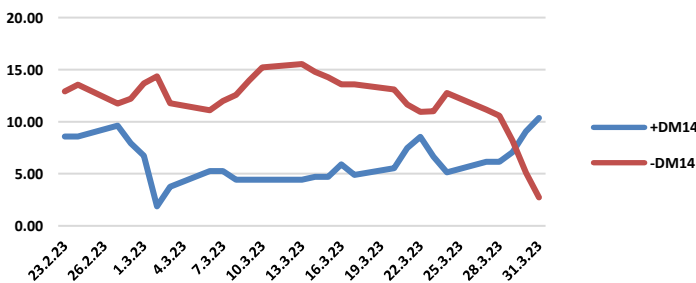


Figure 4: DMI Index depicts a sell signal

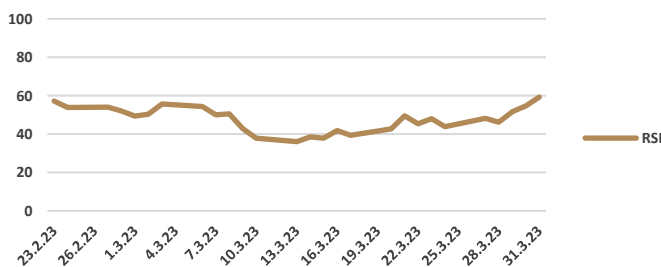


Figure 5: RSI is around 45

### Firm's Brief Description

The Walt Disney Company is a worldwide entertainment company. The Company's segments include Disney Media and Entertainment Distribution (DMED), and Disney Parks, Experiences and Products (DPEP). The DMED segment encompasses the Company's global film and episodic television content production and distribution activities. The Company's DMED's lines of business consists of Linear Networks, Direct-to-Consumer and Content Sales/Licensing. The Company's DPEP segment business consists of sale of admissions to theme parks, the sale of food, beverage and merchandise at its theme parks and resorts, sales of cruise vacations, sales and rentals of vacation club properties, royalties from licensing its intellectual properties (IP) for use on consumer goods and the sale of branded merchandise. The Company's Content Sales/Licensing business consist of selling film and episodic television content in the television and subscription video-on-demand (TV/SVOD) and home entertainment markets.

### Fundamental Approach

- Novare Capital Management LLC increased its position in shares of The Walt Disney Company by 10.9% in the 4th quarter, according to the company in its most recent filing with the Securities and Exchange Commission.
- Over the past month, shares of Walt Disney have returned -11.4%, compared to the Zacks S&P 500 composite's -3.9% change. During this period, the Zacks Media Conglomerates industry, which Disney falls in, has lost 9.2%.
- The Walt Disney Company Limited—has posted a loss of almost \$300 million for the financial year ending Oct. 2, 2021, a significant drop compared to previous year's accounts.

### Technical Analysis

Regarding the main graph (Figure 1), Target's stock price is below both MA 10 and MA 20. As a result, there is a slight downward trend in Target's stock price that indicates a buy approach. According to the CCI indicator (Figure 2), the index ranges from -150 to 0; therefore, this shows an apparent neutral sign with a slight direction to sell. From figure 3, we can deduce that the Aroon Indicator shows a sell signal as the Aroon Up line remains below the Aroon Down line. DMI indicator indicates a sell signal as -DI is above +DI until the last period of analysis. Last but not least, by examining the RSI indicator (Figure 5), it appears to be around 45, which depicts a neutral to buy signal because the RSI line tends to move downwards and reach 30.

### Prediction

Taking into consideration all the above indexes from the technical analysis and the latest news we conclude that a long position is slightly recommended as we don't have a strong buy signal because of the neutral signs.

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