Fortrend Securities

Bears vs. Bulls

March 2011





General Advice

The advice has been prepared without taking into account the clients objectives, financial situation and needs. Clients should consider the appropriateness of the advice by taking into consideration your objectives, financial situations and needs before acting on the advice.



Contents

- Market Overview and Movers
- Relative Value
- Bulls UBS, JP Morgan
- Bears Morgan Stanley, Goldman Sachs
- Fortrend View
- Stock Selection
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Market Performance

- The S&P 500 rose 1.9% (Apple)
- EE'12 were cut 0.3%
- P/E'13 rose to 11.7
- 10 Year Treasury unchanged at 2.03%



Relative Value Model

Plus Percentage Change in Price/Book .. 1.9% Minus Percentage Change in ROE 2012... -0.4% Equals Percentage change in P/E 2012 .. 2.2% Current P/E 2012 11.7 10 year Treasury Yield 2.03%

Forcasted P/E.....

10 year Treasury Yield

10 year Treasury Yield	4.1%	4.6%	4.2%	4.3%	4.4%	4.6%
	Dec 04	Dec 03	ec 02 k	ec 01	Dec 00	Dec 99
Forcasted P/E	17.1	18.1	17.5	22.4	20.8	25.9

4.1%

17.1

Dec 09 lec 08

17.5

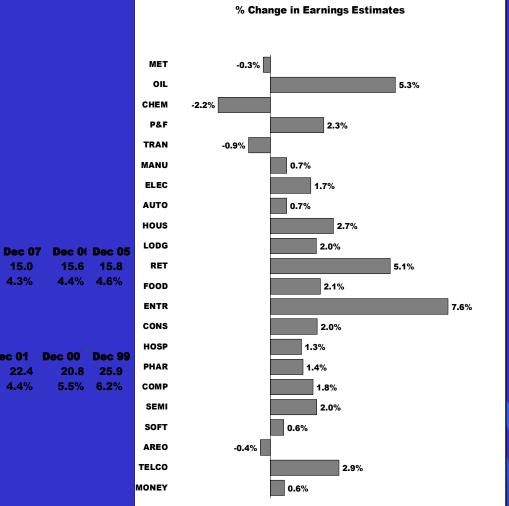
4.2%

15.0

4.4%

15.6

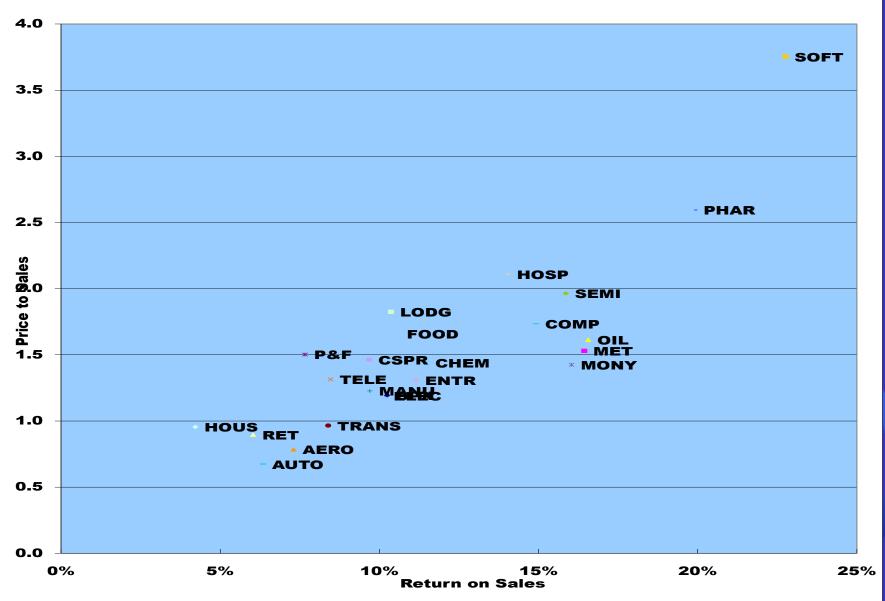
5.5%







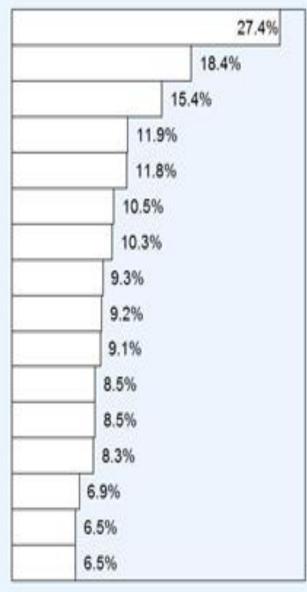
Price to Sales vs Return on Sales





Best Performers

Worst Performers



Dillard Dept
Liz Clairborne
Apple
Devon Energy
Gap Inc
Computer Sci.
International Pape
Jarden
Motorola Solution
Autozone
NCR Corp
ConocoPhillips
Target Corp
American Int'l
Ebay
Comcast

CSX Corp	3.0%	-13.
Southwest Air	%	-14.3%
Masco	6	-14.4%
Morgan Stanley	6	-14.7%
Freeport-McMoRan		-15.1%
Netflix		-15.3%
New York Times		-15.4%
Allegheny Technologies		-16.4%
Hewlett-Packard		-16.9%
Delta Air		-17.2%
Joy Global		-18.0%
Navistar		-18.6%
Cliffs Resources		-19.7%
United Airlines		-20.4%
US Steel Corp		21.7%

Bears vs. Bulls

Firm	Strategist	Stocks	Bonds	Cash	Est. EPS	Est. EPS	S&P Target
					2012	2013	2012
Bulls							
UBS -c	Jonathan Golub	50	33.5	1	103.00	112.00	1,475
JP Morgan	Thomas Lee	60	25	15	105.00	110.00	1,430
Bank of America -a	David Bianco	48	37	3	104.50	110.00	1,418
Barclay s	Barry Knapp	NA	NA	NA	103.00	105.50	1,330
Bears							
Morgan Stanley	Adam Parker	NA	NA	NA	100.00	103.00	1,167
Bank of Montreal -b	Ben Joyce	62	31	4	103.00	103.00	1,215
Goldman Sachs	David Kostin	NA	NA	NA	100.00	106.00	1,250
Average		55	31.6	5.8	101.82	107.75	1,355
Current S&P 500 Le	evel						1,371
a) 10% Commoditie	s, b) 3% Alternative, c) :	2.5% volitilit	y + 5% cor	nmodities	+ 5% real es	tate	-1%



UBS, Jonathan Golub

- Analyzes the impact that a surge in oil has on stocks.
- Sanctions against Iran could lead to military action in the Persian Gulf, combined with improved economic data and more global QE - oil to run up to between \$130 and \$270
- Biggest impact on Auto, Transportation, materials and diversified financials: Goldman Sachs, FedEx and Bank America.
- As the most bullish strategist, he says earnings from energy companies fell in 4Q and should recover, and financials have a "much better backdrop."



JP Morgan - Thomas Lee

- Likes industrials, technology, energy and and financials.
- He says macro analysis points to favoring cyclical stocks, so buy on dips.
- He likes BankAmerica, General Electric, IBM, General Dynamics and very interestingly,
- Annaly Capital Management, a REIT which invests in mortgage backed securities.



Fortrend Strategy

- Expect volatility. Leverage at the consumer and Government levels does not extend to the corporate level (ex- financials and REITs).
- S&P500 companies earn half of their profit offshore, where emerging markets, and core European countries are doing very well.
- The US economic risk is built into US stock prices, but only half of the earnings come from the US.



Morgan Stanley

- Four regions: US, Europe, Japan and Emerging Markets (Asia ex-Japan).
- Assumptions:
- 1. We are in the last stage of a four year bear market, so we will bounce along the bottom.
- 2. Expect sustained improvement in risk assets (in other words, risky assets are trading at a deep discount)
- 3. Broad based monetary easing like QE2 would cause MS to re-evaluate outlooks.



Morgan Stanley

- 1. EM (AxJ)
- 2. Europe
- 3. US
- 4. Japan
- Europe was the surprising conclusion, where they say high levels of trade with EM will more than offset European debt issues.



Goldman Sachs David Kostin

- A 10% increase in bets by hedge funds that equities will gain wasn't enough to keep their short sales from limiting returns to half the Standard & Poor's 500 Index in 2012.
- The average equity hedge fund returned 3% last year compared with 7% for the S&P 500.
- Boosted net long exposure to 46% in 4Q from 36%. "The net exposure has created a drag on performance rather than poor stock selection."



Fortrend

- US Bull Market, Europe on down stroke, China slowing, Japan is Japan.
- US recovering slowly, 2 inches forward.
- Leverage at Gov & Consumer, not Corp
- Cyclical exporters are employing, Manu, Auto, Housing. Are all moving.



Fortrend

- Retail, restaurants and hotels are also recovering: Dillard, Brinker, and Marriot
- Consumer products and IT: Not US econ stocks, more global.
- The VIX is down, but expect shock events
- March 2011 (Japan, Egypt, and Euro debt)
- Sep: Tea party



Fortrend

- Election around the corner: close race
- Everybody wants to see debt levels brought under control
- Nobody wants to see an austerity program which damages the fragile recovery path
- Mutually exclusive goals, so watch out for the wrench, it will come.



Equity **DES** C **59** . **26** -.52 N 59.23/59.24 88x86

Mar12 DELAYED Vol 3,710,152 Op 59.81 P Hi 59.92 P Lo 59.14 T

HON US Equity 98) Report 99) Feedback Page 1/4 Description: Profile Profile Issue Info 3) Ratios 4) Revenue & EPS

HONEYWELL INTERNATIONAL INC

5) Ind Automation Cntrl (CCB) Honeywell International Inc. is a worldwide diversified technology and manufacturing company

providing aerospace products and services, control, sensing and security technologies, turbochargers, automotive products, specialty chemicals, electronic and advanced materials, process technology for refining and petrochemicals, and energy efficient products and solutions.

[BBGID BBG000H556T9]



Australia 61 2 9777 8600 Brazil 5511 3048 4500 Europe 44 20 7330 7500 Germany 49 69 9204 1210 Hong Kong 852 2977 6000 Japan 81 3 3201 8900 Singapore 65 6212 1000 U.S. 1 212 318 2000 Copyright 2012 Bloomberg Finance L.P. GMT-4:00 H186-95-1 13-Mar-2012 00:10:12 MMM US \$ C 87.54 + .74 N 87.54/87.55 169x7

Equity**DES**

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MMM US Equity 98 Report 99 Feedback Page 1/4 Description: Profile
1) Profile 2) Issue Info 3) Ratios 4) Revenue & EPS
3M CO 5) Containers & Packaging Mfg (

3M Co. conducts operations in electronics, telecommunications, industrial, consumer and office, health care, safety, and other markets. The Company's businesses share technologies, manufacturing operations, brands, marketing channels, and other resources. 3M serves customers in countries located around the world. [BBGID BBG000BP52R2]



SLG US \$ C **77.10** unch N 77.14/77.17 25x8 Equity**DES**As of Mar12 DELAYED Vol 440,763 Op 77.18 N Hi 77.58 Y Lo 76.92 N

SLG US Equity 98 Report 99 Feedback Page 1/4 Description: Profile 1) Profile 2) Issue Info 3) Ratios 4) Revenue & EPS

SL GREEN REALTY CORP 5) Office REIT (CCB)

SL Green Realty Corp. is a fully integrated, self-administered and self-managed real estate investment trust. The Trust is exclusively focused on owning and operating office buildings in Manhattan. [BBGID BBG000BVP5P2]



88x334 Equity **DES** C 38 - 12 + .17 N 38.13/38.14

Mar12 DELAYED Vol 5,409,806 Op 37.95 Hi 38.235 D Lo 37.83 D

98) Report KFT US Equity 99) Feedback Page 1/4 Description: Profile 1) Profile 4) Revenue & EPS Issue Info Ratios

KRAFT FOODS INC-CLASS A

5) Food Manufacturing (CCB)

Kraft Foods Inc. is a food and beverage company. The Company manufactures and markets packaged food products, including snacks, beverages, cheese, convenient meals and various packaged grocery products. Kraft sells its products throughout the world. [BBGID BBG000D4LWF6]



DPS US \$ C 38.53 +.44 N 38.54/38.55 11x44 Equity **DES**As of Mar12 DELAYED Vol 4,494,218 Op 38.20 N Hi 38.66 P Lo 37.915 D

DPS US Equity 98 Report 99 Feedback Page 1/4 Description: Profile
1) Profile 2) Issue Info 3) Ratios 4) Revenue & EPS

DR PEPPER SNAPPLE GROUP INC

Beverages (CCB)

GMT-4:00 H186-95-1 13-Mar-2012 00:14:52

Dr Pepper Snapple Group, Inc. is an integrated brand owner, manufacturer and distributor of non-alcoholic beverages in the United States, Canada and Mexico. The Company offers include flavored carbonated and non-carbonated soft drinks, ready-to-drink teas, juices, juice drinks and mixers. [BBGID BBG000TJM7F0]



MSFT US \$ C **32.04** +.05 D \$32.04/32.05 1,356x92 Equity**DES**As of Mar12 DELAYED Vol 34,076,755 Op 31.97 X Hi 32.20 D Lo 31.82 Q

MSFT US Equity 98 Report 99 Feedback Page 1/4 Description: Profile 1) Profile 2) Issue Info 3) Ratios 4) Revenue & EPS

MICROSOFT CORP

5) Infrastructure Software (CCB)

GMT-4:00 H186-95-1 13-Mar-2012 00:16:09

Microsoft Corporation develops, manufactures, licenses, sells, and supports software products. The Company offers operating system software, server application software, business and consumer applications software, software development tools, and Internet and intranet software. Microsoft also develops video game consoles and digital music entertainment devices. [BBGID BBG000BPH459]



NVDA US \$ C 1.4.585 -.235 D \14.58/14.59 1,200x168 Equity DES
As of Mar12 DELAYED Vol 7,498,730 Op 14.88 Z Hi 14.98 D Lo 14.55 D

NVDA US Equity

98 Report

99 Feedback

1) Profile

2) Issue Info

3) Ratios

4) Revenue & EPS

1) Profile 2) Issue Info 3) Ratios 4) Revenue & EPS

NVIDIA CORP 5) Semiconductor Devices (CCB)

NVIDIA Corporation designs, develops, and markets three dimensional (3D) graphics processors and related software. The Company's products provide interactive 3D graphics to the mainstream personal computer market. [BBGID BBG000BBJQV0]







C **55 . 39 -** .88 N **55** .36/55 .37 20x17 Equity **DES** Mar12 DELAYED Vol 1,867,716 Op 56.34 N Hi 56.42 N Lo 55.27 N TMO US Equity 98) Report 99) Feedback Page 1/4 Description: Profile 1) Profile Issue Info 3) Ratios 4) Revenue & EPS THERMO FISHER SCIENTIFIC INC 5) Life Science Equipment (CCB) Thermo Fisher Scientific, Inc. manufactures scientific instruments, consumables, and chemicals. The Company offers analytical instruments, laboratory equipment, software, services, consumables, reagents, chemicals, and supplies to pharmaceutical and biotech companies, hospitals and clinical diagnostic labs, universities, research institutions, and government agencies. [BBGID BBG000BVDLH9] 7) Earn (ERN) 10) Corporate Info 8) Est (EE) 04/27/12 11) www.thermofisher.com (E) Date 19.57 Waltham, MA, United States Est P/E 11.71 Empls 39,300 (12/31/11) 12/12



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Singapore 65 6212 1000

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MS US \$ C **18.20** -.17 N 18.19/18.20 8x563 Equity**DES**As of Mar12 DELAYED Vol 15,072,266 Op 18.37 X Hi 18.40 Z Lo 17.9315 D

MS US Equity 98 Report 99 Feedback Page 1/4 Description: Profile 1) Profile 2) Issue Info 3) Ratios 4) Revenue & EPS

MORGAN STANLEY

5) Institutional Brokerage (CCB)

Morgan Stanley, a bank holding company, provides diversified financial services on a worldwide basis. The Company operates a global securities business which serves individual and institutional investors and investment banking clients. Morgan Stanley also operates a global asset management business. [BBGID BBG000BLZRJ2]







Fortrend Portfolio

- Caterpillar
- Honeywell
- 3M
- SL Green
- > Dr Pepper Snapple

- > Thermo Fisher
- Microsoft
- Oracle
- * nVIDIA
- **✓ I Shares Financial**

