

## Tech commentaries:

The Hasbro stock price fell by $\mathbf{- 0 . 0 5 2 6 \%}$ on the last day (Wednesday, 3rd Jul 2024) from $\mathbf{\$ 5 7 . 0 6}$ to $\$ 57.03$. It has now fallen 3 days in a row. During the last trading day the stock fluctuated $2.37 \%$ from a day low at $\$ 56.13$ to a day high of $\$ 57.46$. The price has fallen in 7 of the last 10 days and is down by $\mathbf{- 5 . 9 8 \%}$ for this period. Volume fell on the last day along with the stock, which is actually a good sign as volume should follow the stock. On the last day, the trading volume fell by -241 thousand shares and in total, 822 thousand shares were bought and sold for approximately $\$ \mathbf{4 6 . 8 8}$ million.

The stock lies in the lower part of a wide and weak rising trend in the short term, and this may normally pose a very good buying opportunity. If the lower trend floor at $\$ 56.13$ is broken, it will firstly indicate a slower rate of rising, but may also be an early warning for a trend shift. Given the current short-term trend, the stock is expected to rise $2.37 \%$ during the next 3 months and, with a $90 \%$ probability hold a price between $\$ 57.46$ and $\$ 67.79$ at the end of this 3 -month period.

Furthermore, there is a buy signal from the 3 month Moving Average Convergence Divergence (MACD). Some negative signals were issued as well, and these may have some influence on the near short-term development. The Hasbro stock holds sell signals from both short and long-term Moving Averages giving a more negative forecast for the stock. Also, there is a general sell signal from the relation between the two signals where the long-term average is above the short-term average. On corrections up, there will be some resistance from the lines at $\$ 57.96$ and $\$ 59.69$. A break-up above any of these levels will issue buy signals. A sell signal was issued from a pivot top point on Wednesday, April 24, 2024, and so far it has fallen -12.30\%. Further fall is indicated until a new bottom pivot has been found. Volume fell together with the price during the last trading day and this reduces the overall risk as volume should follow the price movements.

Hasbro finds support from accumulated volume at $\$ 56.42$ and this level may hold a buying opportunity as an upwards reaction can be expected when the support is being tested. On the upside the stock meets some resistance just above today's level from accumulated volume at $\$ 59.78$, $\$ 61.50$ and $\$ 65.03$.

This stock has average movements during the day and with good trading volume, the risk is considered to be medium. During the last day, the stock moved $\$ 1.33$ between high and low, or $\mathbf{2 . 3 7 \%}$. For the last week, the stock has had daily average volatility of $1.99 \%$.

Hasbro holds several negative signals and this should be a sell candidate, but due to the general chance for a turnaround situation it should be considered as a hold candidate (hold or accumulate) in this position whilst awaiting further development. We have upgraded our analysis conclusion for this stock since the last evaluation from a Sell to a Hold/Accumulate candidate.

Risk: Medium
Evaluation: Hold/Accumulate

