

How smart money principles can help you identify investment opportunities



- **Basics:** The major signals in director trading
- Case studies
 - Major director trading that you could have learned from
 - Current signals which might provide insights for now

Featuring:



- **Basics:** The big lessons from fund manager decisions
- Case Studies
 - Which fund managers are making big decisions right now that you should listen to

Featuring:



1.Key definitions in DD trading

2.Which director trades can be positive signals for
PIs to follow

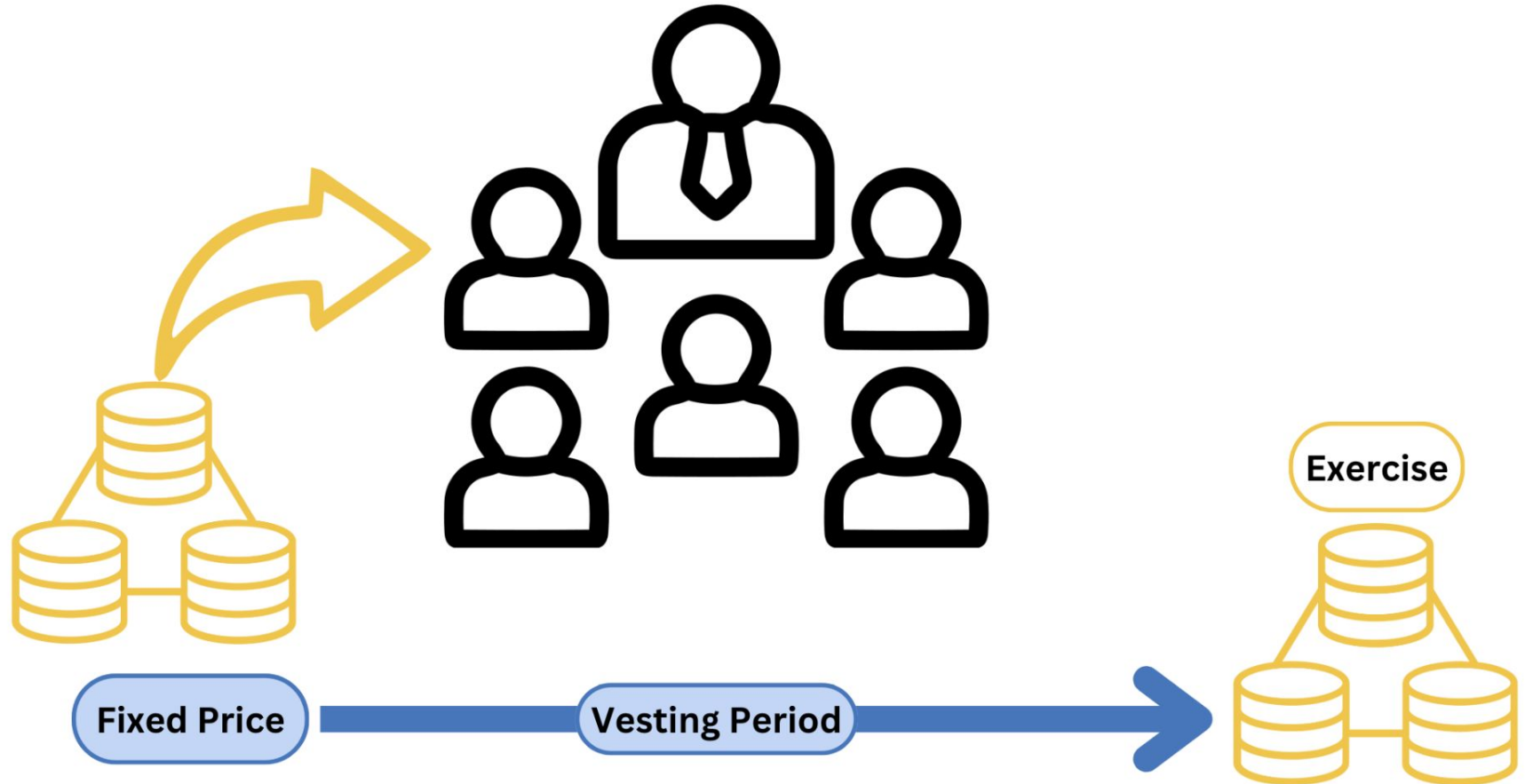
1.Key definitions in DD trading

2.Which director trades can be positive signals for
PIs to follow

The Company announces that on 14 January 2025, Regis Schultz (CEO), purchased a total of 109,933 ordinary shares of 0.05 pence each in the Company at an average price of 90.06 pence per ordinary share as set out below.



Date	Director	Type	Volume / Price	Value	% Held
Tue, Jan 14, 2025	R. Schultz	BUY	109,933 @ 90.06p	£99,005	0.1
Nov 21, 2024	A. Long	BUY	31,064 @ 96.05p	£29,836	0.01
Nov 21, 2024	A. T. Higginson	BUY	104,188 @ 95.80p	£99,812	0.06
Jul 9, 2024	D. M. Shapland	BUY	40,000 @ 112.08p	£44,832	0
Jan 19, 2024	A. Long	BUY	18,273 @ 109.45p	£19,999	0.01
Jan 18, 2024	A. T. Higginson	BUY	45,487 @ 108.94p	£49,553	0.05
Jan 16, 2024	R. Schultz	BUY	91,321 @ 108.42p	£99,010	0.36
Oct 26, 2023	D. Platt	EX	138,511 @ 0.00p	£0	0.01
Jul 11, 2023	A. Long	BUY	20,000 @ 144.14p	£28,828	0
Mar 21, 2023	I. Dyson	BUY	40,000 @ 171.07p	£68,428	0
Feb 17, 2023	S. Williams	BUY	27,579 @ 181.29p	£49,997	0
Jan 13, 2023	R. Schultz	EX	996,066 @ 0.00p	£0	0.02
Jan 11, 2023	A. T. Higginson	BUY	159,704 @ 150.68p	£240,641	0.04
Oct 14, 2022	A. Long	BUY	25,000 @ 96.80p	£24,200	0
Aug 9, 2022	A. T. Higginson	BUY	298,942 @ 132.66p	£396,576	0.03
Jan 13, 2022	P. A. Cowgill	SELL	10,000,000 @ 213.22p	£21,322,000	0.94



Rights Issues: New shares offered to existing subscribers at a discount

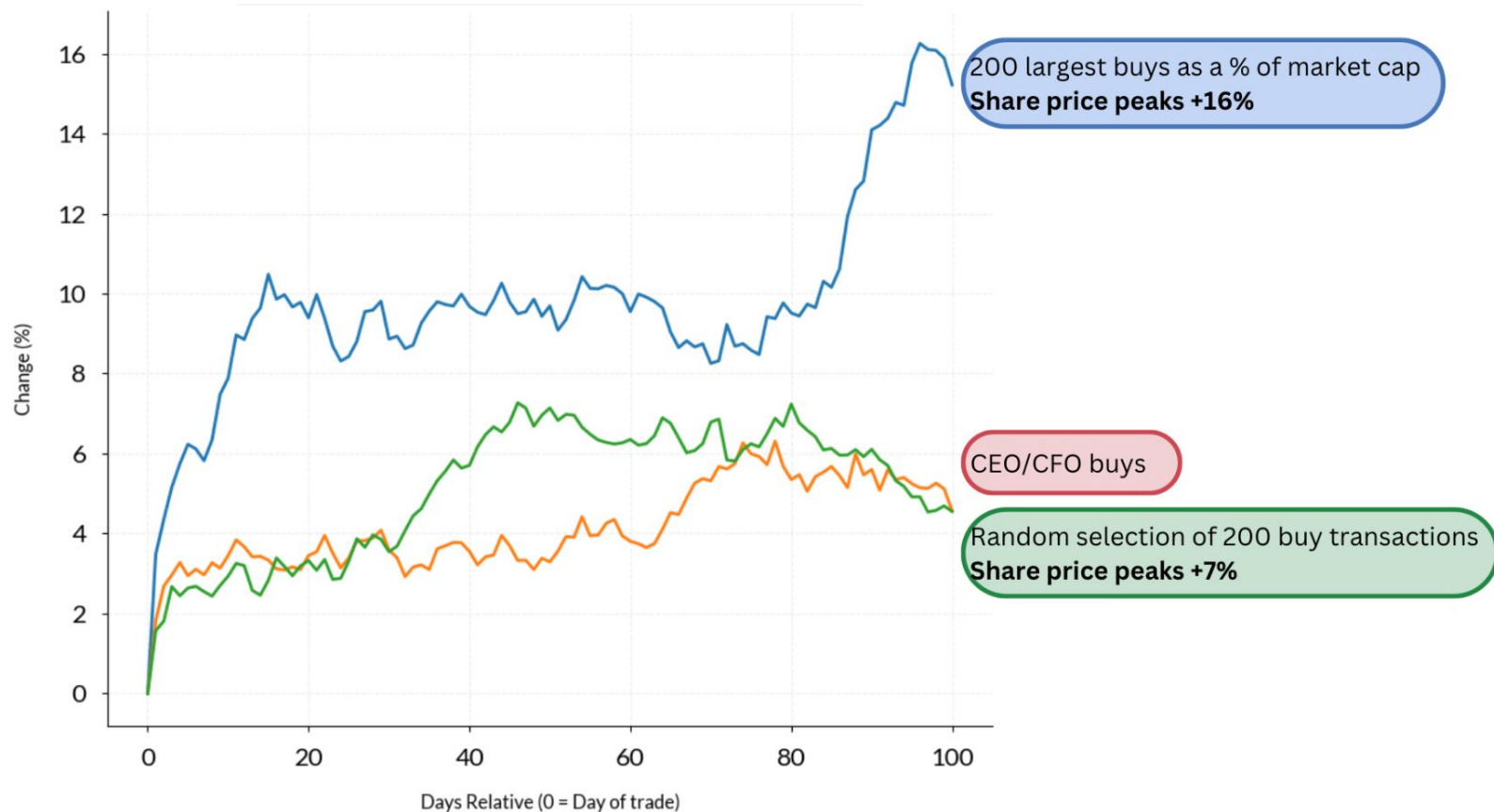


1.Key definitions in DD trading

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Director buying is a strong signal for share price growth

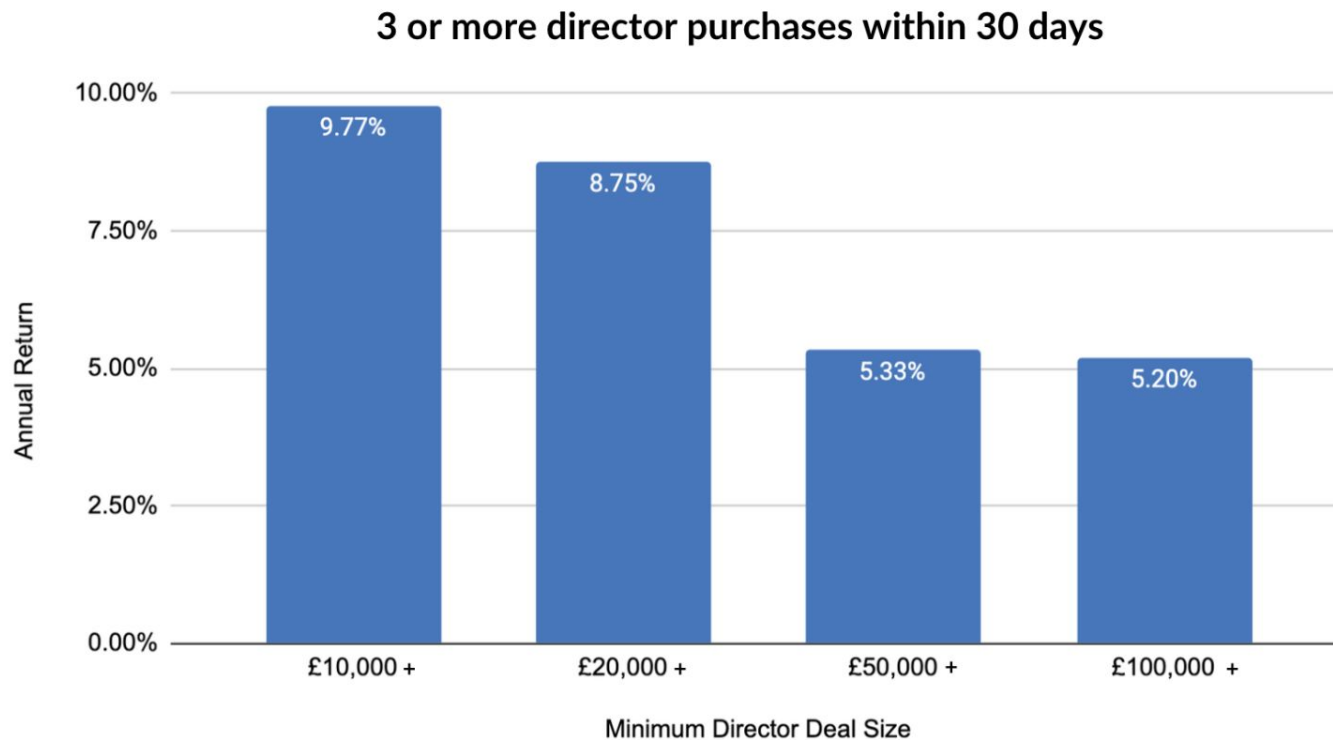
Director 'buys' tend to be followed by share price appreciation



The study only covers director dealings in UK shares between 2014 and 2024

1. Look for senior management who take a material stake in their company

Multiple directors all buying shares around the same time is a strong signal for share price growth

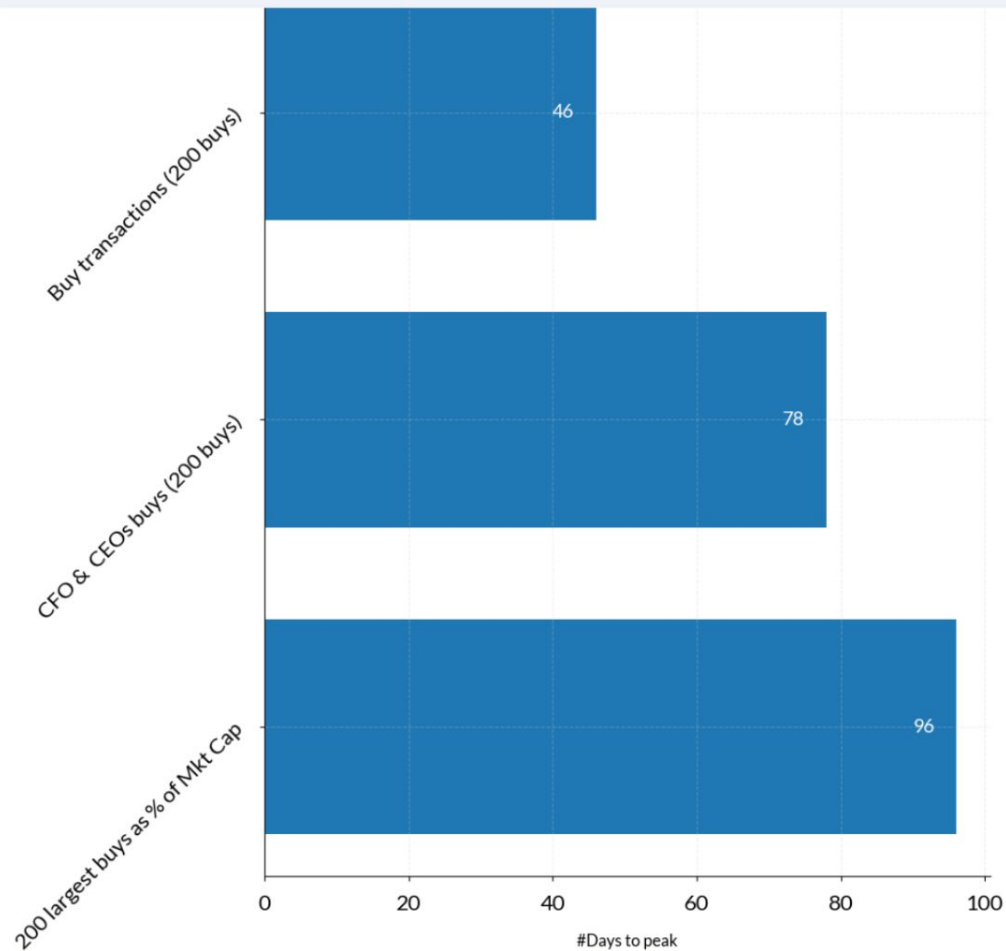


Study between 1st Jan 2015 and 1st Jan 2025

1. Look for senior management who take a material stake in their company
2. Look for multiple directors all buying at once

Positive share price momentum lasts for a while after a big director share purchase

Share prices drift upwards after director buying





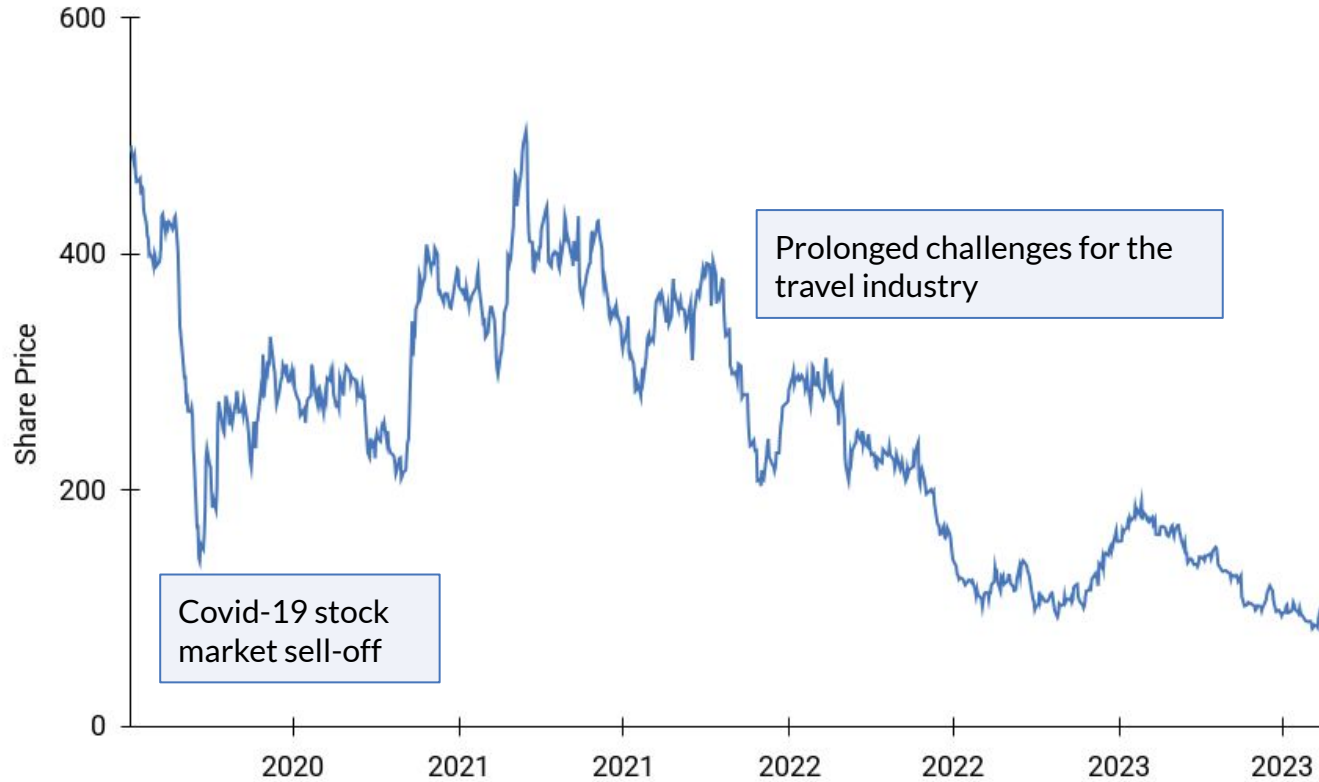
1. Look for senior management who take a material stake in their company

2. Look for multiple directors all buying at once

3. Don't panic and follow director trades immediately, you have time to do your research

Case Study: OTB

	OTB – On Beach group		Market Cap	£414.09m	Quality	66
	256.00p ↓ -0.50 -0.19%		Enterprise Value	£319.99m	Value	20
	 Last trade – 12:44 EMS: 10k Full quote		Revenue	£123.40m	Momentum	97
	<i>Consumer Cyclical</i> · <i>Speculative</i> · <i>Mid Cap</i> · <i>High Flyer</i>		Position in Market	464th / 1,539	StockRank™	69



Case Study: OTB



Case Study: RR.



RR. – Rolls-Royce Holdings

593.20p ↓ -2.20 -0.37%

🇬🇧 Last trade – 15:01 EMS: 5k [Full quote](#)

Industrials · Adventurous · Large Cap · Neutral

Market Cap

£50.64b

Enterprise Value

£51.52b

Revenue

£17.82b

Position in Market

26th / 1,539

Quality

▼ 58

Value

34

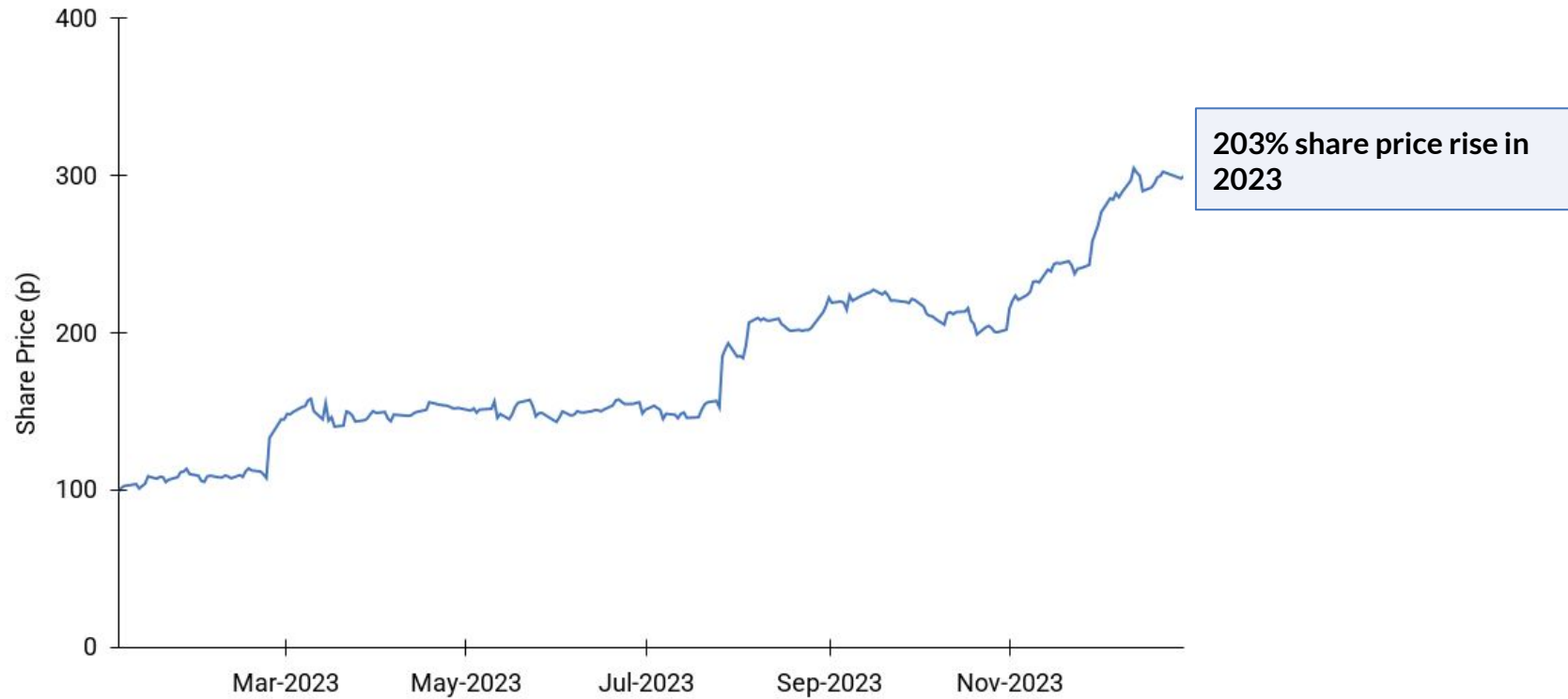
Momentum

99

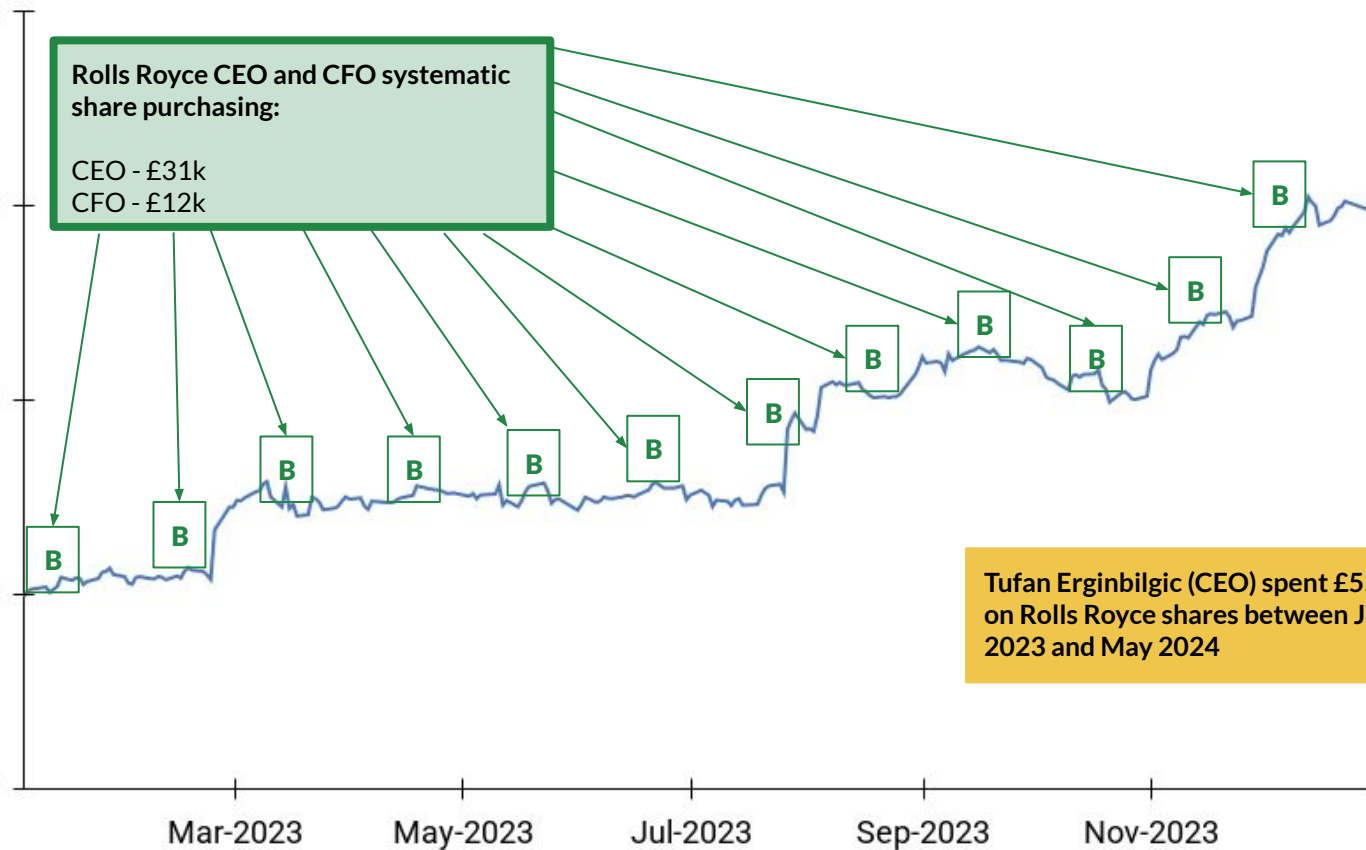
StockRank™

▼ 73

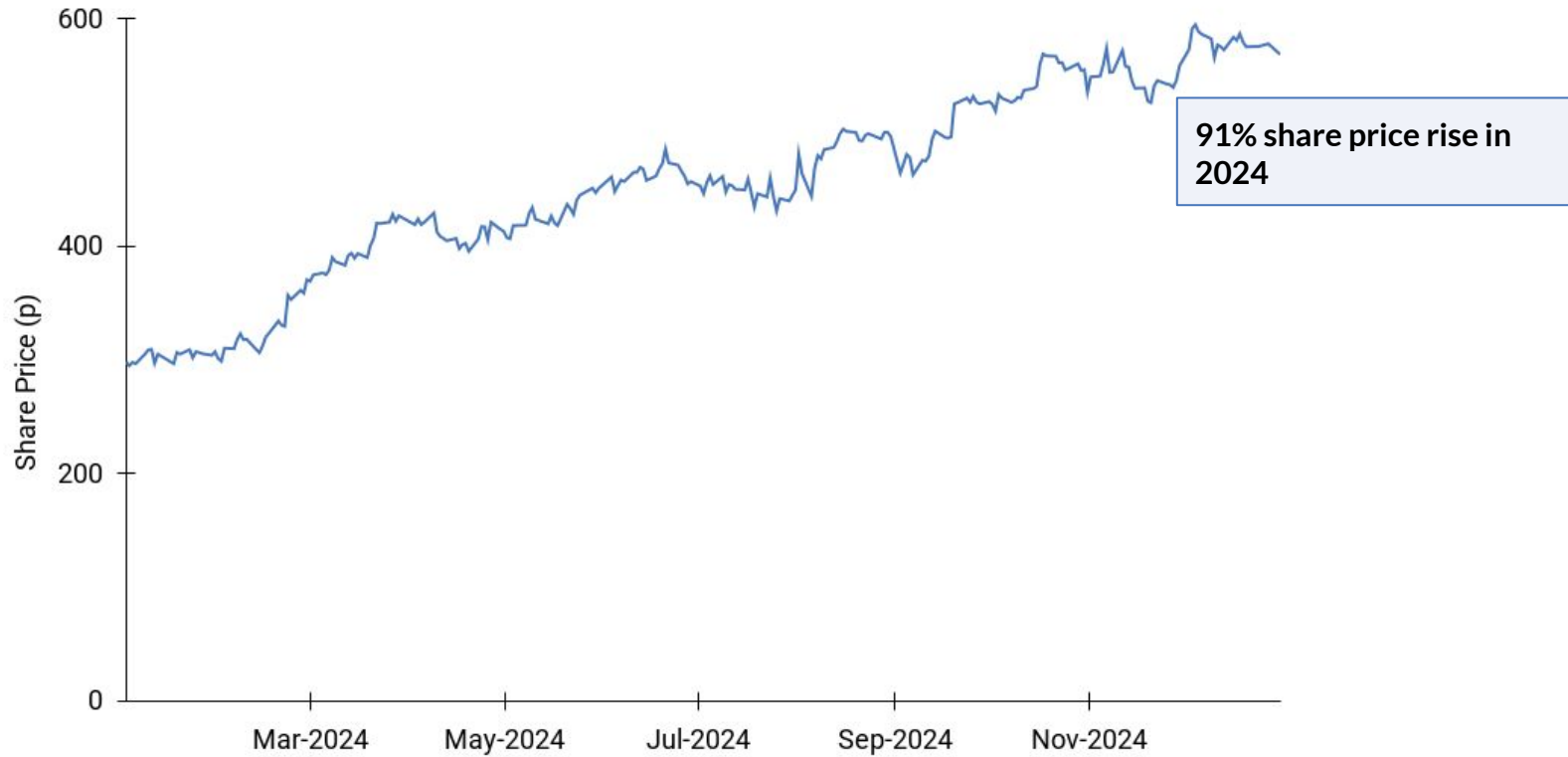
Case Study: RR.



Case Study: RR.



Case Study: RR.



Case Study: JD.



JD. – JD Sports Fashion

83.46p ↓ -0.62 -0.74%



Last trade – 15:16 EMS: 15k [Full quote](#)

Consumer Cyclical · Speculative · Large Cap · **Contrarian**

Market Cap

£4.36b

Enterprise Value

£7.62b

Revenue

£10.79b

Position in Market

148th / 1,539

Quality

86

Value

67

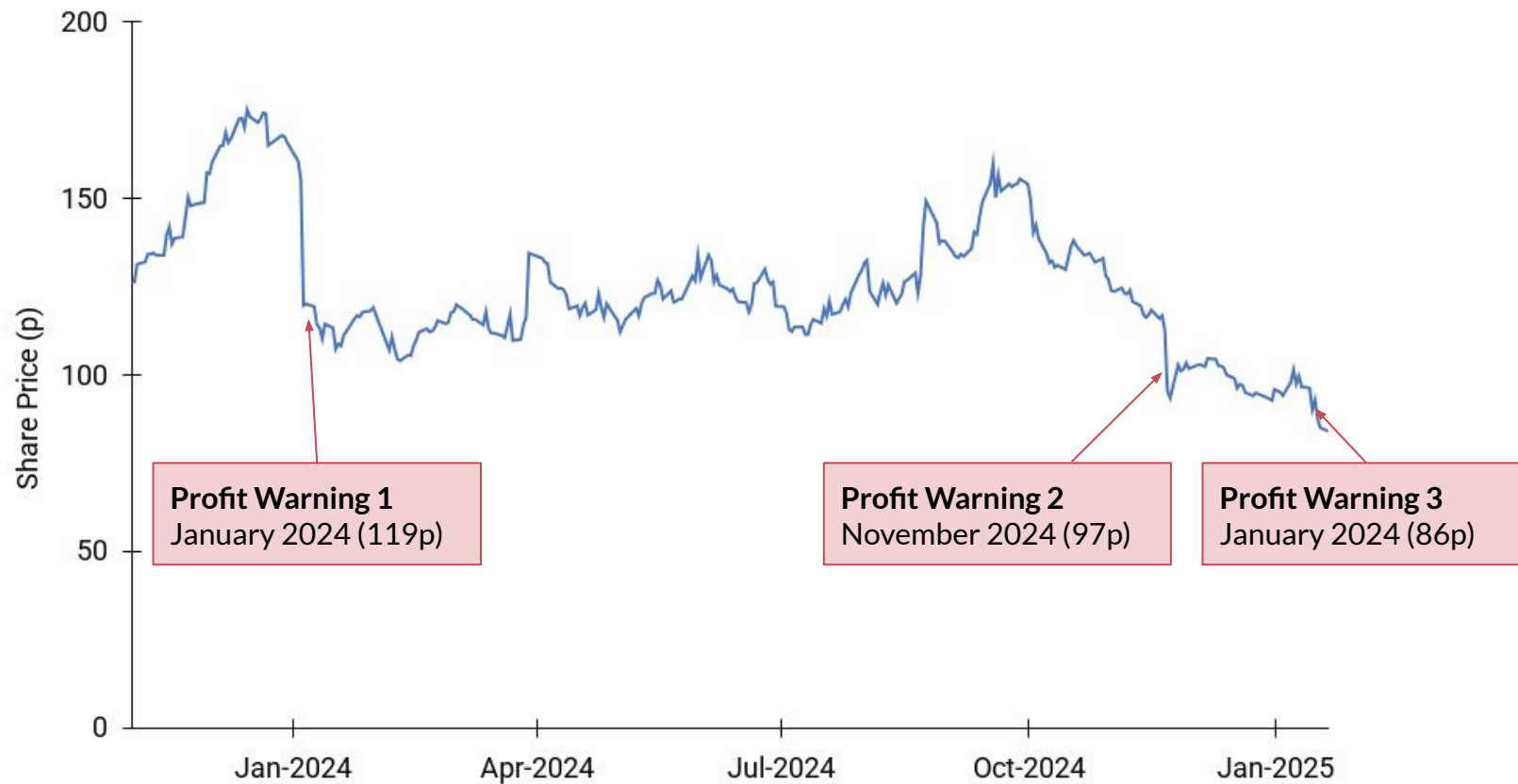
Momentum

▼ 30

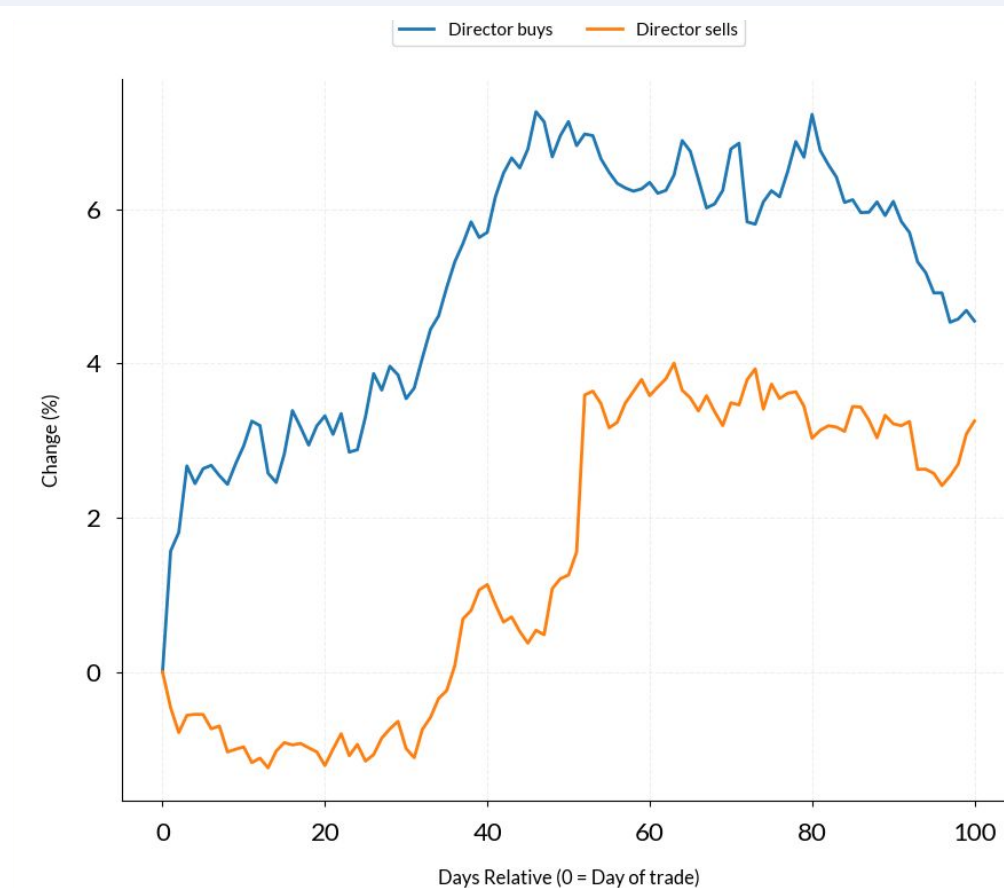
StockRank™

69

Case Study: JD.



What about selling?



The study only covers director dealings in UK shares between 2014 and 2024

1. The best ideas are the ones which make up a larger weighting in the portfolio than they do in the benchmark
2. Newer picks perform better
3. Look for concentrated funds which make big bets

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