

## press release

18 April 2011

Share of the week from The Share Centre

**Nick Raynor, investment adviser at The Share Centre shares his thoughts on why Photo-Me-International is his pick of the week:**

“After issuing profit warnings and losses in 2009 Photo-Me-International has produced a solid turnaround, aided by cost saving measures and new products. Interim results in December reported a 55% increase in pre-tax profit, ahead of expectations, and the company is confident that a significant proportion of future revenue will come from its futuristic photo booths, which will create 3D photographs.

“However, investors should be aware that although Photo-Me-International is in recovery mode its profits are sensitive to exchange rate movements as 60% of sales coming from Europe. They are also exposed to competition and the introduction of new technology.

“In recent results the company reported strong growth from Asia, mainly Japan, and so the share price took a dive after the events in the region. However, there has been no update since the events occurred so we can only assume the operations remain unaffected.

“Investors with a medium term time scale may want to look at this as one to buy, however it is not for the faint hearted. Photo-Me-International has a track record of misleading investors but we can only hope it is not the case this time round.”

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The bases and levels of taxation relating to ISAs, CTFs and SIPPs are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

### **About The Share Centre:**

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPPs are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on [www.share.com](http://www.share.com). Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#). The Share Centre blog is also available at <http://blog.share.com>.

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

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