

press release

11 August 2011

Shift in 'buys' for The Share Centre

Nick Raynor, investment adviser at The Share Centre, takes a look at this week's sharp rise in customer buys and what this means for both the market and investors.

"This week has seen the return of customer appetites for the markets, according to our buy to sell ratio. On an average day our buy to sell ratios are normally on an even keel, however the activity so far this week has seen the ratio skew dramatically in favour of the buying side. On Wednesday trading activity was 84:16 in favour of buying, as investors start to return to the market with what seems a varying attitude to risk.

"The recent weakness in the market has made valuations on many FTSE 100 companies look very attractive and the falls now give way to higher yields on offer. If investors have not been exploring this, they certainly should be doing so now.

"The trades so far this week show banking stocks are still very much in favour, however this should only be viewed as a short-term trade. We still feel this sector will remain extremely volatile over the coming weeks.

"What is more encouraging is that investors are looking at quality FTSE 100 companies who are now sitting on impressive yields. Aviva is offering well over 7% and Vodafone has over 5% on the table at current prices. Those investors with an appetite and appreciation for risk can now look to get a much better return with some added excitement.

Top customer buys 10/08/2011	%
Lloyds	5.1
Barclays	4.5

Aviva	3.7
Vodafone	2.9
Royal Bank of Scotland	2.7
Rio Tinto	2.2
Tesco	2.1
BP	1.9
Rockhopper Exploration	1.7
Afren	1.7

Top customer sells 10/08/2011	%
Range Resources	5.0
Gulf Keystone Petroleum	3.6
Rockhopper Exploration	3.0
Lloyds	2.5
Aviva	2.2
Northumbrian Water	2.2
Afren	1.8
Barclays	1.5
Standard Life	1.5
Xcite Energy	1.5

Ratio of buys to sells - 84:16

---Ends---

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The bases and levels of taxation relating to ISAs, CTFs and SIPP's 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 SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on 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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