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G Sachs Downgrades PRADA (01913.HK) to Sell with Target Cut to \$21.4



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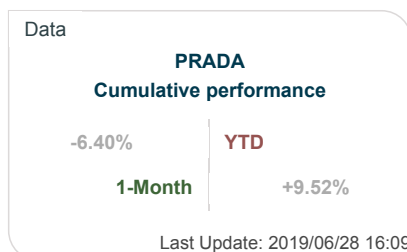


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Goldman Sachs lowered PRADA (01913.HK)'s 2019-24 earnings forecasts by 22%, as its price has underperformed fellows by 10% YTD. PRADA was downgraded from Neutral to Sell, with target cut from \$26.7 to \$21.4.



PRADA's 2018 EBIT margin reached a record-low of 10.3%, much lower than the 2012 peak of 27%. The broker expected PRADA's EBIT margin to decline further to 9.7% this year.


(Quote is delayed for at least 15 mins. Short Selling Data as at 2019-06-28 16:25.)

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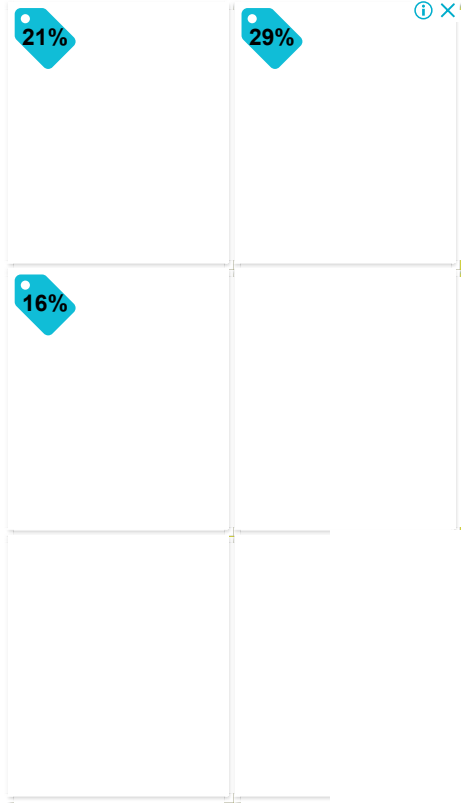
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