



HOW TO READ NEWSPAPER

# STOCK LISTINGS

What do all these numbers and stock market terms on the Web or in the newspapers mean?

Here is an excerpt from the financial pages of a newspaper. Note that:

- > Company shares are listed in alphabetical order.
- > Only the shares traded during the session are listed.
- > The value of shares is given in dollars.
- > Only the first two decimal figures are indicated.

Take, for instance, the fictitious HIJ shares found in the “H-J” column under the name “HIJ.”

TORONTO								
Stock	Div.	Volume (100)	High	Low	Close	Net Ch.	52-Week High Low	
HIJ	0.95	13059	47.55	45.02	46.90	-0.80	51.35	38.70
Hartco crp	0.08	10	2.40	2.40	2.40		4.25	2.00
Hawker o		911	4.85	4.35	4.75	0.46	5.75	0.56
Hearx C		154	2.25	2.20	2.25	0.06	2.25	0.25
Helix Bio		615	5.30	4.90	5.00		5.30	1.71
Hmeosol		1649	0.92	0.87	0.88	0.01	3.25	0.41
Heritg OA o		965	2.95	2.74	2.85	0.11	3.35	2.30
Heroux		34	5.80	5.70	5.70	-0.15	6.20	3.00
High Inc Eq	1.70	4	17.02	17.02	17.02	-0.18	17.45	13.63
High Inc p	1.37	11	26.25	26.25	26.25		28.75	25.00
High inco a	1.46	26	26.10	26.00	26.10	0.30	27.25	25.10
High inco b	1.06	31	14.30	14.30	14.30		14.50	11.30
High Liner		7	9.75	9.70	9.75	-0.16	10.00	8.76
High river		19254	2.49	2.16	2.47	0.28	2.49	1.28
Hills boro		390	0.30	0.29	0.29		0.53	0.17
Hip Intra o		14585	2.90	2.72	2.88	0.08	2.90	0.60
Hockey		8	17.50	17.30	17.50	0.13	17.80	15.60
Holingr I	0.10	101	3.65	3.50	3.50	-0.20	9.00	3.10
Holingr III	0.70	23	8.05	7.95	8.05	0.05	10.00	6.10
Homburg		10	1.25	1.25	1.25	-0.15	1.40	0.75

**Stock:** Name of the company. It may also appear in abbreviated form.

**Div.:** Dividend per share on an annual basis (in Canadian dollars).

**Volume:** Number of round lots of shares of the company which were traded during the day on the exchange floor. (1 round lot = 100 share)

**High:** The highest price of a share during one day of trading.

**Low:** The lowest price of a share during one day of trading.

**Close:** Price of a share when the markets close.

**Net Ch.:** The net change in relation to the share price on the last day's close.

**52-week high/low:** The highest and lowest share price achieved in the last 52 weeks.



For **HIJ** shares, the main financial information is as follows:

- The dividend paid is \$0.95 per share
- Sales for this day amounted to 13,059 round lots (1,305,900 shares)
- The maximum price paid today to purchase a share was \$47.55
- The minimum price paid today to purchase a share was \$45.02
- The closing price was \$46.90
- The change in value of the share from the previous period was -\$0.80
- The 52 week high was \$51.35
- The 52 week low was \$38.70

## ACTIVITY

### READING SHARE LISTINGS

- Understand the different terms and concepts.
- Follow share price changes.

## SEQUENCE

The activity lasts approximately 45 minutes and takes place in class. Students should be divided into teams of two to four.

- 1** Read the information appearing in stock exchange lists.
- 2** List the share prices of three companies from different industries.
- 3** Answer the attached questionnaire.

## READING SHARE LISTINGS

# SCENARIOS

**Entrepôt Naturel** is the leading Canadian manufacturer of pure fruit juices and the largest producer and distributor of cranberry juice in Canada. Entrepôt Naturel acquired the American company Juicy-Juce this year. This acquisition enabled Entrepôt Naturel to market its products in the United States, Europe and Asia. According to some experts, this acquisition has weakened Entrepôt Naturel by adding several million dollars in debt.

Next year, Entrepôt Naturel wants to consolidate its position in the European market, but competition is fierce in the food industry, and several big European players are ready and waiting. Will Entrepôt Naturel be able to compete with them?

**CelluPlus** is a large Canadian telecom equipment company, which manufactures and distributes cell phones. As one of the victims of the telecommunications crash, CellPlus had to restructure its activities two years ago and, as a result, managed to avoid bankruptcy.

Last year, CellPlus activities recovered slightly. At the beginning of the year, CellPlus announced that it had won a contract worth several million dollars to develop a new generation of cell phones for the North American market. Although CellPlus seems to be doing better, it operates in a highly competitive business sector where changes can take place very quickly.

**Fun USA** is an American company that specializes in entertainment. It owns 45 amusement parks in North America. Last spring, Fun USA announced that it would invest substantially to expand its parks near the Canada-U.S. border. The new facilities will open their doors in two years. Fun USA seeks to benefit from the strong Canadian dollar that encourages Canadians to cross the border.

Last year, an accident occurred at one of its amusement parks in which one person died and another was injured. This tragic event had a negative impact on the growth of Fun USA, even though no criminal charges have been laid against them.





**READING SHARE LISTINGS**

**SCENARIOS**

**STOCK LISTINGS**

**TORONTO STOCK EXCHANGE**

April 12, 2007

Stock	Volume (100)	High	Low	Close	Net Ch.	52-Week High	Low
Enghouse	924	18.25	18.00	18.60	0.45	18.60	9.95
Ensingn res	3855	23.70	22.72	23.25	0.30	23.70	16.50
Entnat	118	10.25	9.60	9.85	0.05	16.25	8.50
Envir M o	2964	3.75	3.05	3.40	-0.26	3.90	1.22
Envoy	3577	1.27	1.12	1.14	-0.11	1.67	0.10

September 20, 2007

Stock	Volume (100)	High	Low	Close	Net Ch.	52-Week High	Low
Enghouse	924	18.25	18.00	18.60	0.45	18.60	9.95
Ensingn res	3855	23.70	22.72	23.25	0.30	23.70	16.50
Entnat	4107	13.00	11.75	11.90	-0.10	17.02	8.50
Envir M o	2964	3.75	3.05	3.40	-0.26	3.90	1.22
Envoy	3577	1.27	1.12	1.14	-0.11	1.67	0.10

January 17, 2008

Stock	Volume (100)	High	Low	Close	Net Ch.	52-Week High	Low
Enghouse	924	18.25	18.00	18.60	0.45	18.60	9.95
Ensingn res	3855	23.70	22.72	23.25	0.30	23.70	16.50
Entnat	240	12.85	12.50	12.60	-0.10	13.50	9.35
Envir M o	2964	3.75	3.05	3.40	-0.26	3.90	1.22
Envoy	3577	1.27	1.12	1.14	-0.11	1.67	0.10

**NASDAQ**

April 12, 2007

Stock	Volume (100)	High	Low	Close	Net Ch.	52-Week High	Low
CP Ship	6308	25.97	25.75	25.85	0.15	30.64	17.20
CPI plastics	91	6.70	6.72	12.25	0.30	7.70	7.50
Cplus	718441	3.33	3.00	3.28	0.22	6.78	0.67
Creo inc	1075	14.75	13.05	14.40	0.01	15.90	7.22
Crew D o	1188	1.15	1.13	1.13	0.11	1.15	0.29

September 20, 2007

Stock	Volume (100)	High	Low	Close	Net Ch.	52-Week High	Low
CP Ship	6308	25.97	25.75	25.85	0.15	30.64	17.20
CPI plastics	91	6.70	6.72	12.25	0.30	7.70	7.50
Cplus	808261	6.50	5.13	5.56	-0.40	6.90	0.67
Creo inc	1075	14.75	13.05	14.40	0.01	15.90	7.22
Crew D o	1188	1.15	1.13	1.13	0.11	1.15	0.29

January 17, 2008

Stock	Volume (100)	High	Low	Close	Net Ch.	52-Week High	Low
CP Ship	6308	25.97	25.75	25.85	0.15	30.64	17.20
CPI plastics	91	6.70	6.72	12.25	0.30	7.70	7.50
Cplus	953258	8.07	5.81	7.83	2.06	8.07	2.73
Creo inc	1075	14.75	13.05	14.40	0.01	15.90	7.22
Crew D o	1188	1.15	1.13	1.13	0.11	1.15	0.29

**NEW YORK STOCK EXCHANGE**

April 12, 2007

Stock	Volume (100)	High	Low	Close	Net Ch.	52-Week High	Low
Frontr o	674	1.29	1.13	1.19	-0.01	1.45	0.45
Ftservica f	76	27.00	26.10	26.50	0.40	28.38	16.50
Fun USA	6115	24.50	23.65	24.36	0.42	25.41	13.50
G Reservo	875	4.75	4.63	4.69	-0.04	7.90	1.22
G Star	6403	7.15	7.05	7.25	0.10	11.15	2.29

September 20, 2007

Stock	Volume (100)	High	Low	Close	Net Ch.	52-Week High	Low
Frontr o	674	1.29	1.13	1.19	-0.01	1.45	0.45
Ftservica f	76	27.00	26.10	26.50	0.40	28.38	16.50
Fun USA	16539	15.70	14.91	14.10	-0.25	30.00	14.90
G Reservo	875	4.75	4.63	4.69	-0.04	7.90	1.22
G Star	6403	7.15	7.05	7.25	0.10	11.15	2.29

January 17, 2008

Stock	Volume (100)	High	Low	Close	Net Ch.	52-Week High	Low
Frontr o	674	1.29	1.13	1.19	-0.01	1.45	0.46
Ftservica f	76	27.00	26.10	26.50	0.40	28.38	16.50
Fun USA	5139	17.80	17.11	17.50	0.02	23.50	13.50
G Reservo	875	4.75	4.63	4.69	-0.04	7.90	1.22
G Star	6403	7.15	7.05	7.25	0.10	11.15	2.29



# QUESTIONNAIRE

**1**

On what stock exchanges are they listed?

- > Entrepôt Naturel \_\_\_\_\_
- > CelluPlus \_\_\_\_\_
- > Fun USA \_\_\_\_\_

**2**

In which industries do the companies operate?

- > Entrepôt Naturel \_\_\_\_\_
- > CelluPlus \_\_\_\_\_
- > Fun USA \_\_\_\_\_

**3**

List the share prices of all three companies as at the date of the newspaper excerpts provided in the table below.

Stock: Entnat	Volume (100)	High	Low	Close	Net Ch.	52-Week	
						High	Low
January 17, 2008		12.85					
September 20, 2007	4107						
April 12, 2007						16.25	

Stock: Cplus	Volume (100)	High	Low	Close	Net Ch.	52-Week	
						High	Low
January 17, 2008					+2.06		
September 20, 2007			5.13				
April 12, 2007							0.67

Stock: Fun USA	Volume (100)	High	Low	Close	Net Ch.	52-Week	
						High	Low
January 17, 2008				17.50			
September 20, 2007					-0.25		
April 12, 2007							



# QUESTIONNAIRE

**4**

Assuming none of the companies paid dividends, what was the percentage rate of return earned on all three stocks between April 12, 2007 and January 17, 2008? (To simplify matters, we are assuming there are no transaction fees.) Which factors explain this rate of return?

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**5**

After reviewing the company profiles on page 3 and assuming you have saved \$500, in which company would you invest? Why?

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**Answers:**

**1**

- > Entrepôt Naturel      TSX
- > CelluPlus              NASDAQ
- > Fun USA                New York Stock Exchange

**2**

- > Entrepôt Naturel      Food
- > CelluPlus                Telecom
- > Fun USA                Entertainment



### 3

Stock: Entnat	Volume (100)	High	Low	Close	Net Ch.	52-Week	
						High	Low
January 17, 2008	240	12.85	12.50	12.60	-0.10	13.5	9.35
September 20, 2007	4107	13.00	11.75	11.90	-0.10	17.02	8.50
April 12, 2007	118	10.25	9.60	9.85	+0.05	16.25	8.50

Stock: Cplus	Volume (100)	High	Low	Close	Net Ch.	52-Week	
						High	Low
January 17, 2008	953258	8.07	5.81	7.83	+2.06	8.07	2.73
September 20, 2007	808261	6.50	5.13	5.56	-0.40	6.90	0.67
April 12, 2007	718441	3.33	3.00	3.28	+0.22	6.78	0.67

Stock: Fun USA	Volume (100)	High	Low	Close	Net Ch.	52-Week	
						High	Low
January 17, 2008	5139	17.80	17.11	17.50	+0.02	23.50	13.50
September 20, 2007	16539	15.70	14.91	14.10	-0.25	30.00	14.90
April 12, 2007	6005	24.50	23.65	24.36	+0.42	25.41	13.50

### 4

The rate of return (dividend yield) is calculated as follows:

$$\left\{ \frac{(\text{Final value} - \text{initial value}) + \text{dividends}}{\text{initial value}} \right\} \times 100$$

It is assumed that the company did not pay any dividends. If it had, the return would be higher.

> Entrepôt Naturel's rate of return between April 12, 2007 and January 17, 2008 was:

$$\text{Rate of return over 10 months} = \left\{ \frac{(\$12.60 - \$9.85)}{\$9.85} \right\} \times 100 = 27.92\%$$

The return on the stock grew throughout this period. This can be partly explained by the company's success and its acquisition of a U.S. competitor in September 2007. In particular, this acquisition enabled it to expand its activities into major markets.

> CelluPlus's rate of return between April 12, 2007 and January 17, 2008 was:

$$\text{Rate of return over 10 months} = \left\{ \frac{(\$7.83 - \$3.28)}{\$3.28} \right\} \times 100 = 138.72\%$$



The price of the stock more than doubled. Thanks to a restructuring of its activities, CelluPlus was able to overcome the crisis in the telecommunications sector. The company was prosperous in 2006, and a major contract announcement in early 2007 seems to have given the stock an even greater boost.

> Fun USA's rate of return between April 12, 2007 and January 17, 2008 was:

$$\text{Rate of return over 10 months} = \left\{ \frac{(\$17.50 - \$24.36)}{\$24.36} \right\} \times 100 = -28.16\%$$

Between spring 2006 and early 2007, Fun USA shares depreciated, though they rose in 2007. An accident at one of Fun USA's amusement parks, leaving one dead and one injured, significantly impacted the stock despite major investments by the company in some of its facilities and the strength of the Canadian dollar.

## 5

The student's individual answer may be based on one or several of the following arguments.

Company	Advantages	Disadvantages
Entrepôt Naturel	The company is prosperous. Its U.S. acquisition has opened the door to major markets.	The company's indebtedness. Experts' comments on the company's high indebtedness could make investors reluctant to buy the stock. Strong foreign market competition.
CelluPlus	The company will unveil an innovative product in its sector of activity. The company won't face any North American market competition (at least for a while).	The company operates in a highly speculative sector. The negative impacts of the crisis in the telecom sector have not been mitigated.
Fun USA	Major investors should give the stock a boost in the next few years. The company hasn't been found liable. Time will erase the memory of this accident and investors will renew their trust in the stock. The strength of the Canadian dollar is expected to encourage more Canadian tourists to visit the amusement parks.	The accident had an impact on the company's overall performance. If the company's reputation is called into question, its value could decline.



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