

Most shorted ahead of earnings

A review of how short sellers are positioning themselves in companies due to announce results in the coming week.

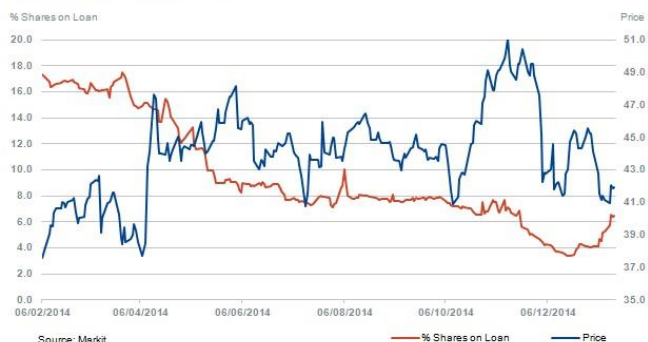
- 90% jump in short interest for payday loan and pawn broker Cash America International
- Logitech and Bang & Olufsen targeted by short sellers after lower European demand
- Taiwanese technology makers HTC and Acer attracting short sellers despite better results

North America

Name	Industry	Ticker	Earnings Date	% Shares Outstanding On Loan	1 Month % Change
Janus Capital Group Inc	Asset Management & Custody Banks	JNS	22/01/2015	19.2	-3%
Cree Inc	Semiconductors	CREE	20/01/2015	17.9	-6%
Cypress Semiconductor Corp	Semiconductors	CY	22/01/2015	17.2	2%
Petmed Express Inc	Internet Retail	PETS	20/01/2015	13.5	7%
Advanced Micro Devices Inc	Semiconductors	AMD	20/01/2015	12.0	-20%
Briggs & Stratton Corp	Industrial Machinery	BGG	21/01/2015	11.8	-5%
Resmed Inc	Health Care Equipment	RMD	22/01/2015	10.3	-19%
M&T Bank Corp	Regional Banks	MTB	20/01/2015	8.9	-2%
First Financial Bankshares Inc	Regional Banks	FFIN	23/01/2015	8.7	-8%
First Horizon National Corp	Regional Banks	FHN	23/01/2015	7.8	18%
Netscout Systems Inc	Application Software	NTCT	22/01/2015	7.7	-3%
Coach Inc	Apparel, Accessories & Luxury Goods	COH	22/01/2015	6.9	20%
Hanger Inc	Health Care Facilities	HGR	20/01/2015	6.9	10%
Celestica Inc	Electronic Manufacturing Services	CLS	20/01/2015	6.8	-3%
Adtran Inc	Communications Equipment	ADTN	21/01/2015	6.8	7%
Cash America International Inc	Consumer Finance	CSH	23/01/2015	6.4	90%
Federated Investors Inc	Asset Management & Custody Banks	FII	22/01/2015	6.4	-14%
Infinera Corp	Communications Equipment	INFN	22/01/2015	6.0	11%
Clearfield Inc	Communications Equipment	CLFD	23/01/2015	5.8	-15%
Hexcel Corp	Aerospace & Defense	HXL	22/01/2015	5.8	-9%

Top of the table this week is Janus Capital, rising up the ranks compared to its **previous** position in the fourth quarter of 2014. However shares out on loan have actually slightly decreased from 20% to 19% over this timeframe.

Cash America International Inc



Attracting the largest increase among short sellers is Cash America International; a pawn, payday and unsecured financial services provider. The company's shares outstanding on loan increased by 92% in one month to 6.4%. This is after decreasing almost consistently throughout 2014 from 19% in

January to 3.4%. Consensus forecasts point to a drop in revenue and earnings in the last fiscal quarter and for 2015.

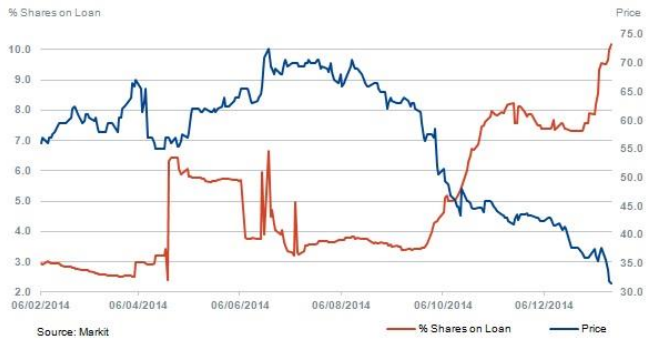
Other notable moves in short interest ahead of earnings include Coach and First Horizon National. Coach, a leather goods designer and manufacturer, has seen a 20% increase in shares outstanding out on loan to hit 6.9%. First Horizon, a traditional regional bank offering commercial banking services and mortgages, has had an 18% monthly increase to 7.8% of shares outstanding on loan.

Western Europe

Name	Industry	Ticker	Earnings Date	% Shares Outstanding On Loan	1 Month % Change
Bang & Olufsen A/S	Consumer Electronics	BO	20/01/2015	10.2	38%
Logitech International Sa	Technology Hardware, Storage & Peripherals	LOGN	22/01/2015	7.6	20%
Sgs Sa	Research & Consulting Services	SGSN	21/01/2015	3.6	7%
Asml Holding Nv	Semiconductor Equipment	ASML	21/01/2015	2.7	-12%
Premier Foods Plc	Packaged Foods & Meats	PFD	23/01/2015	2.2	-7%
Bankinter Sa	Diversified Banks	BKT	22/01/2015	2.4	-25%
Avanza Bank Holding Ab	Investment Banking & Brokerage	AZA	21/01/2015	2.2	-3%
Chr Hansen Holding A/S	Specialty Chemicals	CHR	21/01/2015	2.0	-20%
Sap Se	Application Software	SAP	20/01/2015	1.6	37%
Novozymes A/S	Specialty Chemicals	NZYM B	20/01/2015	1.0	8%

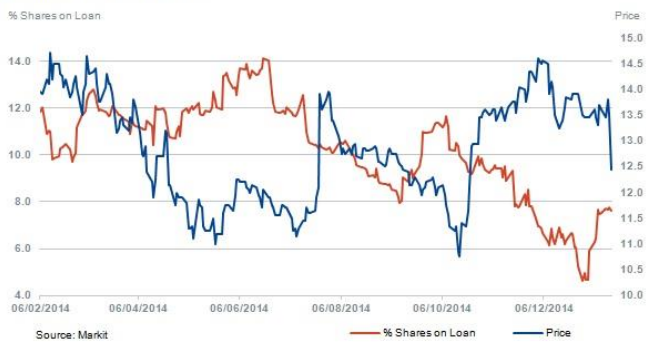
Bang & Olufsen leads the week's most shorted companies in Europe. The Danish high end audio systems designer and manufacturer has had a 38% increase in shares outstanding on loan over last month's results, rising to 10.2%.

Bang & Olufsen A/S



The company released a **pre-Christmas profit** warning citing poor sales in Europe and other production related issues, with management guiding for an operating loss for the period and a tough 2015. The share is down 44% over 12 months.

Logitech International Sa



Swiss firm Logitech manufactures consumer technology peripherals. Short interest in the stock has halved from a high of 14.1% in June 2014 to 7.6% currently. The firm earns the majority of its revenue, around ~65%, outside of EMEA, meaning its exposure to the **runaway** appreciation by the Swiss franc has been limited.

Asia Pacific

Taiwanese consumer electronics firms Acer and HTC top this week's most shorted firms in APAC with 8.5% and 6.2% of shares outstanding on loan respectively.

Name	Industry	Ticker	Earnings Date	% Shares Outstanding On Loan	1 Month % Change
Acer Incorporated	Technology Hardware, Storage & Peripherals	2353	19/01/2015	8.5	2%
Htc Corp	Technology Hardware, Storage & Peripherals	2498	19/01/2015	6.2	-12%
Yaskawa Electric Corp	Electronic Components	6506	22/01/2015	5.5	13%
Samsung Fine Chemicals Co Ltd	Diversified Chemicals	004000	23/01/2015	4.2	3%
Nidec Corp	Electrical Components & Equipment	6594	22/01/2015	4.1	-2%
Hotel Shilla Co Ltd	Specialty Stores	008770	20/01/2015	3.4	-32%
Suntec Unt	Diversified REITs	T82U	23/01/2015	3.2	-6%
Daiwa Office Investment Corp	Office REITs	8976	23/01/2015	2.2	-10%
Hyundai Glovis Co Ltd	Air Freight & Logistics	086280	23/01/2015	2.2	33%
Kabu Com Securities Co Ltd	Investment Banking & Brokerage	8703	23/01/2015	2.1	33%
Daelim Industrial Co Ltd	Construction & Engineering	000210	22/01/2015	2.0	-14%
Kosei Securities Co Ltd	Investment Banking & Brokerage	8617	21/01/2015	1.9	5%
Kcc Corp	Building Products	002380	22/01/2015	1.7	14%
Hyundai Wia Corp	Auto Parts & Equipment	011210	24/01/2015	1.5	12%
Melco Holdings Inc	Technology Hardware, Storage & Peripherals	6676	19/01/2015	1.4	1%
Sabana Shari'Ah Compliant Reit Unt	Industrial REITs	M1GU	21/01/2015	1.3	-1%
Capitacommercial Unt	Office REITs	C61U	21/01/2015	1.3	6%
Gud Holdings Ltd	Household Appliances	GUD	20/01/2015	1.3	-10%
Keppel Corporation Ltd	Industrial Conglomerates	BN4	22/01/2015	1.2	3%
Milbon Co Ltd	Personal Products	4919	21/01/2015	1.1	-38%

Strong **reported** growth in US PC sales for the fourth quarter is positive for Acer as it represents approximately 20% of the revenue mix. The share has seen a marginal increase in shares outstanding on loan over the past month, reaching 8.5%, but this figure is down by 13% over the last three months while the share price has increased by 5%.

Htc Corp



HTC **significantly** beat analyst expectations in early January 2015 as the company reported improved earnings of \$180m for the fourth quarter, compared to estimates closer to \$30.4m. However consensus estimates still call for the company to underperform this year. The share price is up by 13% and shares outstanding on loan have decreased to 6.2% from highs of 11% in June 2014. The next earnings announcement is expected on the 19th January 2015.

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