



OPTIONSMART
3-D OPTION TRADING STRATEGIES

3-D Research Note on AAPL



Chart courtesy of StockCharts.com

#	Date	Most Recent News	Stock's Reaction
1	9-Jun	AAPL:COO says 'still very confident' of selling 10 mln iPhones by end of 2008	negative
2	10-Jun	AAPL tgt upped to \$287 from \$248 at Citigroup	positive
3	19-Jun	AAPL: 3G iPhone component suppliers to see expanded revenues in 3Q08	positive
4	24-Jun	AAPL: Credit Suisse sees challenges for iPhone 3G in Hong Kong: 1) competing services and devices, 2) more expensive data packages to offset the heavy handset subsidies	positive
5	26-Jun	Apple: Checks show big upward iPhone build revisions; Positive for BRCM, MRVL	negative
6	27-Jun	AAPL and CHL: in talks to bring iPhone to mainland China have cleared their biggest hurdle and are now focusing on practical issues	positive
7	30-Jun	AAPL: Unprecedented pent-up demand for iPhone 3G	positive

OUR RECOMMENDATION: STRONG BUY

RECOMMENDED TRADING VEHICLE:

Open Debit Call Spread:

Buy to Open APVHL AAPL Aug 160 Call IV 51.3 Delta .67

Sell to Open APVHM AAPL Aug 165 Call IV 50.5 Delta .61

Debit 4.00

Position Net Delta .06

Max Gain 1.00

Max Risk 4.00

Target Credit 4.60

3D CHECK LIST

BULLISH	FACTORS	BEARISH
	Technicals	
	Bearish daily MACD, weekly MACD turns bearish	✓
✓	Daily Stochastic Oscillator oversold, weekly Stochastic Oscillator turns bearish	
✓	The stock is in the intermediate-term upward trend	
✓	Support at 200MA, 160.0, 165.0	
	Resistance at 50MA, 185.0, 190.0	✓
✓	Similar stocks or key components are forming bottom	
	Fundamentals	
✓	Forward P/E (26.98) < Trailing P/E (35.38)	
✓	PEG (1.37)	
	P/S (5.22)	✓
✓	Operating Margin (19.28%), ROE (28.69%)	
	Mixed EPS revisions trend	
	Market Play	
✓	Program trading buy orders at 164 after Jun 13	
✓	Implied volatility (45.06%) > Historical volatility (41.91%)	
✓	Mixed reaction on the latest positive news (see the chart above)	
✓	Trading volumes go up after Jun 23	
✓	Unusually high option trading volumes for Jul-Oct 160-180 Calls and Puts	

Overall Rating: BULLISH

BULLISH PLAY

BUY STOCK

Stock Symbol	Last Stock Price	Recommended Entry Stock Price	Break-even	Sum Invested (per share)	Projected Stop Price	Max Loss (per share)	Max Profit (per share)	Exit Price (Target Price)	Target Profit (per share)	Target Return
AAPL	170.09	167.00	167.00	167.00	165.20	1.80	Unlimited	170.71	3.71	2.2%

BUY CALL

Stock Symbol	Last Stock Price	Expiration Month	Strike Price	Option Symbol	Recommended Entry Stock Price	Entry Call Option Price	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Price (Target Price)	Target Profit (per one contract)	Target Return
AAPL	170.09	Aug-08	165.00	.APVHM	167.00	13.14	178.14	Unlimited	13.14	15.11	1.97	15.0%

BULLISH PUT SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Credit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Debit (Target Debit)	Target Profit (per one contract)	Target Return
AAPL	170.09	Aug-08	160.00	.APVTL	165.00	.APVTM	167.00	2.20	162.80	2.20	2.80	1.87	0.33	11.7%

BULLISH CALL SPREAD

Stock Symbol	Last Stock Price	Expiration Month	Lower Strike	Option Symbol	Higher Strike	Option Symbol	Recommended Entry Stock Price	Entry Debit	Break-even	Max Profit (per one contract)	Sum Invested (per one contract)	Exit Credit (Target Credit)	Target Profit (per one contract)	Target Return
AAPL	170.09	Aug-08	160.00	.APVHL	165.00	.APVHM	167.00	4.00	164.00	1.00	4.00	4.60	0.60	15.0%

SHORT GLOSSARY

Break-even. Point at which gains equal losses. This is the market price that a stock must reach for an option to avoid loss if exercised. For a call, the break-even equals the strike plus the premium paid.

Call option. The right, but not the obligation, to buy the stock at a predetermined price (also known as the strike) at any moment before the expiration date for a paying a premium.

Put Option - the right, but not the obligation, to sell stock at a predetermined price (also known as a strike) at any moment before the expiration date.

Expiration Date. The day when an option contract becomes void (the Saturday after the third Friday of the expiration month).

In-the-Money Option. An option that has intrinsic value. A call (put) option is in-the-money if the strike is less (greater) than the current market price of the stock.

Intrinsic Value: The value of an option if it were to expire immediately with the underlying stock at its current price or the amount by which an option is in-the-money. For call options, this is the difference between the stock price and the striking price, if that difference is a positive number, or zero otherwise. For put options it is the difference between the striking price and the stock price, if that difference is positive, and zero otherwise.

Spread. A position with long and short options of the same type on the same underlying stock or index.

Time Value. Amount by which the current market price of an option exceeds its intrinsic value (the difference between the stock price and the strike). This additional value of an option is due to the volatility of the market and the time remaining until expiration.

Auto-trade in 5 easy steps

optionsXpress	thinkorswim
1. Log into your brokerage account.	1. Log into your brokerage account.
2. Select Xecute, select OptionSmart as an Investor Publisher	2. Select Autotrade, click Sign Up/Newsletter Providers and choose OptionSmart as newsletter provider
3. Select a service	3. Select Autotrade Management, click Allocations (per trade)
4. Determine Amount Type (Specific Dollar Amount, # of Contracts/Shares, % of Cash Available, % of Buying Power, % of Total Account Value)	4. Determine Amount Type (Specified Dollar Amount, Specified Quantity, % of Available Buying Power, % of Net Liquidating Value)
5. Select a Trade Amount	5. Select a Trade Amount

There is risk in trading options. One's financial suitability should be considered carefully before placing any trades. Past performance is not indicative of future results.

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