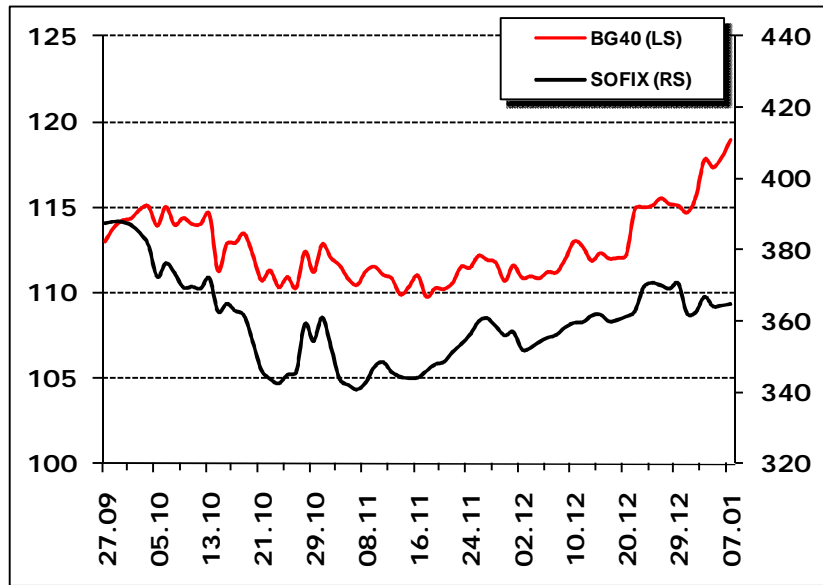


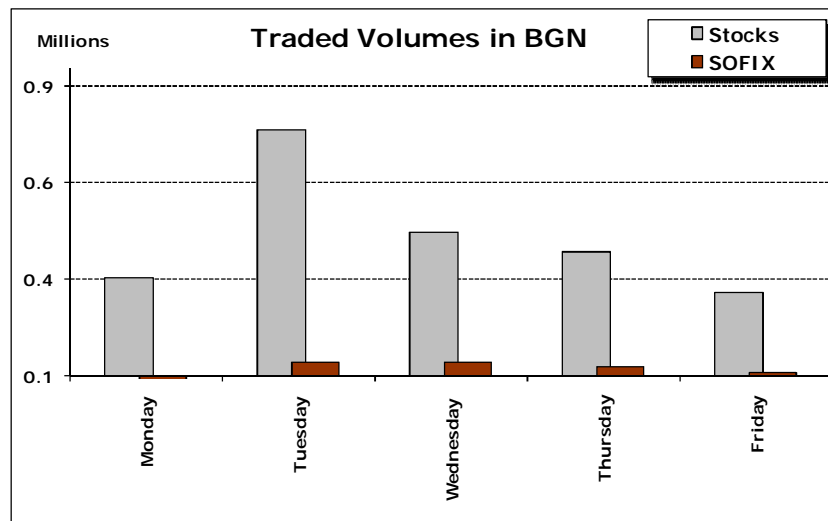
Market Trend



The week began with increase for the Bulgarian indices but the growth calmed down and the market's benchmarks closed flat. The share of BSE itself was the main event but also couldn't hold attention for a long time. The position settled around BGN 2.50 per share and on Friday was traded in insignificant volumes.

We consider that the picture on the market will remain the same in short term. The indices will stay in the recent range so far as there are no expected corporate news in short term. The non-consolidated 2010 financial reports should be announced until the end of the month.

Trading Activity



The overall activity remained thin and only several positions attracted market's attention. The volumes were below BGN 1 million and even the stock exchange's share couldn't move the activity permanently. The institutional investors were the active side/

SOFIX

Stock	Last Price	Weekly Change	Bid	Ask
Advance Terrafund REIT	1.16	-3.17%	1.17	1.20
Albena	50.00	3.95%	49.25	52.50
Bulgarian-American Credit Bank	9.90	-2.08%	9.60	10.19
Central Cooperative Bank	1.05	5.95%	1.05	1.05
Chimimport	2.38	2.67%	2.33	2.38
Doverie United Holding	3.45	0.03%	3.40	3.63
Enemona	7.00	-1.41%	6.90	7.00
Eurohold Bulgaria	0.88	-0.56%	0.86	0.88
First Investment Bank	2.10	-2.33%	2.05	2.10
Industrial Holding Bulgaria	0.99	0.00%	0.99	1.01
Kaolin	4.73	-3.47%	4.73	4.84
Monbat	6.34	0.62%	6.26	6.31
Sopharma	3.93	1.08%	3.92	3.93
Stara Planina Hold	2.95	6.12%	2.90	2.95
Zyrneni Hrani Bulgaria	0.57	1.79%	0.56	0.57

The SOFIX components closed mix and the main index finished the week flat. Stara planina Hold (5SR) outperformed, followed by Central Cooperative Bank (4CF). Part of the positions increased at the beginning of the week but the investors locked in profits and the higher levels were unsustainable.

News

- **03 January 2011:** The central laboratory of the Ukrainian pharmaceutical company Vitamini, property of Sopharma (3JR), was awarded a quality assurance certificate. That way, the first stage of modernisation and certification of the production capacities of Vitamini was accomplished.
- **03 January 2011:** During December 2010 MONBAT AD has bought back 44,968 company's own shares at the average price of BGN 6.32 per share. The total number of the own shares held by the company by December 31 2010 is 1 674 415 shares at the average price of BGN 6.14 per share.
- **03 January 2011:** Sopharma (3JR) informs herewith, that the Commission for Protection of Competition granted permission to Sopharma to acquire control over the company Unipharm - Sofia without conditions on the regulated market of BSE-Sofia.
- **05 January 2011:** Central Cooperative Bank (4CF) informed for a transformation of its subsidiaries in the Republic of Macedonia through the merger of Stater Banka -Kumanovo, Republic of Macedonia into CCB, Skopje. After the transformation, CB Central Cooperative Bank AD holds 87.35% of the capital of CCB, Skopje.

**Upcoming Events
Macro-economy**

- There are no major corporate news expected this week.
- The preliminary data showed that the Industrial Production Index, seasonally adjusted increased by 1.3% in November 2010 as compared to October 2010. The working day adjusted Industrial Production Index rose by 5.6% as compared to the same month of 2009.
- By preliminary seasonally adjusted data of NSI in November 2010 the turnover in Retail trade, except of motor vehicles and motorcycles at constant prices fell by 0.6% compared to the previous month.
- According to the preliminary data of the NSI, the production in section 'Construction', calculated on the base of seasonally adjusted data, registered an increase by 2.6% in November 2010, compared to the previous month.

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Financial Interest: ELANA Trading may trade or own shares of the analyzed companies. The research analyst(s) is not holding shares of the analyzed companies, unless otherwise noted.

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Valuation Methods: Company valuations are based on the following methods: multiple-based (P/E, P/B, EV/EBITDA), historical valuation approaches, peer comparisons, discount models (DCF, DDM) or asset-based evaluation methods. Valuation models are dependent on macroeconomic factors, including interest rates, foreign exchange rates, prices of raw materials, and any expectations about the economy, the market sentiment. The valuation is based on expectations that might change rapidly and without notice, depending on developments specific to individual industries and countries. Recommendations and target prices derived from the models might therefore change accordingly. The application of models depends on forecasts of a range of economic variables, thus there is a range of reasonable variations within models. Any valuation is dependent upon inputs that are based on the subjective opinion of the analysts carrying out this valuation.

Recommendations: Analyst(s) recommendations are based on the specific factors for the company, sector, country and global developments, as compared to market indices. Recommendations and opinions reflect ELANA Trading's expectations over the 12-month period following publication from the perspective of long-only investment clients. ELANA Trading reserves the right to express different or contrary recommendations and opinions for different timescales or for other types of investment client. Except as otherwise noted, expected performance over next 12 months vary for different recommendations for Bulgarian stocks as follows:

Outperform	More than 5% higher as compared to SOFIX and BG40 performance
Market Perform	Market performance, +/-5% as compared to SOFIX and BG40
Underperform	More than 5% lower as compared to SOFIX and BG40 performance

Frequency of Recommendations: No schedule of recommendations is available. The frequency of recommendations depends on specific factors to individual companies and the opinion of the analyst(s) for the necessity of minor or major changes.

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