Seni Jaya (9431)

Momentum is Building Up



Technical Highlights

After bottoming out at its 52-week low in Nov 2024, the stock has staged a notable reversal, gradually forming a steady consolidation pattern between Jan and Jul 2025. Just this Monday, it broke out of that zone with a strong 7.5% rally, followed by a healthy bounce from its previous ceiling of the consolidation box yesterday. What's more impressive is the breakout was also supported by the highest buying volume since 2023. If the stock can continue to hold above this key support zone, further upside could be in play in the coming session.

Momentum indicators are looking good. The RSI is currently at 68, meanwhile, the MACD printed a golden cross last week and is still trending upward.

An ideal entry zone lies between RM0.360 and RM0.370. The first resistance to monitor is RM0.400, followed by RM0.450 if the bullish momentum carries through. However, if the price closes below RM0.335, this would indicate a breakdown below all three key EMAs, it could trigger a retest of the lower consolidation boundary as sellers regain control.

Entry - RM0.365 - RM0.375 Stop Loss - RM0.335 Target Price - RM0.400 - RM0.450

Technical	
Resistance 1 (RM)	0.400
Resistance 2 (RM)	0.450
Support 1 (RM)	0.350
Support 2 (RM)	0.335
MACD	Positive
RSI	Positive

Stock Information	
Last Close (RM)	0.375
52-week High (RM)	0.375
52-week Low (RM)	0.155

Company Profile

Seni Jaya Corp Bhd in the provision of media services for outdoor and indoor advertising, provision of transit advertising and supply of advertising materials and supplying of advertising materials and provision of media service for outdoor advertising.

Hengyuan Refining (4324)

Bounced from the Bottom



Technical Highlights

After peaking in mid-June, the stock has been on a consistent downtrend, eventually hitting its 52-week low just last week. But things took a turn yesterday, with the price breaking out from the downtrend channel for the first time in weeks, backed by improving momentum. While it's still trading below all three key EMAs, the tide seems to be shifting. If the buying interest keeps building up, we could soon see the stock testing the 20-day and 50-day EMAs, with the 200-day EMA next in line.

Momentum indicators are beginning to paint a more encouraging picture. The RSI has bounced off its oversold zone in June and now sits at 40. Meanwhile, the MACD is edging closer to a golden cross, signalling that selling pressure is gradually cooling off and a trend reversal could be on the cards.

An ideal entry zone would be between RM1.33 and RM1.36. Key resistance levels to monitor are RM1.44 and RM1.55 if the current momentum sustains. That said, a break below RM1.28 would be a warning sign, indicating that the recent bounce has failed and the stock could revisit its lows with renewed selling pressure.

Entry – RM1.33 – RM1.36 Stop Loss – RM1.28 Target Price – RM1.44 – RM1.55

Technical	
Resistance 1 (RM)	1.44
Resistance 2 (RM)	1.55
Support 1 (RM)	1.35
Support 2 (RM)	1.28
MACD	Positive
RSI	Positive

Stock Information	
Last Close (RM)	1.36
52-week High (RM)	3.15
52-week Low (RM)	1.28

Company Profile

Hengyuan Refining Co Bhd operating units in its refinery consist of two crude distillers, a long residue catalytic cracker, two naphtha treaters and a Merox plant, two reformers, and a gasoil treatment plant.



Glossary of commonly used technical terms

Exponential Moving Average (EMA)

An indicator frequently used in technical analysis showing the average value of a security's price over a set period with greater weightage placed on the most recent data points.

Moving Average Convergence Divergence (MACD)

A trend-following momentum indicator that shows the relationship between two moving averages of prices. The MACD is calculated by subtracting the 26-day exponential moving average (EMA) from the 12-day EMA, A 9-day EMA of the MACD, called the "signal line", is then plotted on top of the MACD, functioning as a trigger for buy and sell signals.

Stochastic

A technical momentum indicator that compares a security's closing price to its price range over a given time period. The indicator's sensitivity to market movements can be reduced by adjusting the time period or by taking a moving average of the result.

Average True Range (ATR)

A measure of volatility whereby the indicator is the greatest of the following:

- current high less the current low;
- the absolute value of the current high less the previous close;
- the absolute value of the current low less the previous close:

Bollinger Band

A band plotted 2 standard deviations away from a simple moving average.

On-Balance Volume (OBV)

A method used in technical analysis to detect momentum, the calculation of which relates volume to price change. OBV provides a running total of volume and shows whether this volume is flowing in or out of a given security.

The price level which, historically, a stock has had difficulty falling below. It is thought of as the level at which a lot of buyers tend to enter the stock.

The price at which a stock or market can trade, but not exceed, for a certain period of time. Often

referred to as "resistance level".

Reversal

Resistance

Support

A change in the direction of a price trend. On a price chart, reversals undergo a recognizable change in the price structure. An uptrend, which is a series of higher highs and higher lows, reverses into a downtrend by changing to a series of lower highs and lower lows. A downtrend, which is a series of lower highs and lower lows, reverses into an uptrend by changing to a series of higher highs and higher lows.

Divergence

When the price of an asset and an indicator, index or other related asset move in opposite directions.

Overbought

In technical analysis, this term describes a situation in which the price of a security has risen to such a degree – usually on high volume – that an oscillator has reached its upper bound. This is generally interpreted as a sign that the price of the asset is becoming overvalued and may experience a pullback.

Oversold

A situation in technical analysis where the price of an asset has fallen to such a degree – usually on high volume - that the oscillator has reached a lower bound. This is generally interpreted as a sign that the price of the asset is becoming undervalued and may represent a buying opportunity for investors

Disclaimer & Disclosure of Conflict of Interest

The information contained in this report is based on data obtained from data and sources believed to be reliable at the time of issue of this report. However, the data and/or sources have not been independently verified and as such, no representation, express or implied, are made as to the accuracy, adequacy, completeness or reliability of the information or opinions in this report.

This report may contain forward-looking statements which are often but not always identified by the use of words such as "believe", "estimate", "intend" and "expect" and statements that an event or result "may", "will" or "might" occur or be achieved and other similar expressions. Such forward-looking statements are based on assumptions made and information currently available to Mercury Securities Sdn Bhd. ("Mercury Securities") and are subject to known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievement to be materially different from any future results, performance or achievement, expressed or implied by such forward-looking statements. Caution should be taken with respect to such statements and recipients of this report should not place undue reliance on any such forward-looking statements. Mercury Securities expressly disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or circumstances after the date of this publication or to reflect the occurrence of unanticipated events.

Accordingly, neither Mercury Securities nor any of its holding company, related companies, directors, employees, agents and/or associates nor person connected to it accept any liability whatsoever for any direct, indirect, or consequential losses (including loss of profits) or damages that may arise from the use or reliance on the information or opinions in this publication. Any information, opinions or recommendations contained herein are subject to change at any time without prior notice. Mercury Securities has no obligation to update its opinion or the information in this report.

This report does not have regard to the specific investment objectives, financial situation and particular needs of any specific person. Accordingly, investors are advised to make their own independent evaluation of the information contained in this report and seek advice from, amongst others, tax, accounting, financial planner, legal or other business professionals regarding the appropriateness of investing in any securities or the investment strategies discussed or recommended in this report. Nothing in this report constitutes investment, legal, accounting or tax advice or a representation that any investment or strategy is suitable or appropriate to your individual circumstances or otherwise represents a personal recommendation to you. This report is not intended, and should not under no circumstances be considered as an offer to sell or a solicitation of any offer or a solicitation or expression of views to influence any one to buy or sell the securities referred to herein or any related financial instruments.

Mercury Securities and its holding company, related companies, directors, employees, agents, associates and/or person connected with it may, from time to time, hold any positions in the securities and/or capital market products (including but not limited to shares, warrants and/or derivatives), trade or otherwise effect transactions for its own account or the account of its customers or be materially interested in any securities mentioned herein or any securities related thereto, and may further act as market maker or have assumed underwriting commitment or deal with such securities and provide advisory, investment, share margin facility or other services for or do business with any companies or entities mentioned in this report. In reviewing the report, investors should be aware that any or all of the foregoing among other things, may give rise to real or potential conflict of interests and should exercise their own judgement before making any investment decisions.

This research report is being supplied to you on a strictly confidential basis solely for your information and is made strictly on the basis that it will remain confidential. All materials presented in this report, unless specifically indicated otherwise, are under copyright to Mercury Securities. This research report and its contents may not be reproduced, stored in a retrieval system, redistributed, transmitted, or passed on, directly or indirectly, to any person or published in whole or in part, or altered in any way, for any purpose.

This report may provide the addresses of, or contain hyperlinks to websites. Mercury Securities takes no responsibility for the content contained therein. Such addresses or hyperlinks (including addresses or hyperlinks to Mercury Securities own website material) are provided solely for your convenience. The information and the content of the linked site do not in any way form part of this report. Accessing such website or following such link through the report or Mercury Securities' website shall be at your own risk.

This report is not directed to or intended for distribution or publication outside Malaysia. If you are outside Malaysia, you should have regard to the laws of the jurisdiction in which you are located.

The views expressed in this research report accurately reflect the analyst's personal views about any and all of the subject securities or issuers; and no part of the research analyst's compensation was, is or will be, directly or indirectly, related to the specific recommendations or views expressed in the report.

Published & Printed By:

MERCURY SECURITIES SDN BHD
Registration No. 198401000672 (113193-W)
L-7-2, No 2, Jalan Solaris, Solaris Mont' Kiara,
50480 Kuala Lumpur
Telephone: (603) - 6203 7227
Website: www.mercurysecurities.com.my
Email: mercurykl@mersec.com.my