

STEVE NISON'S

  
**candlecharts.com**

Helping clients spot the market turns before the competition.

*“He who is well prepared  
has won half the battle.”*

—Japanese Proverb

The professional advisory and training services available from **CandleCharts.com** are tried and true weapons that are continually proven on the battlefields of world markets every day.

For over 15 years, noted candlestick expert Steve Nison has been providing customized technical advisory and on-site seminar services to top-tier institutional firms.

His client list includes Fidelity, J.P. Morgan Chase, The Bank of New York, Goldman Sachs, Deutsche Bank, Morgan Stanley, and NASDAQ and NYSE market makers and hedge funds.

Mr. Nison's highly-regarded company, **CandleCharts.com**, distinguishes itself by combining Japanese technical analysis (known as candlestick or “candle” charts) with the most effective tools of Western technical analysis. Through their exclusive proven strategies you will spot turning signals before your competition, help preserve capital, and improve market timing.

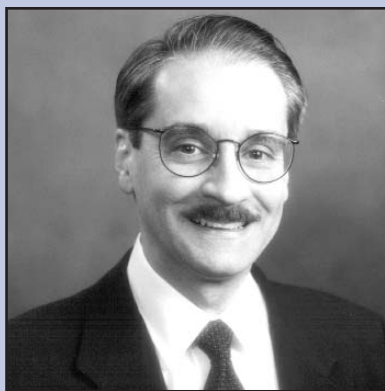
### Expertise You Can Trust

Steve Nison, founder and president of **CandleCharts.com**, is uniquely qualified to help you take advantage of his dynamic candle charting techniques.

He was the very first to reveal candlestick charts to America and Europe. And his two internationally best selling books, *Japanese Candlestick Charting Techniques* and *Beyond Candlesticks*, have sold more than 75,000 copies and have been translated into eight languages.

Mr. Nison is recognized as the leading authority on candle charts. And, with his 25 years experience in Western technical analysis, his institutional services are uniquely positioned to provide you with unbiased, broad-based technical perspectives which are so important in this volatile environment.

He was among the first to receive the Chartered Market Technician (CMT) designation from the Market Technicians Association (MTA). Mr. Nison holds an MBA in Finance and Investments and was a Senior Technical Analyst at Merrill Lynch and a Senior Vice President at Daiwa Securities.



Steve Nison, CMT, Founder and President of **CandleCharts.com**

## Candle Charts Capture Media Attention

“(Mr. Nison’s) work has revolutionized technical analysis.”

— **Reuters Magazine**

“Japan’s Candlesticks Light Traders’ Path.”

— **The Wall Street Journal**

“...The rise of candlestick charting has been phenomenal.”

— **Euromoney Magazine**

“Whether you day trade or hold positions, (candlesticks) are a must.”

— **Investors Library**

“It’s hard to be too effusive about the quality of Mr. Nison’s work.”

— **Commodity Traders Report**

“Candle charting techniques offer many important advantages.”

— **Futures/Options World**

“Candle charts are faster at portraying market turns than Western techniques.”

— **Financial Trader**

“I strongly urge you to explore candle charts.”

— **Technical Analysis From A to Z**,  
by Steve Achelis

## In-Depth Institutional Experience

As a renowned and sought after speaker, Mr. Nison has trained professionals in 18 countries from almost every major investment firm, on how to apply — and profit from — these methods.

Mr. Nison has spoken, by request, before the World Bank and The Federal Reserve. In addition, he has taught at numerous universities and major stock and commodity exchanges.

Mr. Nison has been a frequent guest on CNBC and his work has been highlighted in financial publications around the world including *The Wall Street Journal*, *Barron's*, *Institutional Investor*, and *Euroweek*.

## CandleCharts.com Advisory Services

*“He is the best general that makes  
the fewest mistakes.”*

—Japanese Proverb

In the battle of the markets it's absolutely vital for you to have better, faster and more accurate information than your opponents.

Mr. Nison's unique insights and experience can become your competitive advantage. You'll benefit from his unbiased technical perspectives which are so important in today's markets.

Furthermore, all of his advisory services are completely customizable to the markets and specific

securities you trade. Each evening, Mr. Nison will analyze your markets and transmit the charts with his personal notes and remarks.

Here are some of the ways you'll benefit from his valuable advisory service:

- **Capital Preservation**

Our goal, besides enhancing profits, is to help minimize losses. Clients comments include: *“Just one trade more than paid for the service”* and *“Your technical signals saved me a lot of money.”*

- **Market Insight**

Uncover early reversals, pinpoint strategic support and resistance levels and improve timing entering and exiting positions.

- **Advanced Techniques**

Thousands of traders use candle charts as part of their decision making process. You should be aware of what your competition is monitoring and reacting to.

- **Qualifications**

No one in the Western world has more knowledge and experience with candle charts than does Mr. Nison. In addition, he has over 25 years experience in Western technical analysis. As such, we harness the best technical tools from the East and West. The result? The timing advantages of candle charts while being alerted to Western signals used by other traders.

- **Objective Advice**

Most of our clients use our service to compliment their own analysis and other research. Since we don't have investment banking relationships

## Accolades From Satisfied Advisory Service Clients

“We have used Mr. Nison's advisory service for only a few weeks and already just one trade more than paid for the service.”  
— **NYSE Specialist**

“That one call on YHOO more than paid for the service.”  
— **Hedge Fund**

“That one call on Motorola paid for the service. Keep up the great work!”  
— **Risk Arbitrageur,  
Major Investment Bank**

“(Nison's) candlesticks and technical indicators are a must in this fast moving market. We consider his service an essential part of our analysis.”  
— **NYSE Specialist**

“Your service has been a great asset to me.”  
— **NYSE Floor Trader**

“Your service has saved me money.”  
— **Money Manager,  
Former Managing Director at two  
Major Investment Firms**

“His service more than pays for itself as shown by the fact that we have renewed for another year.”  
— **NYSE Specialist Firm**

“You made me a lot of money.”  
— **NYSE Specialist**

“Steve's service is an integral part of my daily analysis. The candle charts have helped enhance profits and decrease market risk exposure.”  
— **NYSE Floor Trader**

and trading is prohibited at our company, you can be assured that our analysis will be an outside, unbiased voice describing your market from a “distance.”

- **Ongoing Market Education**

Our market comments are an educational vehicle teaching you how to incorporate these techniques into your own analysis.

- **Your Time Is Valuable**

Our comments are clear and concise. You’ll quickly understand our insights to help you make better judgments and decisions.

We are glad to discuss Soft Dollar arrangements to cover the cost of these services.

To subscribe or learn more about the Advisory Services call **732-254-8660** or email Mr. Nison at [nison@candlecharts.com](mailto:nison@candlecharts.com).

## CandleCharts.com On-Site Seminars

*“A prudent man has more than one string to his bow.”*

—Japanese Proverb

**CandleCharts.com** can personalize training designed specifically for your staff. We’ll teach all of Mr. Nison’s newest trading strategies and techniques that are designed to add greater profits and stronger safeguards to your trading.

Among our satisfied seminar clients are well-known companies such as Fidelity Investments, J.P. Morgan, Goldman Sachs, The Bank of New

York, Morgan Stanley, NASDAQ and NYSE market makers, hedge funds, and futures and fixed income trading departments.

Here are some of the ways your firm will benefit from his valuable advisory service:

- **Cost Effective**

For a single fee you can have an unlimited number of attendees.

- **Tailored to Your Firm or Department.** Our seminars can focus on the most important Western or candlestick charting techniques, or a combination of both. Plus, the handouts and examples will include the markets you most closely track.

- **Safety First Trading**

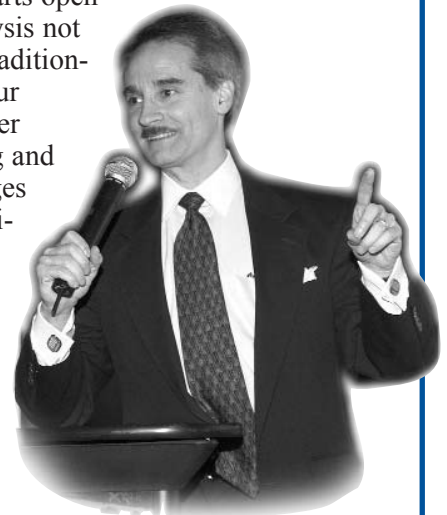
Capital preservation is as important as capital appreciation. Our goal, besides enhancing profits, is to help preserve trading capital.

- **Improve Market Timing**

Since candle charts open avenues of analysis not available with traditional bar charts, your traders will gather important timing and trading advantages over the competition.

- **Maximizing Existing Services**

You most likely have access to candle charting services in your company right now.



## On-Site Seminar Clients Gain Important Advantages

“The candle charting techniques, as revealed by Mr. Nison, are the best technical tools in my arsenal. They have enhanced every aspect of my trading.”  
— **NYSE Specialist Firm**

“Mr. Nison’s seminars were inspiring.”  
— **International Financial News Provider**

“Steve Nison’s stimulating class provided unique and valuable insights.

The value-added techniques revealed there have helped enhance my analysis for more profitable trading.”  
— **NASDAQ Market Maker**

“The response to Steve’s classes has been overwhelming. We appreciate the value you have provided our firm.”  
— **NASDAQ Market Maker**

“Mr. Nison’s seminar was hotly anticipated. The traders who attended requested more classes. ‘What will you do to top this?’ was a comment we

received more than once.”  
— **NASDAQ Market Maker**

“Your presentation to our members (a full house—we had to turn many away) was great! We are delighted that you will be doing a repeat performance.”  
— **Major Commodity Exchange**

“The techniques shown in the seminar have led to many prosperous trades.”  
— **Equity Trading Dept. at a Major Trading Firm**

This seminar will show your staff how to take full advantage of their power immediately.

- **Anticipating the Competition**

Because so many traders use candle charts and western technical analysis, it often has a major impact on the market. As such, it is important to be alerted to these technical signals others may be following.

- **Proprietary Techniques**

We detail proven trading techniques revealed only at these seminars.

We respect your time and realize the length of your trading days. As such, our seminars are clear, concise and exciting.

Whether you are new to technical analysis or are seasoned pros, the rewards will be immediate, measurable and long lasting.

### Online seminars for desktop delivery

We've found that live training and the resulting interaction with attendees is always the best way to teach these valuable techniques and strategies.

However, there are occasionally times when the trading staff is spread out geographically and it doesn't make economic sense to bring them all together.

With *CandleChart.com's* online seminars, your staff can learn the same information that we teach in the live seminars right at their computer.

We are glad to discuss Soft Dollar arrangements to cover the cost of these services.

For a sample syllabus or to learn more about the On-Site Seminars call **732-254-8660** or email Mr. Nison at [nison@candlecharts.com](mailto:nison@candlecharts.com).

## Why Use Candle Charts?

- Detect market turns before your competition
- Pinpoint pivotal support and resistance
- Identify false breakouts
- Improve entry and exit timing
- Reduce risk
- Maximize profits
- Combine with Western charting techniques

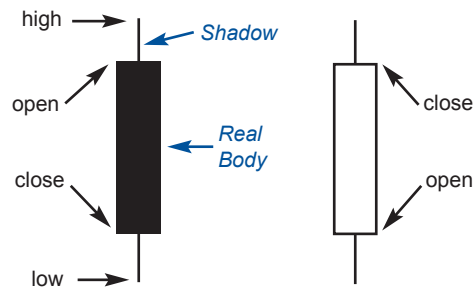
## Constructing the Candlestick Line

The broad part of the candlestick line is the real body. It represents the range between the session's open and close. If the close is lower than the open, the real body is black. The real body is white if the close is higher than the open.

The thin lines above and below the real body are called the shadows. The peak of the upper shadow is the high of the session and the bottom of the lower shadow is the low of the session.

The color and length of the real body reveals whether the bulls or the bears are in charge. Note that the candle lines use the same data as a bar chart (the open, high, low, and close). Thus, all Western charting techniques can be integrated with candle chart analysis.

### Price Structure of a Candle Line



To implement Steve Nison's proven techniques and strategies for your company, call or email today:

**732-254-8660** or [nison@candlecharts.com](mailto:nison@candlecharts.com)

