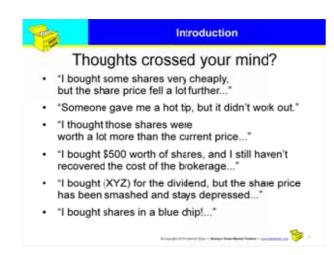




Let's set the scene, with some thought-starters, and let's challenge conventional wisdom...

### Introduction Why do companies list? Why do companies list on the share market and offer you shares in the company? (a)They want to offer you the chance to own a portion of the company (even if it is a minuscule portion); or (b)The owners want to sell down their holdings (ie. just cash in); or (c) They just want your money so that they can grow the company? Introduction How much do they care? What would the company management care more about? (a)Your own interests, and the changing capital value of your investment (up and down); or (b) The ongoing tenure of their own employment; (c) The company's bottom line and the on-going profitability.

### Our investing objectives? Why would I buy shares in any company? Because:... (a) I am a nice person and I genuinely want to help the company by lending them my money (even if they might reduce the value of my investment, or even lose all of my money with a disastrous strategic company decsion, or due to market conditions). (b) I have an emotional attachment to the company, and/or their products. (c) I have an intuition (ie. a gut feeling) that this company and/or their product is a sure-fire winner at "some stage" in the future, perhaps even without a track record of success.



## Thought starters... Let's contemplate for a minute: 1. Are we serious about improving our wealth? 2. Are we happy with income returns at the expense of capital growth? 3. Do we enjoy searching for investments, and the research decision-making, and all the time that it takes? 4. Do we select investments with sound selection criteria? or a bit hit-and-miss?

## Our 10-year performance? How was our investing performance: In the last 3, or perhaps, 5 years? In the last 10 years? Is the income (dividends, etc.) "enough"? Are the capital improvements "good enough"? In hindsight: Is it easy to pick a "profitable" stock? Are we holding any "dud" stocks?

### Introduction Conventional investing wisdom? Is there anything wrong with any aspect of: (a) The long term buy-and-hold approach? (b) Focusing on good earnings growth? (c) Hunting for good dividend yield? (d) Buying stocks with a lcw P/E ratio? Introduction Conventional investing wisdom? Is there anything wrong with any aspect of: (a) The long term buy-and-hold approach? (b) Focusing on good earnings growth? (c) Hunting for good dividend yield? (d) Buying stocks with a lcw P/E ratio? This might depend on your investing:- Objectives: Constraints: · Capital growth · Investing time horizon Income Risk tolerance Introduction Would you like to have: · More investments with good capital growth? · Fewer capital killers? More confidence with stock selection? Clearer or better risk management strategy (to prevent major losses)?



# Truthfully, on those slides... Thought-starters Challenge the conventional wisdom People may, or may not, agree Different opinions and viewpoints We all have differing priorities, experiences, expectations, interests...



