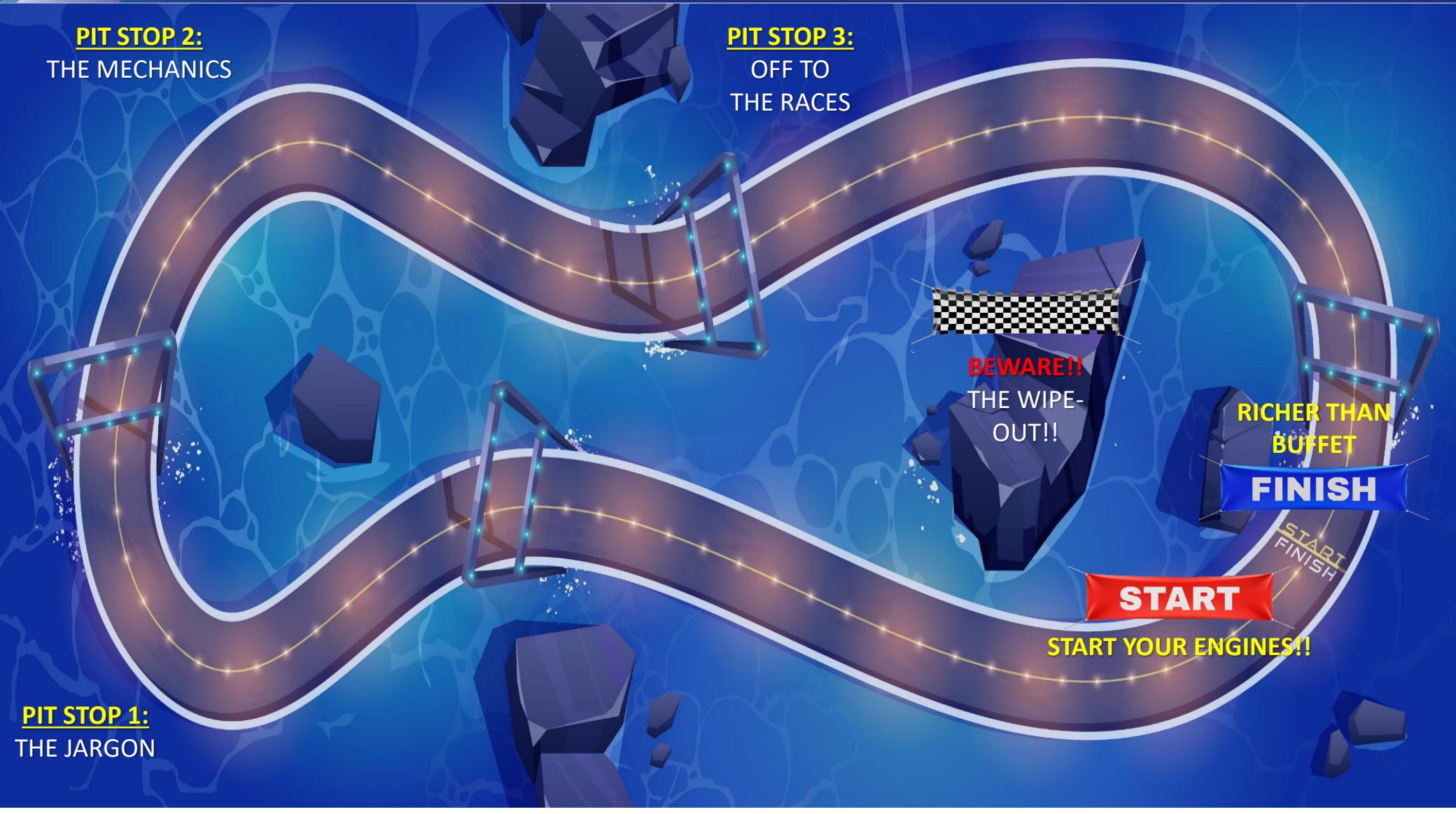
SHARE INVESTMENT: MASTERCLASS



SHARE INVESTING: THE JOURNEY

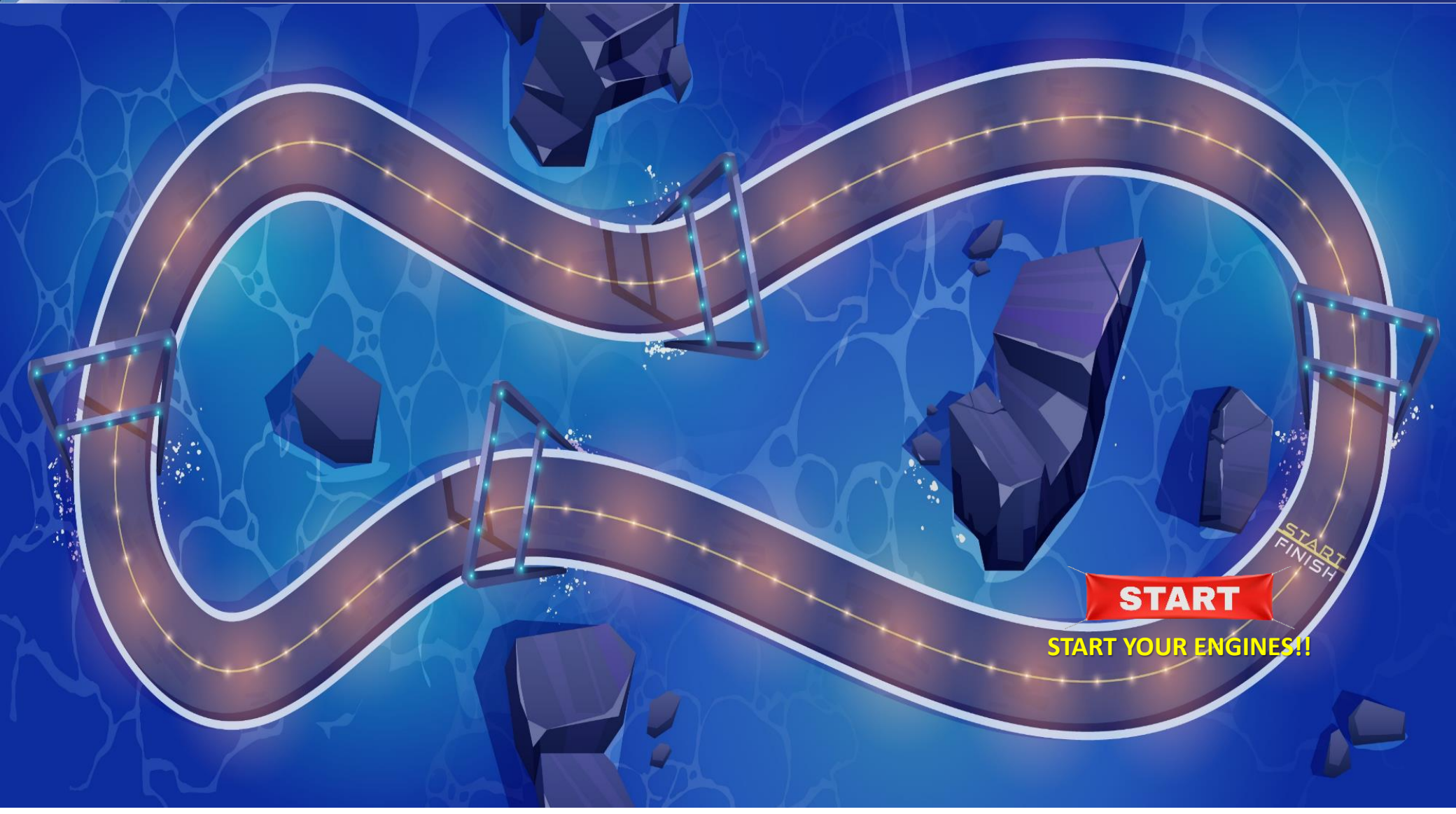


Disclaimer

The information provided in this presentation is for interest and educational purposes only, and does not constitute advice.

Information for stock and index observations are obtained from sources believed to be reliable, but we do not warrant its completeness or accuracy, or warrant any results from the use of the information. Your use of the stock/index/commodity/or currency observations, and opinions are entirely at your own risk and it is your sole responsibility to evaluate the accuracy, completeness and usefulness of the information. The editor and publisher will not be held responsible for losses incurred as a result the opinions expressed herein or the use of the Easy Equities share trading platform. All information herein is based on opinion; markets follow their own course. You must assess the risk of any trade and make your own independent decisions regarding any securities mentioned herein (or options thereon). We will from time to time have a position in the securities described herein. One should always use protective stops on all trading and investment positions. There is a risk of monetary loss in trading and/or investing on the financial markets or any other financial instrument.

SHARE INVESTING: THE JOURNEY



THE GOAL

FINANCIAL INDEPENDENCE

Financial independence is …



You have created trees (assets) that will provide you with monthly fruit (income) that will outstrip your monthly expenditure today, and will continue to do so into the future.

You are thus not dependent on your monthly salary anymore.

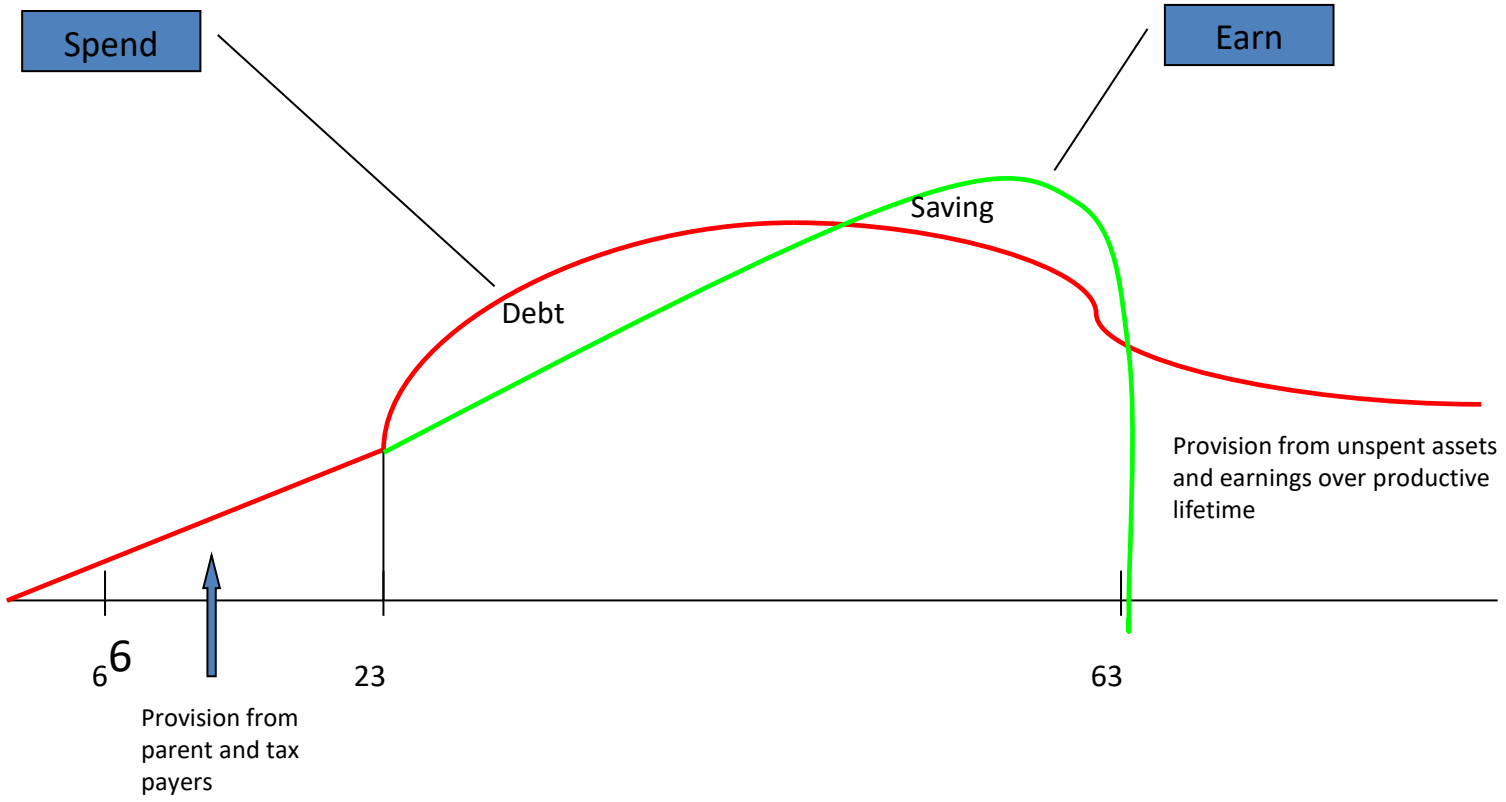
Ultimately you will leave your plantation behind for your children.

1% reaches financial independence, 4% covers basic needs, 22% keep on working, 28% live of government grants, 45% live of family support.

Why do more than 95% of people not reach financial independence?

THE GOAL
REASON FOR FAILURE

They save too little over their period of earnings!!!



KEY INSIGHT: FINANCIAL INDEPENDENCE

We under estimate the impact of inflation!!



KEYS TO FINANCIAL INDEPENDENCE

START EARLY

Johnny Start Early

Start Investing: Age 20
Invest: R1 000 per year in a JSE tracker fund
Increase: Each year with inflation
Stop investing: Age 30 (10 years)
Total Investment: **R14 000**

Investment Value at age 55**:** **R335 000**



Kevin Start Later

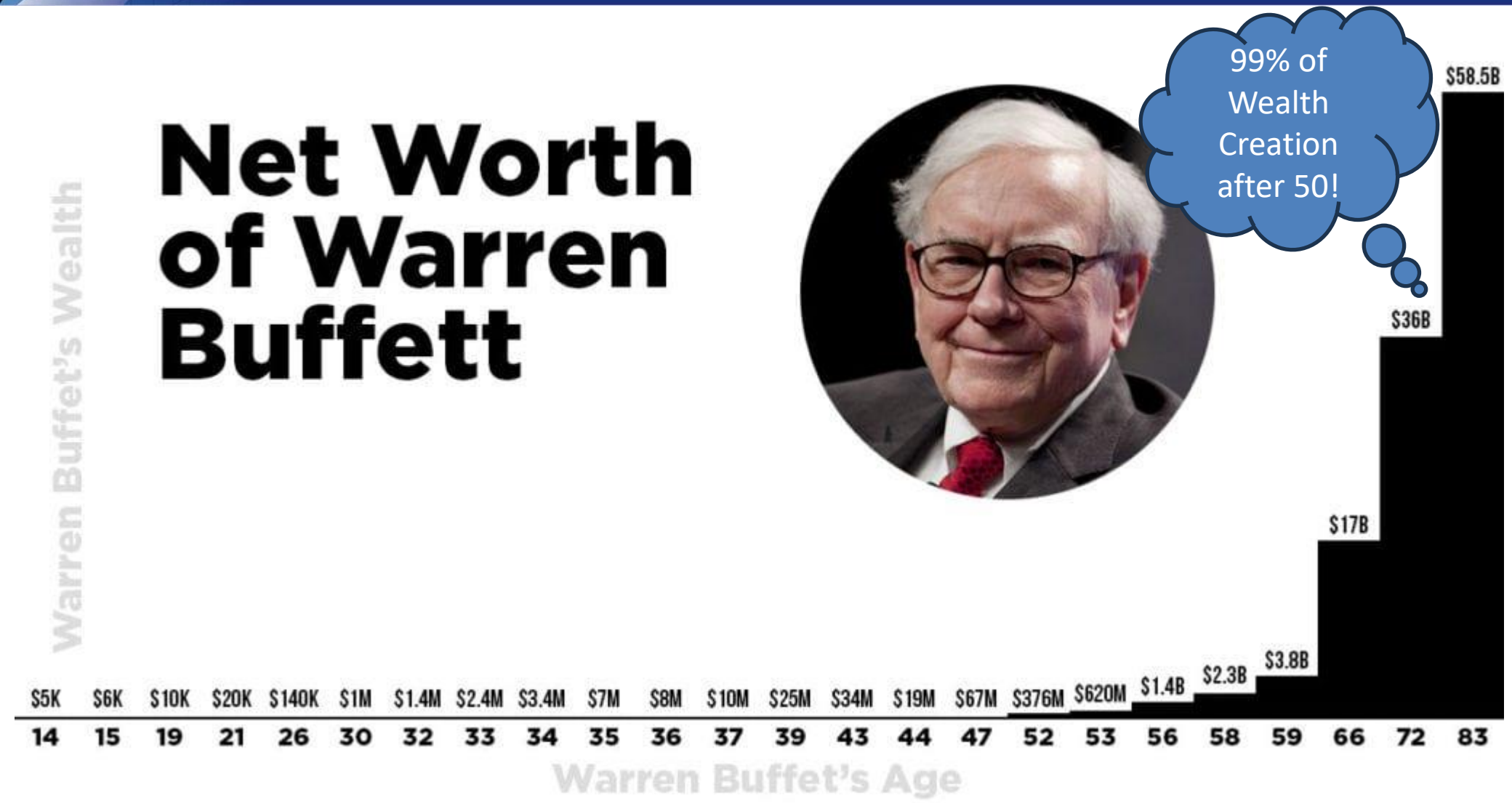
Start Investing: Age 30
Invest: R1 000 per year in a JSE tracker fund
Increase: Each year with inflation
Stop investing: Age 55 (25 years)
Total Investment: **R65 000**

Investment Value at age 55: **R200 000**

Source Calculation:
- MetaStock
- https://www.inflationtool.com/south-african-rand/

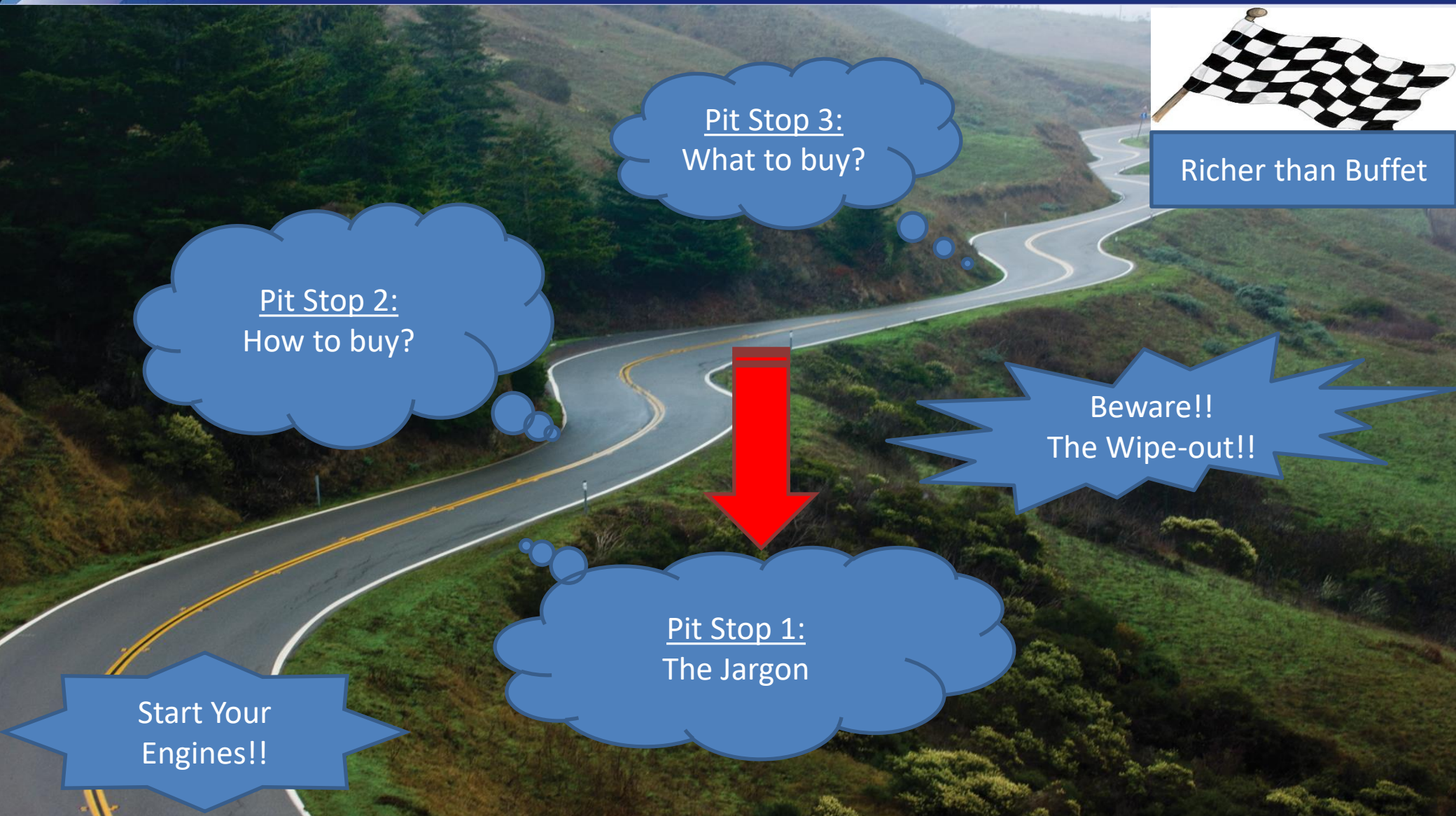
KEYS TO FINANCIAL INDEPENDENCE

START EARLY – THE WARREN BUFFETT STORY

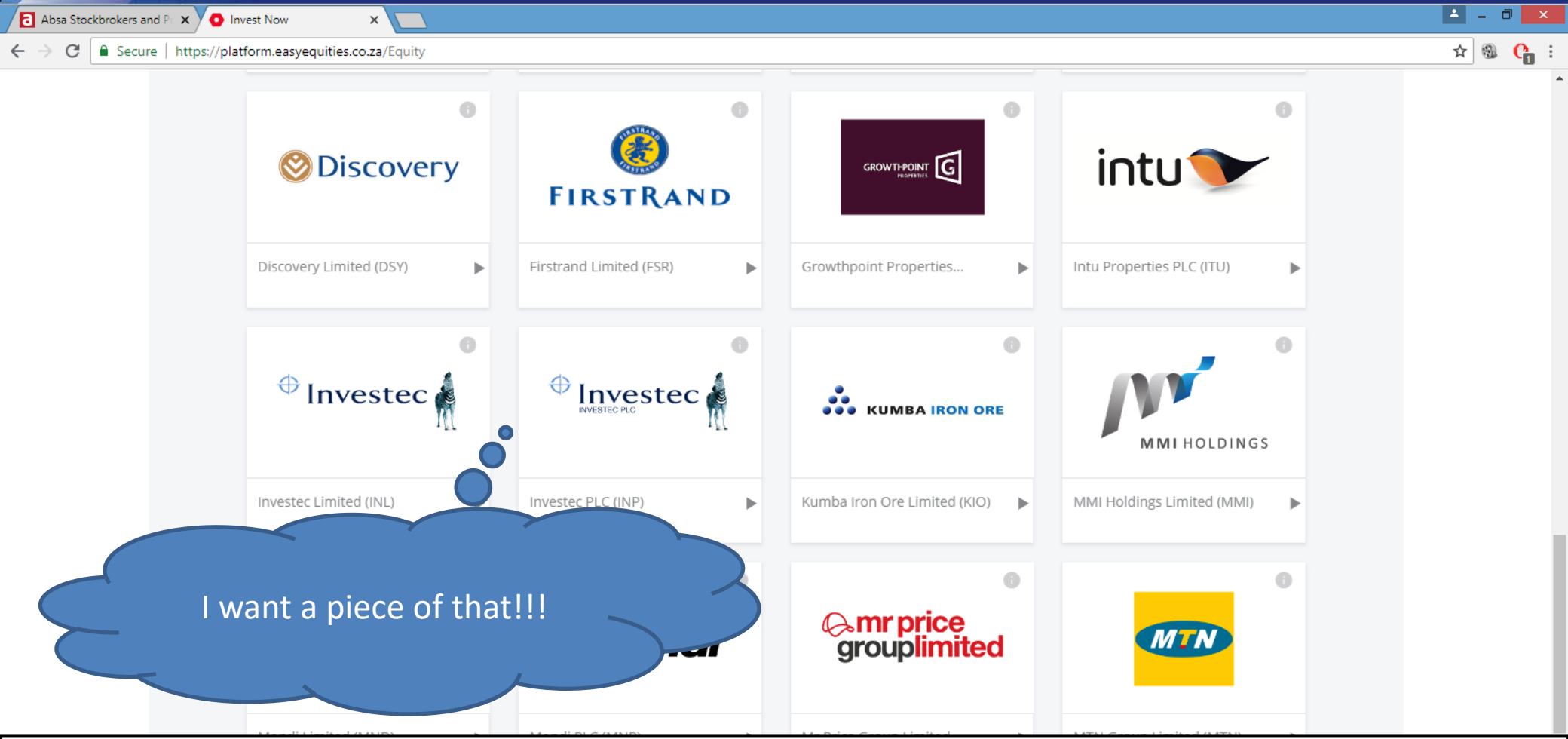


Source: https://thehustle.co/how-rich-was-warren-buffet-when-he-was-young/

THE ROAD TO FINANCIAL INDEPENDENCE



WHAT IS A SHARE?





How do you make money from a share?

KEY INSIGHT: DIVERSIFY

2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Global Cash 30.6	Global Cash 63.9	SA Listed Property 20.1	SA Listed Property 41.0	SA Listed Property 41.3	SA Listed Property 50.0	SA Equities 41.2	SA Listed Property 26.5	Global Bonds 56.6	SA Equities 32.1	SA Listed Property 29.6	Global Bonds 30.7
SA Listed Property 27.6	Global Bonds 58.7	SA Bonds 16.0	Balanced Portfolio 18.5	SA Equities 25.4	SA Equities 47.3	Global Equities 33.2	SA Equities 19.2	Global Cash 41.6	Balanced Portfolio 21.3	SA Equities 19.0	Global Cash 22.0
Global Bonds 24.9	SA Equities 32.6	1Inflation 2.4	SA Bonds 18.1	Balanced Portfolio 23.2	Balanced Portfolio 36.2	Balanced Portfolio 29.4	Balanced Portfolio 16.0	SA Bonds 17.0	SA Listed Property 14.1	Balanced Portfolio 18.0	Global Equities 15.8
SA Bonds 19.4	Global Equities 32.4	SA Cash 11.9	SA Equities 16.1	SA Bonds 15.2	Global Equities 23.4	SA Listed Property 28.4	SA Cash 9.6	SA Cash 11.4	SA Cash 8.0	SA Bonds 15.0	SA Listed Property 8.9
SA Cash 10.6	Balanced Portfolio 25.5	Balanced Portfolio 1.4	SA Cash 11.0	SA Cash 7.8	Global Cash 15.8	Global Bonds 16.9	Inflation 9.0	Inflation 9.5	Inflation 6.3	SA Cash 6.5	SA Bonds 8.8
Balanced Portfolio 7.9	SA Bonds 17.8	SA Equities -8.3	Global Equities 3.1	Inflation 3.4	SA Bonds 10.8	Global Cash 15.7	Global Bonds 8.2	SA Listed Property -4.5	Global Equities 1.6	Inflation 3.5	Inflation 6.1
Global Equities 7.3	SA Listed Property 14.0	Global Bonds -15.6	Inflation 0.3	Global Equities -1.9	SA Cash 7.1	SA Cash 7.7	Global Equities 7.0	Balanced Portfolio -9.9	SA Bonds -1.0	Global Equities 0.5	SA Cash 5.6
Inflation 7.0	SA Cash 10.1	Global Cash -27.2	Global Bonds -10.9	Global Bonds -5.9	Global Bonds 4.8	Inflation 5.8	SA Bonds 4.2	Global Equities -16.6	Global Bonds -20.8	Global Bonds -4.8	Balanced Portfolio 4.8
SA Equities 0.4	Inflation 4.6	Global Equities -42.4	Global Cash -22.2	Global Cash -13.7	Inflation 3.6	SA Bonds 5.5	Global Cash 2.0	SA Equities -23.2	Global Cash -22.2	Global Cash -10.4	SA Equities 2.6

Which share Market has grown the most the past 20 years (In % terms)?

WHAT IS THE MARKET?



Source: ismagilov/www.istockphoto.com

THE LANGUAGE:
LET'S GO OLD SCHOOL

Name	Close (cents)	Day move (cents	Day move (%)	High	Low	Volume traded (000)	12 mth high	12 mth low	Market Cap	Dividend yield	P/E ratio
FirstRand	1187	51	4.5	1189	1112	44511	1774	1056	66922.4	6.09	7.18



Example 1:
Cost of Business = R10 000
Average profit of business = R1 000
How many years before you recoup your purchase price?

Example 2:
Of the R1 000 profit you withdraw R500.
What is the yield on your initial purchase price?

THE LANGUAGE: BULLS VERSUS BEARS



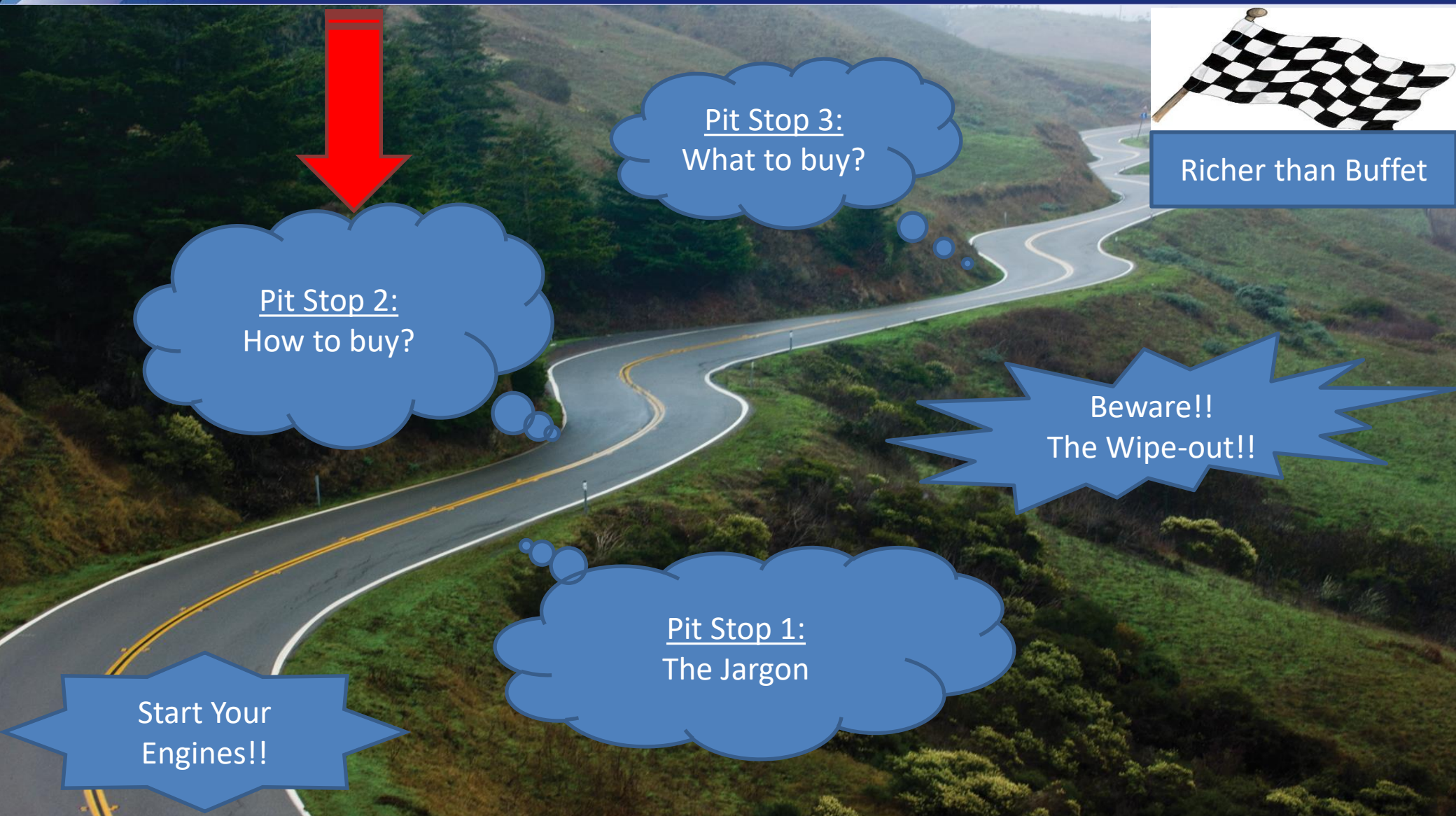
THE LANGUAGE:
FEAR VERSUS GREED

The risk of client-driven asset allocation

Money comes in when returns have been good (and vice versa)



THE ROAD TO FINANCIAL INDEPENDENCE



LET'S GET GOING

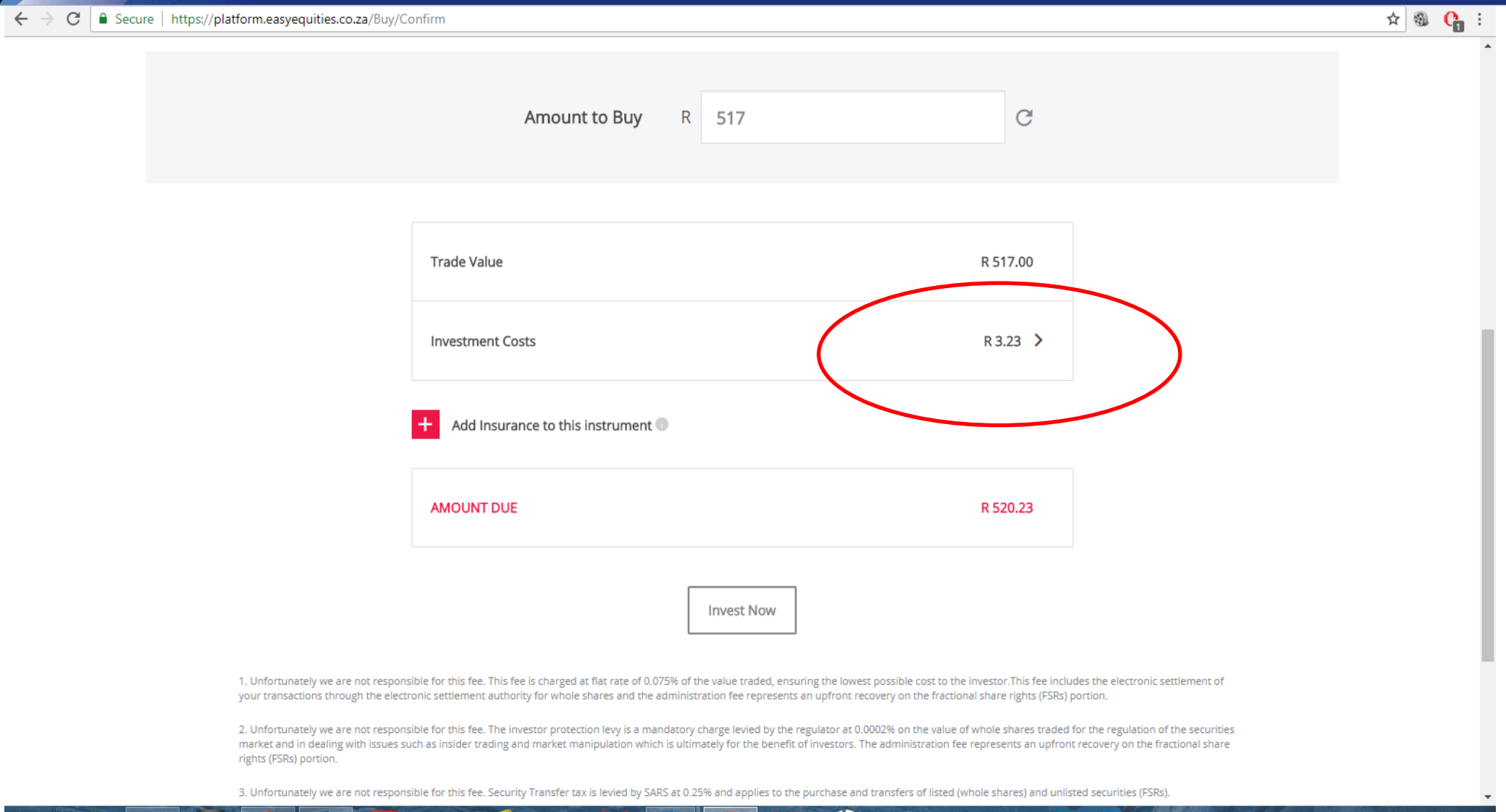


How to open an Easy Equities Account (See Video)



How to buy and sell a share (See Video)

TRADING COST

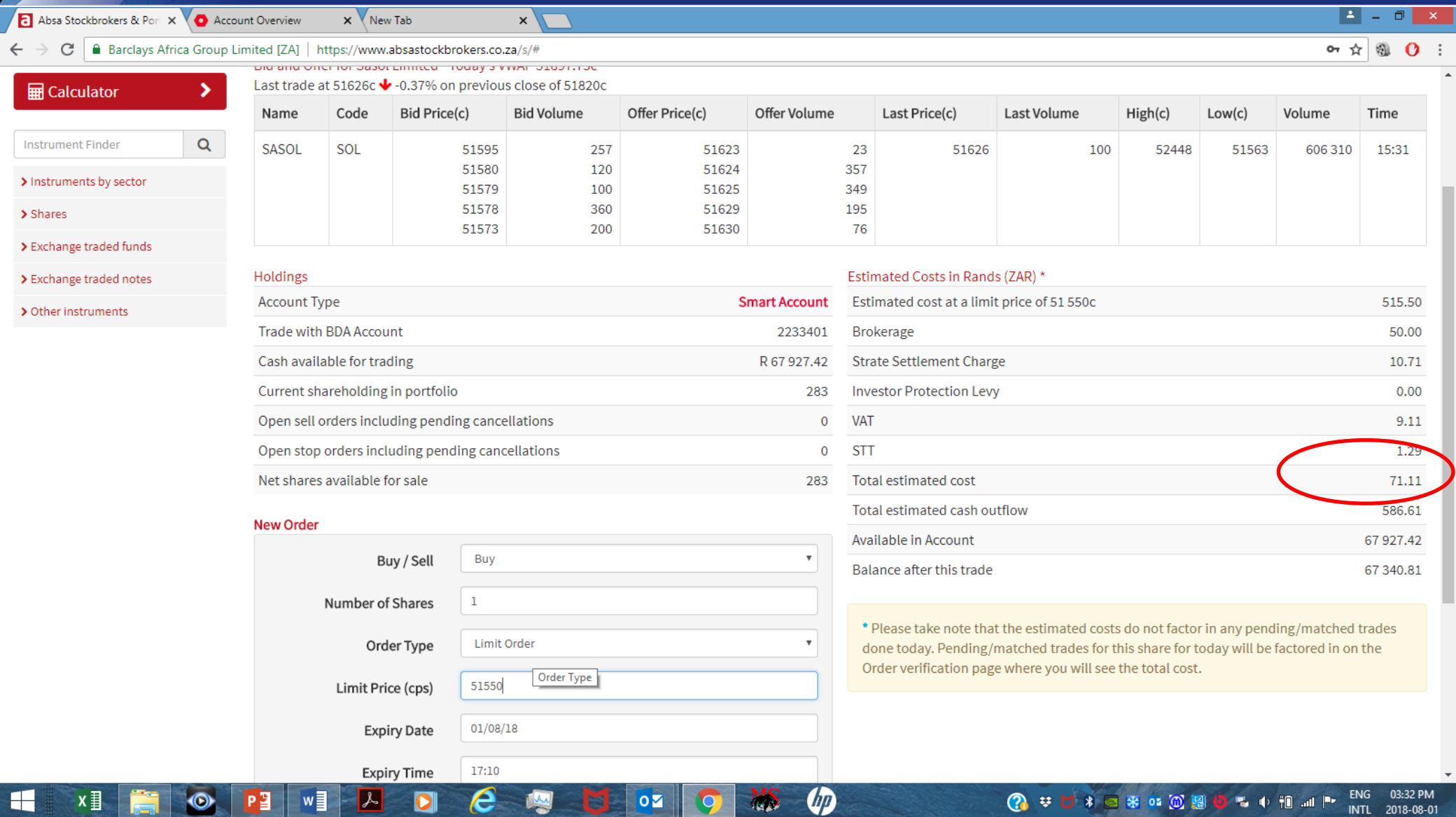


1. Unfortunately we are not responsible for this fee. This fee is charged at flat rate of 0.075% of the value traded, ensuring the lowest possible cost to the investor.This fee includes the electronic settlement of your transactions through the electronic settlement authority for whole shares and the administration fee represents an upfront recovery on the fractional share rights (FSRs) portion.

2. Unfortunately we are not responsible for this fee. The investor protection levy is a mandatory charge levied by the regulator at 0.0002% on the value of whole shares traded for the regulation of the securities market and in dealing with issues such as insider trading and market manipulation which is ultimately for the benefit of investors. The administration fee represents an upfront recovery on the fractional share rights (FSRs) portion.

3. Unfortunately we are not responsible for this fee. Security Transfer tax is levied by SARS at 0.25% and applies to the purchase and transfers of listed (whole shares) and unlisted securities (FSRs).

TRADING COST



Absa Stockbrokers & Por | Account Overview | New Tab

Barclays Africa Group Limited [ZA] | https://www.absastockbrokers.co.za/s/#

Calculator

Instrument Finder

- Instruments by sector
- Shares
- Exchange traded funds
- Exchange traded notes
- Other instruments

Last trade at 51626c -0.37% on previous close of 51820c

Name	Code	Bid Price(c)	Bid Volume	Offer Price(c)	Offer Volume	Last Price(c)	Last Volume	High(c)	Low(c)	Volume	Time
SASOL	SOL	51595	257	51623	23	51626	100	52448	51563	606 310	15:31
		51580	120	51624	357						
		51579	100	51625	349						
		51578	360	51629	195						
		51573	200	51630	76						

Holdings

Account Type	Smart Account
Trade with BDA Account	2233401
Cash available for trading	R 67 927.42
Current shareholding in portfolio	283
Open sell orders including pending cancellations	0
Open stop orders including pending cancellations	0
Net shares available for sale	283

Estimated Costs in Rands (ZAR) *

Estimated cost at a limit price of 51 550c	515.50
Brokerage	50.00
Strate Settlement Charge	10.71
Investor Protection Levy	0.00
VAT	9.11
STT	1.29
Total estimated cost	71.11
Total estimated cash outflow	586.61
Available in Account	67 927.42
Balance after this trade	67 340.81

New Order

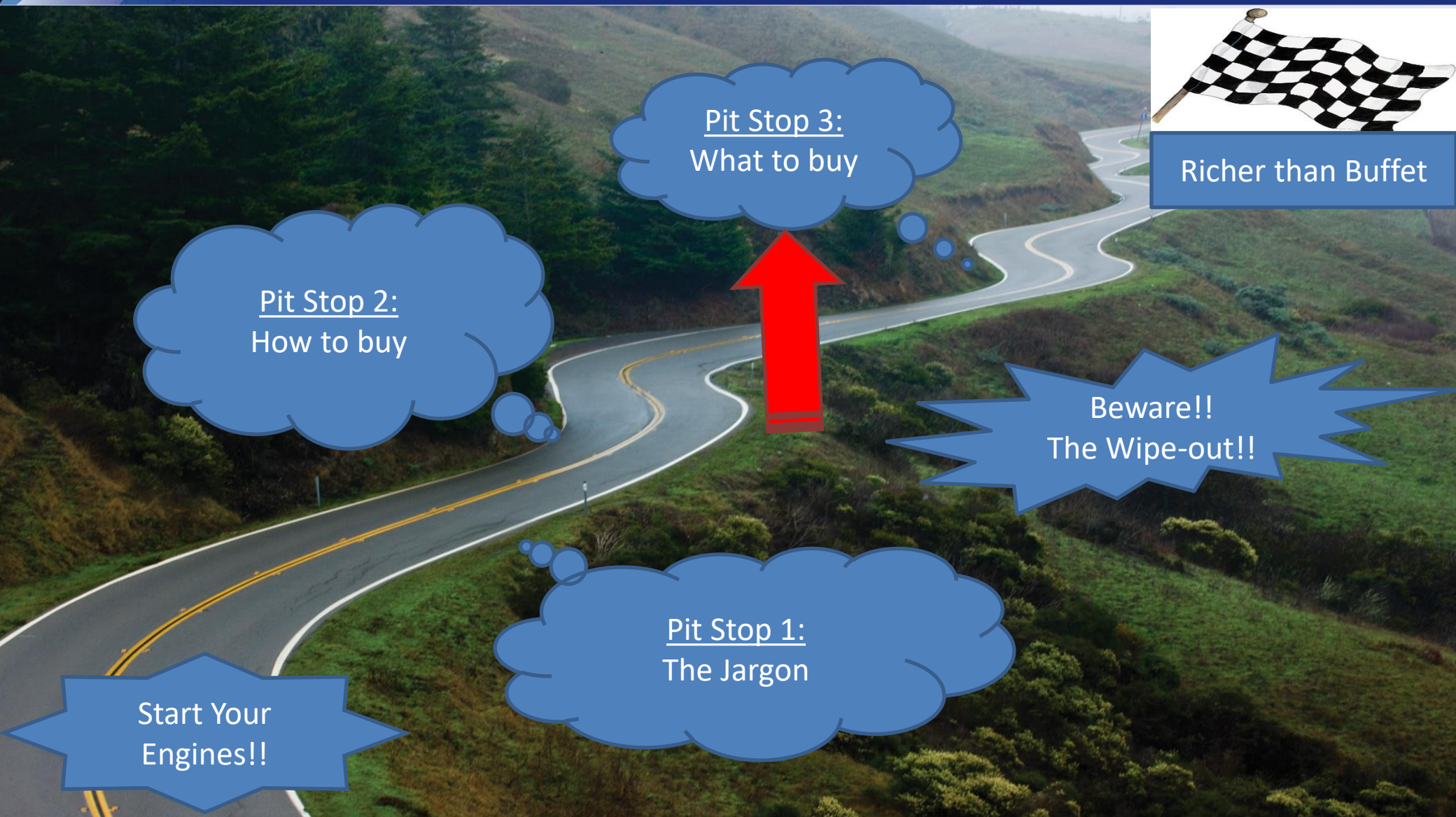
Buy / Sell	Buy
Number of Shares	1
Order Type	Limit Order
Limit Price (cps)	51550
Expiry Date	01/08/18
Expiry Time	17:10

Order Type

* Please take note that the estimated costs do not factor in any pending/matched trades done today. Pending/matched trades for this share for today will be factored in on the Order verification page where you will see the total cost.

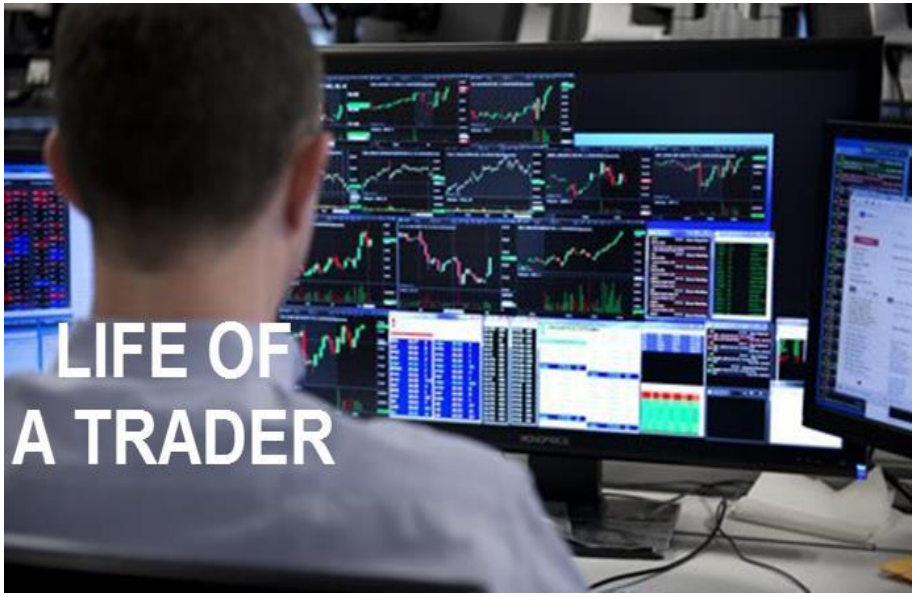
ENG INTL 03:32 PM 2018-08-01

THE ROAD TO FINANCIAL INDEPENDENCE



TRADER VS INVESTOR

VERSUS







Are you a trader or an investor?

FOUNDATIONS OF A SUCCESSFUL BUSINESS

It's all about the economy



Review
WORLD
ECONOMIC EVENTS

Review
Emerging
Market Events

Review
Country
specific events

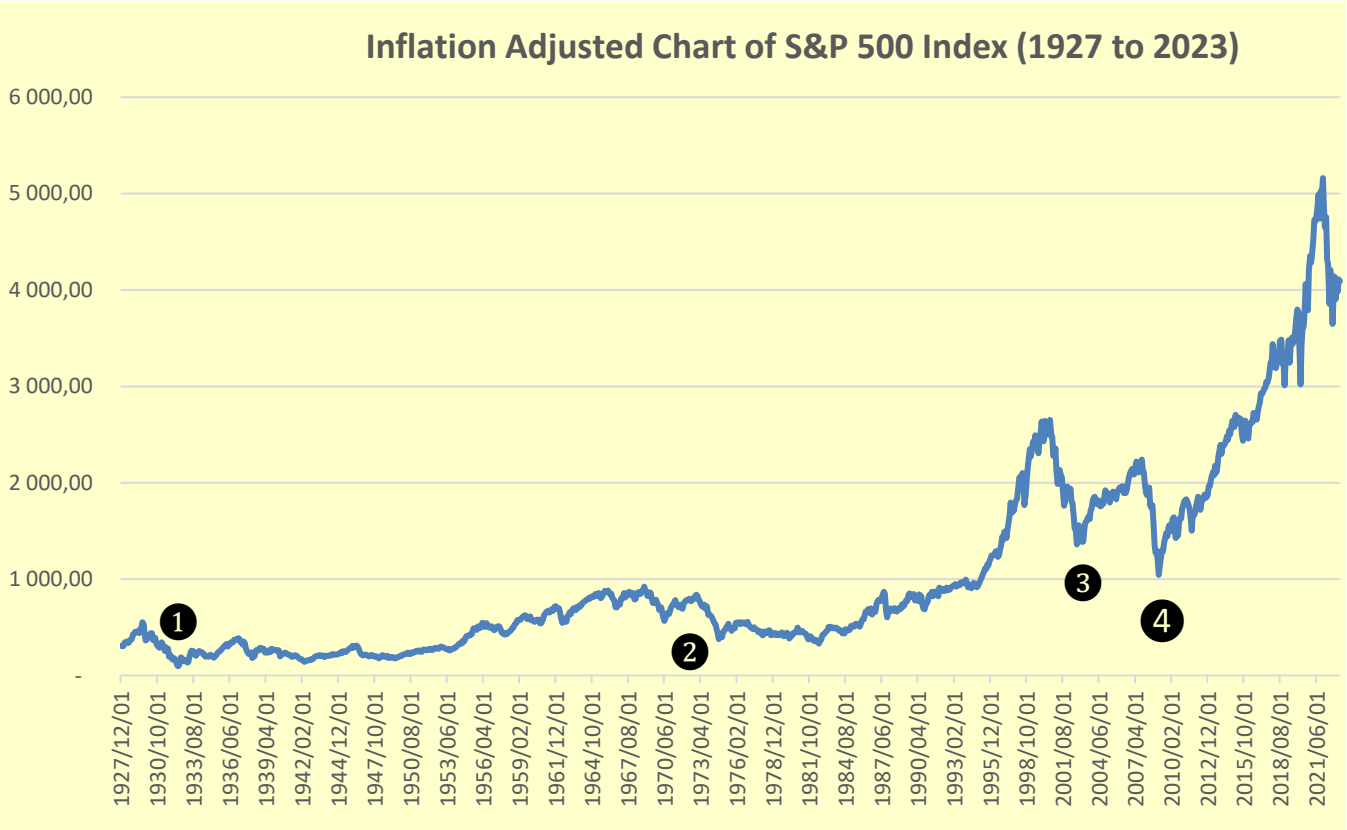
Review
Industry
Specific Events

Review
Company
Specific
Events

FOUNDATIONS OF A SUCCESSFUL BUSINESS

It's all about the economy

How do these economic cycles play itself out in the biggest economy in the world?



Source:
https://www.macrotrends.net/2324/sp-500-historical-chart-data
https://seekingalpha.com/article/4543816-investing-into-blue-chip-bargains
Own Calculations

General Observation:

- Share Markets significantly outperforms inflation over time

Bear Market Observations:

- 15 Bear Markets (share prices contract more than 20%) = Every 6 years
- Average Length of contraction = 12 months
- Average Length of recovery to previous high = 38 months

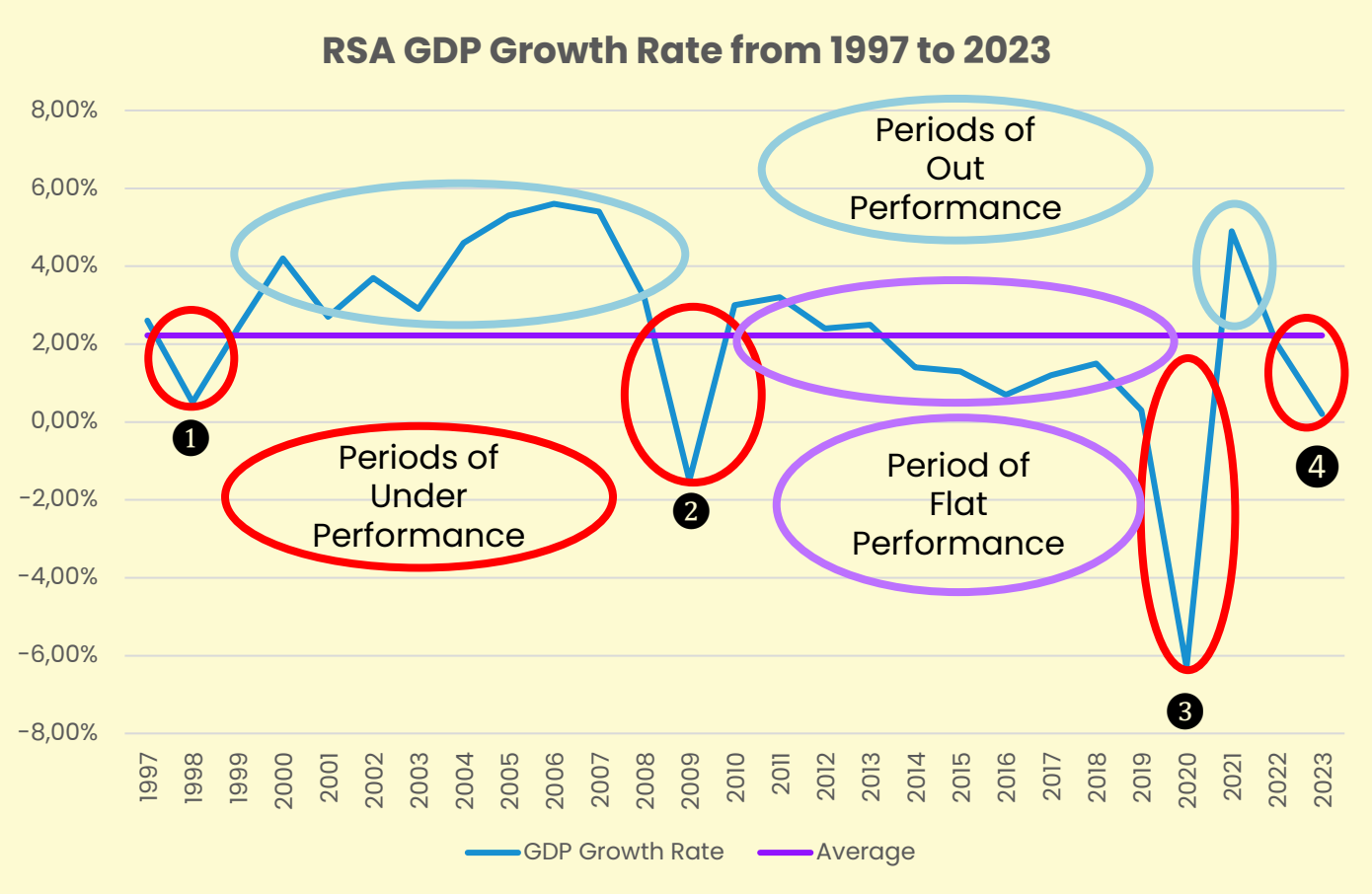
50%+ Drawdown Observations:

- 4 Times more than 50% contraction (Every 24 years)
- Average Length of contraction = 3 years
- Average Length of recovery to previous high = 18,5 years

FOUNDATIONS OF A SUCCESSFUL BUSINESS

It's all about the economy

How do these economic cycles play itself out in the South African Economy?



Source:
https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?locations=ZA

Observations:

Periods of underperformance:

- 1998
- 2008, 2009
- 2020
- 2023

Average Growth = -2.43%

Period of stagnant performance:

- 2010 to 2019

Average Growth = 1,84%

Period of outperformance:

- 2000 to 2008
- 2021

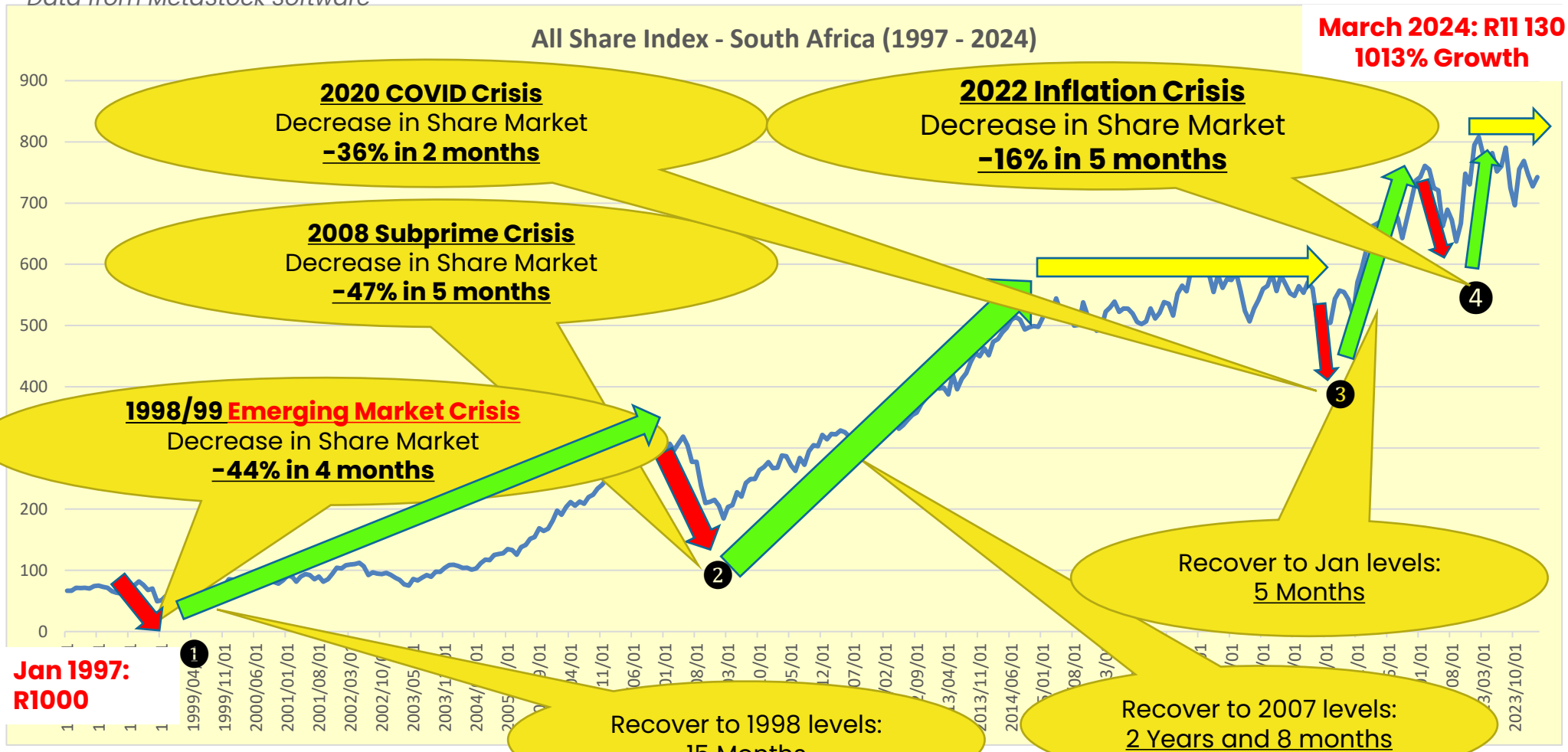
Average Growth = 4,08%

FOUNDATIONS OF A SUCCESSFUL BUSINESS

It's all about the economy

How do these economic cycles play itself out in the South African Stock Market?

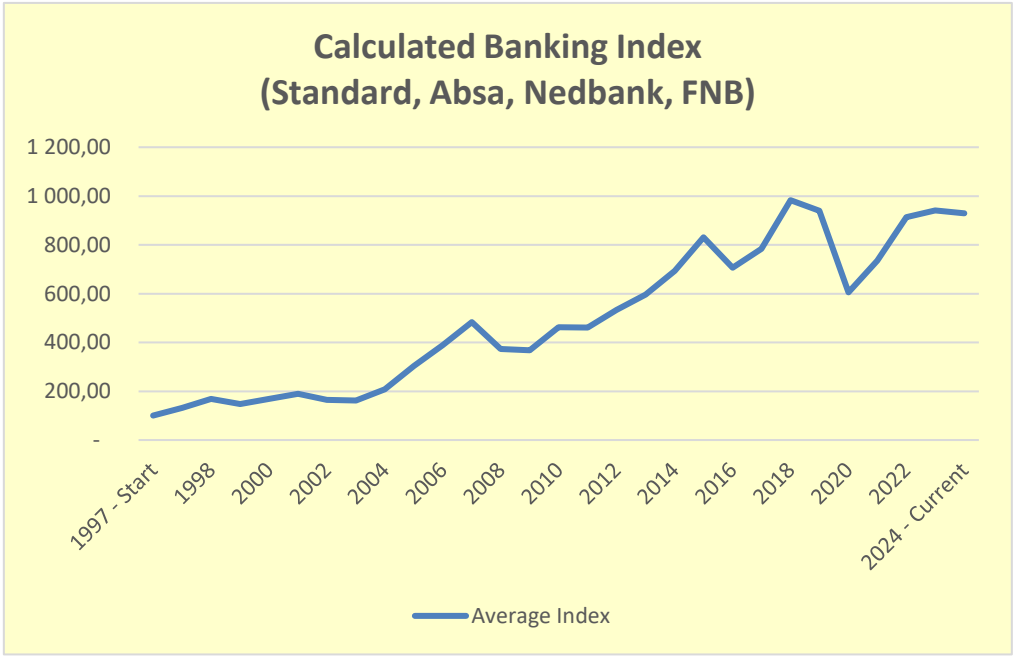
Data from MetaStock Software

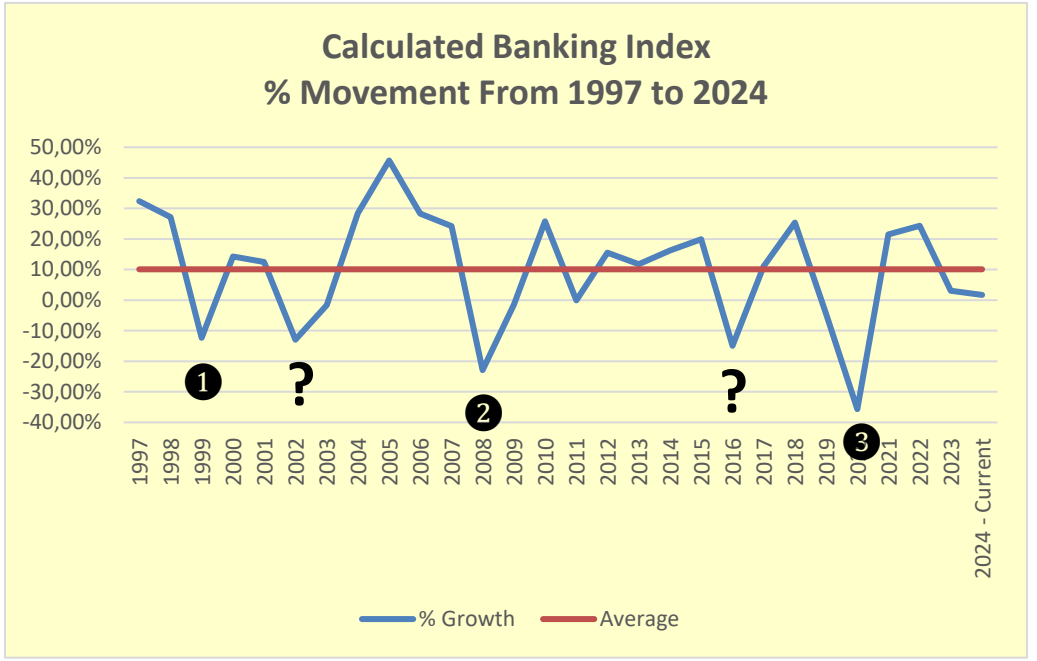


FOUNDATIONS OF A SUCCESSFUL BUSINESS

It's all about the economy

How did these economic cycles play itself in the Banking sector's performance?





Observations:

- Total Banking index grew 10X over 25 years

Observations:

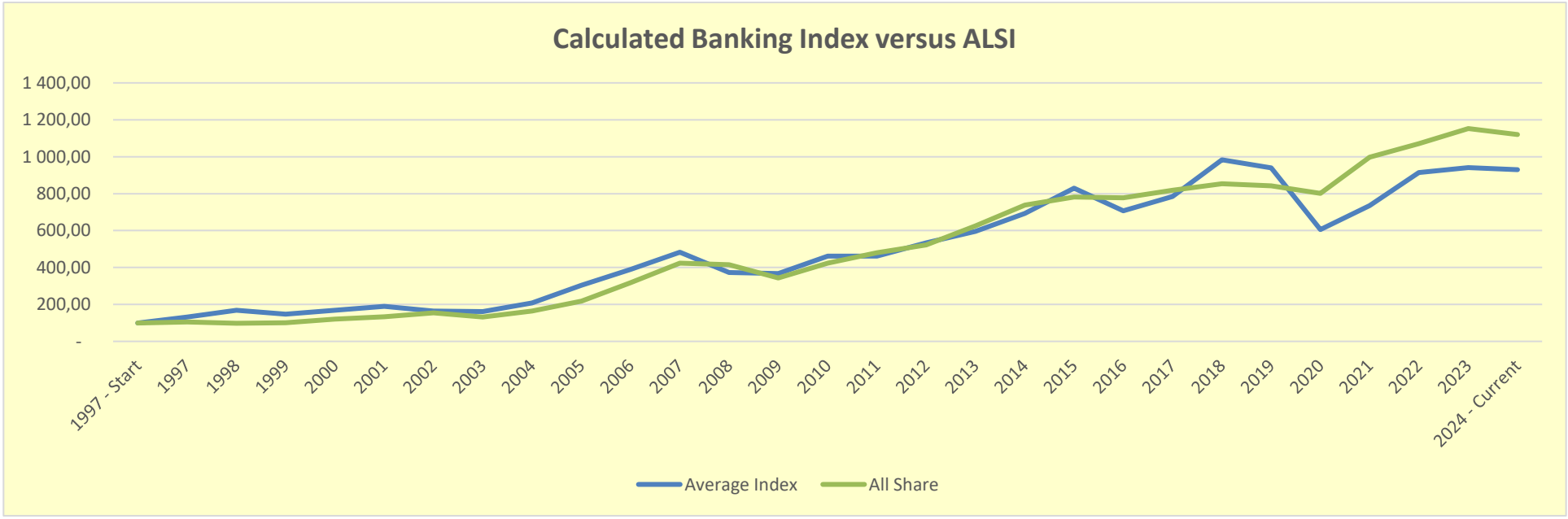
- (1), (2), (3): Direct correlation with Economic events
- Biggest Impact – Covid (wiped out 8 years of growth)
- 2002: Industry problems with collapse of Saambou
- 2016: Political issue with appointment of Des van Rooyen as Finance minister

Source: Metastock Software, Calculated index for Standard Bank, Absa, Nedbank and FNB

FOUNDATIONS OF A SUCCESSFUL BUSINESS

It's all about the economy

How did these economic cycles play itself in the Banking sector's performance?



Observations:

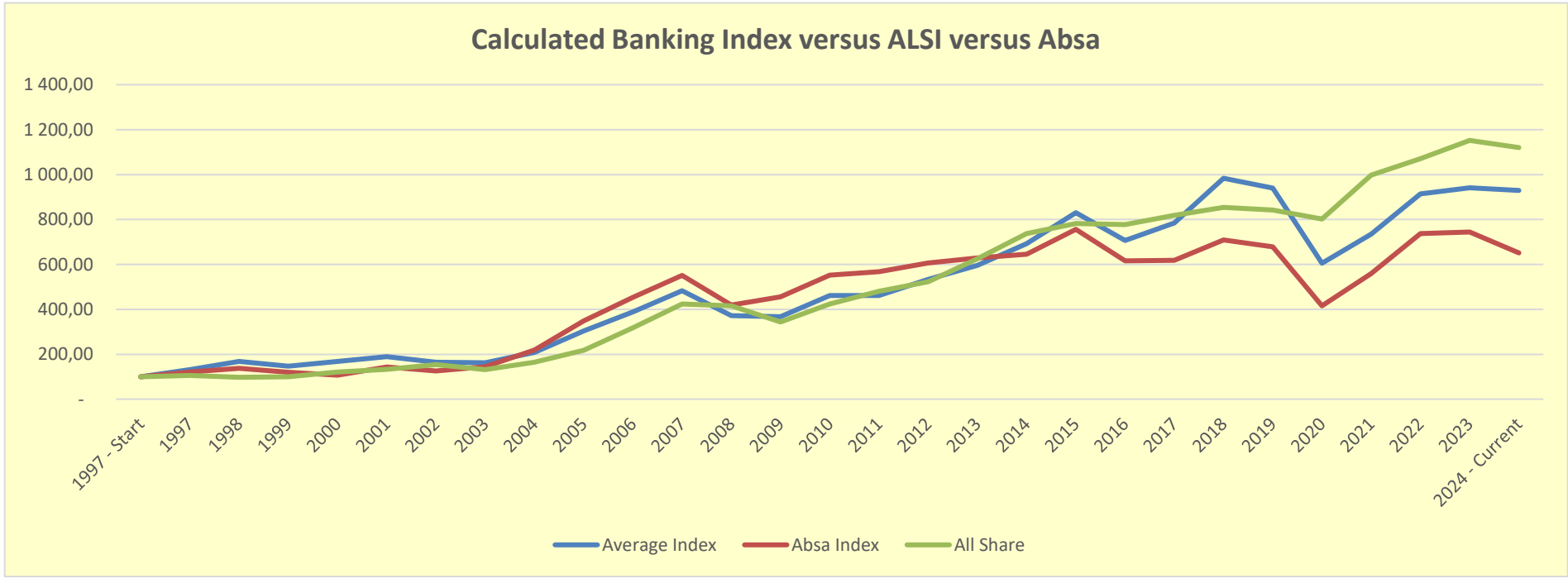
- Banking index correlate closely with the ALSI
- Banking index underperform ALSI since Covid

Source: Metastock Software, Calculated index for Standard Bank, Absa, Nedbank and FNB

FOUNDATIONS OF A SUCCESSFUL BUSINESS

It's all about the economy

How did these economic cycles play itself in the Banking sector's performance?



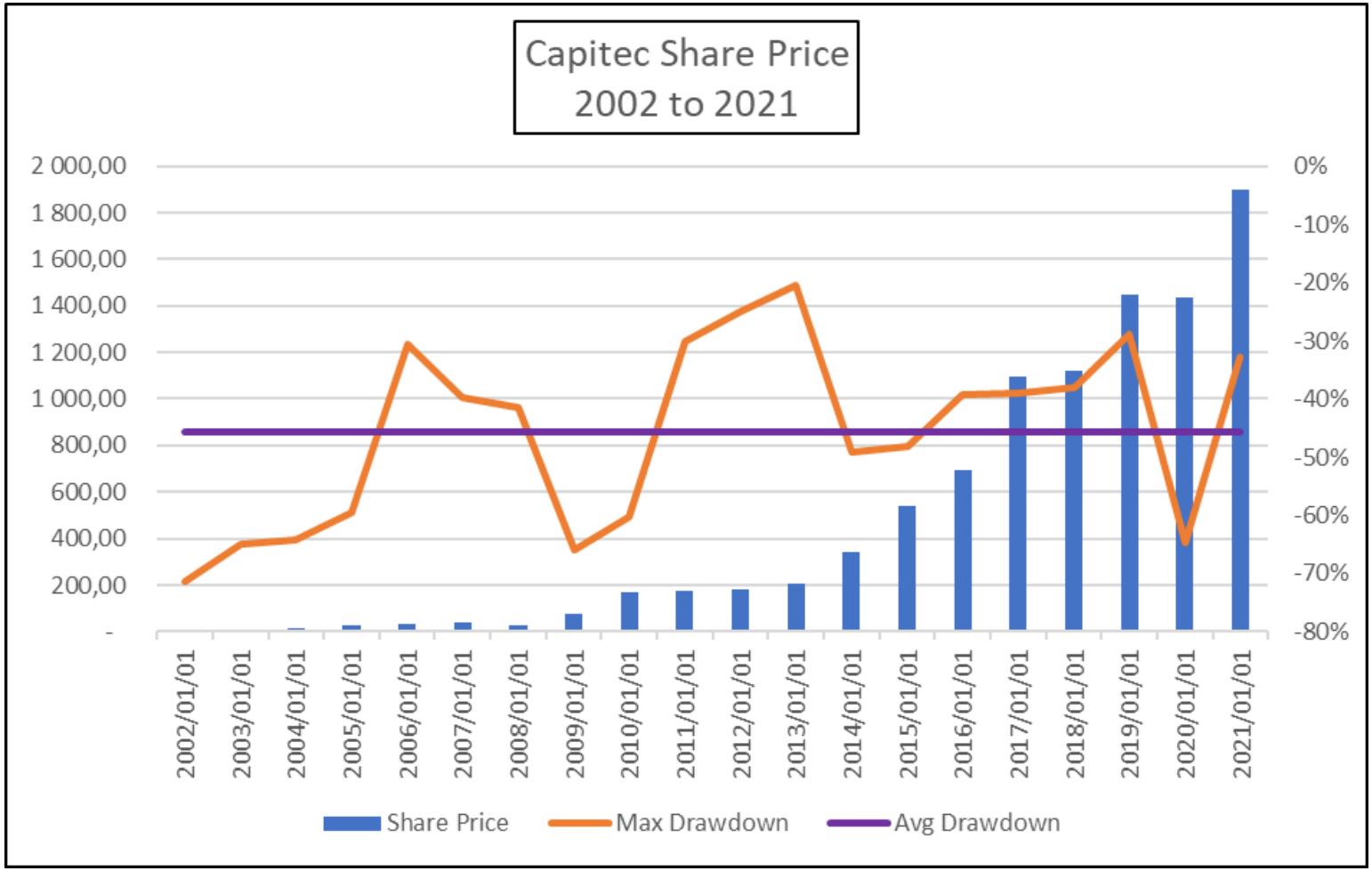
Observations:

- Absa underperformed the index from 2013
- Covid pandemic wiped out 12 years of Absa's share price growth in 2 months!

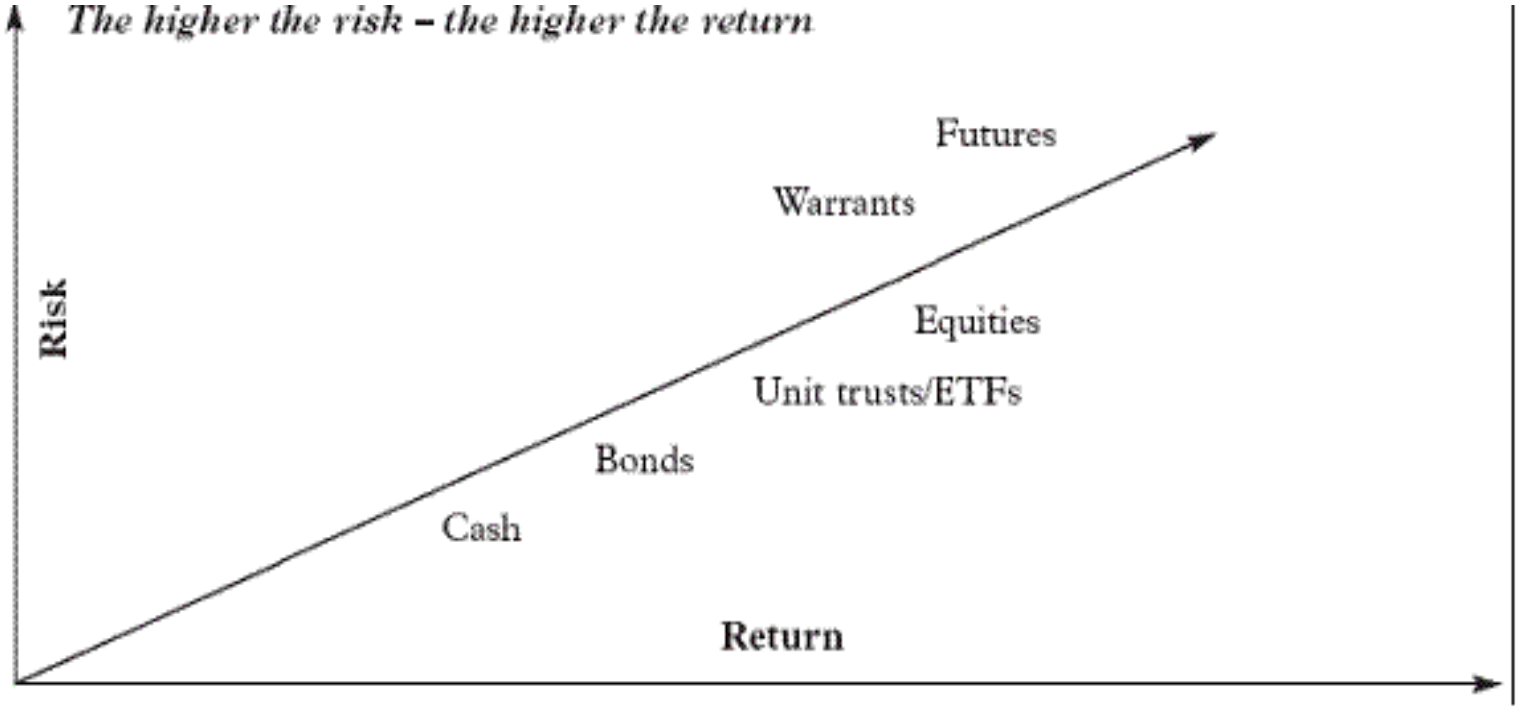
Source: Metastock Software, Calculated index for Standard Bank, Absa, Nedbank and FNB

THE INVESTMENT ENVIRONMENT

20 YEAR COMPANY VIEW: CAPITEC SHARE PRICE



KEY INSIGHT:
THE RISK / REWARD RATIO



Will you be able to sleep at night? Well if you're going to start, I would start small, and if I couldn't sleep, I'd sell until I could. You should be able to enjoy investing on the market, because if you can't there are many simpler ways of investing your money.

From Fin24 Newsletter, 12/7/2007

INVESTMENT OPTIONS

SHARE INVESTMENTS: ETF's

Characteristics of the Exchange Traded Funds (ETF's)

- Exchange Traded Funds. Exchange Traded Funds or ETFs are listed investment products that track the performance of a group or "basket" of Shares, Bonds or Commodities. These "baskets" are known as indices. ... An ETF can be bought or sold in the same way as an Ordinary Share.
- Minimum Investment: You can make investments in ETPs from R1000 for lump sum (once-off investments), or you can do monthly (recurring) investments from R150 per month through debit orders utilising the etfSA.co.za Investor Plan transaction platform. No minimum on the Easy Equities Trading Platform.
- Examples: Satrix 40, Satrix S&P 500

Key Insights Relating to the ETF's:

- Benefit: Lower fees versus Unit Trusts. UT = 3,0% to 4,0% versus ETF = 0,68% to 0,98%.
- Outperformance = Over 5 year view: Outperform 89% of US Asset Managers, 82% of European, 85% of South African.
- If the Market drops – prices will decrease. Work well in bull markets.

INVESTMENT OPTIONS
TAX FREE SAVINGS ACCOUNTS

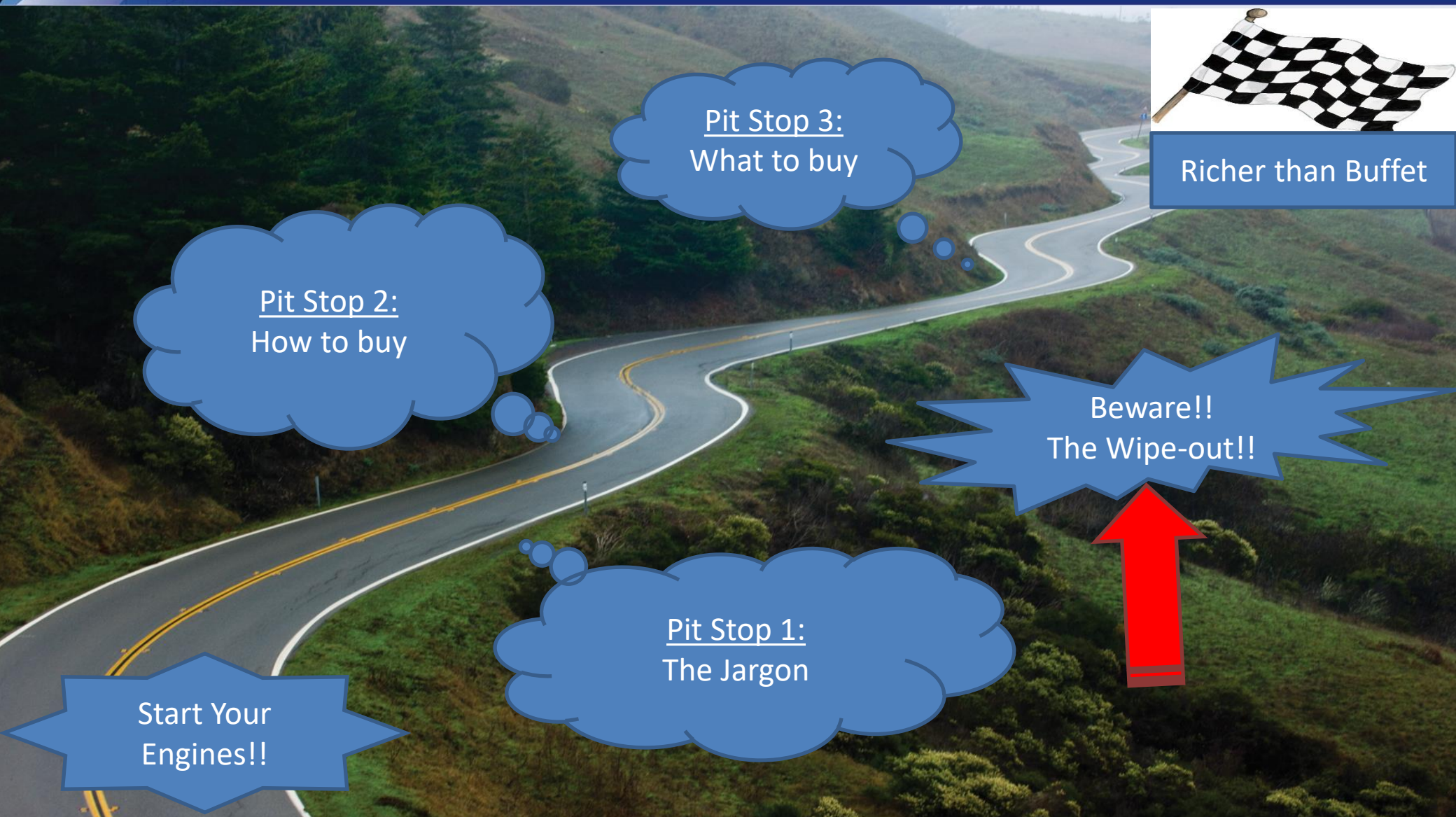
Characteristics of the New tax-free investment (TFI)

- Contributions limited to R33k pa.- limited to R500k per lifetime
- Transfer from another TFI excluded from contributions
- If R33k limit breached taxed at 40%
- Withdrawal not deducted from contributions
- Where can you buy – Any Investment Manager, ETFSA.co.za, Easy Equities Trading platform

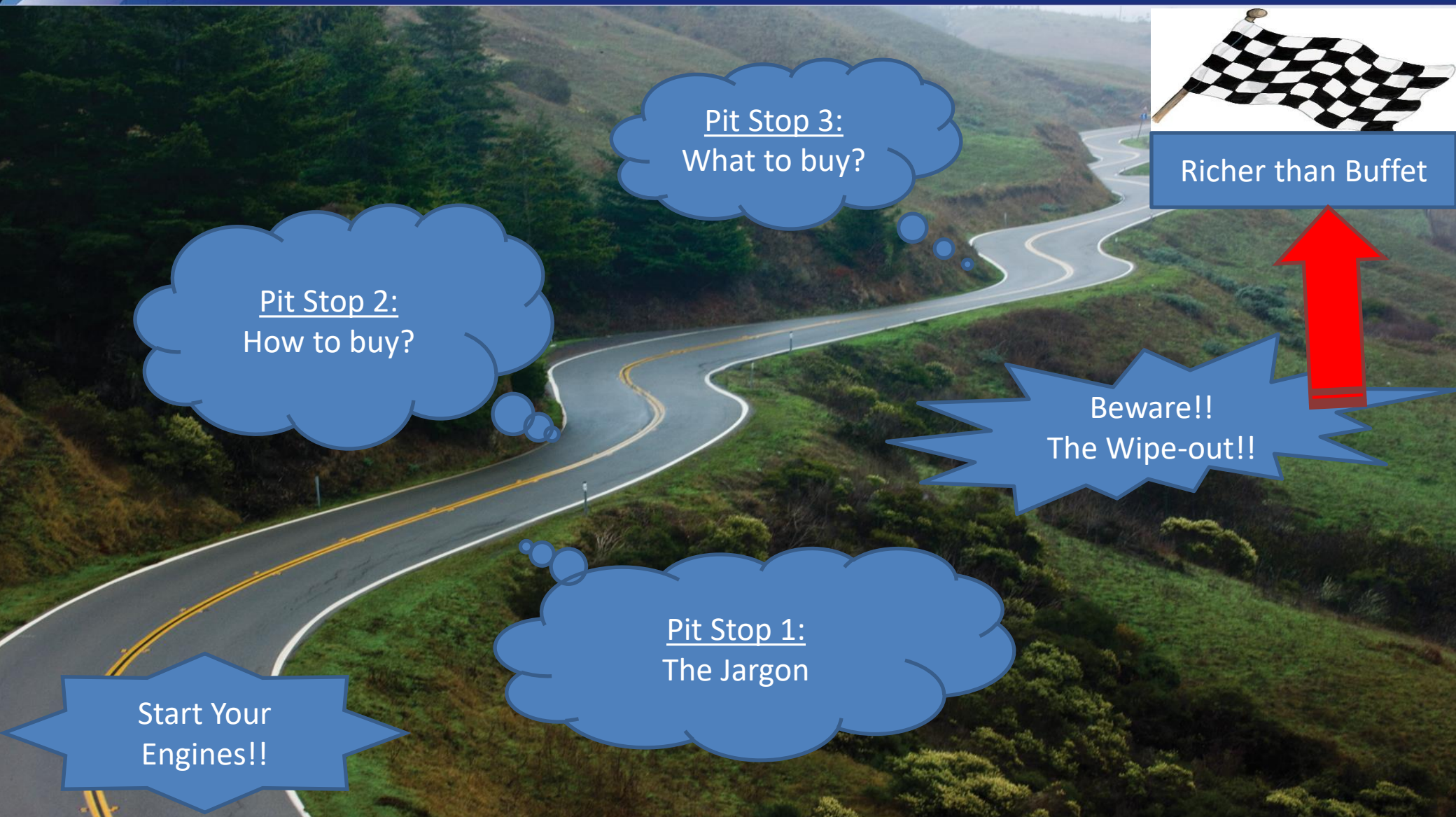
Key Insights Relating to the TFI:

- Make sure you achieve maximum tax benefit – Bank Deposit products is not the optimal vehicle if don't use your R23 800 interest exemption.
- See this the same as your retirement funds (tree) – Don't do any withdrawals.
- Save for your children, but don't tell them about it – Not an ideal vehicle to save for studies.

THE ROAD TO FINANCIAL INDEPENDENCE



THE ROAD TO FINANCIAL INDEPENDENCE



KEYS TO FINANCIAL INDEPENDENCE

Quotes from Warren Buffet

- “I will tell you the secret to getting rich on Wall Street. You try to be greedy when others are fearful. And you try to be fearful when others are greedy.”
- “No matter how great the talent or efforts, some things just take time. You can't produce a baby in one month by getting nine women pregnant.”
- “Rule No. 1 : Never lose money. Rule No. 2 : Never forget Rule No. 1.”
- “You never know who's swimming naked until the tide goes out.”
- “Games are won by players who focus on the playing field –- not by those whose eyes are glued to the scoreboard.”
- “In the business world, the rearview mirror is always clearer than the windshield.”
- “Opportunities come infrequently. When it rains gold, put out the bucket, not the thimble”
- “Do not save what is left after spending; instead spend what is left after saving.”
- “The most important investment you can make is in yourself.”
- “If you aren't thinking about owning a stock for ten years, don't even think about owning it for ten minutes.”
- “If you buy things you do not need, soon you will have to sell things you need.”
- “I try to invest in businesses that are so wonderful that an idiot can run them. Because sooner or later, one will.”
- “Go to bed a little smarter each day.”
- “It’s good to learn from your mistakes. It’s better to learn from other people’s mistakes.”
- “My partner, Charlie, says that there's only three ways that a smart person can go broke: liquor, ladies and leverage.”

KEYS TO FINANCIAL INDEPENDENCE

Quotes from Warren Buffet

- “calling someone who trades actively in the market an investor “is like calling someone who repeatedly engages in one-night stands a romantic.”
- “The more you learn, the more you earn.”
- “If you are investing in your education and you are learning, you should do that as early as you possibly can, because then it will have time to compound over the longest period.”
- “Never give up searching for the job that you are passionate about”
- “Our favorite holding period is forever. We are just the opposite of those who hurry to sell and book profits when companies perform well but who tenaciously hang on to businesses that disappoint. Peter Lynch aptly likens such behavior to cutting the flowers and watering the weeds.”
- “If you wait till you know everything it's too late”
- “The stock market is a device for transferring money from the impatient to the patient.”
- “You should never test the depth of the water with both feet.”
- “The best investment you can make is in yourself.”
- “Don't work for money, make money work for you.”
- “Cash combined with courage in a time of crisis is priceless.”
- “I want to give my kids just enough so that they would feel that they could do anything, but not so much that they would feel like doing nothing.”
- “The happiest people do not necessarily have the best things. They simply appreciate the things they have.”

KEYS TO FINANCIAL INDEPENDENCE

MANAGING YOUR BUDGET – THE PRINCIPLES

TAXES



FAMILY NEEDS

Shelter, transport, clothing, food, education etc.



RISK COVER

Prevent catastrophic expenses and income losses



CAPITAL EXPENSE RESERVE

Reserve for holidays and unforeseen expenses



WEALTH ACCUMULATION

Provision for retirement and excess wealth



LUXURY ITEMS





IMPACT

FINANCIAL TRAINING ACADEMY

INCREASE YOUR FINANCIAL SAVVY

Marius@ImpactAcademy.co.za
https://www.impacttrainingacademy.co.za/