KEY FACT STATEMENT - EQUITIES

This Key Facts Statement provides you with important information Equity as an investment option and a diversification vehicle. This document is being provided to you to understand the key features of a Equity as an asset class and its appropriateness and suitability for your needs.

SECTION 1: WHAT IS A EQUITY AND HOW DOES IT WORK?

Equity refers to a portion of a company that is owned by its investors. Most common type of equity is shares of stock that can be bought and sold on the stock market. Stock represents a business›s total ownership. Stock is broken down into many shares, each of which has an equal amount of ownership in a business.

Equities can be characterized by a number of features, including:

- Market Capitalization—large cap, mid cap, and small cap
- Investment Style—value or growth
- Location—domestic or international
- Economic Sector—financial, healthcare, energy, technology etc

SECTION 2: SELECTING EQUITIES AND RULES OF THUMB

Selecting Equities

- Fundamental analysis—attempts to determine the potential attractiveness of a stock by using quantitative factors, such as revenue, expenses, assets, liabilities, and other financial ratios. It also looks at qualitative factors like a company's competitive advantages or management.
- Technical analysis—involves analyzing a security's price movements to identify patterns that may predict future activity.

Investment Rules of Thumb

- Approach to investing is that it is a long-term process rather than a series of short-term events or reactions to events.
- It is important to distinguish between this process of investment and the short-term strategies of market trading—and you must educate your clients to understand this important distinction.
- You cannot expect to become an expert in investment overnight, but you have the support you need from the regional equities desk to help you develop your knowledge and advise client appropriately.

Warning: Past performance of any investment is not a guarantee of its future performance and that prices may go down as well as up, and in certain circumstances that right of the investor to redeem investments may be restricted.

SECTION 3: COMMON INVESTMENT ERRORS

• Having unclear investment objectives • Investing without understanding • Failure to adjust to changing market conditions • Participating in today's marketplace with yesterday's investments • Inconsistent security selection	• Over-diversification • Under-diversification • Profits are taken too soon • Losses are allowed to run • Lack of understanding of tax laws • Ignorance of time value of money • Unrealistic expectations

SECTION 4: FEE AND CHARGES

- Mutual funds and fixed income securities: An upfront charge of 0.99% on the traded amount.
- Equities: An upfront charge of 0.3% on the gross value of the transaction, and any applicable broker fees, American Depositary Receipt (ADR) / Global Depository Receipt (GDR) handling fee, exchange fees, stamp duty / taxes and any other fee / charges, depending on the market.

Attention

Cooling Off Period:

Cooling offer Period allow a client a window to withdraw the consent to subscribe a particular financial product. Mutual Funds subscription is subject to a Cooling-off Period and however due to the price sensitive and immediate implementation natural of the transaction you an investor waives off the right to a Cooling-off Period.

Terms and Conditions

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