

Investing in Shares

You can make profits from shares, but how?

6 essential things you need to know before investing in shares

1 What are shares?

Buying shares means you are buying a small part of a company. Shares also can be called stocks or equities.



2 Why shares?

If the shares you buy grow, they become more valuable. When your shares are worth more, then your investment is worth more.

3 Shares should be a long-term investment.

A bit like a rollercoaster, shares rise and fall in value. Holding shares over the long-term helps to ride out any ups and downs. Generally speaking shares outperform other investments over the long-term, meaning your chance of a loss gets lower the longer you invest in.

4 It is important you do some research and understand statistical information.

Researching companies and analysing graphs is the first step to becoming a smart investor. Researching isn't as difficult as it might seem as there are lots of tools, reports and statistical data to help make sense of what you want to invest in.



\$1.95



\$2.50

\$1.20



5 What sort of investor will you be?

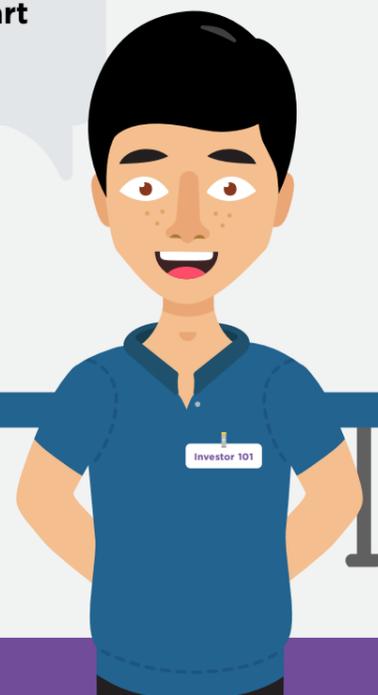
There are three questions to ask yourself when deciding what sort of investor you might be:

- 1) How long do I want to invest for?
- 2) Do I need to get my money easily?
- 3) What balance of risk and reward is right for me?

6 Get financial advice

You can get advice about shares from a financial adviser, who is licensed to provide you investment advice. They can help you choose what's right for you to help meet your investment goals.

Ready to start investing?



INVESTMENT ADVICE

