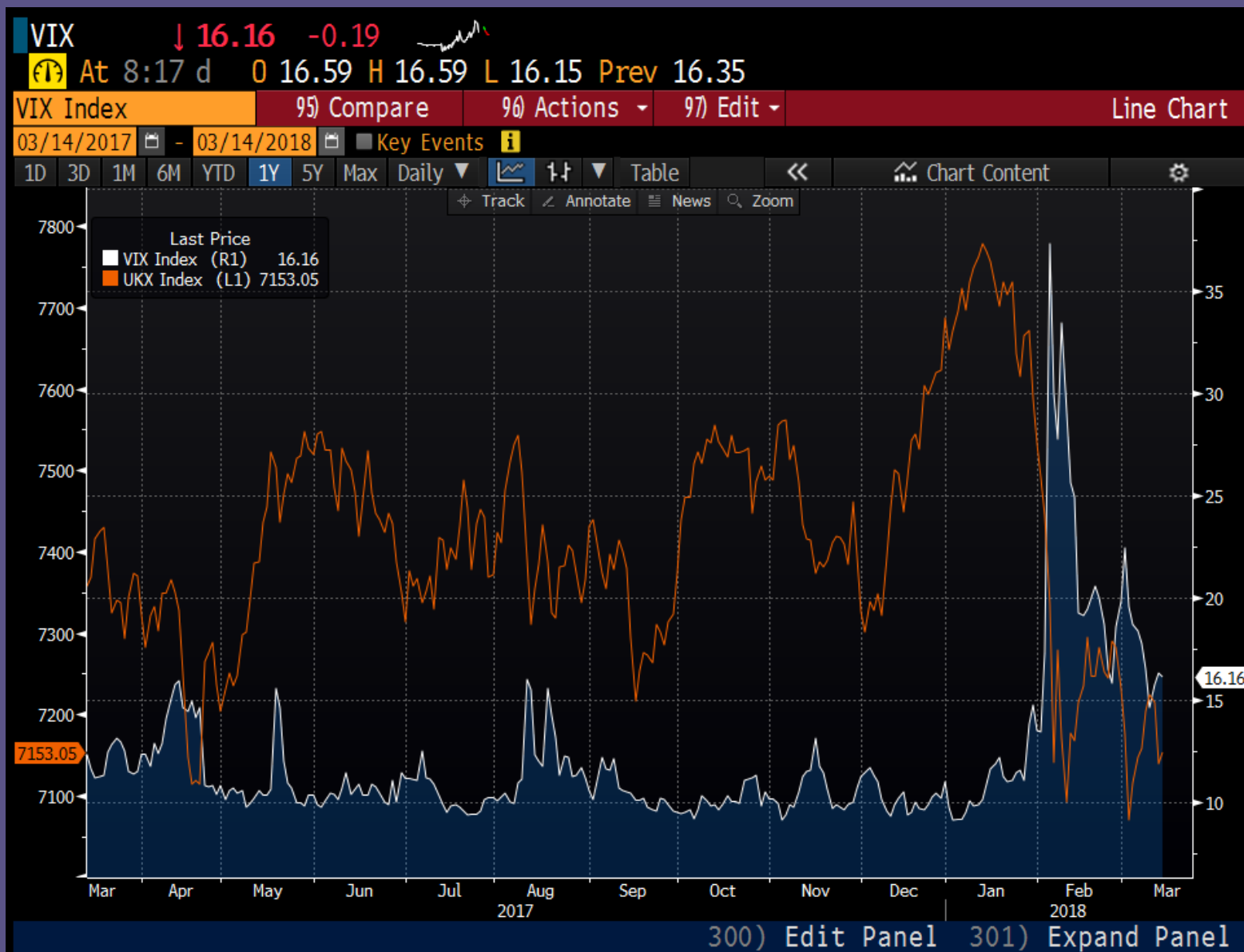


Mark Taylor, Chief Customer Officer
Equiniti

‘How Stockmarket Volatility turns investors into gamblers’

17 March 2018

Volatility in the market is back...!





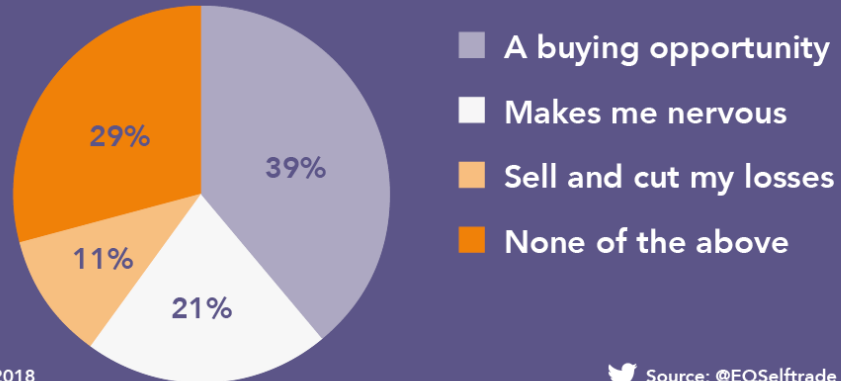
Some people do nothing in periods of volatility, or worse sell in fear of further losses rather than take advantage of the 'sale'.

Market falls are a time to add money to your chosen investments.

What do investors consider as risky?

We asked: The market has fallen by 5% since the start of the year. Do you see this as:

You said:

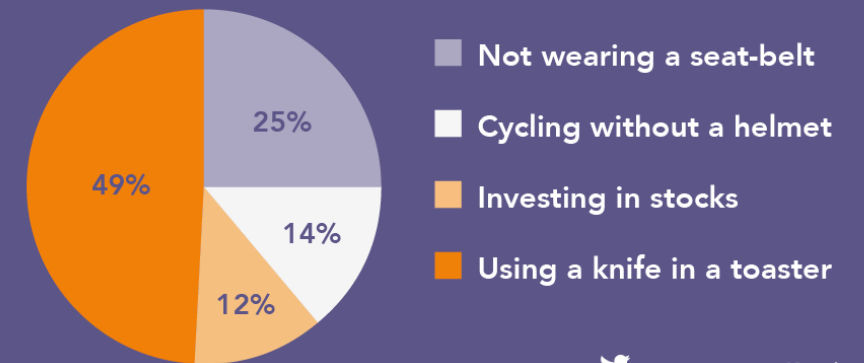


270 votes: 3–6 March 2018

Source: @EQSelftrade

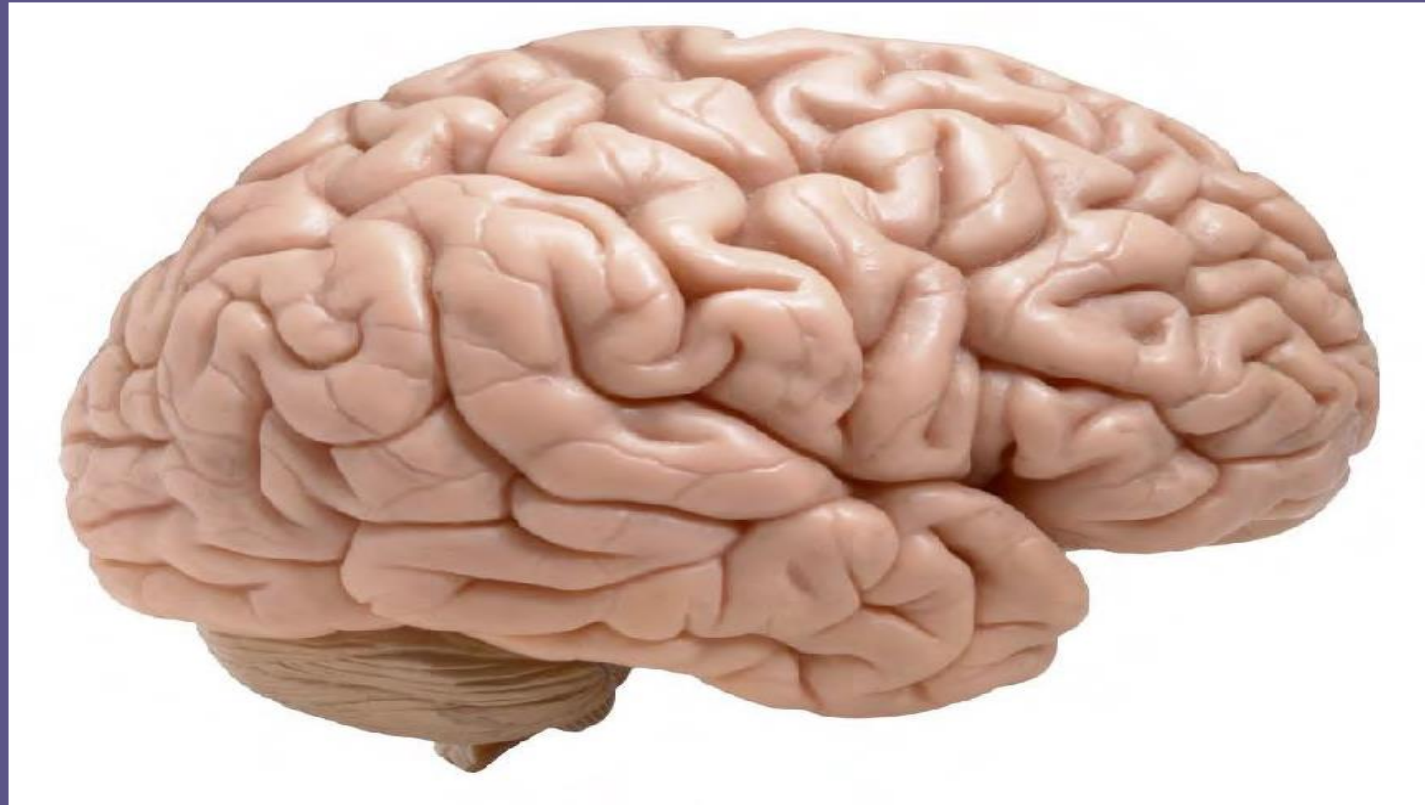
We asked: Which of the following behaviours would you consider the most risky?

You said:



684 votes: 7–10 March 2018

Source: @EQSelftrade



The value of the companies in your portfolio doesn't change by a positive or negative 5% three times a day.

Get the value right and the price will follow.

Cash Vs Shares Over 10 Years



The share data is based on total returns from the FTSE 100 and the cash return is based on the average UK base rate from the Bank of England. Data runs from 31 Dec 2007 to 31 Dec 2017

Investing is a lot less risky than many of the things we do every day.

Focus on what businesses are worth, not how the market prices them.

Thank you from
Selftrade

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