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The Yield to Maturity (YTM) is the rate of return that an investor receives on a bond at its current market price and held it until maturity, assuming that all coupon payments are reinvested at the same rate. To calculate the YTM, we can use the following formula for a bond:

$$PV = (C / r) \times [1 - 1 / (1 + r)^n] + F / (1 + r)^n$$

where: PV = present value of the bond C = annual coupon payment (trying to find) n = number of years to maturity F = face value of the bond

In this case, the face value of each debenture is £100, the current market price is £95, the annual coupon payment is £15 (15% of £100), and the number of years to maturity is 10.