

薪天教育处 XT ACADEMY



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马六甲证券行(马) 有限公司 @交易平台

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股票投资简介

INTRODUCTION TO INVESTING

什么是投资？

WHAT IS INVESTMENT?



- An asset or item acquired with the goal of generating income or appreciation in future.
所谓投资！购置某些资产或产业对未来能带来收入或增值。
- **Tool for building wealth.** 创造财富的工具。
- Can begin with small amount of money. 可以从少量资金开始。
- NOT a get-rich-quick scheme. 不属于快速致富计划
- **Accumulate periodically.** 积累性的置产计划。
- EVERYONE can do it. 每个人都能做到这一切。

什么是投资?

WHAT IS INVESTMENT?



- The **act** of committing money or capital to an endeavor with the expectation of obtaining an additional income or profit.
投入金钱或资本获得额外收入或利润.
- Make your money works for you.
让您的钱为您工作。
- Working smarter and not harder.
投资是靠智慧,而不是努力.

要问的 3 个问题?

3 QUESTIONS TO ASK ?



- Why do you want to start your own investment?
为什么要开始投资?
- Where can I start with my investment?
如何开始投资?
- How to start my investment?
怎么样开始投资?

投资类型

TYPES OF INVESTMENT



- **Ownership Investment** 拥有权投资
 - Stocks 股票
 - Real Estates/Properties 房地产/地产
 - Precious metals 贵金属
 - **Commodities** 商品
 - Business Investment 商业投资
- **Lending Investment** 贷款投资
 - **Bonds** 债券
 - Fixed Deposit 定期存款
 - Saving Accounts 储蓄账户
- **Cash Equivalents** 现金等价物
 - **ETFs** 组合基金
 - **Mutual Funds** 共同基金
- **Speculative Investment** 投机性投资
 - Options 期权
 - Futures 期货
 - Structured Warrants 结构性认股权证

债券 BONDS



定义 Definition

Debt security issued by a lender to raise money.
E.g, corporate bond or government bond
贷款人为筹集资金而发行的债务担保。
例如,公司债券或政府债券

回报 Return

Annual interest is paid to investor
每年向投资者支付利息

Once the maturity date is reached, the principal repaid to the bondholder.
一旦达到到期日,本金偿还给债券持有人。

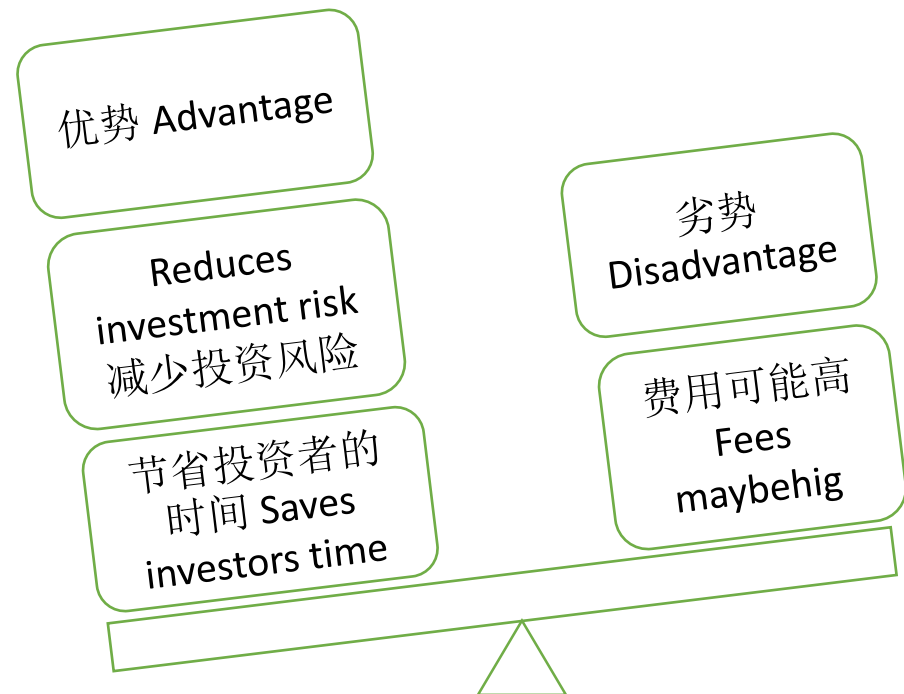
Bonds are less risky but usually do not have the
potential to earn high return
债券风险较低,相对的回酬率也不高

共同基金 MUTUAL FUNDS



- When a company combines the funds of many different investors and then invests that money in a diversified portfolio of stocks and bonds.

基金公司合资投资者的资金,将与组合性的投资,与专业分析投资在多元化的股票或债券.



交易所的组合基金

EXCHANGE TRADED FUND(ETF)



- ETFs are index funds or trusts that are listed on an exchange.
指数基金或信托,在交易所上市.
- ETF combines the features of an Index fund and a stock.
结合了指数基金和股票的功能.
- ETFs are constructed like Mutual Funds, but traded like stocks.
构建类似于共同基金,但交易像股票一样.
- ETFs consists of baskets of stocks, bonds or commodities based on an index which instantly offers broad diversification.
组合股票,债券或商品所组成的指数,提供与分散和多样化的投资.
- The risk involved is less than stocks & speculative investments.
涉及较小风险和投机性较低的组合投资.
Examples of ETFs: ABFMY1, CHINAETF-MYR, CHINAETF-USD, CIMBA40, CIMBC50, FBMKLCI-EA, GOLDETF, METFAPA, METFSID, METFUS50, MYETFDJ, MYETFID

投机性投资

SPECULATIVE INVESTMENTS



High risk investment
Have the potential for significant fluctuations in
return over a short period of time
高风险投资有重动的可能性在短时间内的回报

Futures
期货

Options
期权

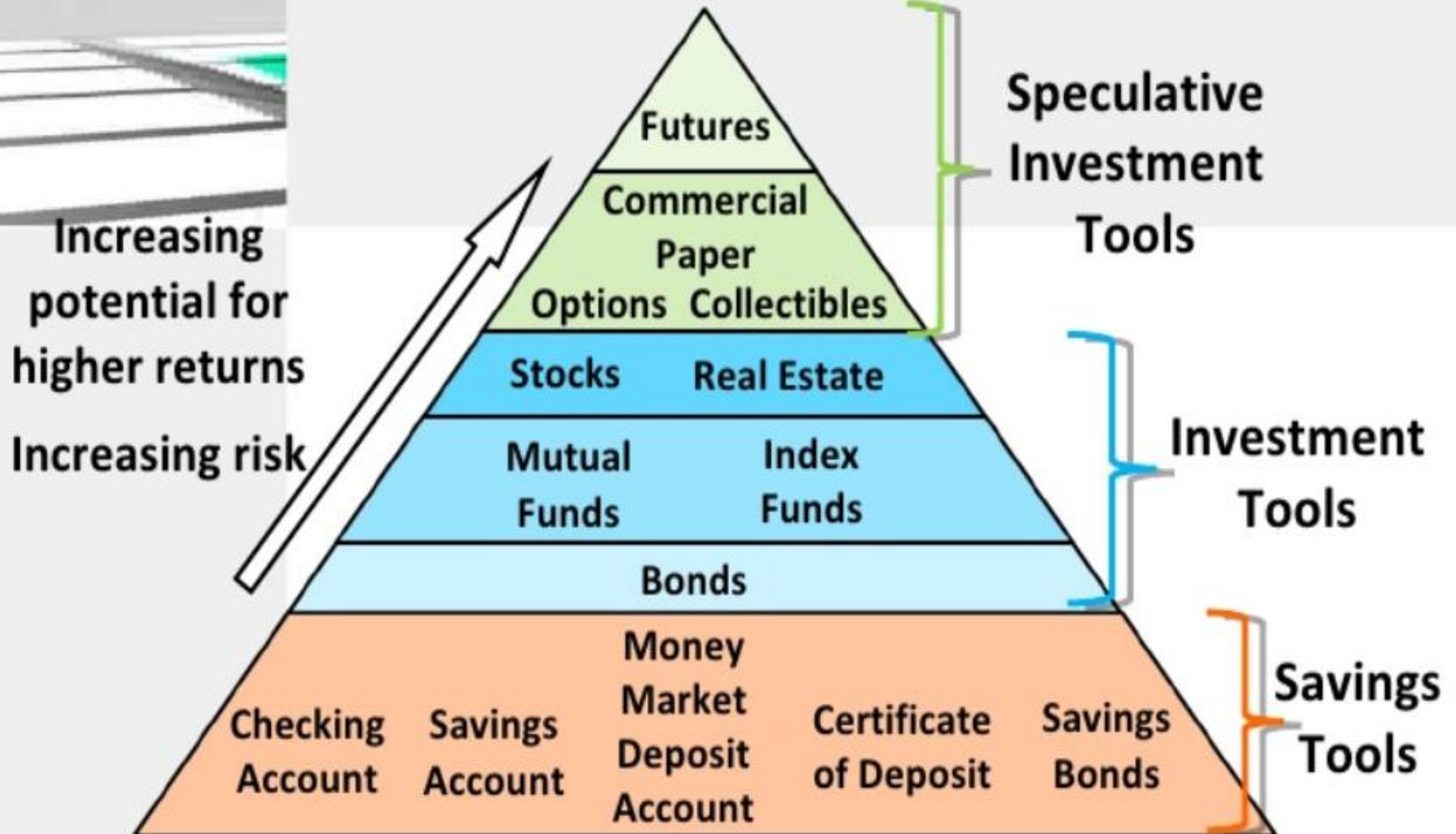
Structured
warrants
结构股权证

投资项目与风险

INVESTMENT PLAN & RISK





The risk level for specific investment tools may vary



COMPARISON OF INVESTMENTS



资产投资 Assets/ Investments	增长率 Growth Expectation	 流通率 Liquidity	资本投资 Capital Requirement	 波段性 Volatility	整体总结 Overall
Stock / Equity 股票	High 高	High 高	Low 底	Mid-High 中	Easy to start, can generate high growth with low risk if properly managed, can be invested in multiple methods (speculative, momentum, investing) 易于启动,可以产生高增长与低风险,如果管理得当,可以投资多种方法(投机性、动量,投资)
Real Estate/ Property 房地产	Adequate 需求而定	Low 底	High 高	Low 底	Require high capital to start. Can be high growth and low risk if market is emerging. Low liquidity especially when market is saturated 需要高资本才能启动。可以高增长和低风险,如果市场正在出现。流动性低,特别是当市场饱和

COMPARISON OF INVESTMENTS



资产投资 Assets/ Investments	增长率 Growth Expectation	流通率 Liquidity	资本投资 Capital Requirement	波段性 Volatility	整体总结 Overall
Bonds / Mutual Funds 债券/ 信托基金	Low 底	High 高	Low-High 底-高	Low 底	Low risk with low return, suitable for defensive investment. 低风险、低回报,适合防御性投资
Business Investment 商业投资	Adequate 需求而定	Low 底	High 高	Adequate 需求 而定	Require high capital invested, time & effort consuming. Can be developed into potential business if well managed. 需要高资金投入、时间和精力消费。 可以发展成潜力业务,如果管理良好。
Commodities / Metals 商品/金属	High 高	High 高	Low 底	High 高	Low capital to start, can generate high growth. More towards speculative type. Sensitive toward market sentiment (politics, economics, world events) 低资本启动,可以产生高增长。更多 针对投机类型。对市场情绪敏感(政 治,经济学、世界性事件)

股市

STOCK MARKET



A platform where regular activities of buying, selling and issuance of shares of publicly-listed companies take place. 🟢

股票交易所,所以让上市公司的股票必须通过交易所交易。

Operate under a defined set of regulations

根据一套明确的法规运营

Primarily known for trading stocks/equities.

首先必须懂股票交易或投资

Other financial securities - like exchange traded funds (ETF), corporate bonds and derivatives based on stocks, commodities, currencies and bonds - are also traded in the stock markets.

其它的金融证券 - 如组合基金(ETF),公司债券和衍生工具,股票,商品,货币和债券都在股票市场交易.

股票 / 股份

SHARE / STOCK



- Represent part-ownership of a company. Each share stands for a unit of ownership.
股票是代表公司的股份拥有权. 与股票单位计算股份拥有权.
- These shares are offered for sale when an organization needs to raise funds. 公司需要要筹集资金,就与股票单位售出来筹集基金.
- An **Initial Public Offering** means that a company is making a portion available for traders or investors to buy.(IPO)
首次公开发行,公司申请上市首次发行股票,将部分股份让公众投资者认.

The reasons why people invest in share market: 选择投资股票的原因:

- Wealth Creation 创造财富
- Benefits of Dividend 股息收益
- Easily Accesible 易于操作
- Capital Appreciation 资本增值

股票交易 / 投资的好处

BENEFITS OF STOCK TRADING / INVESTMENT



- Low Capital to Start 低资本启动投资
- Potential high growth with right method
使用正确方法可获取潜在高增长率
- High Liquidity (Easy to buy, easy to sell) 流通高(易买,易售)
- Effective in Compounding 有效的复率
- Risk Control /Reward 风险可控制/回报
- High diversity investment 多元化投资

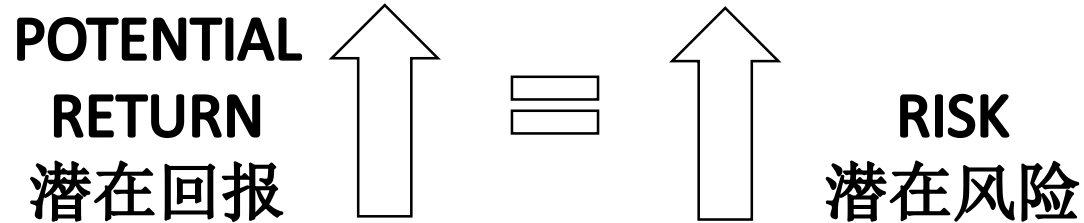
股票交易的劣势

DISADVANTAGE OF STOCK TRADING / INVESTMENT



- **Risk to lose all your investment 损失所有投资金额**
 - All investments carry certain level of risk 所有投资都有一定的风险
 - Countermeasure: A proper risk control and management could totally avoid that. 对策: 适当的风险控制和管理可以避免损失.
- **It can be emotional roller coaster 情绪如过山车**
 - Facing loss in investment definitely put you on a emotional roller coaster. 面对投资损失,肯定会影响您的投资情绪.
 - Countermeasure: Invest with right method and risk control 对策:以正确的方法和风险控制进行投资

风险 RISK



- Investment Risk - possibility that an investment will fail to pay the expected return or fail to pay a return at all.

投资风险 - 投资可能面对的损失风险,无法带给您预期回报,甚至还会亏上本金。

All investment tools carry some level of risk
所有投资工具都会有一定程度的风险

复利率

COMPOUNDING



- Process in which an asset's earnings, from either capital gains or interest, are reinvested to generate additional earnings over time.
资产从资本回报率所得或利息,再投资,以产生额外的收益将随着时间的推移。

$FV = PV \times [1 + (i / n)]^{(n \times t)}$, where:

FV = future value 未来价值

PV = present value 现在价值

i = the annual interest rate 每年回报率

n = the number of compounding periods per year 年数互利

t = the number of years 年数



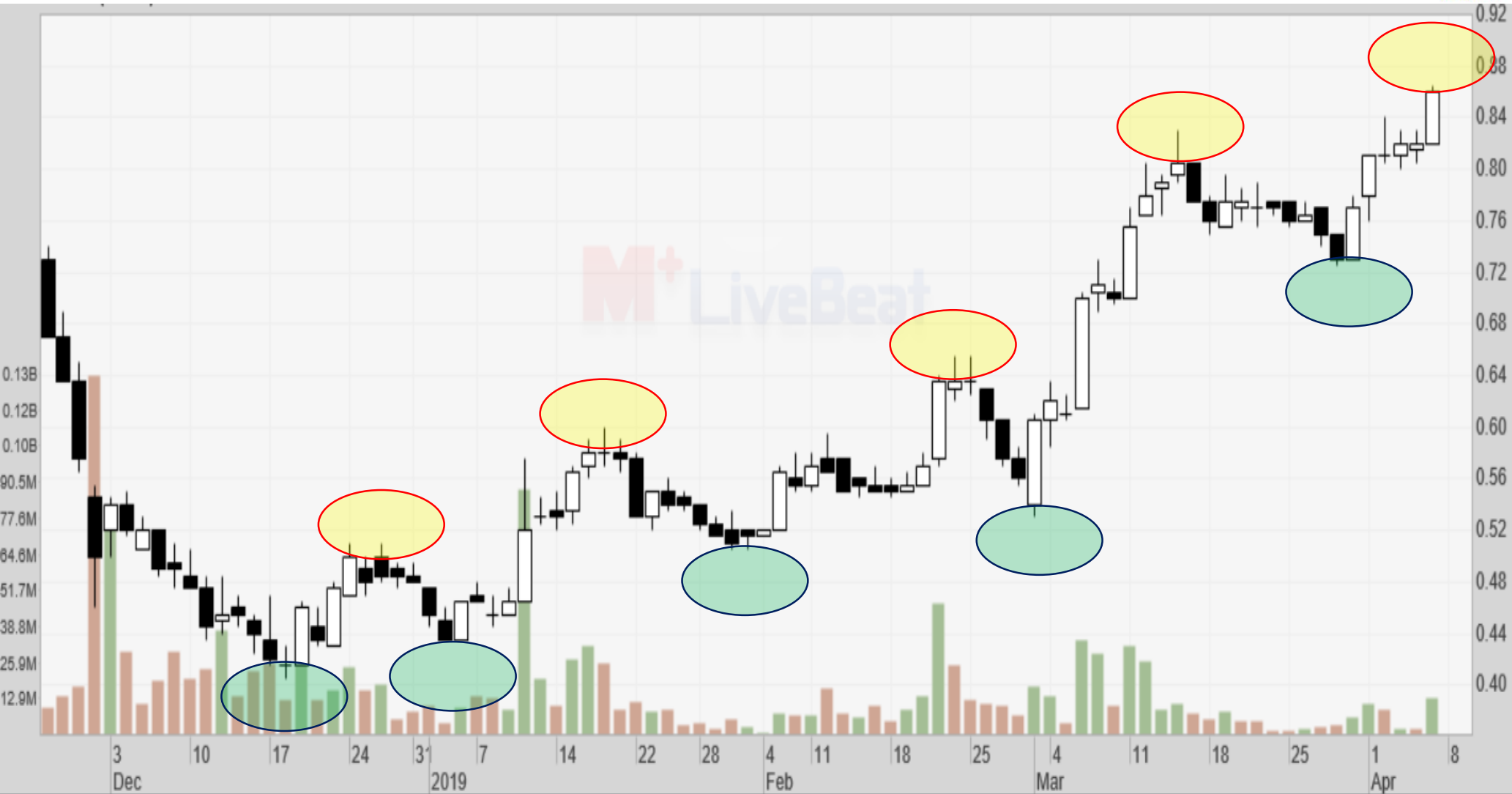
EXAMPLE OF COMPOUNDING

		INVESTMENT	
MONTH	CAPITAL	GROWING	BALANCE
1	100,000	5%	105,000
2	105,000	5%	110,250
3	110,250	5%	115,763
4	115,763	5%	121,551
5	121,551	5%	127,628
6	127,628	5%	134,010
7	134,010	5%	140,710
8	140,710	5%	147,746
9	147,746	5%	155,133
10	155,133	5%	162,889

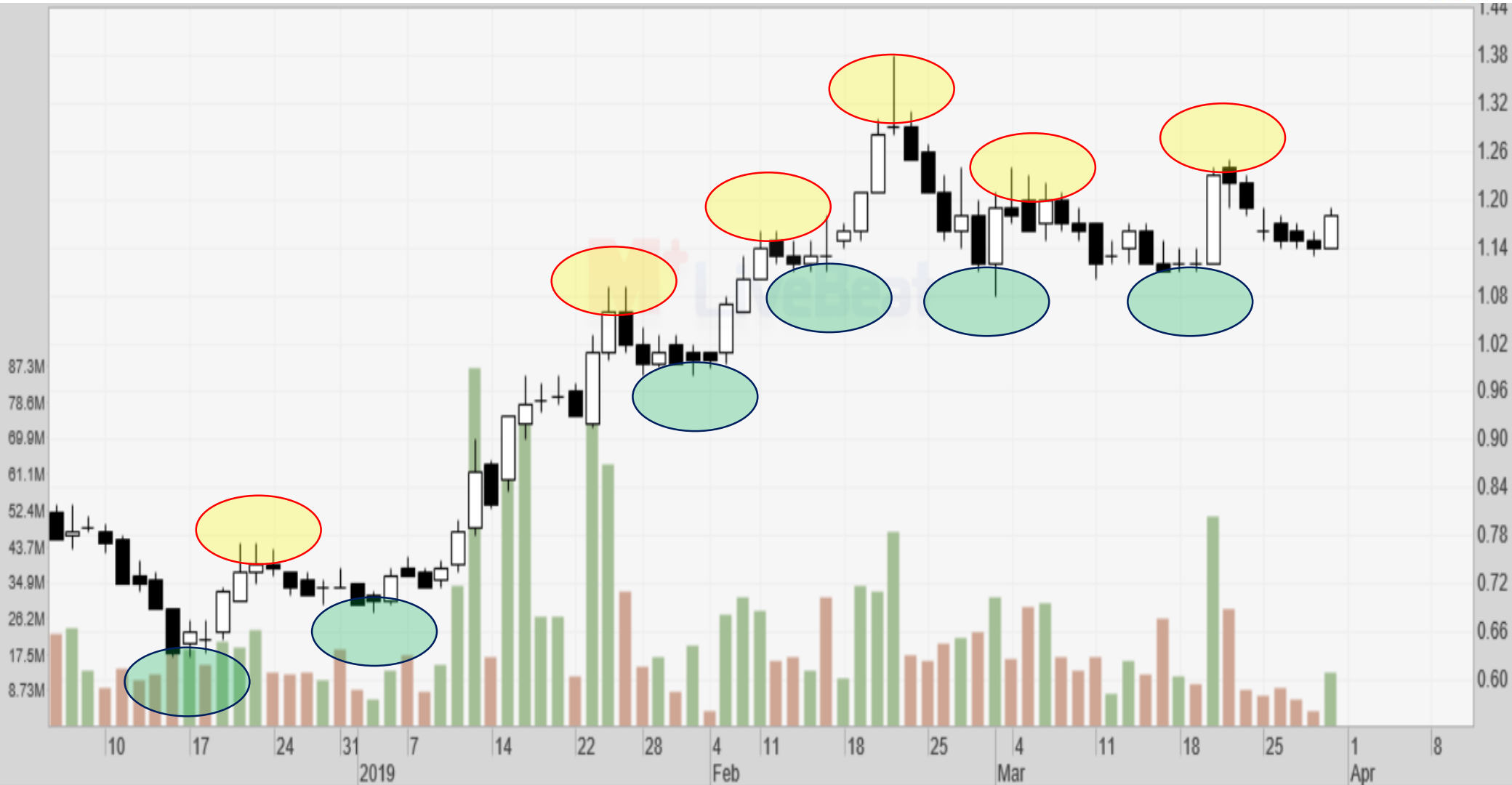
CONCEPT OF COMPOUNDING



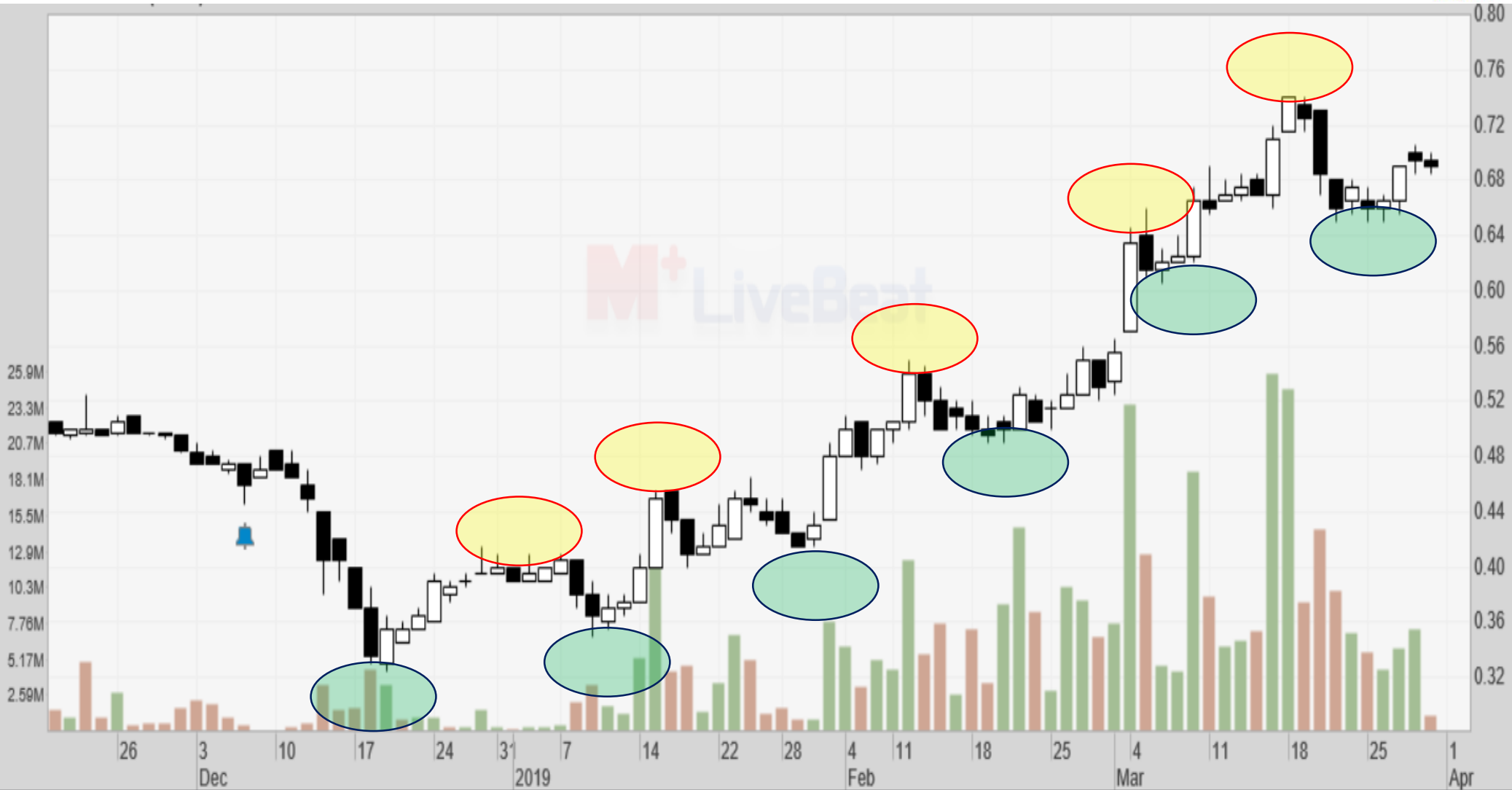
CONCEPT OF COMPOUNDING



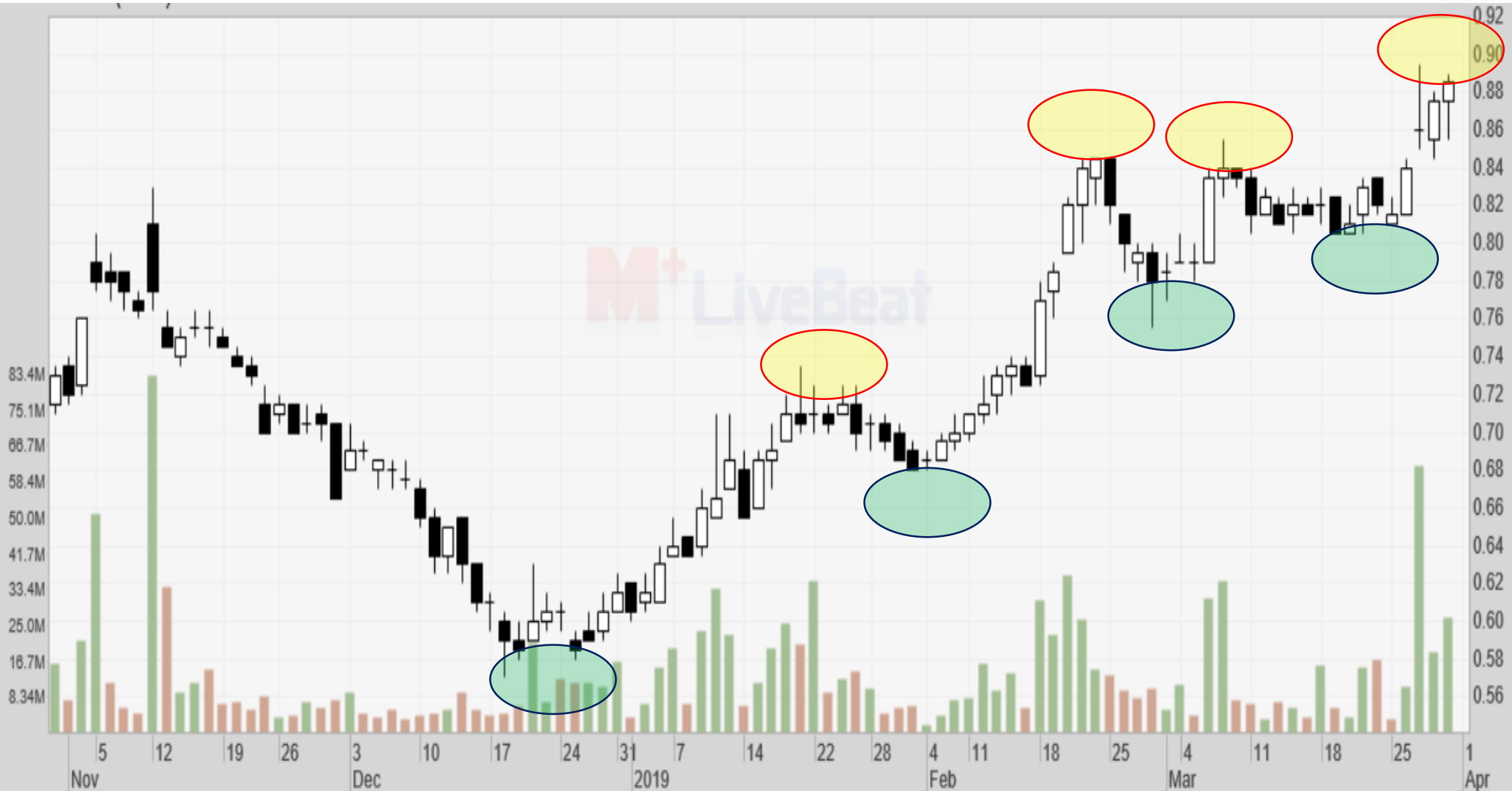
CONCEPT OF COMPOUNDING



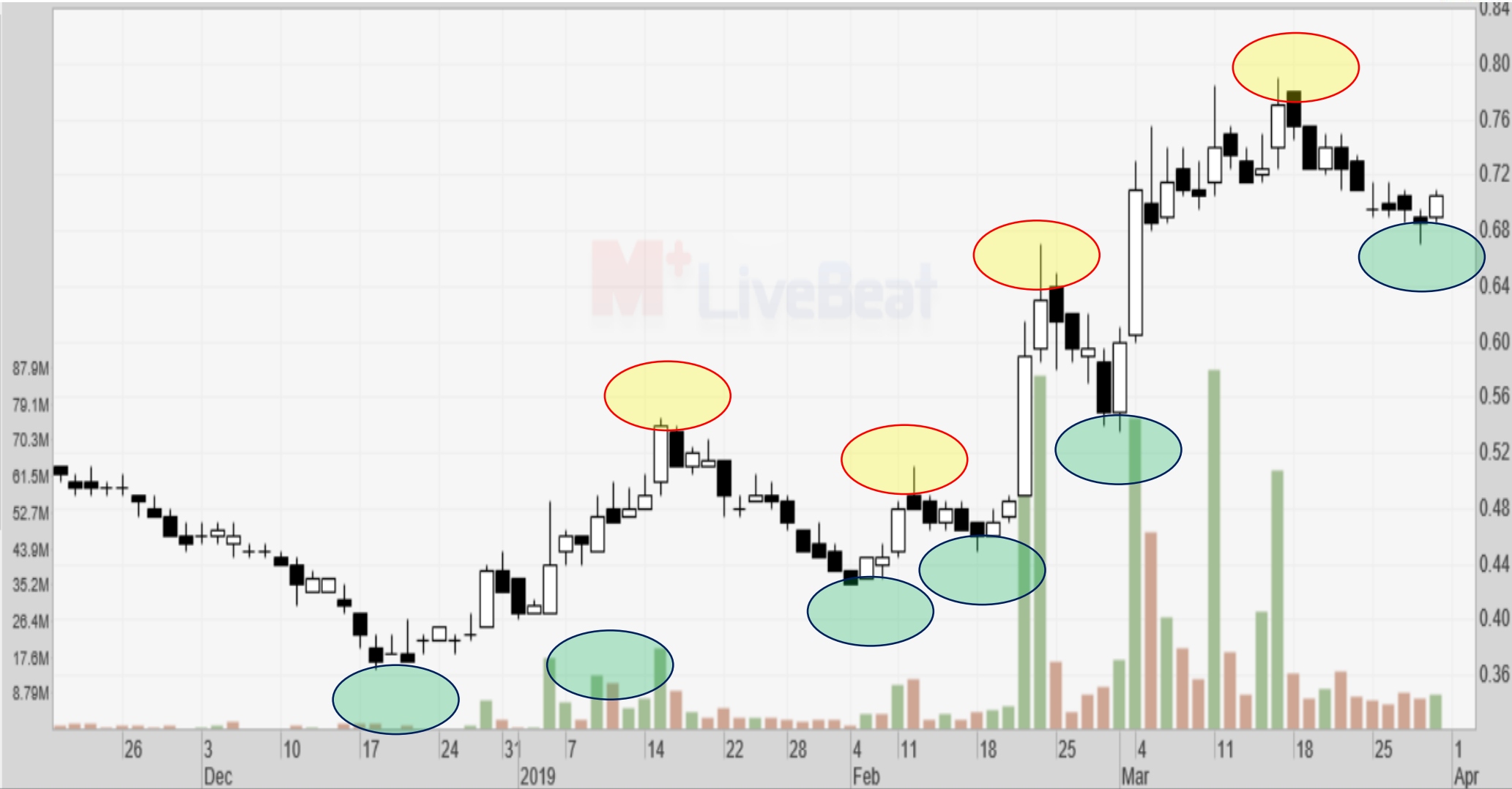
CONCEPT OF COMPOUNDING



CONCEPT OF COMPOUNDING



CONCEPT OF COMPOUNDING



了解您在股票投资中的位置

UNDERSTAND YOUR POSITION IN STOCK INVESTMENT



- What kind of investor are you?
您是属于那类型的投资者?
- What type of investment method suits you?
哪种投资方式才适合您?
- What is your expectation from Stock Market Investment?
您对资股票投资有何展望?
- How you can find the right method for your investment?
如何为您的投资找到合适的方法?

股票交易 / 股票类型

STOCK TRADING / INVESTMENT TYPE



- **Intraday/Day Trading 当冲 / 当日内交易**
 - Traded on intraday, usually do not hold overnight.
当冲交易通常不持有隔夜
 - Mainly speculate on intraday price different, can be traded in both long and short position. 主要推测日内价格不同,可交易多头和空头
 - Required to be full time. 需要全职
- **Swing Trading 波段交易**
 - Usually holding for days to weeks. 通常持有数天到数周
 - Attempt to capture on short-term wave, such as trend and high volatility catalyst. 尝试捕捉短期波,如趋势和高挥发催化剂
 - Less time-consuming, often only required to spend certain amount of time per day. 省时间,通常只需要每天用一小段时间



COMPARISON TABLE

Investment Style 投资模式	Capital Required 资本投额	Return Expectation (Per Annum) *Risk equivalent 回报率	Time Spent in Market 投入时间	Holding Period 持有时间 (From buy to sell)	Trading Frequency 交易次数	Type of Return (Capital, Dividend, Right Issue) 资本回报，股息，红股分配
Day Trading 当冲交易	Low-Medium 小资本	High (Daily: 2%-5%) 日回报率	Full-time *全职者	Short (Intraday)	High 高交易	Capital gain 资本回报
Swing Trading 短波段交易	Low – Medium 小资本	Medium (Quarter: 7%-15%) 季度回报率	1-2 Hours/Days 一两个小时 *适合在职者	Days to Weeks 数周时间	Medium to high 周次交易	Capital gain 资本回报
Position Trading/ Investment 长波段交易	Medium – High 中资本	Low-High (Annually 10%-100%) 股息+资本回报	Requires a lot of analysis (Announcement, Annual report, etc) 技术面+基本面 *全职者	Months to Years 数月时间	Low (Usually One trade can cover loss of 3-5 trades) 月次交易	Dividend and high capital gain, right issue 资本回报 股息，红股分配
Buy & Hold Investment 长期持有	High 大资本	Low Dividend 3%-10% p.a 年股息	Requires a lot of analysis 纯基本面分析 (Announcement, Annual report, etc)	Years 数年期	Low 年次交易	High dividend, right issue 股息，红股分配

写下你的答案

WRITE DOWN YOUR ANSWER



Investment Style 投资模式	Capital Required 资本投额	Return Expectation (Per Annum) *Risk equivalent 回报率	Time Spent in Market 投入时间	Holding Period 持有时间 (From buy to sell)	Trading Frequency 交易次数	Type of Return (Capital, Dividend, Right Issue) 资本回报, 股息, 红股分配

你现在有答案了吗?

DO YOU HAVE YOUR ANSWER NOW?



1) Why do you want to start your own investment?

为什么我要开始做投资?

2) Where can I start with my investment?

可以从那里开始做我的投资?

3) What type of investment I want?

我要什么样的投资?

4) How to start my investment?

如何开始我的投资?

股票投资简介

INTRODUCTION TO INVESTING



Q & A