1. purpose of a dividend-discount model : When you know the right value of the company derived from the investor's return on demand, you can compare it to market value (current value of shares on the market) to make an investment decision. If the fair value of the company that the investor derived is higher than the stock price of the company currently traded on the market, then the buying decision is valid and vice versa (fair value < market value), then the selling or holding decision may be valid. If you are familiar with such a model of dividend growth, you can also determine whether the securities companies' analysts' reports and evaluations are fundamentally satisfactory and use it as a reference for your investment strategy.
2. Total Return is to re-invest and operate dividends.
3. In theory, it does not affect shareholders' wealth. However, the actual stock market sees the purchase of treasury shares as more friendly to future stock prices.
4. PER (How many years should this company continue to earn the profits it makes so that shareholders can make as much money as they invested in the company's stocks?)

PBR (To assess the market value of the net asset value recorded in the Company's books (financial statements).

EV/EBITDA (Will this company (or business) have to earn its current EBITDA for several years to pay off all its debts and even return the share invested by shareholders?)

1. It shows how high or low the company's current stock price is compared to its net profit per share. If the price is relatively low, the stock price is evaluated low, and the company's enthusiasm for earnings is high compared to the stock price level. On the other hand, if the price is relatively high, the company's profitability is even lower than that of the stock price.
2. The first is the drug-type efficient market hypothesis. This is a market in which all past information is reflected in current stock prices.  
   The second is the semi-steel efficient market hypothesis. This is the sheathing in which all the information to be disclosed to the public is quickly and accurately reflected in the stock price.  
   The third is the steel-shaped efficient market hypothesis. The market reflects not only past and present information but also confidential internal information.
3. Dividend payout ratio: Percentage of revenue paid as dividends to shareholders

Weighted average cost of capital: This is the weighted average of the equity capital that forms the entity's capital, depending on the proportion of its composition in its total capital.

Sustainable growth rate: Highest revenue growth rate you can achieve on company own

