

Financial knowledge is power.

What to consider regarding
portfolios: Risk and reward

AksjeNorge



NGO working with knowledge sharing about the equity market



Working in close cooperation with, and funded by banks, brokers, asset managers, NHO, LO, Finans Norge, Folketrygdfondet, Oslo Børs, and more.



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Former trader, investment advisor/private banker, marcom

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@KrisSkaug

WHAT IS YOUR INVESTMENT TARGET?



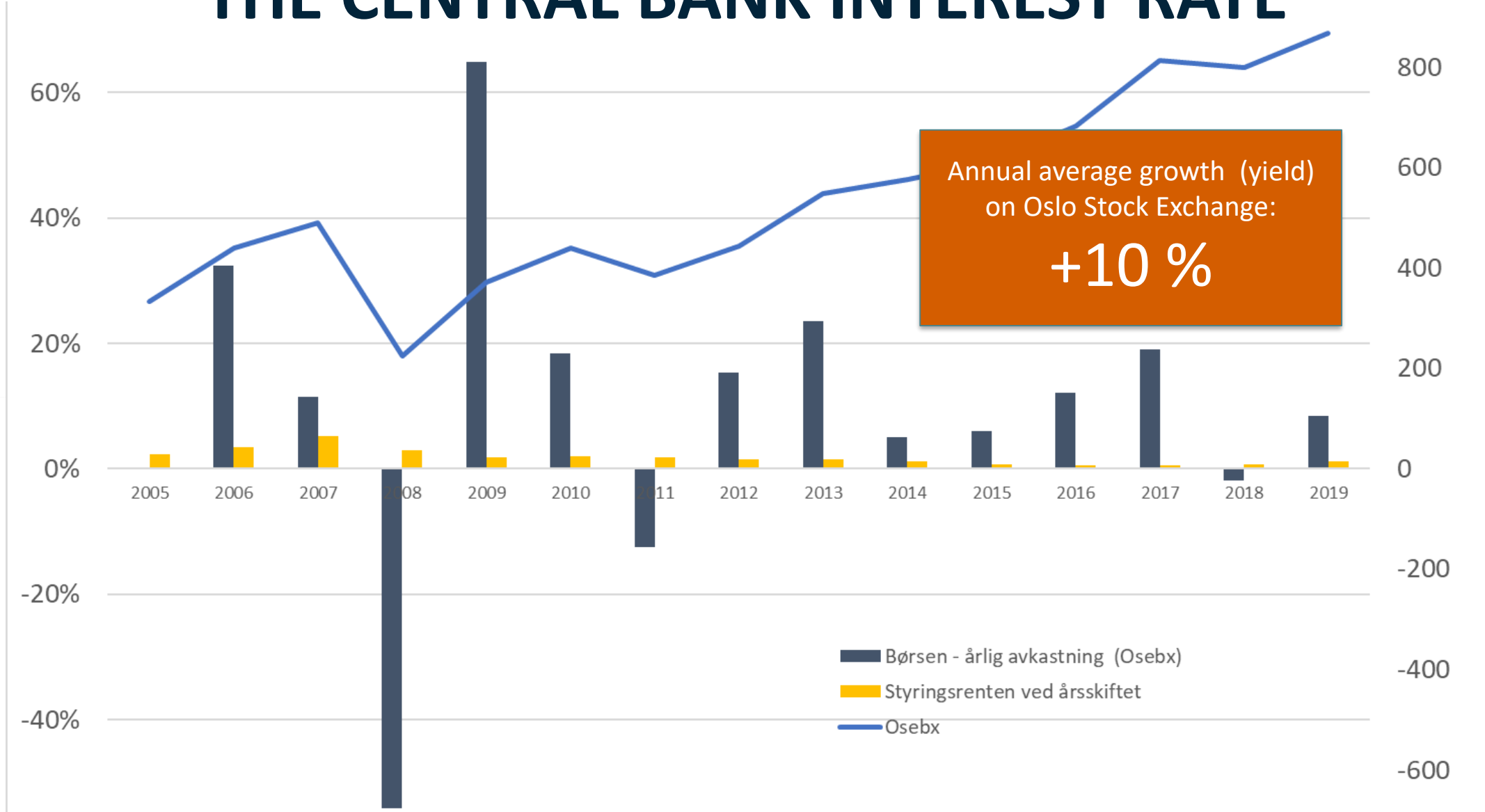
WHILE WOMEN ARE 30%
OF THE EQUITY INVESTORS
WOMEN OWN ONLY 20% OF THE
EQUITY INVESTMENTS

WHILE WOMEN ARE WORRIED
ABOUT LOSING MONEY,
MEN ARE EQUALLY WORRIED
ABOUT NOT MAXIMIZING THEIR
POTENTIAL PROFIT

MOST COMPANIES ARE ESTABLISHED
WITH THE PURPOSE OF
MAKING MONEY AND THEREBY
BEING PROFITABLE FOR ITS OWNERS (THE
INVESTORS AND SHAREHOLDERS)

#VALUECREATION

OSLO STOCK EXCHANGE AND THE CENTRAL BANK INTEREST RATE



Risk and Reward

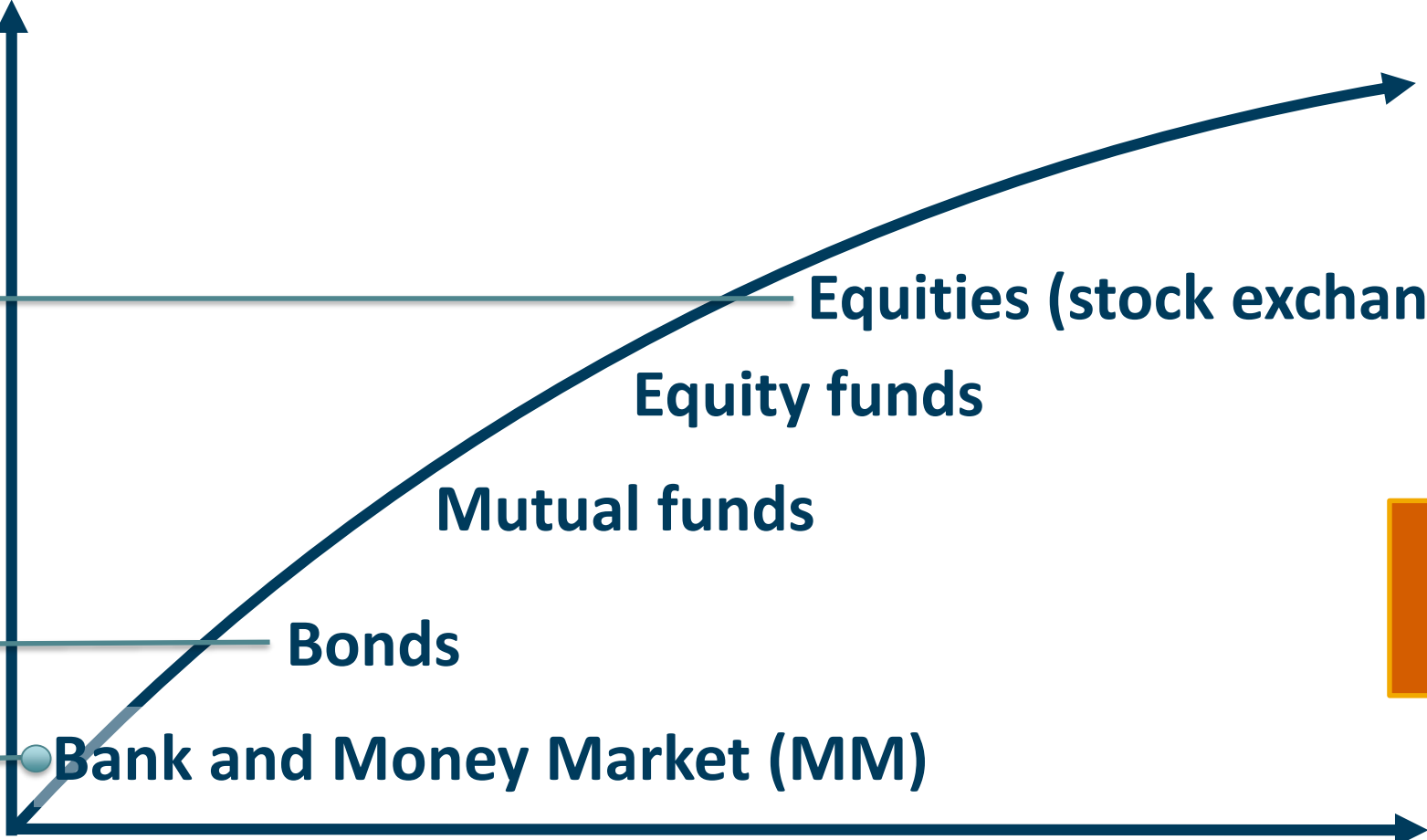
Expected Yield

(profit, capital gains)

10 %
Oslo Børs average

2-4 %

1-2 %



Equities (OTC)

- Startups & Scaleups
- Crowdfunding
- Private businesses
- Young companies

The higher risk you take, the more in premium is to be expected.

RISK

Please note: Historic yield is no guarantee for future yields. The figures here are average yields the last 10 years.

IT'S ALL ABOUT GETTING **PAYED**
FOR THE RISK YOU'RE TAKING!

RISK
IS ALSO ABOUT POTENTIAL **LOSS**

YOUR INVESTMENT GOAL WILL ALSO INCLUDE:
MINIMIZING THE RISK OF LOSING MONEY

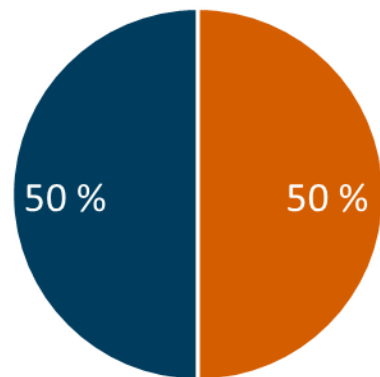
HOW TO MAKE MONEY IN THE STOCK MARKET

- POSITIVE CHANGE IN THE STOCK PRICE
- DIVIDEND PAYMENTS (QUARTERLY/SEMI-ANNUAL/ANNUAL)

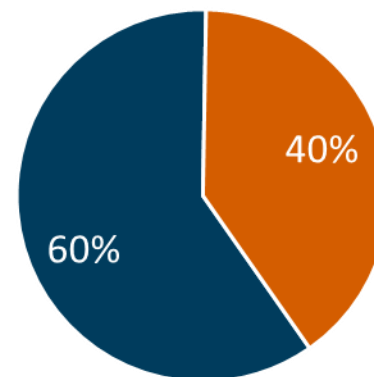
YOU NEED A STRATEGY

STRATEGIC ALLOCATION

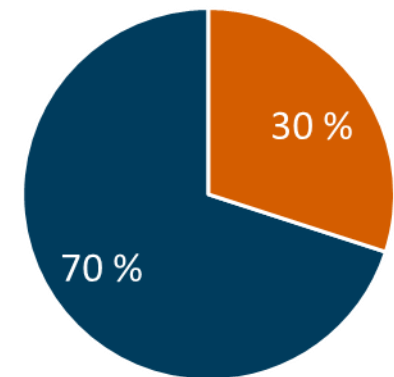
	TACTICAL LOW	STRATEGIC	TACTICAL HIGH
EQUITIES	50 %	60 %	70 %
INTEREST RATES	30 %	40 %	50 %
		100 %	



■ EQUITIES ■ INTEREST RATES



■ EQUITIES ■ INTEREST RATES

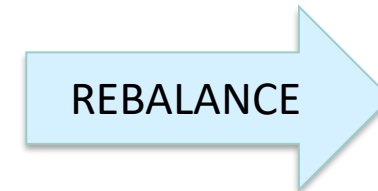
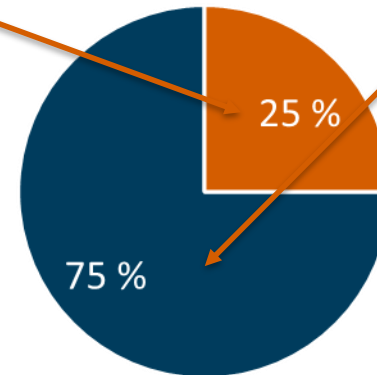
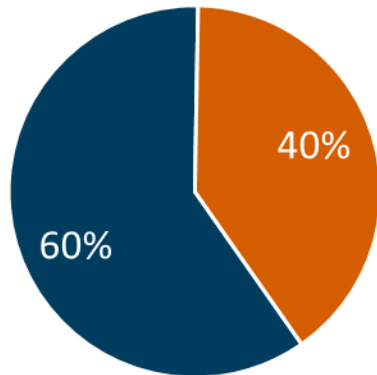


■ EQUITIES ■ INTEREST RATES

Please note: The suggested weights are only *examples* and will vary from person to person.

STRATEGIC ALLOCATION

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		100 %	



■ EQUITIES ■ INTEREST RATES

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Please note: The suggested weights are only examples and will vary from person to person.

DIVERSIFICATION = SPREAD YOUR RISK



STOCK-PICKING IS HARD.

SPREADING THE RISK WILL **ENSURE BETTER BALANCE** AND YOU'LL AVOID THE BIGGEST MARKET MOVES.

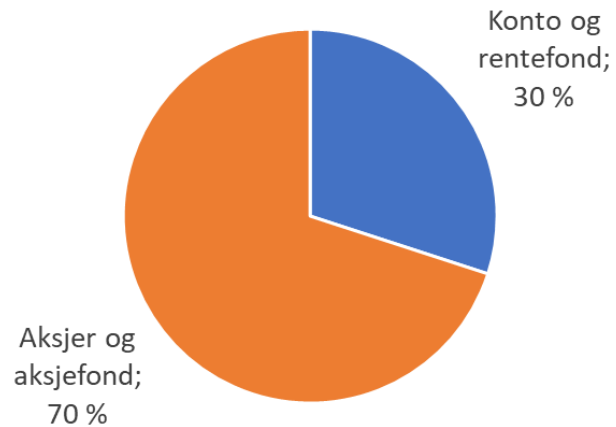
Please note: The development in equity values are random and only an illustration.

A PORTFOLIO

YOUR COLLECTION OF INVESTEMENTS

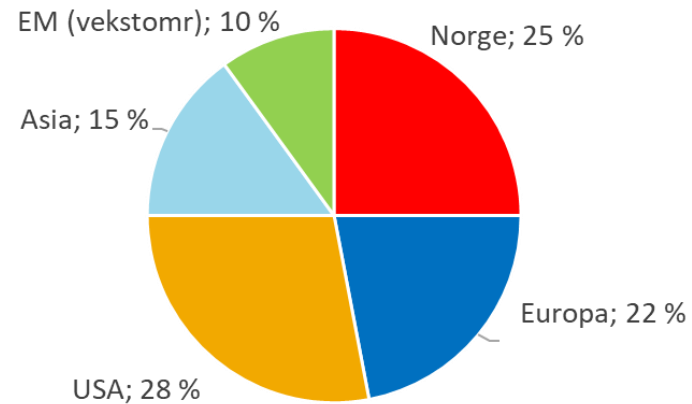
STRATEGIC ALLOCATION

Stocks versus interest rates

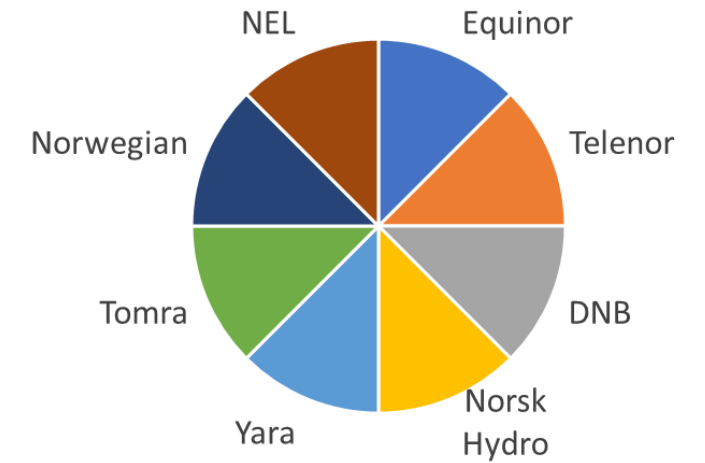


STOCK PICKING

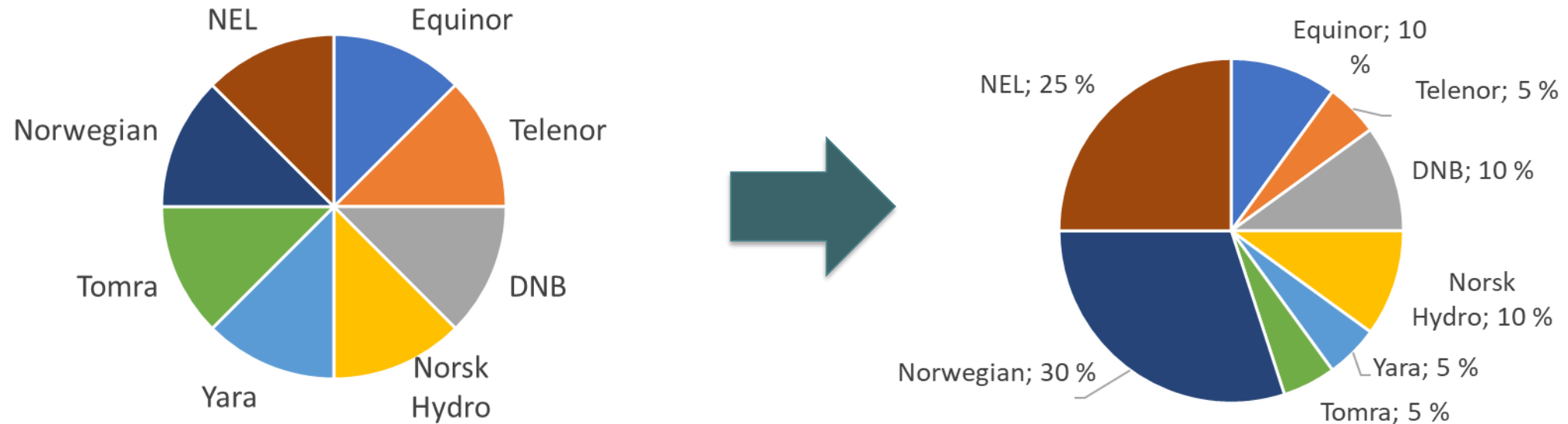
Equity regions



Equities



YOUR PORTFOLIO CHANGES WITH TIME



CHANGES HAPPENS DUE TO MARKET **MOVEMENTS**

REBALANCING (GOING BACK TO NORMAL) SHOULD BE DONE ON YEARLY BASIS

THE YIELD OF YOUR PORTFOLIO

	Weight	Expected Yearly Yield	After 5 years	After 10 years
Stock exchange	60 %	6,5 %	22,2 %	52,6 %
OTC	0 %	8,0 %	0,0 %	0,0 %
Early stage	0 %	8,0 %	0,0 %	0,0 %
Interest rates	40 %	2,5 %	5,3 %	11,2 %
	100 %	4,9 %	27,5 %	63,8 %

	Weight	Expected Yearly Yield	After 5 years	After 10 years
Stock exchange	20 %	6,5 %	7,4 %	17,5 %
OTC	0 %	8,0 %	0,0 %	0,0 %
Early stage	0 %	8,0 %	0,0 %	0,0 %
Interest rates	80 %	2,5 %	10,5 %	22,4 %
	100 %	3,3 %	17,9 %	39,9 %

**90-95% OF YOUR
YIELD/PROFIT COMES FROM
STRATEGIC ALLOCATION**

**ONLY 5-10% IS DEFINED BY
STOCK PICKING**

THE YIELD OF YOUR PORTFOLIO

INCLUDING UNLISTED COMPANIES

	Weight	Expected Yearly Yield	After 5 years	After 10 years
Stock exchange	60 %	6,5 %	22,2 %	52,6 %
OTC	5 %	8,0 %	2,3 %	5,8 %
Early stage	5 %	8,0 %	2,3 %	5,8 %
Interest rates	30 %	2,5 %	3,9 %	8,4 %
	100 %	5,5 %	30,8 %	72,6 %

	Weight	Expected Yearly Yield	After 5 years	After 10 years
Stock exchange	20 %	6,5 %	7,4 %	17,5 %
OTC	0 %	8,0 %	0,0 %	0,0 %
Early stage	5 %	8,0 %	2,3 %	5,8 %
Interest rates	75 %	2,5 %	9,9 %	21,0 %
	100 %	3,6 %	19,6 %	44,3 %

**90-95% OF YOUR
YIELD/PROFIT COMES FROM
STRATEGIC ALLOCATION**

**ONLY 5-10% IS DEFINED BY
STOCK PICKING**

Please note: Historic yield is no guarantee for future yield.

INVESTING OFF THE GRID...

WHEN INVESTING OUTSIDE REGULATED MARKETS

1 OF 5 STARTUPS ARE LIKELY TO FAIL OR GO BANKRUPT WITHIN FIRST 5 YEARS

- ➡ ONE SHOULD INVEST IN AT LEAST 5 DIFFERENT COMPANIES
- ➡ ONE SHOULD AT LEAST EXPECT 5 TIMES INVESTED CAPITAL + A RISK PREMIUM

A PORTFOLIO

WHEN LOOKING AT HOW IT'S BEEN....

	Weight	Expected Yearly Yield	After 5 years	After 10 years
Stock exchange	60 %	10,0 %	36,6 %	95,6 %
OTC	0 %	8,0 %	0,0 %	0,0 %
Early stage	0 %	8,0 %	0,0 %	0,0 %
Interest rates	40 %	2,5 %	5,3 %	11,2 %
	100 %	7,0 %	41,9 %	106,8 %

	Weight	Expected Yearly Yield	After 5 years	After 10 years
Stock exchange	20 %	10,0 %	12,2 %	31,9 %
OTC	0 %	8,0 %	0,0 %	0,0 %
Early stage	0 %	8,0 %	0,0 %	0,0 %
Interest rates	80 %	2,5 %	10,5 %	22,4 %
	100 %	4,0 %	22,7 %	54,3 %

Annual average growth on
Oslo Stock Exchange:

+10 %

Please note: Historic yield is no guarantee for future yield.

THINK OF YOUR **PORTFOLIO** AS YOUR OWN **CLOSET**:

- YOU HAVE SOME **BASIC** CLOTHES (EVERYDAY CLOTHES)
- SOMETHING FOR **YOUR INTERESTED IN** (DESIGN, WORK)
- SOMETHING FOR **SPECIAL EVENTS** (YOGA, RUNNING)

- ALL YOUR PIECES PLAY AN IMPORTANT PART TO ENSURE THAT YOUR NEEDS ARE COVERED

D&G
DOLCE & GABBANA®

BOEING

H&M

norwegian

DNB

amazon

zalando

HYDRO

LERØY

Tropicana

TOMRA

adidas



BOSE



NETFLIX

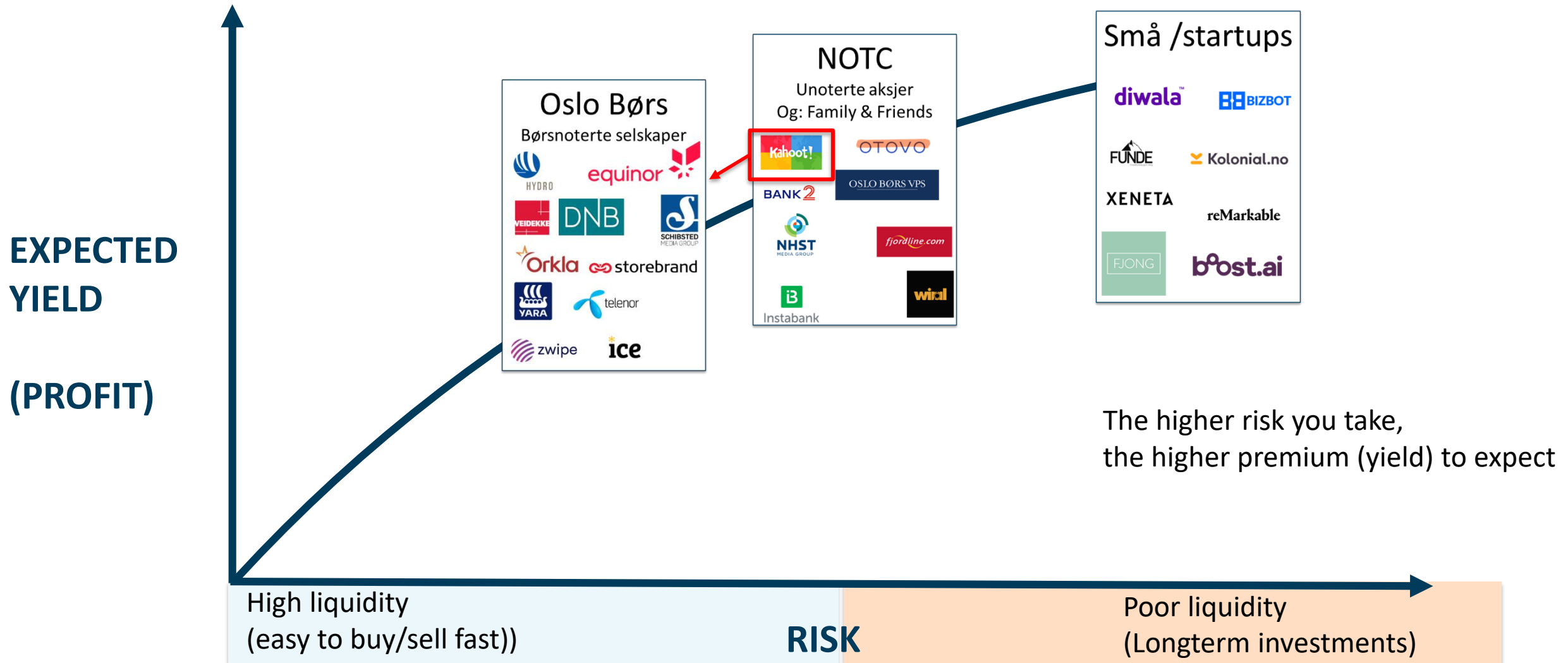
**YOU ARE A
WALKING
STOCK MARKET**

Levi's

NIKE



THE STOCK MARKET





THE COST OF INVESTING

- **BROKERAGE (KURTASJE) FOR EQUITIES**
 - **ASSET MANAGEMENT FEE (YEARLY)
(FORVALTNINGSGEBYR) ON FUNDS**
- **BOTH EATING OF YOUR YIELD**

HOW AND WHERE TO START?



Look at the funds: A place to look for suggestions for stockpicking...

DNB Global

Største plasseringer

Beholdning	Sektor	Land	%
Alphabet Inc A	 Teknologi	USA	4,31
Johnson & Johnson	 Helsevern	USA	3,28
Royal Dutch Shell PLC Class A	 Olje & Gass	Storbritannia	2,99
Prudential PLC	 Finans	Storbritannia	2,99
Oracle Corp	 Teknologi	USA	2,78
Anadarko Petroleum Corp	 Olje & Gass	USA	2,77
Visa Inc Class A	 Finans	USA	2,72
Bank of America Corporation	 Finans	USA	2,69
Tractor Supply Co	 Konsumentvarer	USA	2,61
Sanofi SA	 Helsevern	Frankrike	2,51

⊕ Økning ⊖ Reduksjon ☆ Ny beholdning siden siste portefølje

YOUR INVESTEMENT UNIVERSE

230

Oslo Stock
Exchange

43

OTC-list

500+

FUNDS

+++

Startups, VC,
Scaleups, etc



HOW MUCH DO YOU EXPECT
YOUR INVESTMENT TO GROW?



WHAT IS YOUR INVESTMENT
TARGET?



SECURE RISK DIVERSIFICATION AND BECOME EXPERIENCED

- DECIDE **HOW MUCH** TO INVEST IN THE STOCK MARKET VS INTEREST RATES
- CREATE A **GLOBAL PORTFOLIO**, OR CHOOSE GLOBAL FUNDS
- EQUITIES: INVEST IN AT LEAST **6-8 IN DIFFERENT INDUSTRIES**
- **SPICE IT UP** WITH COMPANIES YOU FIND INTERESTING
- **YEARLY REBALANCING** (EQUITIES VS INTEREST RATES)

STRATEGIC CHOICES

 **VALUE OR GROWTH**

 **HOMEBIAS VS GLOBAL**

 **INDUSTRIES**

 **DIVIDEND SHARES**

 **VOLATILITY AND RISK**

 **LONGTERM VS SHORTTERM**

 **SUSTAINABILITY (SDG, ESG)**

REMEMBER



**The trend is
your friend**

A bronze statue of a young girl with her hands on her hips, looking towards a large bronze bull statue in a city street. The scene is set on a cobblestone sidewalk with buildings and trees in the background.

MAKE A PLAN

HAVE FUN

JUST DO IT !

Thank you for being a lovely and curious crowd



Learn more at www.aksjenorge.no

Aksje||Norge

Kristin Skaug, CEO of AksjeNorge

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