

ShareOwner Education Inc.

Strengthening the stock market literacy of Canadians, since 1987

The Stock Market Investing Course

Helping investors build and manage successful portfolios

Since 1987, ShareOwner has taught over 80,000 stock market investors how to recognize strength or weakness in a company's key growth, financial and operating fundamentals.

Investors use this education and our stock study tools to buy, sell and diversify more successfully.

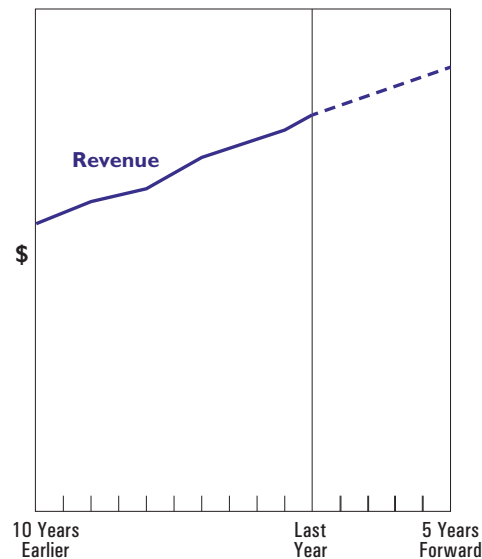
Buying & Selling More Successfully

The Three Growth Fundamentals and their Relationship

Over the longer term,

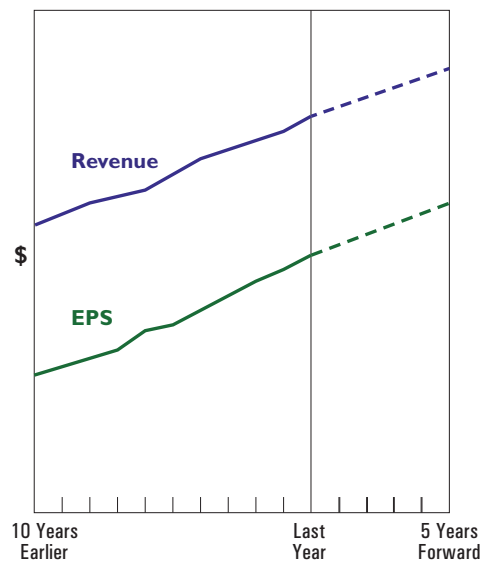
- ▶ growth in a company's revenues drives
- ▶ growth in a company's earnings per share (EPS) which drives
- ▶ growth in the stock's price.

**Model of a
strong revenue fundamental**



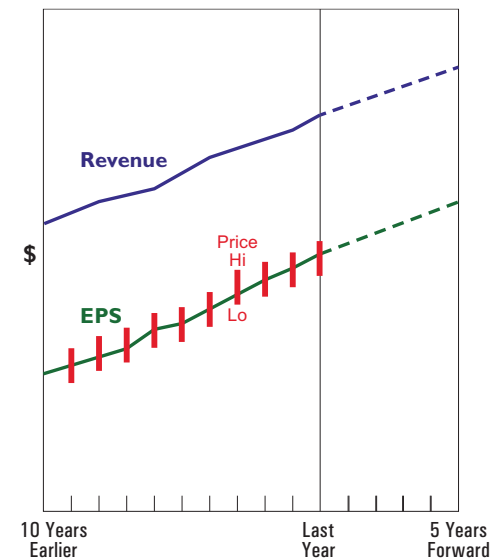
Strong historical revenue growth and future growth prospects.

**Model of a
strong earnings fundamental**



Strong growth in EPS tracking strong growth in revenues.

**Model of a
strong pricing fundamental**



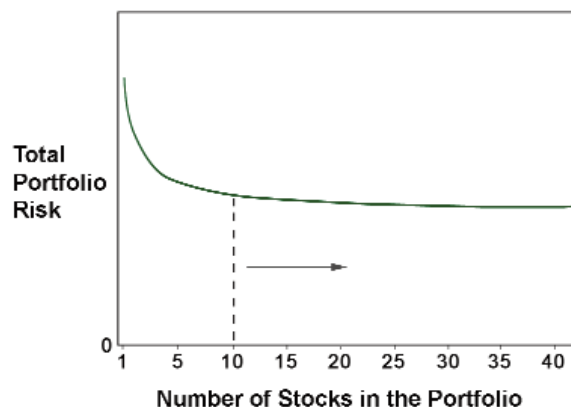
Growth in price closely tracking strong growth in EPS.

Click on the link below to see, for yourself, how quick and easy it can be to recognize companies with strong growth fundamentals and those where the fundamentals are weak.

<http://www.shareowner.com/enjoy-more-sample-education.html>

Diversify More Successfully

Diversify by sector and currency



Diversify by time

To reduce risk, build your position in a portfolio gradually, with a series of modest purchases spread over several months, quarters and even years.

Example: \$3,000 on hand to invest in a diversified portfolio of 10 stocks.

1st \$1,000

Divide evenly among 10 securities (i.e. \$100 per security).

+

2nd \$1,000

Continue buying the promising securities.

+

3rd \$1,000

Continue buying the promising securities.

+

Time (months, quarters and even years) →

A New Investing Tool for Affordable Diversification by Time

Scheduled Buying Service

Brings the mutual fund buying model to the equities world

- ▶ Monthly (or other) pre-authorized withdrawals from a bank account
- ▶ Monthly purchases of a client's pre-specified stocks and ETFs

Dollar-Based Buying

Buy stocks by-the-dollar rather than board or odd lots

- ▶ Buy whole and fractional shares, e.g. buy \$10 of Google (recent price, \$600)
- ▶ Complete dividend reinvestment to four decimals.

The Capstone Assignment

ShareOwner gives students the opportunity to try-out their education with an affordable “real-money” practice account where they can:

- ▶ **Select a diversified portfolio of at least 10 high-quality stocks.**
- ▶ **Invest as little as \$10 (maximum \$1,000) in each – using fractional shares, as required.**
- ▶ **Buy and sell stocks for up to one year, without commissions.**

Take-Home Portfolio

Stock Market Investing Course Take-Home Portfolio Planning Form

Name:
Date:

Portfolio Stake: \$5,000
Total number of securities selected: 20
Diversification by Time: invest quarterly

Diversification by Business Sector and Currency

Banking (1 of 20, 5%)

1. TD Bank (TD)

Insurance & Real Estate (2 of 20, 10%)

1. Manulife (MFC)
2. Power Corp SVS (POW)

Food & Restaurants (2 of 20, 10%)

1. Alimentation Couche-Tard (ATD.B)
2. McDonald's Corp (MCD)

Consumer Products (1 of 20, 5%)

1. Procter & Gamble (PG)

Retailing (1 of 20, 5%)

1. Canadian Tire (CTC.A)

Health Care Services (2 of 20, 10%)

1. Almost Family (AFAM)
2. Dentsply International (XRAY)

Pharma, Biotech & Life Sciences (1 of 20, 5%)

1. TEVA Pharmaceuticals (TEVA)

IT Software & Services (2 of 20, 10%)

1. Apple Inc (AAPL)
2. Oracle (ORCL)

Industrials (2 of 20, 10%)

1. Bombardier (BBD.A)
2. Toromont (TIH)

Industrial Services (1 of 20, 5%)

1. SNC-Lavalin (SNC)

Oil, Gas & Chemicals (1 of 20, 5%)

1. Airgas Inc. (ARG)

Telecom & Utilities (1 of 20, 5%)

1. Canadian Utilities (CU)

Exchange-Traded Funds (3 of 20, 15%)

1. XIN (International)
2. COW (Global Agriculture)
3. XDV (Select Dividends)

ShareOwner's Selection of 200+ Stocks and 40+ ETFs

EXCHANGE-TRADED INDEX FUNDS ("ETFs") TO STUDY

CANADA
S&P/TSX Composite Index (XIC)
S&P/TSX REIT Index (XRE)

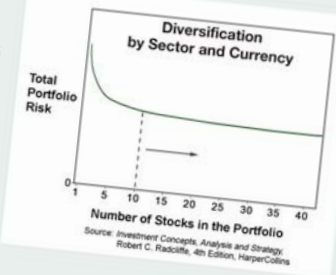
S&P/TSX REIT Index (XRE)
Index (XFN)
Index (XDV)

CDN Real Return Bond Index (XRB)
CDN Short Bond Index (XSB)
Vanguard Total Bond Market (BND)

INTERNATIONAL

	MER %
MSCI International C\$ Index (XIN)	0.49
Vanguard Europe/Pacific (VEA)	0.16
S&P Latin America 40 Index (ILF)	0.50
Vanguard European Stock (VGK)	0.18
MSCI Japan Index (EWJ)	0.56
Xinhua China 25 Index (FXI)	0.73
SPDR S&P China (GXC)	0.59
MSCI Emerging Markets (EEM)	0.72
Vanguard Emerging Markets (VWO)	0.27

Similar performance profiles



Earnings per share, stock price and valuation are available on pages that follow.

Medtronic (MDT)
Stryker Corp (SYK)

Paychex Inc (PAYX)
Total System Services (TSS)

Republic Services Group (RSG)
SNC-Lavalin (SNC)
Stantec Inc (STN)
Stericycle Inc (SRCL)
Team Inc (TISI)
W.W. Grainger Inc (GWW)

10. Health Care Services

Almost Family (AFAM)
Amedisys (AMED)
Catalyst Health Solutions (CHSI)
CML Healthcare (CLC-UN)
Davita Inc (DVA)
Express Scripts (ESRX)
Fresenius Medical Care (FMS)
Gentiva (GTIV)
Humana Inc (HUM)
Laboratory Corp of America (LH)
Catalyst Health Solutions (CHSI)
LHC Group (LHCG)
Medco Health Solutions (MHS)
Patterson Companies (PDCO)

14. IT Hardware & Equipment

Amphenol Corp (APH)
Anixter International (AXE)
Apple Inc (AAPL)
Cisco Systems (CSCO)
Dolby Laboratories (DLB)
Flir Systems Inc (FLIR)
Harris Corp (HRS)
Hewlett-Packard (HPQ)
International Business Machines (IBM)
Intel Corp (INTC)
Research in Motion (RIM)
Rofin-Sinar Technologies (RSTI)
Scansource Inc (SCSC)

18. Transportation

CH Robinson Worldwide (CHRW)
Canadian National Railway (CNR)
Canadian Pacific Railway (CP)
Kirby Corp (KEX)
Norfolk Southern (NSC)
Ryanair (RYAAY)
Westjet (WJA)

11. Pharma, Biotech & Life Sci.

Amgen Inc (AMGN)
AstraZeneca PLC ADR (AZN)
Celgene Corp (CELG)
Cytance (CYD)
Genzyme (GILD)
Novartis PLC ADR (NVO)
Pfizer Inc (PFE)
Roche Holding (RHHBY)
Teva Pharmaceutical (TEVA)
Thermo Fisher Scientific (TMO)

15. Aerospace and Defense

Boeing Co (BA)
Bombardier (BBD.A)
Curtiss-Wright Corp (CW)
General Dynamics (GD)
Honeywell International (HON)
ITT Corp (ITT)
L-3 Communications (LLL)
Lockheed Martin (LMT)
Moog Inc (MOG-A)
Raytheon Co (RTN)
Rockwell Collins (COL)
Teledyne Technologies (TDY)
United Technologies Corp (UTX)

19. Oil, Gas & Chemicals

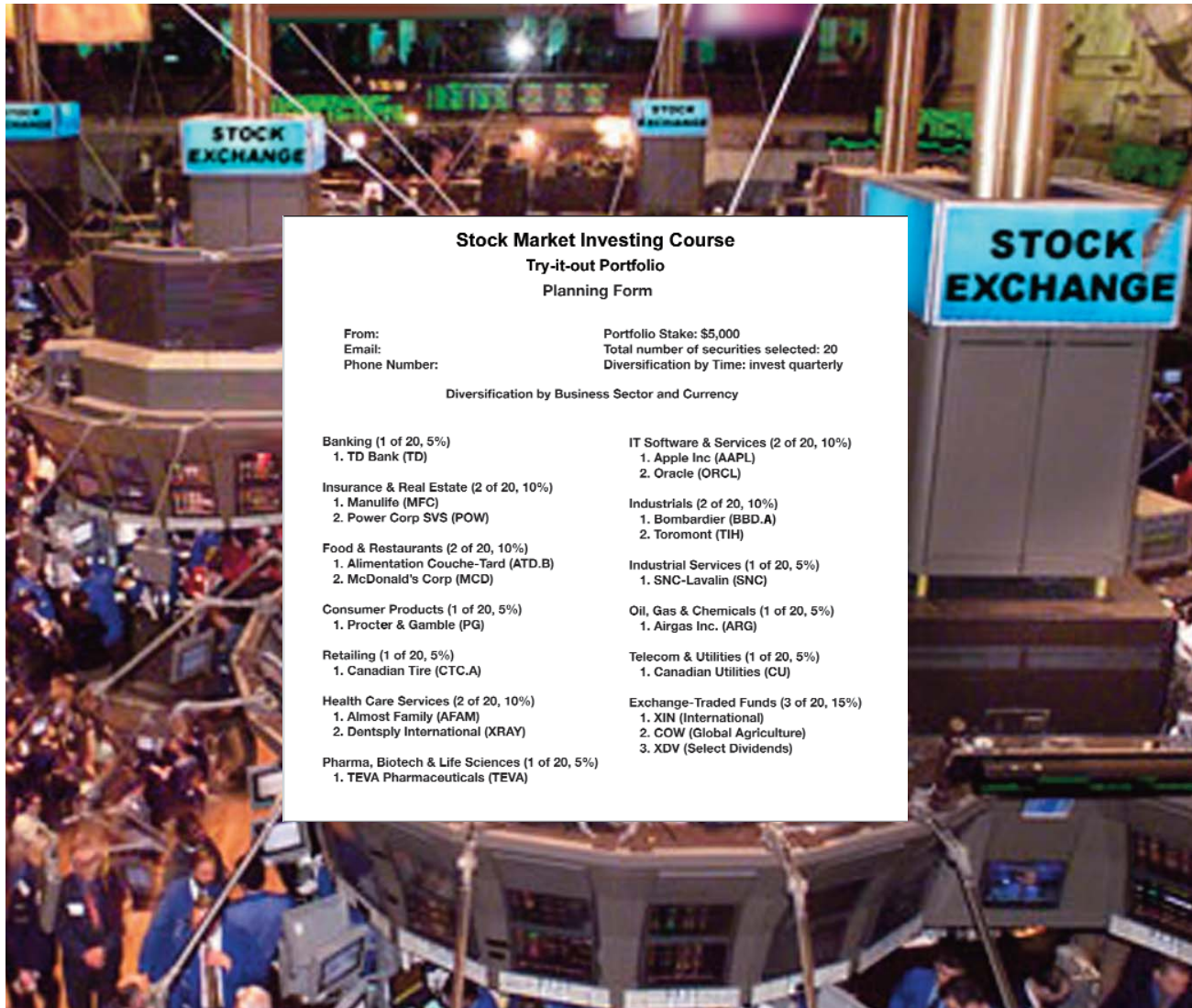
Airgas Inc. (ARG)
Air Products (APD)
Barrick Gold Corp (ABX)
Cameco Corp (CCO)
Canadian Natural Resources (CNQ)
Cenovus (CVE)
Chevron Corp (CVX)
Enbridge Inc (ENB)
Encana Corp (ECA)
Exxon Mobil (XOM)
FMC Technologies (FTI)
Goldcorp (G)
Husky Energy (HSE)
Imperial Oil (IMO)
Major Drilling Group Inc (MDI)
Methanex Corporation (MX)
Oceaneering International (OII)
Praxair (PX)
Schlumberger Ltd. (SLB)
Smith International (SI)
Suncor Energy (SU)
Talisman Energy (TLM)

16. Industrials

3-M Co (MMM)
Cooper Industries (PLC)
Crane Co (CR)
Danaher Corp (DHR)
Emerson Electric (EMR)
Flowserve Corp (FLS)
General Electric (GE)
Harsco Corp (HSC)

20. Telecom & Utilities

Buy and sell for one year, without commissions



Stock Market Investing Course
Try-it-out Portfolio
Planning Form

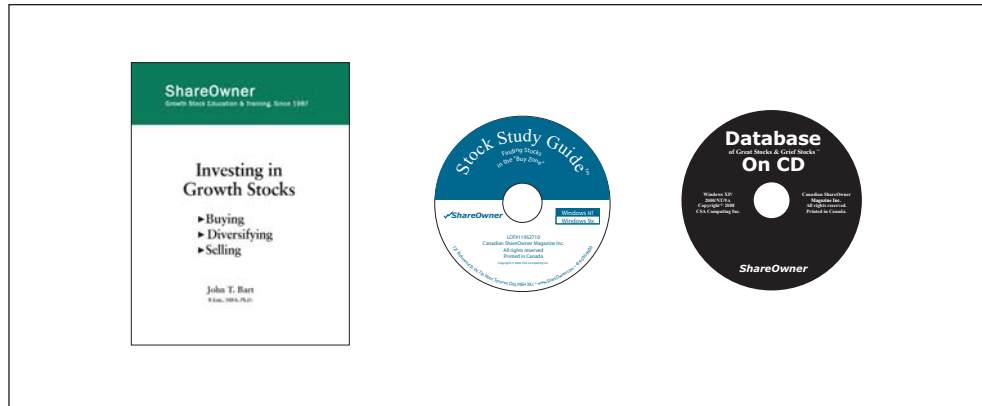
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Educational Tools

Program Text, PC Software & Database (Downloads)



Video Lessons



- ▶ Introduction to Buying Stocks
- ▶ Introduction to Building Portfolios
- ▶ Introduction to Selling Stocks

Lesson Tutorials (Monthly)



Educational Tools (continued)

Top Stock Case Studies (Downloads)



Top Stock Case Discussions (Monthly)



What Participants Say

"The course is a terrific investing experience. The video lessons and study materials were well prepared and made the concepts very clear. I liked the online tutorials and case studies; they made good Q&A forums.

Designing a personalized portfolio was a big help. Testing the portfolio with just a small investment in my stock picks was an exciting way to try out my new investing skills. Now I have the confidence to make my own decisions about the best kind of stocks for a growth portfolio."

Connie Pritchard, Secondary School Teacher

"I liked building a diversified portfolio with 16 big-name stocks that I knew from everyday living and the classroom. Because I can buy fractional shares, I'm going to keep the portfolio growing after the course ends."

Tanner Witton, 4th Year Business Student, University of Windsor

"Our investing team liked the fee-less, low-risk platform for constructing a real stock market portfolio without breaking the bank. As new investors, the potential for prizes was a nice incentive."

Amanda Kaufman, 4th Year Engineering Student, University of Saskatchewan

"The course provided a hands-on opportunity for students to learn the real-life, practical side of investing in the market. A very good model with little downside risk."

Harold Musson, Associate Professor of Finance, University of Windsor

"ShareOwner's growth stock course gave my engineering economics students a live, low-risk 'lab' to try out stock market investing. That should be a plus after graduation when they have larger sums to invest for their future."

Gordon Sparks, Professor of Civil Engineering, University of Saskatchewan