

# Portfolio Decision-Making Process

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*“Change” is the Primary Principle of our Investment Philosophy*

## Change is Viewed from Three Levels

**1** Macro Environment  
Analysis

*Change driving the  
economy* →

Identify directional shifts that determine the economic sector weightings

**2** Fundamental Analysis

*Change driving  
company and industry  
performance* →

Identify change that will drive growth in company's revenue, profitability and cash flow

**3** Valuation Analysis

*Change in the relative  
attractiveness of a  
security* →

Identify securities where positive change is not reflected in the current valuations

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