

# What's in a name?

## Avoid "Global" at all cost?

Average compounded total returns of stocks with "Global" in their names (p.a.)

Matched against benchmark index total returns (p.a.)

Underperformance

COMPOUNDED ANNUAL TOTAL RETURNS, 1996-2017	Malaysia	Singapore	Hong Kong
	-4.4%	-4.7%	-13.4%
	4.5%	7.5%	8.7%
	-8.9%	-12.2%	-22.0%

## More than even chance of underperforming

Percentage of Singapore stocks that underperform the STI each year

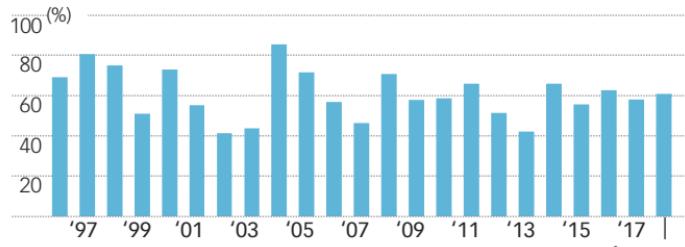


Figure 2

## Name vs returns

### WORST AND BEST NAMES

	AVERAGE COMPOUNDED ANNUAL RETURN (1996-2017)
ENERGY	-18.5%
CHINA	-12.8%
RESOURCES	-12.4%
INTERNATIONAL HOLDINGS	-9.9%
GROUP	-6.7%
GLOBAL	-4.7%
FOOD	-4.4%
SINGAPORE	1.2%
CORPORATION	2.2%
TRUST	5.2%
UNITED	6.0%
REIT	7.5%

## "Global" is worse than the average stock!

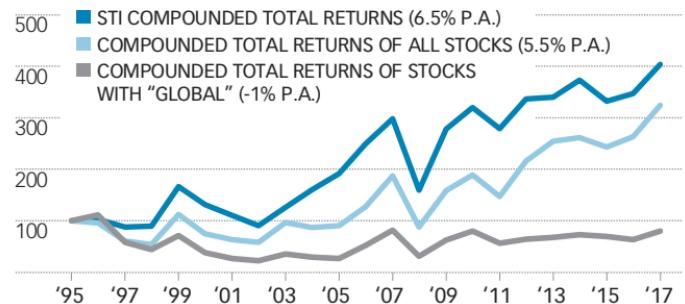


Figure 3

Figure 1