

What's in a name?

Avoid "Global" at all cost?

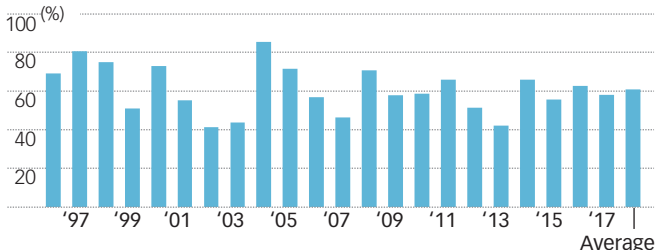
Average compounded total returns of stocks with "Global" in their names (p.a.)
Matched against benchmark index total returns (p.a.)
Underperformance

Figure 1

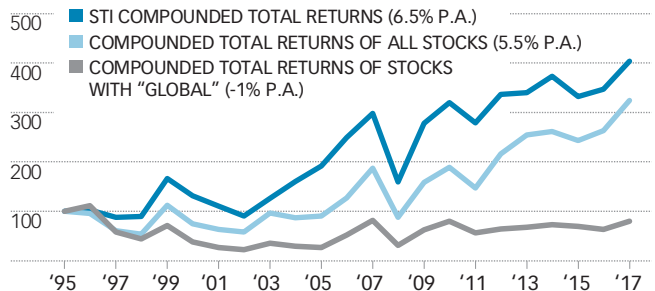
COMPOUNDED ANNUAL TOTAL RETURNS, 1996-2017		
Malaysia	Singapore	Hong Kong
-4.4%	-4.7%	-13.4%
4.5%	7.5%	8.7%
-8.9%	-12.2%	-22.0%

More than even chance of underperforming

Percentage of Singapore stocks that underperform the STI each year



"Global" is worse than the average stock!



Name vs returns

WORST AND BEST NAMES

Figure 4

AVERAGE COMPOUNDED ANNUAL RETURN (1996-2017)

ENERGY	-18.5%
CHINA	-12.8%
RESOURCES	-12.4%
INTERNATIONAL	-9.9%
HOLDINGS	-6.7%
GROUP	-5.7%
GLOBAL	-4.7%
FOOD	-4.4%
SINGAPORE	1.2%
CORPORATION	2.2%
TRUST	5.2%
UNITED	6.0%
REIT	7.5%