

Common characteristics of investment styles

	GROWTH	VALUE	YIELD
Dividend payout		✓	✓
Capital appreciation potential	✓	✓	
Revenue growth	High	Stable	Stable
Company age	Young	Varies, usually mature	Mature
Typical sectors	Tech, Biotech	Varies	Utilities, Reits
P/E ratio	Higher	Lower	Lower
P/B ratio	Higher	Lower	Lower
Investor profile	Aggressive	Moderate	Conservative