



momentum
securities

Investing in shares

A practical introduction

Asking the right questions

What should I buy?



Experienced chef

Fundamental analyst

When should I buy?



Prime location

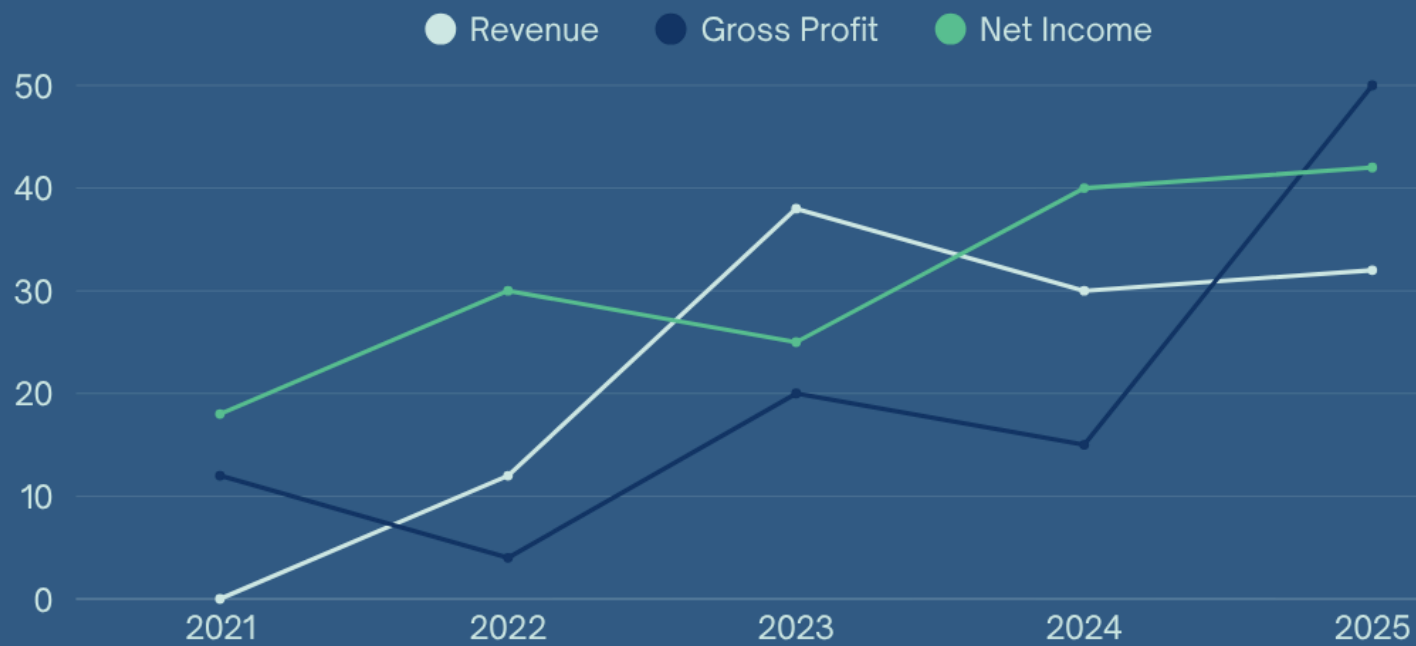
Technical analyst





Big picture

- 1 Find strong companies
- 2 Decide when to enter
- 3 Combine both into a strategy



Fundamental analysis



Is it profitable?

Revenue and income
Catering and private events
Delivery platform commissions



Is it financially stable?

Debt levels
Custom packages for corporate
and private catering



Is it growing?

Management quality



Competitive advantage

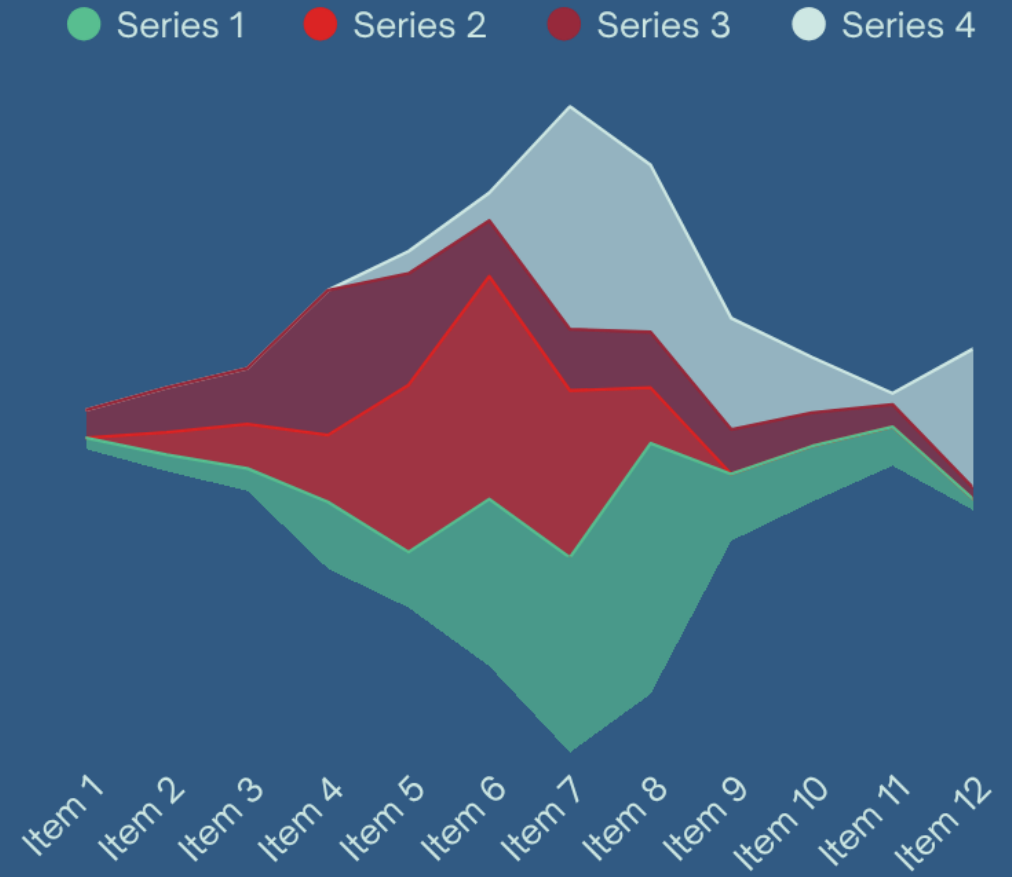
Industry position





Technical analysis

- 1 Trends
- 2 Support and resistance
- 3 Volume patterns
- 4 When is the best time to sell?





What? | When?



Why both?

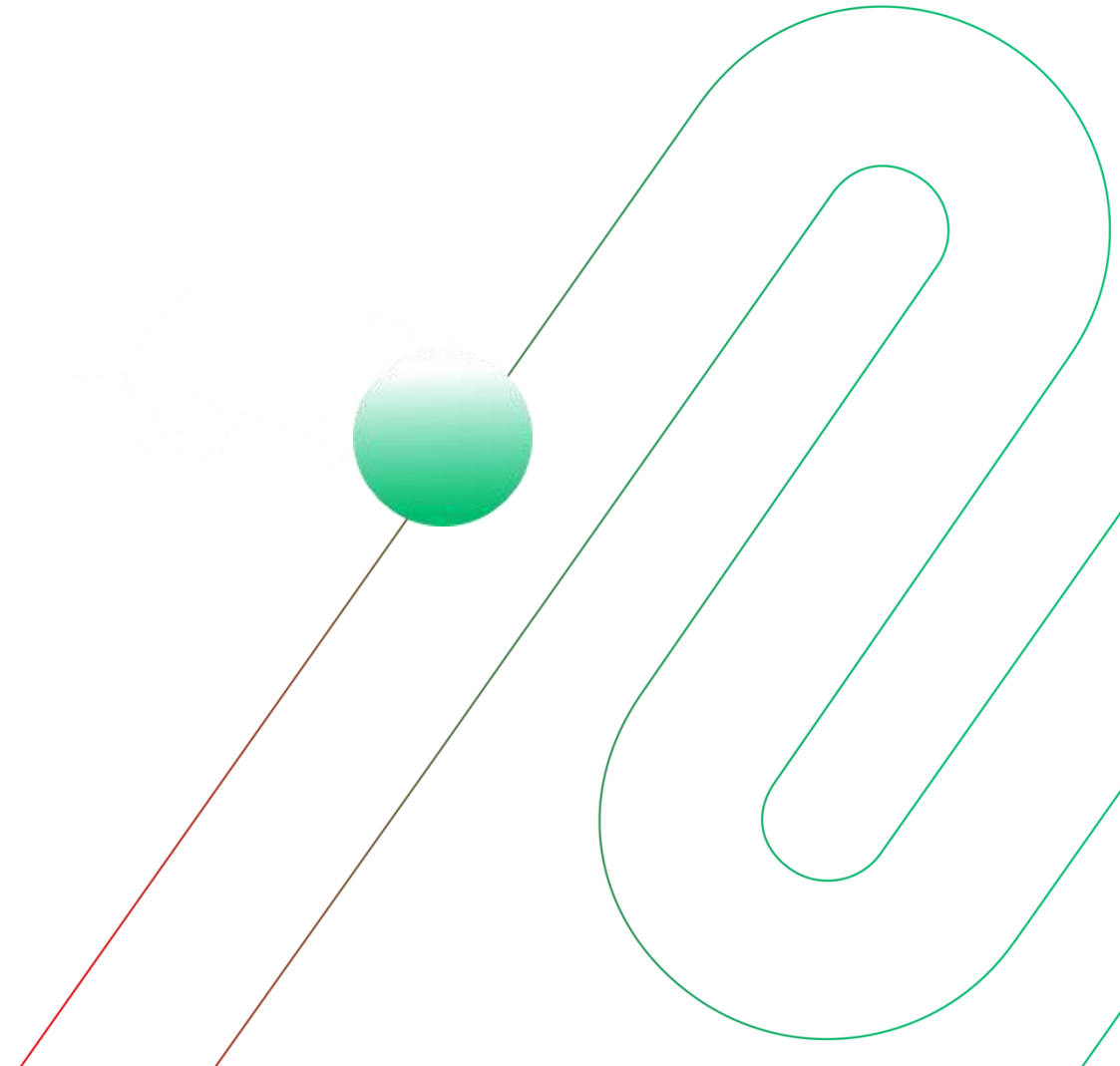


Strong companies

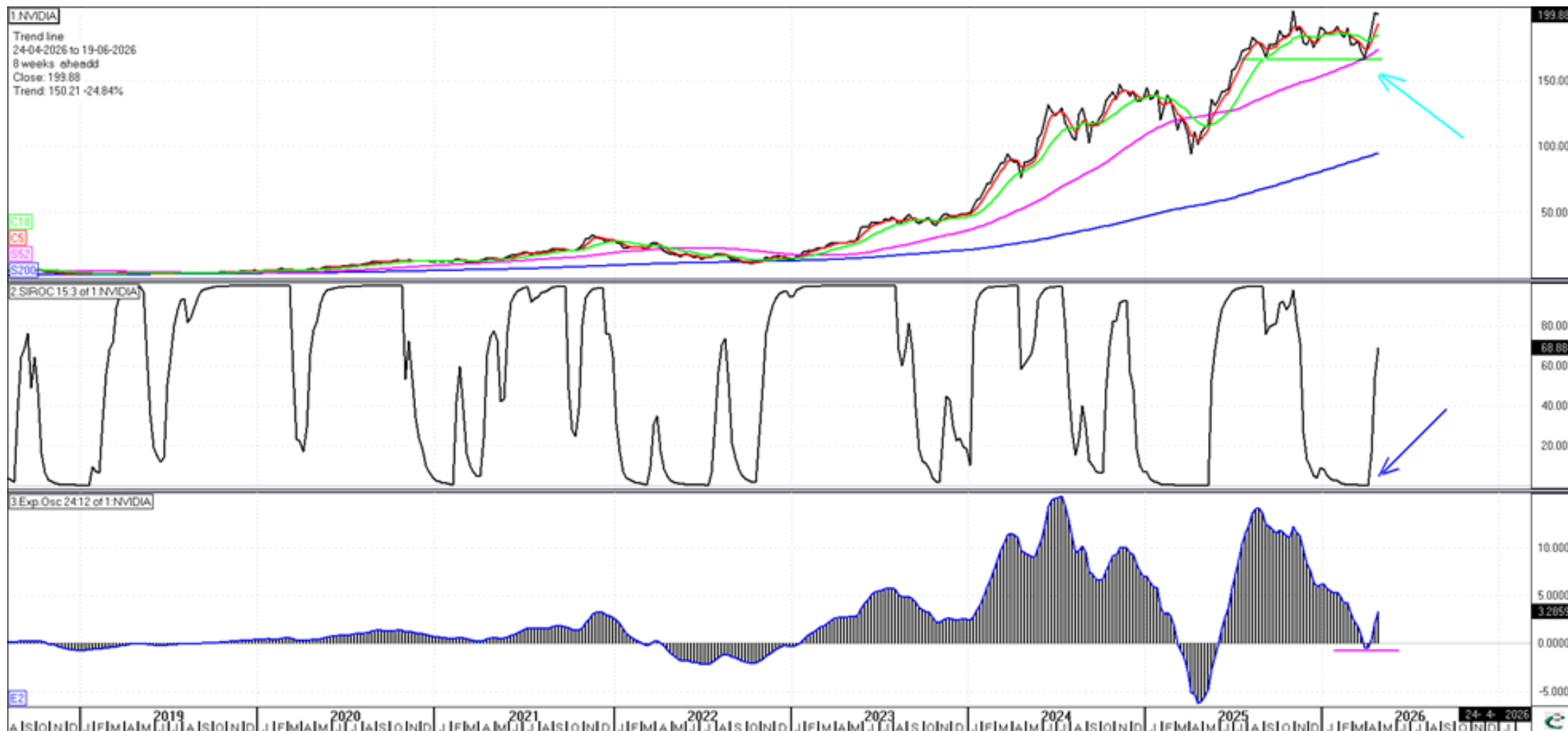
Enter at better prices

Reduced risk

Guessing vs structured approach



Nvidia weekly graph



Sasol monthly graph



Simple strategy



Remove the emotion and introduce structure

- Use fundamentals
- Use technicals
- Combine both



Common mistakes



1

Chasing hype

2

Emotional buying

3

Ignores timing





Our team



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