

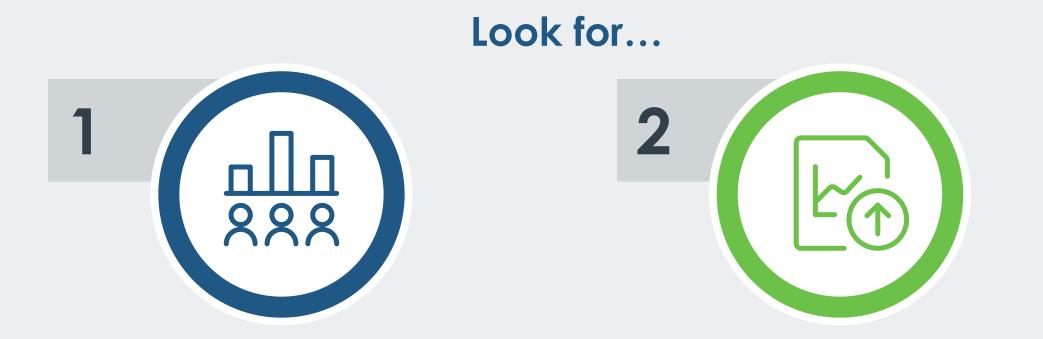
# The power and potential of contrarian investing

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## What is contrarian investing?



# Stocks that are out of favour, forgotten, unloved.

Situations that will improve over the next two to three years.

For illustrative purposes only.

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#### Human emotions: Fear

Fear of loss	Fear of sticking out	"Sounds bad"
	Safety in numbers	Dangerous situation





#### Human emotions: Needs

Recognition	Superiority	Attractiveness
	Helps establish hierarchy	Makes people feel better



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