



EDISON

BRILLIANT KNOWLEDGE

THE IMPORTANCE OF EQUITY RESEARCH

Equity research is the bedrock of investing, it provides valuable insights and analysis to investors, traders and financial institutions.

It is the oxygen to an investment story that leads to activity and stock liquidity.



RESEARCH PROVIDES CONTEXT

Equity research leads to informed investment decisions

Equity research will highlight interesting investment opportunities.

The provision of in-depth analysis of companies, industries, and market trends helps investors make informed decisions.



MARKET EFFICIENCY AND TRANSPARENCY

Equity research contributes to the efficient functioning of capital markets by analysing and disseminating information about companies, reducing information asymmetries, and enhancing market transparency.

The better investors understand businesses the more likely they are to trust it. Trust, both intrinsic and perceived is a critical denominator for investment decisions.



COMPANY INSIGHTS

Detailed insights on company fundamentals, its operations, management structure and the outlook for its industry.

Good equity research will clearly and succinctly evaluate the intrinsic value of a company or asset class based on various factors such as; financial performance, industry comparisons and growth prospects.

Including detailed analysis of revenue, earnings and debt levels.



MARKET INTELLIGENCE BUILDS TRUST

Equity research will look at macroeconomic influences, regulatory environments, geopolitical landscapes, all of which can influence a company's performance and by association its stock prices.

The better informed an investor is and the more they understand and measure the impact of broader market trends and other developments that may affect their investment decisions the lower the risk profile they will associate with an investment.

This helps lower the overall cost of capital.



CREATE A VALUATION

Equity research helps investors identify companies with strong growth potential and sustainable competitive advantages.

This information is essential for investors looking to evaluate a current price per share in relation to the long-term outlook.



RISK MANAGEMENT

Through thorough analysis, equity research helps investors identify and assess risks associated with specific stocks or sectors.

This enables them to manage their portfolios more effectively as they aim to outperform their benchmarks.



INFORMATION ADVANTAGE

Access to expert analysis provides an information advantage: Our reports are prepared by experienced analysts who specialise in specific industry verticals and sectors.

Investors leverage this expertise to gain valuable insights and perspectives that provide an information advantage.

This knowledge will not be readily available through other sources.



ENCOURAGES LONG-TERM INVESTING

Equity research encourages long-term investing habits.

As it assists investors in identifying high-quality companies with sustainable competitive advantages and growth potential for long-term wealth accumulation.



SUMMARY

Equity research provides valuable information and analysis that helps investors make informed decisions, manage risk and maximise their returns.

It serves as a fundamental tool for anyone involved in the financial markets.

