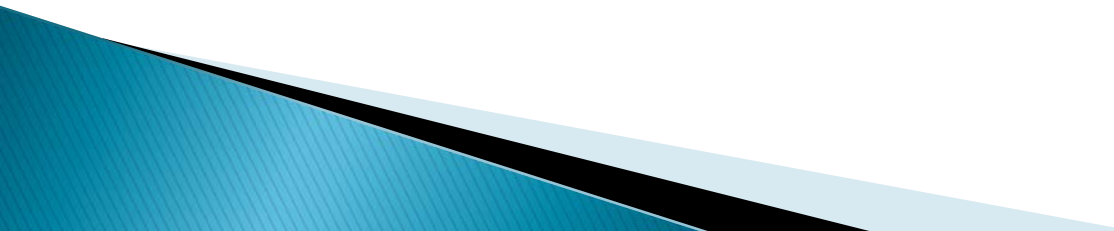


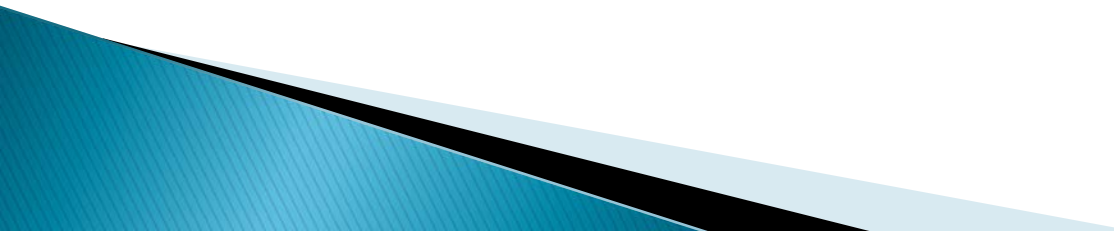
# VALUE INVESTING IN BUSINESSES WITH BUILT TO LAST CHARACTERISTICS

April 13, 2016  
Toronto  
David L. Sokol

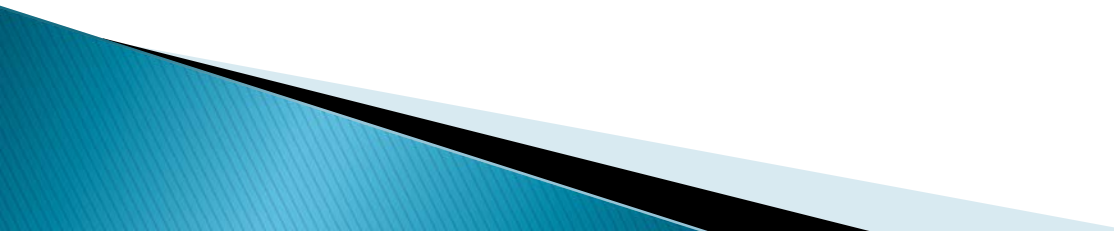
# Ben Graham / The Intelligent Investor:

- ▶ Think For Yourself
  - ▶ Understand What Equity Markets Are And Are Not
  - ▶ Fundamentals Always Matter
  - ▶ Separate “Facts” and “Real Issues” From “Prophecy”
  - ▶ Find An Acceptable Margin Of Safety
  - ▶ Avoid Emotional Decision Making
- 

# Ayn Rand / Atlas Shrugged:

- ▶ Businesses Exist In A Changing World With Multiple Forces Pulling Upon Them....Not All Of Which Are Rational
  - ▶ The Quality Of Management and Governance Of A Company Is Overwhelmingly Influential In Long Term Outcomes
  - ▶ Change Must Be Constantly Embraced, Nurtured And Expected Within An Organization
- 

# Balance Is Critical To Sustainability!

- ▶ CUSTOMERS– A Company must deliver the benefit of the bargain. A Quality product, on time and at an agreed price
  - ▶ EMPLOYEES– Deserve fair and competitive compensation, benefits and training in exchange for a quality and efficient work product
  - ▶ INVESTORS– Entitled to a fair and consistent return on their debt or equity investment
  - ▶ SOCIETY– Expects that its laws and regulations will be observed and complied with
- 

**OPERATIONAL EXCELLENCE  
IS THE ONLY WAY TO  
MAINTAIN BALANCE AMONG  
THESE FOUR OBLIGATIONS**