

RECOGNIZE OPPORTUNITY. REALIZE PROFIT.



Value Analyzer™

# Value Investing Principles

*The Recognia Value Analyzer™ is a web-based investment research application intended to provide analysis tools and investment ideas to investors favouring value investing. For the on-line broker, Value Analyzer provides actionable investment research to drive trading volumes and gives account holders the confidence they need to manage their own investments.*



Value investing is an investment style favored by many of the world's greatest investors – Warren Buffet, Peter Lynch, Benjamin Graham and others have all followed principles of value investing. At its core, value investing advocates that investors look for companies with long histories of stable and growing revenues, low debt, consistently increasing dividend payouts and most importantly, a stock price which is in line with its “fair value”.

## Value Analyzer

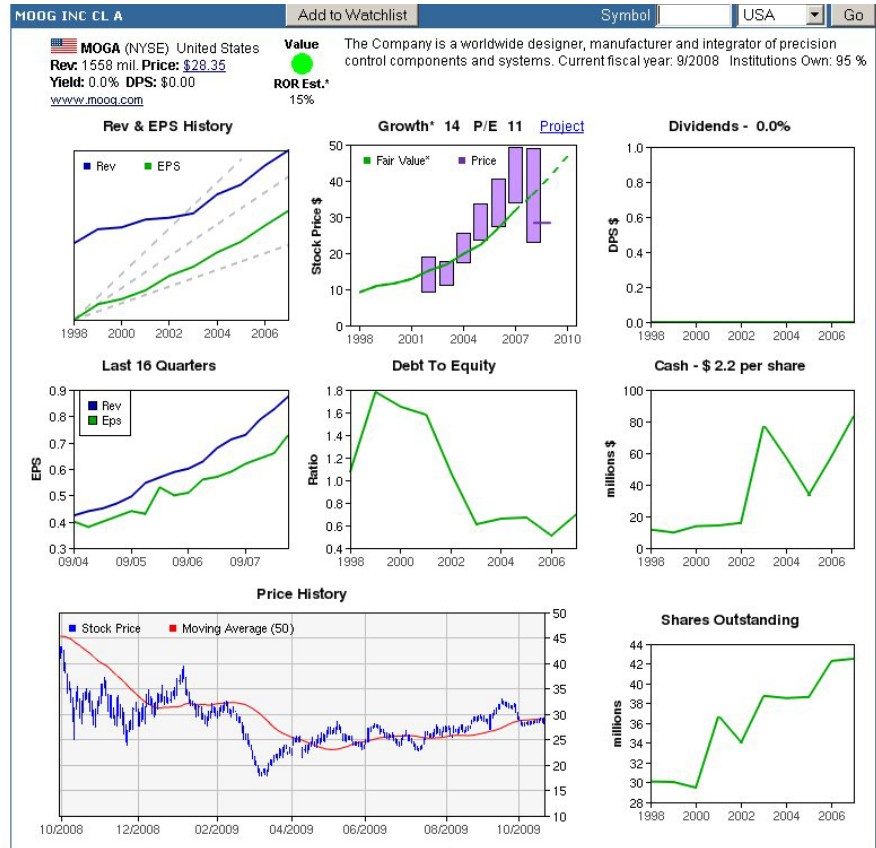
The Recognia Value Analyzer provides investors with a simple, intuitive view of all the key value investing metrics for a particular stock, all on a single page. The Value Analyzer's value indicator analyzes all the key criteria then provides a simple traffic light indicator to show whether the stock matches the relevant value investing criteria. Value Analyzer also provides a list of pre-screened investment ideas which are updated daily and organized by industry sector. Finally, Value Analyzer also includes educational content to teach novice investors about value investing and how to get the most out of Value Analyzer. By removing much of the emotional aspect of investing, Value Analyzer helps investors make better decisions and achieve better performance in their self-directed accounts.

Test-drive our solution today: <https://testdrive.recognia.com>

The Recognia Value Analyzer is an investment research tool which makes it easy for the average investor to select and manage a portfolio of value investments and to feel confident in their decisions.

*“Our clients love your product – it’s an important part of what makes them happy with TradeKing, so thank you.”*

*Donato A. Montanaro  
Chair and CEO,  
TradeKing*



## Benefits to the On-line Broker

For the on-line broker, Value Analyzer provides daily investment ideas to drive trading volumes. Furthermore, Value Analyzer empowers investors with the confidence to take control of their investments. This in turn enables them to make more trades and enhances their loyalty to the broker and their services.

## About Recognia

Recognia is the industry leader providing actionable investment research products for on-line brokers. Our compelling product suite increases account-holder activity by offering dynamic and action-oriented trading ideas to all trader types. It provides daily updates on more than 50 exchanges worldwide including stocks, ETFs, indices, Forex, commodities and futures. With more than 20 million provisioned accounts worldwide, Recognia products service the largest and most successful on-line brokerage firms and institutions including; Bloomberg, Fidelity, Saxobank, E-Trade, HSBC, ICICI Direct and Kotak Securities to name a few.



[www.recognia.com](http://www.recognia.com)

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