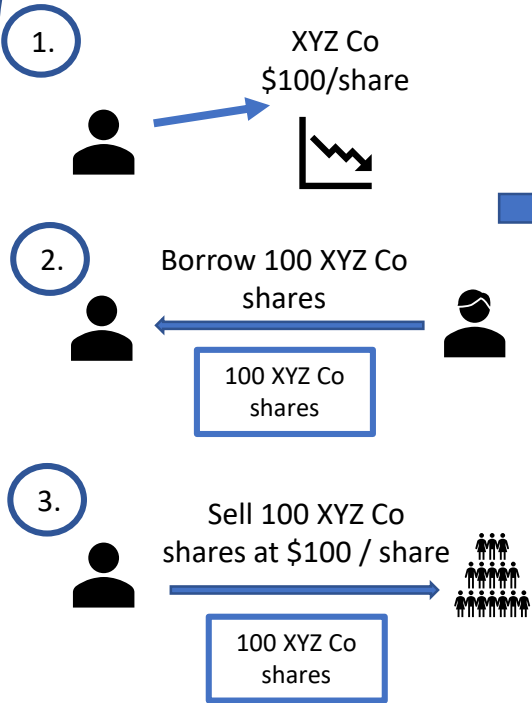


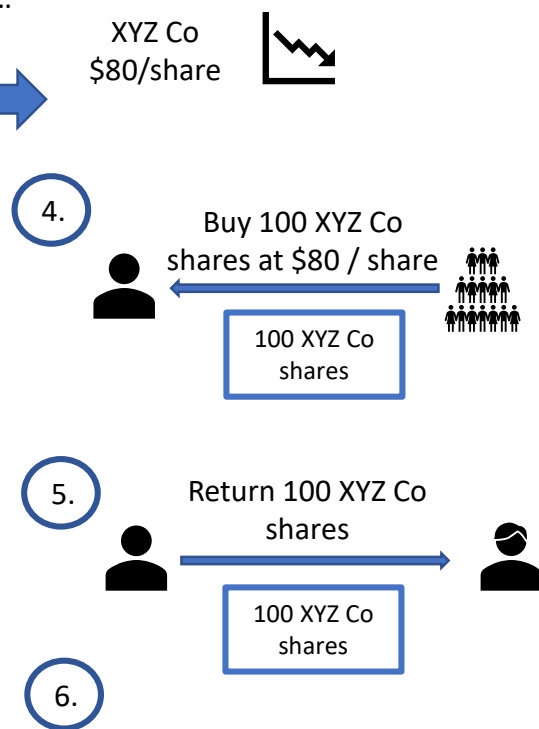
What is short selling on the stock market?

Short Selling – Day 1



Time passes ...
Price drops

Short Selling – Day 30



How Short Selling Stock Works

1. You expect the share price of XYZ Co to drop.
 2. You borrow 100 XYZ Co shares from a broker.
 3. You sell 100 XYZ Co shares at \$100 per share.
- Time passes... the price drops
4. You buy 100 XYZ Co shares at \$80 per share.
 5. You return 100 XYZ Co shares to the broker.
 6. Your account is settled.

Action		Account
Sell	100 XYZ	+\$10,000
Buy	100 XYZ	-\$80,000
Fees	Interest & commission	-\$100
Balance		\$1,900

What you need to Short Sell stock

- A brokerage account that is approved for margin trading.
- A robust risk management approach.