

THINK GLOBAL.

Most investors would be familiar with the adage 'past performance is not a reliable indicator of future performance' that suggests buying yesterday's top stocks will not guarantee impressive future returns.

If you are an investor fully invested in Australian shares, you may be relying on the historically strong performance of the Australian share market and limiting your investment opportunities.

Whilst there are obvious benefits for investing domestically, we believe it is the right time to rethink portfolio allocations of domestic versus global.

OPPORTUNITY TO DIVERSIFY

Did you know that Australian listed companies represent only 2% of world share market capitalisation?

While the Australian share market offers some excellent investment opportunities, it makes up less than 2% of the world's total by market capitalisation.

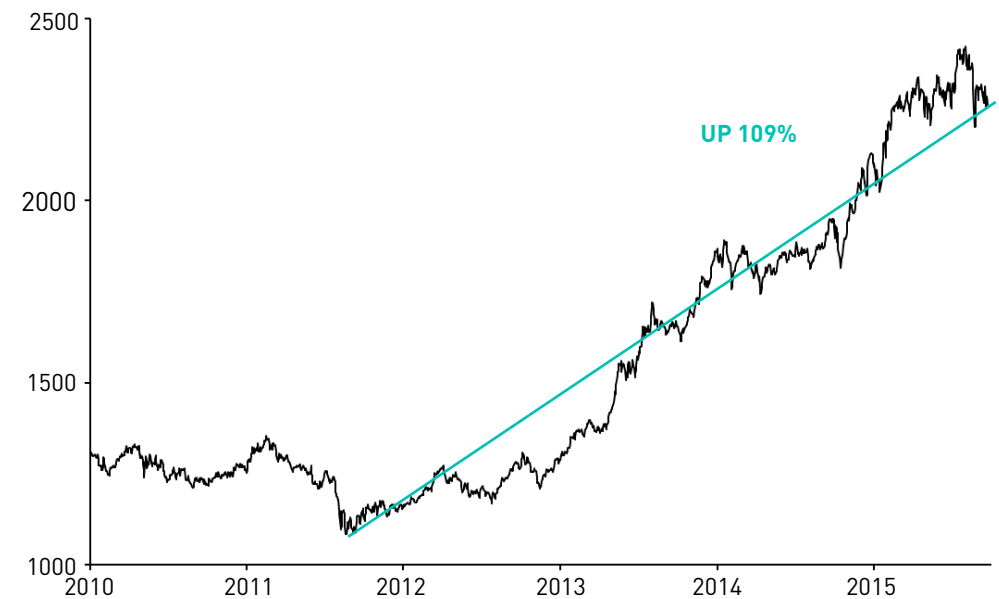
The chart shows that the ASX 200 is up 32% from its low point in 2011 but the more diversified MSCI World Index has soared 109% over the same period.

FIGURE 1: THE AUSTRALIAN SHARE MARKET (S&P / ASX 200 SHARE PRICE INDEX)



Source: Bloomberg

FIGURE 2: THE GLOBAL SHARE MARKET (MSCI ALL COUNTRY WORLD INDEX; AUD)



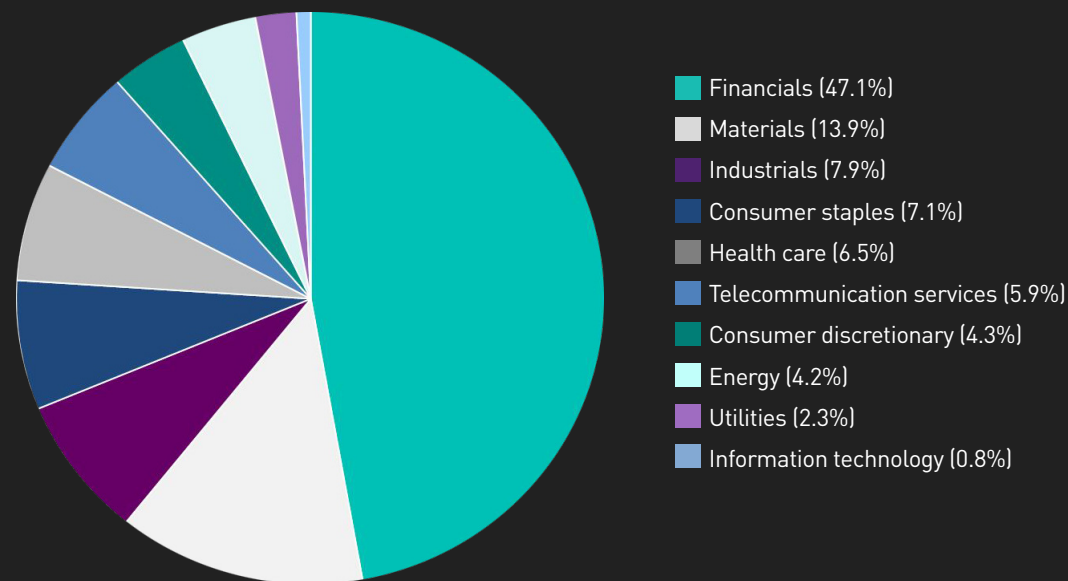
Source: Bloomberg (the AUD exchange rate averaged US95 cents over the period)

OPPORTUNITY TO DIVERSIFY

If you are only invested in the Australian share market, it means you are concentrating your equity investments into 2% of the world share market with limited exposure to the various sub-sectors.

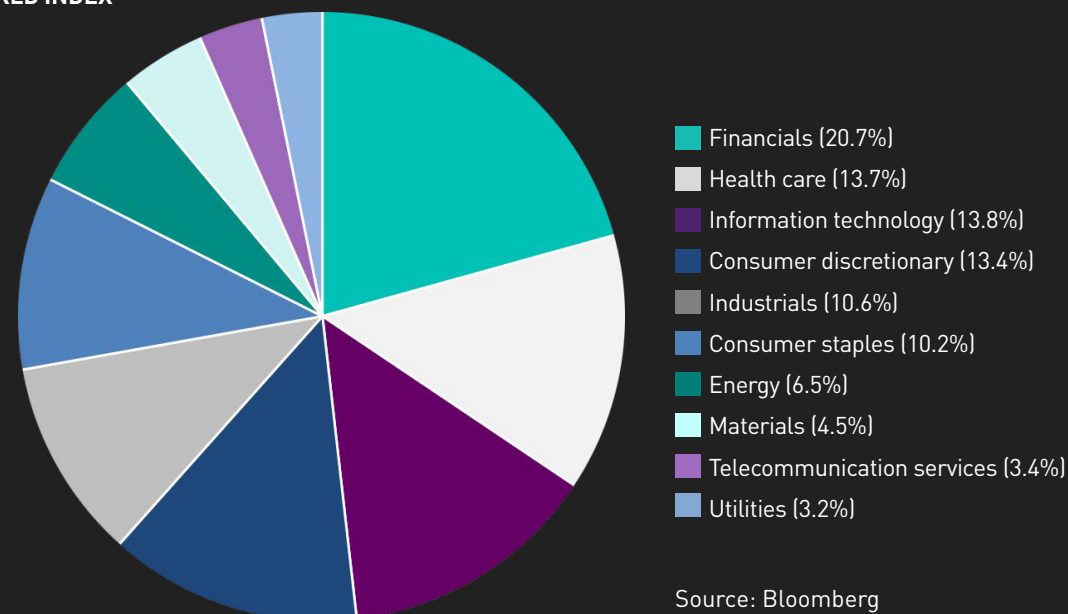
The charts (right) show that Materials and Financials comprise over 60% of the S&P/ASX 200 index versus a much more diversified MSCI world index.

FIGURE 3 : ASX 200 INDEX



Source: Bloomberg

FIGURE 4 : MSCI WORLD INDEX



Source: Bloomberg

HOW WE CAN HELP

Bell Potter's international equities service enables you to directly invest in equity markets across all major exchanges around the globe.

There are many names, products, sectors and opportunities that Australian investors simply cannot get exposure to within the ASX.

International investing exposes you to businesses and brands you know, such as Google, Microsoft or Apple.

We allow you to trade international shares simply and quickly, just like you do for Australian shares - all you need to start trading is an active domestic account.

For more information about our international equities service please contact your Bell Potter adviser or call 1300 0 BELLS (1300 023 557).

KEY FEATURES

- Individually tailored advice and solutions
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 - Research from Bell Potter, Citi and Morningstar covering over 1600 international securities
 - Dividends are paid in Australian dollars or foreign currency of choice
 - All buy and sell orders are settled in Australian dollars or foreign currency of choice
 - A margin lending facility is available
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