

Dear Valued Investor,

**Introducing Lake District Investment (LDI) Limited**

We have pleasure in formally introducing to you Lake District Investment Limited (LDI) in order to provide capital market services to your esteemed self.

At Lake District Investment (LDI) Limited our passion remains enabling the financial growth of our clients. We are professionals with dynamic and intelligent approach to capital market investments. We provide our clients with a variety of capital market instruments. Such instruments include private placements, listing or introduction offers, IPOs and secondary offers.

Our recommendation and guideline on Zenith Bank and FCMB have further strengthened our clients trust in our expertise. We work with our clients by facilitating the purchase of stocks, timely collection of share certificates and sale of their allotments to benefit from the natural hike in prices in the immediate period following listing of new stocks.

Our laudable performance extends to both the primary and secondary segments of the Nigerian Stock Exchange. Our approach in the primary market is tactical whilst that of secondary market is a total and unflinching concentration on companies with strong business values demonstrated in good and sustainable performances in terms of the quality of their net cash inflow and earnings.

We keep our clients updated with capital market developments and opportunities through our email and GSM enabled *stock flash*.

***LDI Investment Products***

This range of investment products is better suited to fulfil the investment yearnings of our existing and new clients (individual and corporate investors).

LDI intelligent products include:

1. Intelligent Trading (IT)
2. Intelligent Growth Plan (IGP)
3. Intelligent Growth Accelerator (IGA)

### ***Intelligent Trading (IT)***

Investment in shares for short term gains. This product requires the application of market intelligence and knowledge, and leveraging of price trend to generate profits which are immediately reinvested. It is a product designed to meet the requirements of investors for quick and frequent turnover of their investments. Various capital market investment instruments are applied to achieve the core objective of increasing investors' worth.

### ***Intelligent Growth Plan (IGP)***

Investment in stocks with long term growth potentials. Stocks that fit into the IGP description are added to client's portfolio at the point in the financial calendars when their prices are adjudged reasonable for purchase (based on contemporary analysis and information).

To fit into the IGP stock description, a stock must have, over the last 10 years, exhibited features including yearly dividend payment, high dividend yield, regular split or bonus issue and high earnings yield, and strong cash and earnings potentials in the future. Examples of companies that fit this description are UACN, First Bank Nigeria Plc, Cadbury Nigeria Plc, Oando Plc, Guinness and Nigerian Bottling Company Plc.

We continue to monitor the performances of companies in line with their compatibility with IGP description. New stocks are added to the list whilst stocks that no longer meet the requirements are deleted. Examples of additions in recent years include Guaranty Trust Bank Plc and Zenith Bank Plc.

### ***Intelligent Growth Accelerator (IGA)***

This product combines the qualities of intelligent trading (IT) and intelligent growth plan (IGP). It is designed to create a hybrid investment portfolio of stocks with long term growth potentials and short term trading opportunities. It also leverages opportunities through capital market instruments to accelerate a stock value.

### ***The Next Step***

We will very much appreciate meeting with you to discuss your investment requirements and how we can work with you toward their fulfilment.