

KALKINE MEDIA MAGAZINE

December 2022



- **RISHI SUNAK: POOR UK'S RICH PM**
- **TWITTER'S PAID BADGE SERVICE**
- **THE FUTURE OF MINING**
- **ALL ABOUT SOLEUS PUSH UP**

ABOUT KALKINE GROUP

Kalkine Group is a prominent name in the subscription sales & media lines of business. A renowned equity market research, investor relations, and media house firm, Kalkine Group caters to the share markets of Australia, the UK, Canada, the United States, and New Zealand. The company is also eyeing the growing Ireland market.

Kalkine Media provides trending and live news articles about listed companies belonging to diverse sectors and market commentaries. Interestingly, Kalkine Media also operates on the model of Advertiser – a Publisher firm under its B2B umbrella, providing a dedicated platform to the subscribed clients to leverage various offerings like exclusive banners, sponsored article coverages, videos, and podcasts.

Periodic investor-focused events and webinars provide a crucial platform for several listed players/private companies to present their business vision amidst broader industrial landscape and interact with a core audience including Brokers, Fund Managers/ SMSF Investor Managers, Sophisticated Investors, Senior Business Executives, and Retail Investors.

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Team Kalkine Media comprises specialists, including equity, currency, commodity, and economic analysts providing in-depth and unbiased up-to-date analysis. The team of analysts, sector-specific journalists and editors has hands on experience in developing industry breaking and trending equity and economic news. The team strives to work on the vision of establishing a strong foothold, primarily as a reliable media firm.



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KUNAL SAWHNEY

Founder & CEO



Kunal Sawhney is the Founder & CEO at Kalkine Group and is a richly experienced and accomplished financial professional with a wealth of knowledge in the Australian equities market. His knowledge, skillset and vision provided all the perfect ingredients required to start one of the fastest growing equity market research firms across Australia. This was further supported by the aim of channelising energy and enthusiasm towards the stock market into a leading media research firm.

KALKINE GROUP FOOTPRINT



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Note From The EDITOR

Happy December! The holiday season is upon us, and this seems like the perfect time to reflect on the year gone by and plan for the coming one. This month, the Kalkine Media crew hopes to inspire you with great stories and insights. Happy reading!

We begin with the UK, where the economy appears to be in crisis following the disastrous prime ministership of the tax-cutting daydreamer Liz Truss. Rishi Sunak has now become the new Prime Minister. In the December issue of the Kalkine Media magazine, we track Sunak's trajectory towards the premiership and explore the challenges facing him and the UK. Though the intricacies of Rishinomics are still not clear and it is too early to judge, we present the cocktail of facts, expectations, and possibilities as things currently stand.

Australia's educational technology (Edtech) sector is a bright spot, with participants like Cluey Ltd (ASX:CLU) reshaping the field of tutoring. Many activities are shifting to the virtual world, and in Australia, Cluey is leading the transition in the Edtech sector by connecting learners with tutors through a web-enabled, internet-powered interface. The ASX-listed player is a valued Kalkine Media

client featured in this issue.

Is one of the earliest moves of billionaire Elon Musk following his Twitter takeover – making the verified badge service paid – reasonable? In a bid to cut costs, Musk has taken a slew of measures, including 'layoffs' and 'no free food'. There would be a definite impact of these actions on the income statement (cost of operations) of Twitter. But not all costs can be cut, and not each and every service be made paid. Is there a precedent that can justify Twitter's now-withdrawn decision to charge for the coveted blue badge? Find out in an insightful piece in the December issue.

Mining operations have seen vast improvements in the last century. However, the current time and conditions call for novel approaches to decarbonise the planet and make mining a safer and more sustainable endeavour. In the article 'The future of mining', learn more about the future mining seems to be heading towards.

Our modern lifestyle, where we have to spend long hours at a desk, appears to have aggravated the problem of obesity. What may come as a surprise to many, however, is that there is an easy and effective way to lose weight while sitting

at a desk. The soleus muscle push up, discovered at the University of Houston, might increase the local oxidative metabolism, enhancing blood glucose management and aiding weight loss. Learn how you might be able to burn fat and combat obesity while sitting at your desk in an article in this issue of the Kalkine

Media magazine.

Hope you enjoy this issue as much as we enjoyed creating it. For more insights and suggestions, write to us at info@kalkinemedia.com. See you in 2023!

Stay Apprised, Invest Wise!



Kiara Khanna



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01

RISHI SUNAK: POOR UK'S RICH PM



By Peeyush Bhatt

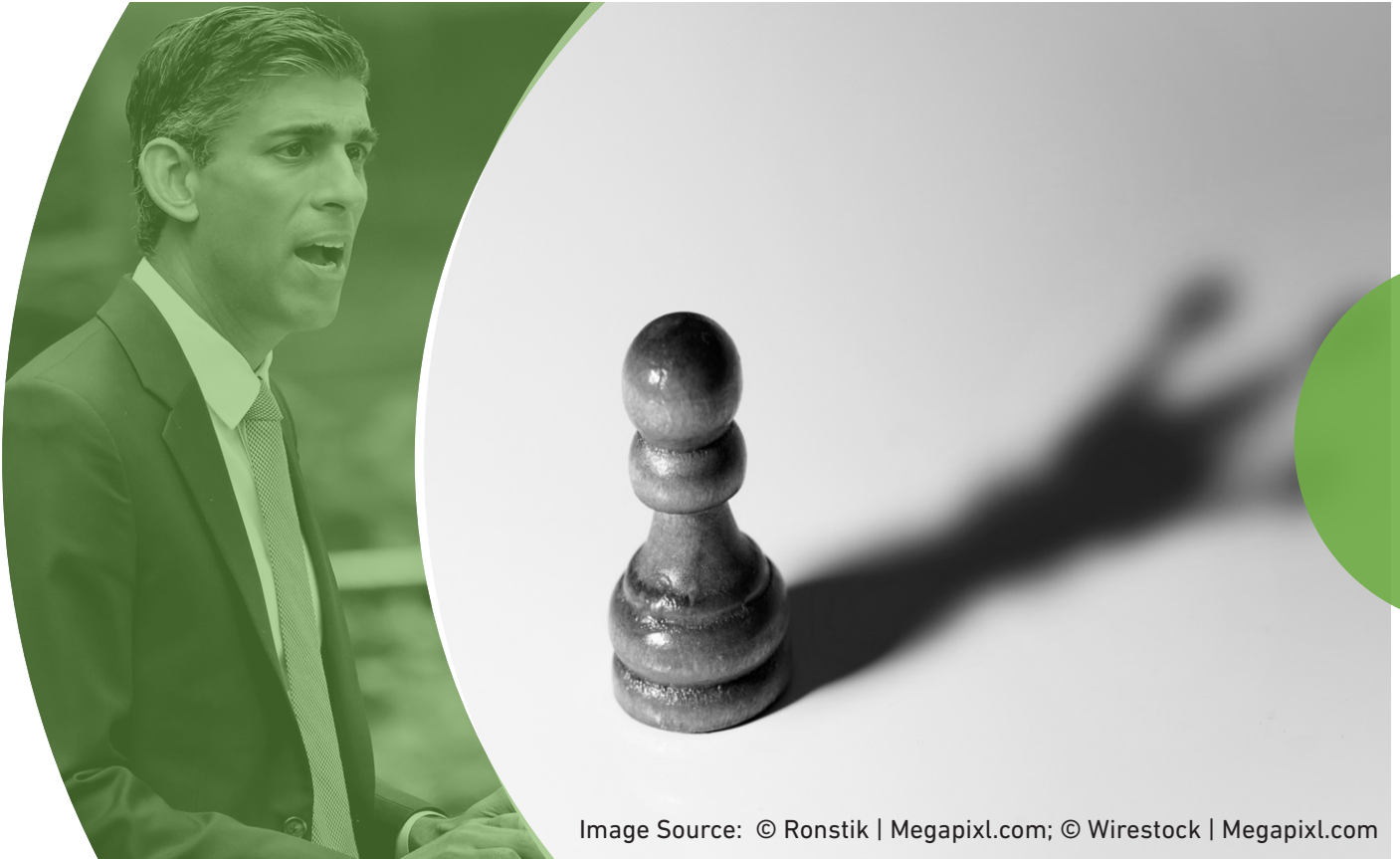


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A megarich fortune holder with net worth exceeding that of the King himself, ex-banker Rishi Sunak will be steering the UK ship for two years as he becomes the 57th UK Prime

Minister. In a span of just six years, he happens to be the fifth prime minister right after the much-booded Liz Truss. He also has the distinction of being a third PM in only 50 days.

The beginnings in the failing and ailing economy

A silver lining is that he has countered economic crisis in the past.

Not long back when he was the Chancellor of the Exchequer, the UK's title for its chief finance minister, Sunak steered the UK through the COVID-19 pandemic. He took a host of steps to revamp the economy by a hearty furlough program – the first of its kind the UK had witnessed, business

loans, and the unforgettable Eat Out to Help Out program to keep the hospitality industry afloat.

However, this economic stimulus had come at a huge price for the government, and many opined the Eating Out program had done more bad than good by upping the COVID-19 spread.

At odds with Truss' economic plan

Good for Sunak, he was one of the early doubters of the economic plan Truss rolled out in September, which revolved and revolved and revolved around 'unfunded' tax cuts of

mammoth proportions to the tunes of US\$48 billion.

In his warning shot, he referred to the plan as 'fantasy island economics'

since Truss gave no clarity how such a gargantuan tax cut would be funded. This plan was also dissed by investors, the IMF, and several credit rating agencies.

While like Truss, Sunak too rooted for

lower taxes, what differentiated him was his belief that taxes could only be reduced upon controlling the inflation, which in turn would take several years.

Truss under the cloud, Sunak over the moon

As it happened, Sunak's economic farsightedness saw fruition in the aftermath of Truss' economic plan. Unable to digest the news of unfunded tax cuts, the UK's bond market went into a tizzy as investors began to sell government bonds and currency like hotcakes. The plan became Truss' undoing when the pound came crashing down to a record low against

the US dollar. With the sale of gilts, the interest rates too ballooned to new proportions. Soon, the Bank of England had to step in and perform emergency bond-buying to contain the sharp sell-off in the government bond market. And not long after this, Truss was shown the doors and came in Sunak.

Economy on the toss, Sunak becomes the boss

Sunak seems to have inherited a tumult-struck ship, if not sinking, to sail. Great challenges lie ahead for Sunak, the leader of an already unpopular party with little grace

period until elections in circa January 2025. However, he does seem to have a reputation upon which he could build his career.

High UK inflation

- Inflation in the UK has been on a rise since 2021.
- Following the COVID-19 pandemic, global supply chains had difficult time meeting the renewed demand for goods and services in 2021.
- Food and energy prices, which were already high, increased further in 2022.
- Russia's invading Ukraine in February 2022 ended the era of cheap gas to European markets from Russia. Not only that, the war has disrupted global food markets too, with both Russia and Ukraine being major exporters of cereal crops.
- As a result of all these factors, inflation is high across Europe and in the remaining part of the world.



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The food prices have soared, energy tariffs have taken galloping strides, and inflation has reached a record high. All this makes for a serious cost-of-living crisis that the UK is reeling

under. Financial markets have still not recovered from the lingering effects of Truss' good-willed but maybe ill-timed economic policy.

When the solution is the problem: Catch 22 situation for Sunak

If he tries to control inflation by implementing higher interest rates and taxes, the resultant lower spending will further worsen the cost-of-living crisis since there will be less or no room for growth because of lowered spending. On top of that, higher taxes would mean investors might find the country less attractive and hence less jobs in an already suffering economy.



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A makeshift leader, or there to stay?

Keeping the party together, the issue of illegal migration into the UK, and the dilemma whether to continue financing Ukraine when the UK itself hasn't got much to give are some other challenges that lurk behind his throne.

For better or worse, he has created history by becoming the first non-

White prime minister of the UK. Though he himself might become a thing of the past if he comes short at mending the haywired economy, Sunak has enjoyed the top billing for sure. Will he be on the top too? Only time will tell if he will be an affair to remember, or a forgotten chapter like many others of his kind.

Meet Rishi Sunak

The 57th British Prime Minister



Image Source: © Twitter

Prime Minister of the United Kingdom - @ Conservatives leader - MP for Richmond (Yorks)

That's what Rishi Sunak's Twitter bio says about him. But undoubtedly, he has proved that his stature is way bigger than mere a string of words. The 42-year-old inscribed a historic chapter in British politics on 25 October 2022 by taking over as the Prime Minister of the United Kingdom, the world's fifth largest economy. He is the first person of colour to become the prime minister of the Great Britain. He is the first person of Indian origin as well as the first Hindu to hold the position.

Here's more to read about the young PM!

Sunak was born in Southampton in 1980 to parents of Indian descent, who had moved to the UK from east Africa. His father was a general practitioner, while his mother ran a pharmacy.

Rishi received his higher education at Winchester College. Furthermore, he studied Politics, Philosophy and Economics at Oxford University. He completed his MBA at Stanford University, the United States of America.

Rishi Sunak is married to Akshata Murthy and has two daughters, Anoushka and Krishna.

Rishi Sunak's father-in-law Narayan Murthy is the co-founder of Indian tech giant Infosys, while his mother-in-law Sudha Murty is a distinguished author, educator, and a philanthropist.

In his early years, he worked as an analyst at Goldman Sachs in London for around three years.

Sunak joined conservative party in 2010 and became an MP (Member of Parliament) from Richmond (North Yorkshire) in 2015. He was re-elected as the MP for Richmond in 2017 and 2019.

He has served as the Chancellor of the Exchequer from 13 February 2020 to 5 July 2022 under former PM Boris Johnson.

The popular politician took his oath of office as finance minister in 2020 by placing his hands on the Bhagavad Gita, a sacred Hindu text.

The UK's new prime minister and his wife Akshata Murty are multimillionaires with a personal fortune of over US\$823 million and are wealthier than King Charles III.

B2B



02

HOW CLUEY (ASX:CLU) IS CHANGING THE FACE OF TUTORING IN AUSTRALIA



By Ankit Sethi

Tutoring involves identifying an individual learner's strengths and weaknesses. Doing this really well requires the use of data and learning analytics coupled with feedback from a specialised tutor.

This is the approach Cluey Ltd, an online tutoring company, embraces. The ASX-listed entity (ASX:CLU) has created a comprehensive learning solution that incorporates all the elements required for great teaching and learning to happen – all the content aligned to the curriculum, a trusted tutoring platform that facilitates online live face-to-face learning, and a large base of Cluey tutors. The service is available across Australia and New Zealand. Cluey's role in the Edtech sector was duly acknowledged at this year's Australian Growth Awards, where it won the Technology Growth Company of the Year award.

In this article, let us explore how Cluey has changed the face of learning in Australia through the use of technology. Online tutoring has emerged as a big trend since the COVID-19 pandemic, but Cluey was an active participant in the field before COVID-19 struck. Thanks to this early advantage, the company says that it is now a market leader, with tens of thousands of students using Cluey's tutoring services.

1. Easy learning

If technology can change the way a person books a cab or orders a meal, then why not the way a student learns? Learning over the web is not only easy and timesaving, but also affordable for most. Cluey identified



Image Source: Cluey Ltd Website

the potential of technology and how it can enhance school-based education by making it more efficient, effective and data-driven.

By using Cluey, a student can book sessions in any slot between 7 AM and 10 PM on all days of the week. This large window makes it easy for learners to use the services without having to sacrifice on any other commitment.

2. Broad coverage

Cluey has a team of over 2,000 tutors specialising in multiple subjects, including Mathematics, English, and the Sciences. This makes Cluey an ideal destination for all learning needs. Tutors are matched with students taking into consideration the latter's specific requirements. The process is relatively frictionless, thanks to optimum use of online enrolment services as well as the option to engage with a specialised Learning Advisor.

Cluey's education team is responsible for the development of all the learning programs and quality assuring all the tutoring. Cluey has delivered more than 1 million online learning sessions since 2018. Cluey highlights this as a major factor that has enabled it to optimise the learner

experience - setting it apart from new entrants in online tutoring.

3. Specialised approach

Cluey has also developed a learning process that supports unlimited access to online practice exercises for students to work through. Learning sessions are recorded and are available to the learners or their parents. The educational content is developed by Cluey and aligned with the Australian National Curriculum and takes into account differences by State in the senior secondary years. Cluey also specialises in supporting students with exam preparation.

4. Tailored learning

Advances in learning should reflect in the overall academic performance of the student. Cluey's team has earned excellent reviews from parents on learners' progress.

The online face-to-face schoolwork support provided by Cluey's tutors is a big advancement compared with the traditional learning model. It is highly personalised, inspires enthusiasm and focuses on student engagement, instead of making learning appear as a burden. A learner's unique interests and learning needs are key considerations that Cluey takes into account before assigning a tutor to a student.

5. Goodwill

Cluey Ltd is a listed entity, which adds credibility and trust in its services. The biggest player in Australia's online tutoring service space, Cluey has worked with

tens of thousands of families across the country to deliver personalised tutoring services.

An internal survey indicates that over 80% of parents have reported improvements in their child's grade, while more than 85% have said that their child gained more confidence as a result of using Cluey's services. Delivering tutoring services to schools and being approved as a provider of learning support by the NSW Department of Education have also helped the Cluey brand.

Takeaways

The aforementioned five elements were validated at the 2022 Australian Growth Awards, where Cluey was identified as the Technology Growth Company of the Year, receiving praise for its overall business model.

Cluey is now a market leader in Australia's Edtech sector, with online tutoring as the primary service. Cluey's competitive pricing, vast pool of resources, experienced tutors and extensive educational content, as well as being the preferred tutoring provider to tens of thousands of families is making Cluey a name to be reckoned with.



Image Source: Cluey Ltd Website

03

DID TWITTER JUMP THE GUN BY INTRODUCING PAID BADGE SERVICE?



By Ankit Sethi

If there is anything that created as much buzz as Musk's dilly-dallying for the Twitter takeover, it was the introduction of fee for Twitter's verified badge service. Eight dollars -- US\$7.99 to be precise -- a month could turn any account into a verified account after Musk-led Twitter launched the service in early November. This sparked hot debates over whether the move was right or if it would disrupt the normal functioning of one of the biggest brands in social media.

The paid blue tick scheme failed to sustain itself, and Twitter had to suspend it because fake 'verified' accounts had inundated the platform. False users, but 'verified', created some big disruptions on the platform, with reports attributing the loss

suffered by Lockheed Martin's stock after the company's imposter account made a false statement on Twitter. Let us delve deeper into this in light of how other social media giants are placed regarding verified badges and if Musk's Twitter might set off a trend.

Facebook and YouTube

Twitter is comparable to Facebook and YouTube because all are internet-powered platforms with online-only services. The three have allowed eligible account holders to avail the 'verified account' service, and interestingly, a fee for this service was never a part. Both Facebook and YouTube have a pretty similar process when providing a verified badge to eligible accounts must belong to a notable person or company.



Image Source: Pixabay.com

Verified badge on social media platforms

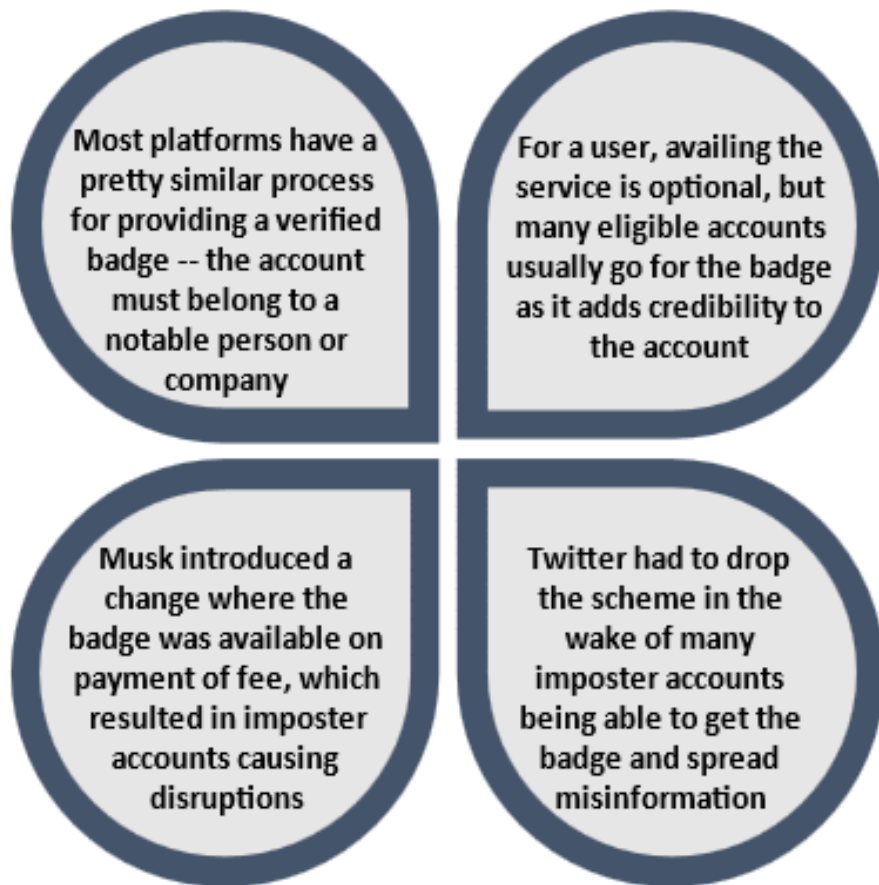


Image Source: © 2022 Kalkine Media ®

This single requirement trumps all other conditions.

To let a popular person like Snoop Dogg or a company like Uber have a genuine presence on the platform and make their account easily distinguishable from imposter accounts, these platforms provide badges, typically of blue colour and appearing next to the username. For a user, availing the service is optional, but many eligible accounts usually go for it as it adds credibility.

The platforms can seek evidence that establishes that the applicant is notable and of public importance. Twitter's badge could be availed on similar grounds until Musk took over.

Notability vs. fee

What is the purpose of having a verified badge in the first place?

These platforms have an online-only presence, with people and companies as users. There is always a possibility that someone else can create an imposter account and use it to spread falsehood or mischief. To avert such incidents and make real accounts of notable people easily identifiable, verified badges emerged as a solution.

Even though all accounts, whether belonging to any regular user or a notable personality, can have fake accounts trying to assume their identity, a verified badge is available only when notability is a factor. Musk, however, defeated this idea and introduced a fee that could

provide the badge to any applicant. The outcome was many brands and personalities had their fake identities crop up on Twitter. What was feared came true when these imposter accounts, now with a verified badge, started posting content that the wider public thought was being posted by the real person or company.

Bottom line

By one measure, the real problem was not the introduction of fee,

but making a verified badge accessible to any applicant ready to pay US\$7.99 to Twitter. Second, Twitter is a different game than most other social media platforms like Facebook as the former is generally used for commentary. It is possible that in the future, some other platforms might make the verified badge service paid. However, even then, a badge to any imposter applicant ready to pay the fee is unthinkable. Perhaps this is why Musk's Twitter had to backtrack eventually.



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04

THE FUTURE OF MINING



By Ankur Jaiswal

Minerals: a signpost of human history

Minerals have been one of the most important resources for humans over the ages. The importance of minerals in our lives is even reflected in how the prehistoric period of human evolution is categorised: the Stone, Bronze, and Iron ages.

With time and technological advancements, our dependence on minerals has only grown. Today, most of the goods we use in our daily lives – whether it be new-age technologies like smartphones and laptops or conventional household goods – are made with mineral resources mined from the earth.

However, with time, the minerals that hold the most importance to us

have changed, and so have mining operations.

Developments in mining technology

The mining process, which initially was undertaken using a pick and hammer, moved on to incorporate fire in order to weaken the natural fractures in rocks by using the principle of thermal expansion.

Mining technology leapt forward when miners started using black powder/ gunpowder for breaking up rocks.

With time, this black powder was replaced by dynamites, and experience helped in the proper placement of holes and firing order, which enhanced the capabilities of dynamites.



Image Source: © Agnormark | Megapixl.com

With the advent of mechanisation, the process evolved substantially, and new technologies such as compressed-air-based hammer drilling, huge stripping machines with excavating wheels, electric conveyors, and mine cars have improved mining techniques.

Future of mining: electrification and automation

Electrification: The carbon-intensive nature of mining operations has brought them under the scrutiny of environmental agencies worldwide. According to reports by major research houses, global mining operations account for 4%–7% of global greenhouse gas (GHG) emissions when it comes to scope

1 and scope 2 emissions. However, if one were to include scope 3 emissions, the number rises to almost a whopping 28%.

Scope 1 comprises direct emissions from operations, scope 2 comprises indirect emissions due to power generation, and scope 3 comprises all other indirect emissions.

Therefore, mining processes need to become more environmentally sustainable to contribute towards the UN's target of net zero emissions by 2050. Companies can achieve this by transitioning from diesel-based operations to electric-based ones. In doing so, mining operations' carbon footprint will decrease, making them safer and healthier for workers too. This is because less diesel particulates can contribute to enhanced worker health and safety.



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Image Source: Shutterstock

This will also result in better project economics and energy efficiency.

Additionally, companies are also setting longer timeframes instead of the conventional five-year or ten-year mine life. This is to incorporate the life of the mine after completion of mining operations and the future economic use of the land as well.

Automation: Mining operations are often conducted in very harsh environments, where the difficult working conditions reduce the efficiency of the workers.

To solve this issue and improve project economics, companies are planning to introduce smart data-driven machines with artificial intelligence (AI) and machine learning capabilities, which will be able to operate autonomously based on their algorithm and the AI capabilities of the embedded microprocessors. These intelligent machines will not

only function according to a pre-decided plan, but also perform decision-making as and when required.

A case in point is the Solomon and Chichester mines in Western Australia, where Fortescue has introduced a total of four modified Ford autonomous vehicles that are equipped with onboard vehicle automation systems. These new-age machines offer fail-safe braking, obstacle detection, and fault response capabilities. The expectation is that in the future mine employees will oversee only the business part of mining, and not the field work.

Looking at all these anticipated technological innovations, one can expect a bright future of the mining industry.

This piece covers practically and economically feasible approaches that mining companies are eyeing.

05

SOLEUS PUSH UP: ALL SCIENCE, NO QUACKERY TO EFFORTLESSLY LOSE WEIGHT



By Aditi Sarkar



Image Source: © Tero Vesalainen | Megapixl.com

Deskwork has made people's lifestyles sedentary nowadays. Sitting for long hours can put humans at a higher risk of serious diseases and obesity. The World Health Organization says obesity is an

abnormal or excessive accumulation of fat that may result in health problems. Cardiovascular diseases, osteoarthritis, cancer, and many other diseases are related to obesity.

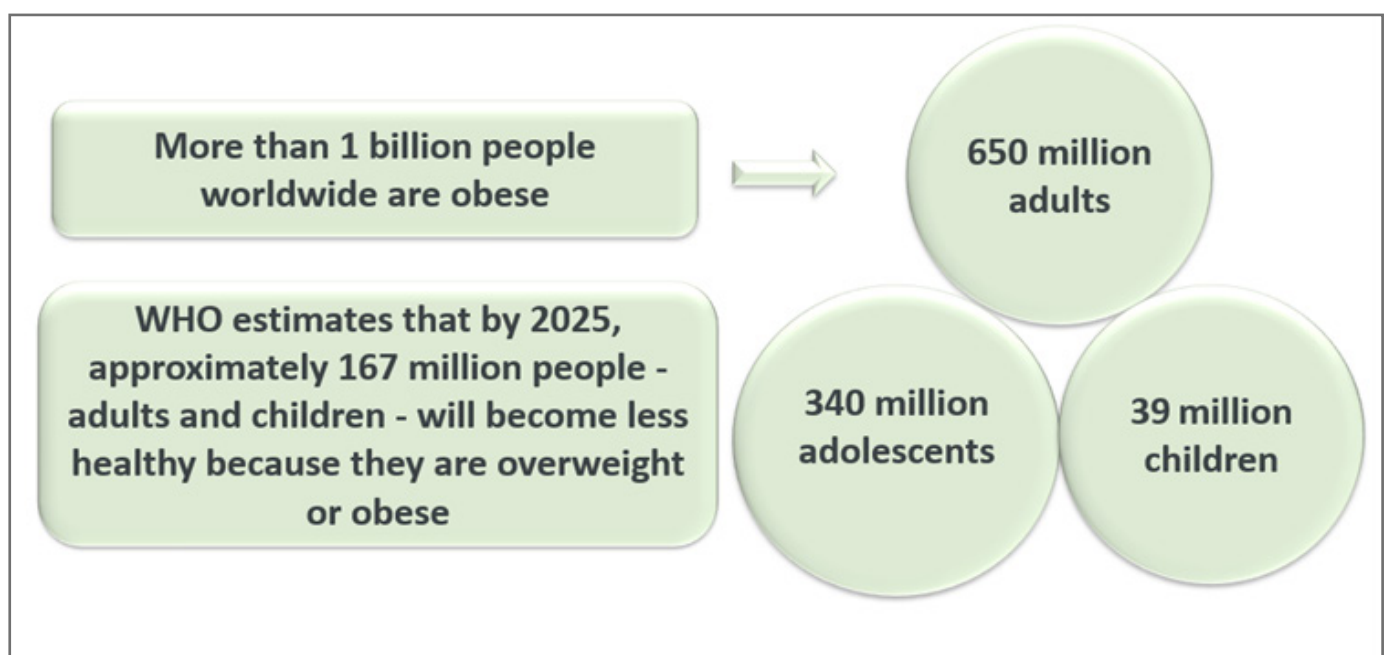


Image Source: © 2022 Kalkine Media®, Data Source: World Health Organization

SOLEUS MUSCLE



The soleus, one of 600 muscles in the human body, is a posterior leg muscle that runs from just below the knee to the heel. It can do big things to improve the metabolic health in the rest of your body if activated correctly

Image Source: © VectorMine | Megapixl.com, © 2022 Kalkine Media®

Well, there is good news for you that you might be able to burn fat and combat obesity while sitting at your desk.

According to a new research study by the University of Houston, a wonder muscle has been discovered. Not that we did not know the muscle existed, just that the revelation what this muscle can do seems nothing short of revolutionary. Also known as the 'soleus' muscle, the wonder muscle's specific movement termed 'soleus push up (SPU)' can boost one's metabolism while seated. Professor Marc Hamilton from the university has discovered an optimal soleus muscle activation approach. He is working with the SPU, which is said to have the potential to successfully increase

muscle metabolism for hours, even while one is seated.

His study, published in the journal iScience, contends that exercise, weight loss, and intermittent fasting are all less efficient than the soleus push up when it comes to maintaining a high oxidative metabolism towards enhanced blood glucose management. Oxidative metabolism, which uses oxygen to burn metabolites such as fats or blood glucose, is influenced in part by the immediate energy requirements of the working muscle.

He says the soleus muscle uses a distinct fuel mixture to raise local oxidative metabolism to high levels for hours, not just minutes, provided it is activated properly.

How to perform a soleus push up?

Hamilton's soleus push up is a product of years of research conducted by him and his colleagues. It is claimed that compared to walking or standing, the soleus push up activates the soleus muscle differently. In addition, the SPU aims at the soleus to crank up oxygen

consumption – more than what can be achieved by other soleus activities – while also showing fatigue resistance. In short, a soleus push up can be performed while being seated with feet flat on the floor and keeping muscles relaxed, and then doing the following:



The heel rises while the front of the foot stays put



When the heel gets to the top of its range of motion, the foot is passively released to come back down

Image Source: © 2022 Kalkine Media®

As per the university website, this activity targets calf muscle shortening while the soleus is organically activated by its motor neurons. Though the said SPU movement might resemble walking (though it is performed while seated), researchers say that the movement is exactly the opposite.

We explain why our body is designed

in a way to minimise energy consumption while walking. It is due to the way the soleus moves. However, the soleus push up discovered by Hamilton makes the best use of energy, and that too for a long time, says the website. The soleus push up seems to be a wonder for those looking to lose weight with minimal effort.

Previous Versions



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