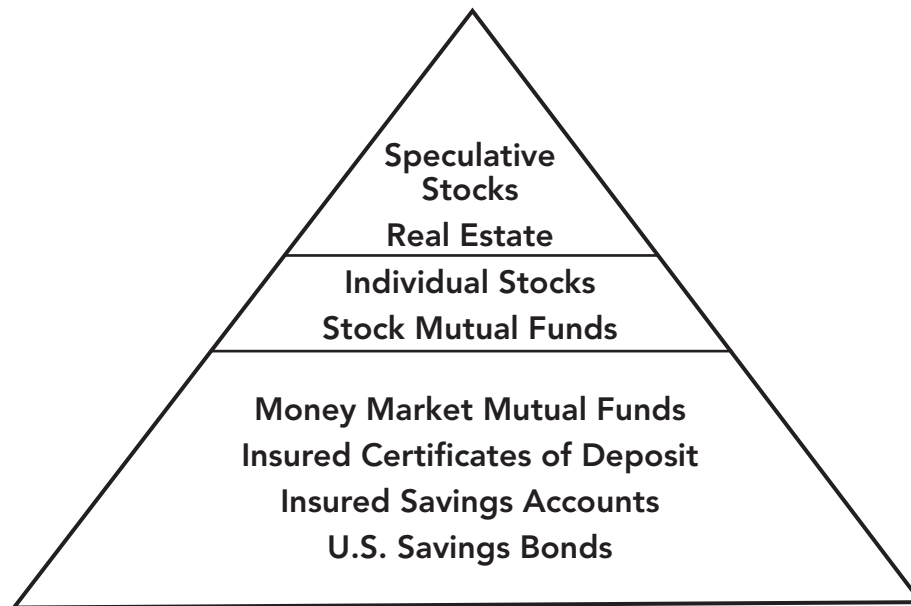


# There Is No Free Lunch in Investing

- Investment return is the additional income earned from saving or investing money.
- Risk is the uncertainty that an investor will receive the expected return.
  - ✓ The greater the risk, the higher the expected return.
  - ✓ Investors are paid to take risks.
- There is no free lunch in investing.

# The Pyramid of Risk and Rewards

Highest Risk: Highest Potential Return or Loss



Lowest Risk: Lowest Potential Return or Loss