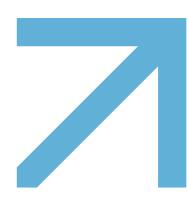
Stock Doctor, Powered by Lincoln Indicators

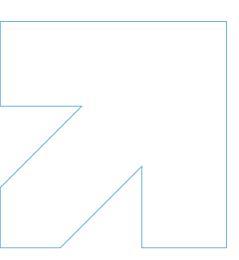
Invest in the numbers



Contents











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About the author



Tim Lincoln

Tim is the Co-founder, Chief Investment Officer, and Managing Director of Lincoln Indicators and the custodian of its proprietary investment methodology and philosophies. Since 1997, he has overseen Lincoln Indicators strategic direction, product innovation, and funds management division.

Tim is motivated by a belief that sharemarket success has nothing to do with luck and everything to do with applied knowledge. He believes everyone can build a stable financial future with the right mindset, education, tools, and support.

He is driven to continue his father's legacy and share his proven investment methodology, coaching, and sharemarket investment solutions with thousands of Australians. Tim aims to continue Lincoln Indicator's mission to empower retail global stock market investors to successfully invest with control, confidence, and peace of mind.

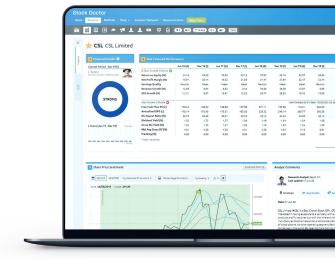
Brief history of Stock Doctor



Established in 1984, Lincoln Indicators is a specialised equities research house and boutique fund manager. It utilises a proprietary bottom-up quantitative financial screen (90%) with a qualitative risk overlay (10%) to identify high-quality stocks called Star Stocks and avoid potential disasters. It is available to all investors via Stock Doctor – Australia's premier DIY cloud-based sharemarket investment platform.

The cornerstone of the Stock Doctor platform is Lincoln Indicator's proven proprietary Financial Health Model, first developed by Dr Merv Lincoln some 30 years ago. Today, that methodology is available to every investor via Stock Doctor. Without it, conducting research and thorough due diligence across the 2,000-odd stocks on the ASX would not be achievable for many investors.

Stock Doctor is also the core research tool for Lincoln Indicators' Funds Management business. The strategies presented in this white paper are consistently applied to the management of our Australian and US funds.



Introduction

For many of us, it feels like we're living in uncertain times.

Every day we're faced with more social, economic, and political disruption. For investors, it can be alarming.

During times like this, everyone has an opinion, and it's fair to say there's more noise around the markets than ever before. More commentators, more advice, and more so-called experts.

It can be hard to block out the noise, but we must.

Arguably, objective analysis and facts have never been more important for investors looking to navigate the sharemarket.

Because despite all the noise, the facts show that with the right tools and guidance, there has never been a better time to invest in the sharemarket.

It is our mission to help investors cut through the hype and make informed decisions based on a company's track record and financial performance.

In this white paper, we share our quantitative data-driven methodology for identifying quality businesses for investment – what we call our Star Stocks.

Star Stocks are portfolios of financially sound businesses with a strong history of delivering consistent outperformance for both Growth and Income-seeking investors over the long-term. They are also businesses led by strong teams, with a clear plan for the future, and a proactive approach to managing risk.

By focusing on Star Stocks, investors have avoided corporate failures and enjoyed the benefits of exceptional returns over many years.

And looking forward, we're confident Star Stocks will continue to help more people invest successfully with confidence, control, and peace of mind.



Tim LincolnCo-Founder and Managing Director





Star Stocks: An overview

Representing approximately just five per cent of the entire Australian stock market, Stock Doctor's Star Stocks are a select group of companies that provide a robust and reliable base for investors to construct, manage, and optimise sharemarket portfolios.

Star Stocks are high-quality growth and income businesses identified by Lincoln Indicator's proprietary methodology, which has been proven, trusted, and relied upon for more than 25 years.

There are three categories of Star Stocks – explained in more detail below.







Star Growth

Stock Doctor's top-ranking growth businesses that suit investors seeking to achieve long-term capital growth.



Borderline Star Growth Stocks

Ranked outside of the Star Growth Stocks universe and can be used to help diversify a portfolio to alternative high-quality growth stocks depending on risk profile and preference. Like Star Growth Stocks, these are high-quality growth businesses that suit investors who seek capital appreciation over the long-term.



Star Income Stocks

Stock Doctor's high-quality income-producing businesses that suit investors seeking sustainable and attractive dividend yields over the long-term.

Each Star Stock category caters to investors with different investment objectives and tolerance to risk.

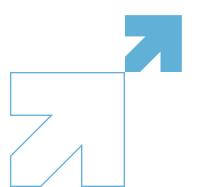
For those seeking capital appreciation via a portfolio of dynamic growth businesses, Star Growth and Borderline Star Growth Stocks present attractive opportunities. And for those seeking regular income from a portfolio of high-yielding quality businesses and less focus on capital growth, Star Income Stocks may appeal.

But whatever an investor's focus, each Star Stock – despite its categorisation – has been identified because of its quality financial factors that provide a reliable and robust base to construct a portfolio.

They are known as Lincoln Indicators Primary Golden Rules, and they focus on filtering high-quality businesses with robust fundamentals. The Primary Golden Rules are:

- ▶ Golden Rule 1: Financial Health
- ▶ Golden Rule 2: Past Financial Performance
- ▶ Golden Rule 3: Outlook and Active Risks

It's because of these rules, that investing in Star Stocks has yielded exceptional returns for Stock Doctor members over many years.





Identifying Star Stocks: a snapshot of the three Golden Rules

Golden Rule 1 Financial Health

Lincoln Indicators' unique quantitative Financial Health score is the first and most important rule in Stock Doctor's Star Stock selection framework.

This fundamental principle encapsulates the thorough due diligence that investors need to undertake on a company's financial position before investing.

Put simply, Financial Health uses proprietary algorithms to analyse companies' financial accounts and calculate industry-specific profit, debt, asset, equity, and cash flow ratios.

The concept was first developed via PhD research in Australia in 1982 by Lincoln Indicators founder - renowned academic, business leader, and Olympic athlete, Dr Merv Lincoln. Later, in the 1990s, it was computerised and commercialised by Tim Lincoln, Lincoln Indicators Co-Founder, and current Managing Director.

And while the process around Financial Health may be different from the 1980s, the focus remains the same: a data-driven objective analysis of a company's financials.

It's the result of years of innovation and investment in robust systems and thorough back-testing - a testament to the ground paved by Lincoln Indicators as one of Australia's first-ever true 'Fintech' companies.

Today, the Financial Health process analyses multiple sources of global third-party financial data with accuracy and speed, providing investors with objective, fast, quantitative research that cuts through all the market commentary and noise.

Since its inception in the 1980s, Lincoln's Financial Health Model has had an approximately 95% success rate of identifying corporate failures before they occur.

It's helped investors avoid various significant corporate collapses, including Babcock & Brown, Dick Smith, and One.Tel.

Corporate failures we avoided



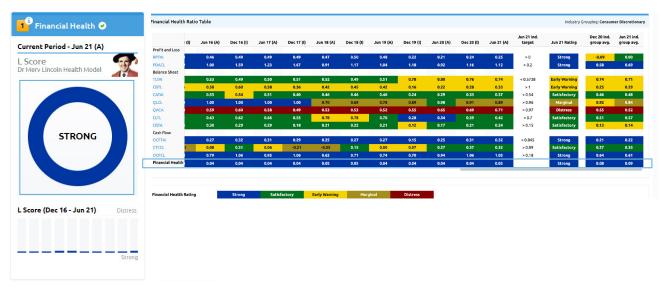










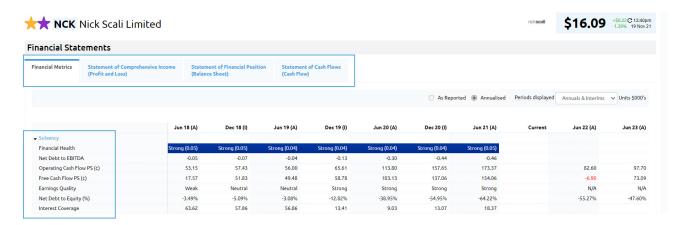


Stock Doctor's Financial Health Rating and Table of Accounting Ratios demonstrate the stock's **strong** Financial Health.

VAH Virgin Australia Holdings Limited



Stock Doctor's Financial Health Rating and Table of Accounting Ratios demonstrate the stock's marginal Financial Health.



Comprehensive Financial Data as displayed in Stock Doctor used to calculate Ratios and Financial Health.

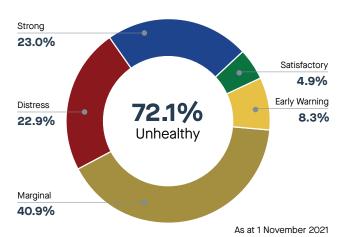
In portfolio construction it is critical to be able to build a portfolio of quality companies and not hold potential failures that can drag down performance. But, many investors lack the time or technical expertise to perform deep financial analysis and adequate due diligence on potential investments.

Knowing this is what drove Tim Lincoln to make the Financial Health model available to every investor - big and small - so that individuals, not just institutions, can benefit from Lincoln Indicators proprietary process.

Without Financial Health to measure the risk of corporate failure, sharemarket investors are walking into a minefield. As demonstrated by our Financial Health of the Market graphic, some 72% - or more than two in three companies listed on the Australian Stock Exchange - have Early Warning or worse Financial Health, and are therefore at risk of failure.

For more information on Financial Health, refer to Lincoln Indicators' <u>Financial Health White Paper</u> and educational videos.

Financial Health of the Market



66

Without understanding the Financial Health and true quality of a business, investors are purely speculating and at risk of serious loss.

Tim Lincoln

Financial Health Rating

Company Characteristics

Strong Satisfactory

- ▶ Represents the high quality opportunities for investment
- ▶ Has sufficient borrowing capacity and adequate cash flows to finance growth
- Generates strong profits, and cash flows and posseses manageable debt levels
- Is well-placed to absorb a future shock

Early warning

- Early signs of financial weakness
- May suffer financial stress unless measures are implemented to rectify Financial Health
- ▶ Speculative and risky investment

Marginal

- Has increased exposure to financial risk
- Must improve its profitability, increase cash flow and/or lower debt to remain viable
- Speculative and risky investment

Distress

- Displays characteristics of failed entities
- ▶ Has a high level of financial risk exposure with substantial weaknesses likely across profit and loss, balance sheet and cash flow statements
- Requires substantial changes to remain an ongoing entity
- Highly speculative and risky investment

Golden Rule 2 Past Financial Performance

Lincoln Indicators research has shown that a company's track record and past performance metrics can be a reliable indicator of its future performance.

When combined with Financial Health, Past Financial Performance is an essential quantitative barometer to help further measure the true fundamental quality and investment potential of growth and income stocks.

Over many years, the Lincoln team has developed a robust quantitative testing environment that enables us to test millions of financial data points fed from global data

suppliers, sophisticated stock-selection criteria, portfolio construction techniques and algorithms, while simulating realistic stock trading, accounting for brokerage costs and actual market liquidity.

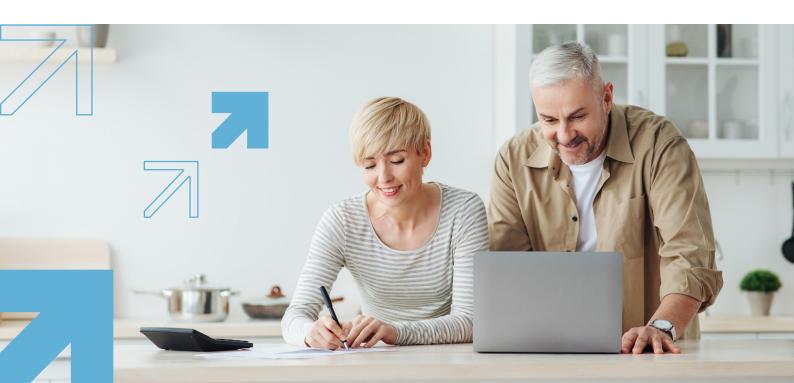
From this process, we've identified the most important key financial factors necessary for high-quality growth and income stocks.

The application of Golden Rule 2 Past Financial Performance is outlined further below.



| |) (A) | Dec 19 (I) | Jun 20 (A) | Dec 20 (I) | Jun 21 (A) | Latest |
|---|-------|------------|------------|---------------------|----------------------|--------------|
| ☆ Growth Criteria | | | | | | |
| Return on Equity (%) | 3.55 | 13.54 | 13.66 | 17.66 | 18.35 | |
| Net Profit Margin (%) | 6.76 | 6.50 | 6.69 | 8.76 | 7.75 | |
| Earnings Quality | utral | Strong | Strong | Strong | Strong | |
| Revenue Growth (%) | 7.60 | 17.72 | 4.09 | 0.18 | 19.80 | |
| EPS Growth (%) | 6.17 | 8.40 | 3.78 | 36.35 | 37.97 | |
| EPS Fcst 3m Revision (%) | | | | | | |
| ★Income Criteria | | | Ne | ext Forecast Ex Div | Date: 10/03/2022 (10 | 00 days away |
| Free Cash Flow PS (¢) | 7.23 | 15.61 | 25.47 | 29.82 | 22.68 | |
| Annualised DPS (¢) | 8.25 | 9.00 | 9.25 | 12.00 | 11.25 | |
| Div Payout Ratio (%) | 6.48 | 91.93 | 93.43 | 89.89 | 82.36 | |
| | 5.16 | 4.52 | 5.87 | 5.08 | 5.16 | 4.45 |
| Dividend Yield (%) | 7.37 | 6.46 | 8.39 | 7.26 | 7.37 | 6.35 |
| | 1.51 | | | | 2.74 | 2.01 |
| Dividend Yield (%) Gross Div Yield (%) Mkt Avg Gross DY (%) | 4.11 | 3.69 | 3.45 | 2.65 | 2.74 | 2.95 |

Golden Rule 2 Past Financial Performance as displayed in Stock Doctor.



Golden Rule 3 Outlook and Active Risks

Lastly, to overcome the potential for backwards-looking bias, all Star Stocks are also required to meet Golden Rule 3 Outlook and Active Risks, to ensure a company can maintain its Past Financial Performance (Golden Rule 2).

This involves a qualitative analysis of the company, its outlook, and potential risks.

The team of analysts at Lincoln Indicators constantly monitor the Outlook and Active Risks of Star Stocks to ensure that they are investment-grade. This involves investigating

- trends in earnings revisions,
- ▶ a company's competitive landscape,
- directors trading activity,
- currency and commodity risk,
- management remuneration,
- trends in short selling, and,
- regulatory and geopolitical risks.

As part of this process, analysts scrutinise consensus price targets (where available), and may speak with company management, attend investor briefings, analyse broker research, and monitor sector trends.

A significant active risk may impact a company's ability to remain financially healthy or jeopardise its **Golden Rule 2** compliance, and therefore put its ability to deliver on the needs of growth or income investors at risk. This would see the company lose its Star Stock status.

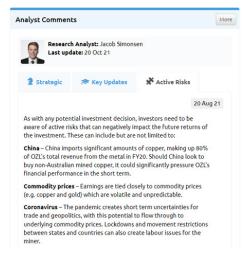
For more information on each of the Golden Rules Star Stocks must meet, refer to Lincoln Indicators'
Nine Golden Rules White Paper.

Outlook and Active Risks



| 4 | Outlook |
|-----------|------------|
| Jun 23 (A | Jun 22 (A) |
| 46.50 | 46.53 |
| N/A | N/A |
| N/A | N/A |
| 26.24 | 37.09 |
| 30.33 | 43.05 |
| | -0.24 |
| 55.7 | 48.43 |
| 27.30 | 20.40 |
| 49.64 | 48.34 |
| 0.48 | 0.36 |
| 0.68 | 0.51 |
| 3.90 | 3.56 |
| 100.00 | 100.00 |

Golden Rule 3 Outlook and Active Risks as displayed in Stock Doctor.



Lincoln Indicators analysts provide their observations of potential risks affecting a stock under the Active Risks tab for all Star Stocks.





Star Stock categories

* Star Growth Stocks

Star Growth Stocks (SGS) are Stock Doctor's top ranking growth businesses that suit investors who seek capital appreciation over the long-term.

SGSs must pass Golden Rule 1 Financial Health, which requires two consecutive reporting periods of Strong or Satisfactory Financial Health.

Through extensive back-testing and optimisation techniques, Lincoln Indicators has identified quantifiable "factors" that can help investors select a group of stocks with a higher probability of outperformance over the long term. The factors vary depending on industry and are found under Golden Rule 2 Past Financial Performance. They include Return on equity (ROE), Return on Invested Capital (ROIC), Return on Assets (ROA),

Net Profit Margins (NPM), Earnings Quality (EQ), Revenue Growth (REVG), and Earnings Per Share Growth (EPSG). While the majority of SGSs are required to meet specific thresholds for these factors, there are instances where a SGS may be included even if it doesn't meet these thresholds, based on our analysts' strong conviction in the stock.

In addition, SGSs must pass our qualitative assessment Golden Rule 3 Outlook and Active Risks, meaning they have manageable risks and are well placed to pass Golden Rule 2 in the future. Under Golden Rule 3, analysts scrutinise the business and assess risks (including management, competition, earnings uncertainty, short interest, valuation and operational headwinds) to shortlist stocks for SGS inclusion.

Stock Doctor Star Growth Stocks

Total return(b) per annum since inception

The corresponding chart shows the performance of Stock Doctor Star Growth Stocks since inception (1995) compared with ASX All Ords. Star Growth Stocks(b) have delivered a total return of 17.89% per annum

Cumulative value of \$100,000 invested from 01/09/1995(a) - 31/10/2021



Application of growth factors across various industry models

| | ROE Return on Equity | ROIC Return on Invested Capital | ROA Return on Assets | Net Profit Margins | Earnings Quality | Revenue Growth | EPS Growth Earnings per Share Growth |
|-----------------|----------------------------|--|----------------------------|--------------------------|---------------------|-------------------|--------------------------------------|
| Financials | ~ | | | ~ | | ~ | ~ |
| Industrials | ~ | | | ~ | ~ | ~ | ~ |
| Resources | | ~ | | | ~ | ~ | ~ |
| Infrastructure* | | | ~ | | ~ | ~ | ~ |

^{*}Infrastructure stocks are not considered for Star Growth Stock or Borderline Star Growth Stock selection.



Borderline Star Growth Stocks

Borderline Star Growth Stocks (BSGS) rank second behind Star Growth Stocks but are still regarded as highquality growth businesses that suit investors who seek long-term capital appreciation and are willing to take on a bit more risk to select stocks earlier in the growth phase. Investors can use BSGSs to broaden their spread of quality businesses beyond Star Growth Stocks, as they still meet Stock Doctor's key financial metrics of quality and growth businesses.

Just like Star Growth Stocks, Borderline Star Growth Stocks must pass Golden Rule 1 Financial Health, necessitating two consecutive reporting periods of Strong or Satisfactory Financial Health. BSGSs do not need to pass Golden Rule 2 Past Financial Performance, however they must meet our qualitative assessment under Golden Rule 3 Outlook and Active Risks. This means that, just like Star Growth Stocks, BSGS have manageable active risks and are anticipated to pass Golden Rule 2 in the future.



T Star Income Stocks

Star Income Stocks (SIS) are high quality income producing businesses that suit investors who seek sustainable and attractive dividend yields over the long-term.

SISs are generally more mature businesses and defensive in nature since they prefer to pay out profits to shareholders in the form of dividends rather than invest profits for future business growth and expansion opportunities.

SISs must pass Golden Rule 1 Financial Health, which requires two consecutive reporting periods of Strong or Satisfactory Financial Health.

Additionally, they must demonstrate sustainable and dependable dividends via a history of consistent dividend payments, cash flow margins above dividend payments, and a stable dividend outlook. Ideally Star Income Stocks will pay a dividend yield close to or above the market's average dividend yield. we use to assess dividend sustainability vary depending on industry and are found under Golden Rule 2 Past Financial Performance. They include Operating Cashflow Per Share (OCFPS), Free Cashflow (FCF), Earnings Per Share (EPS), Dividends Per Share Growth (DPSG), Dividend Payout Ratio (DPR), and Gross Dividend Yield (GDY).

Finally, SISs must also meet our qualitative assessment under Golden Rule 3 Outlook and Active Risks.

Stock Doctor Star Income Stocks

4.75%

Total return^(b) per annum since inception 07/08/2012^(d) - 31/10/2021

The corresponding chart shows the performance of Stock Doctor Star Income Stocks since inception (2012) compared with S&P/ASX 200 TR. Star Income Stocks(b) have delivered a total return of 14.75% per annum.





Application of factors across various industry models

| | OCFPS FCF Operating Free | | EPS Earnings per | DPSG Dividends | DPR Dividend | Gross DY Dividend Yield |
|---------------------------|--------------------------|-----------|-------------------------|-----------------------|---------------------|--------------------------|
| | Cash Flow per Share | Cash Flow | Share | per Share Growth | Payout Ratio | incl franking credits |
| Infrastructure and AREITs | ~ | | | ~ | ~ | ~ |
| Financials | | | ~ | ~ | ~ | ~ |
| Industrials | | ~ | | ~ | ~ | ~ |
| Resources | | ~ | | ~ | ~ | ~ |

Comparing Star Stocks

| Golden Rules | Star Growth Stocks | Borderline Star Growth Stocks | Star Income Stocks |
|---------------------------------|--|--|---|
| 1 Financial Health | ✓ | ✓ | ~ |
| 2 Past Financial Performance | ✓ | ✓ | ✓ |
| 3 Outlook and Active Risks | ✓ | ✓ | ✓ |
| Overview | Stock Doctor's top-ranking growth businesses that pass all three of Lincoln Indicator's Golden Rules and suit investors seeking to achieve long-term capital growth. | Ranked outside of the Star Growth Stocks universe. Still regarded as high- quality growth businesses that suit investors who seek capital growth over the long-term. | High-quality income- producing businesses - generally more mature and defensive in nature. |
| Investor suitability | Those seeking to achieve long-term capital growth. | Those seeking to achieve long-term capital growth. | Those seeking sustainable and attractive dividend yields over the long-term. |





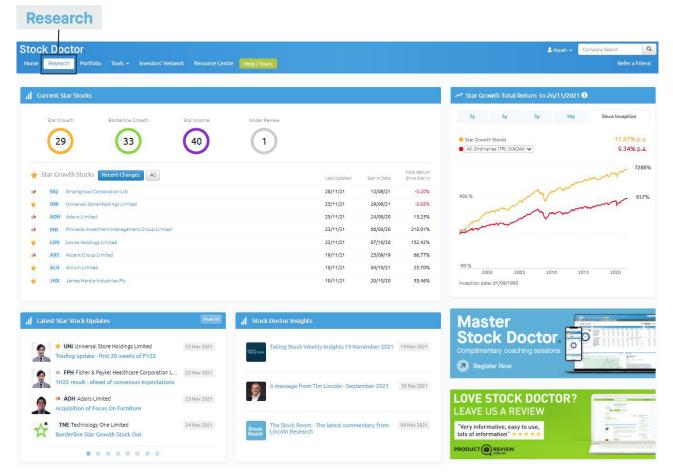
Getting the most out of Star Stocks

The primary purpose of Lincoln Indicator's investment research is to identify quality businesses that provide a robust and reliable base for investors to construct, manage, and optimise sharemarket portfolios. As such, it's critical that members stay up-to-date with Star Stock developments.

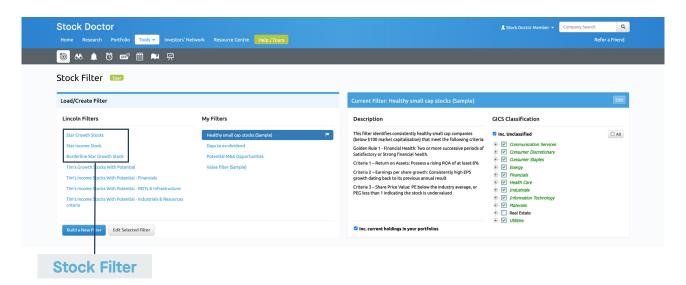
There are several places where members can access Star Stocks within the Stock Doctor platform.

Research page - members can see the full list for each category of Star Stocks.

Stock Doctor's research home page providing members with all the research and analysis needed to to construct, manage, and optimise sharemarket portfolios.

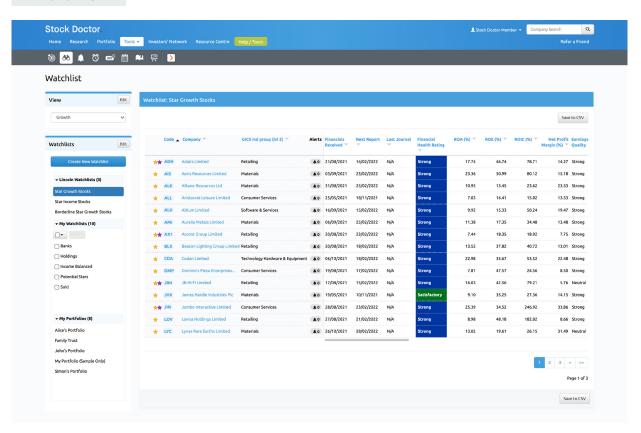


Stock Filter - members can use Star Stock Status as a filter criterion.



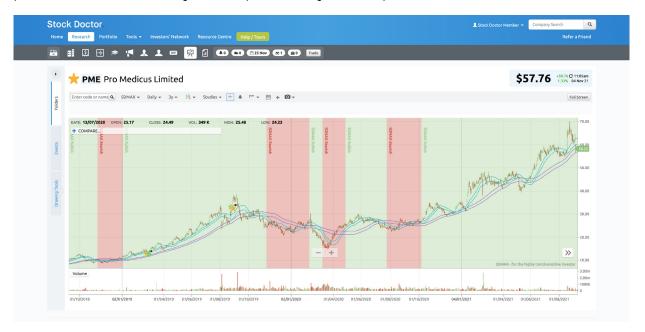
The **Star Stocks** also appear within the **Watchlist** and the **Advanced Charting tool**. These are automatically updated when changes are made to the list.

Watchlist

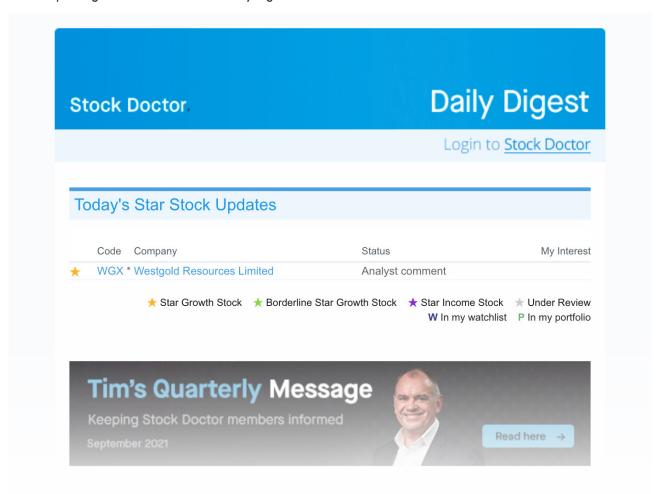


Advanced Charting Tool

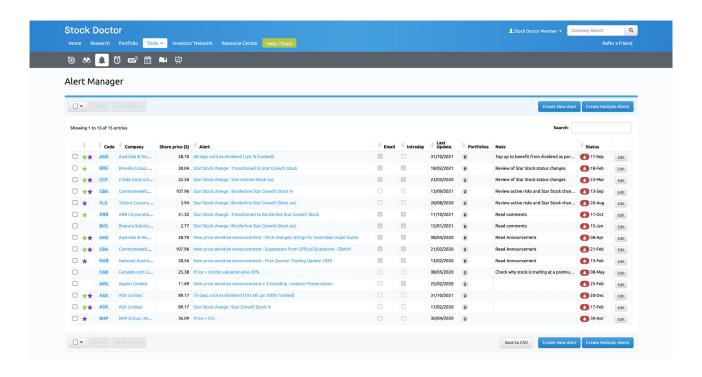
Golden Rule 4 Share Price Sentiment provides an advanced charting tool for tracking stock performance across various ranges and frequencies using different layouts.

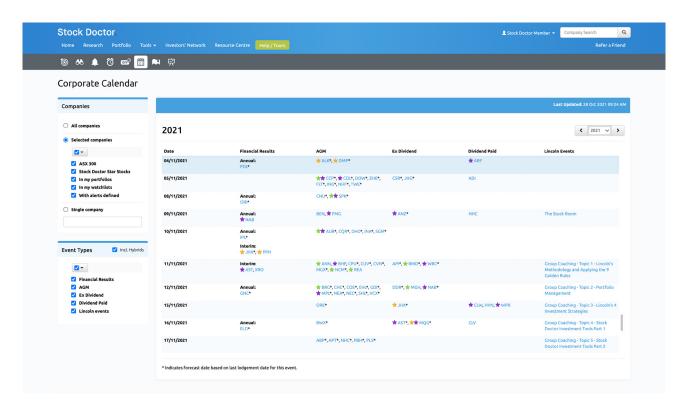


At the end of each day's trading, members receive an email about any changes to Star Stocks in the Daily Digest.



Stock Doctor Members can also set Alerts based on Star Stock updates and changes, and keep abreast of crucial Star Stock events within the corporate calendar.

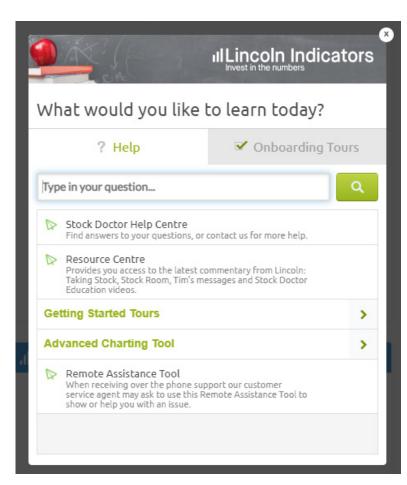




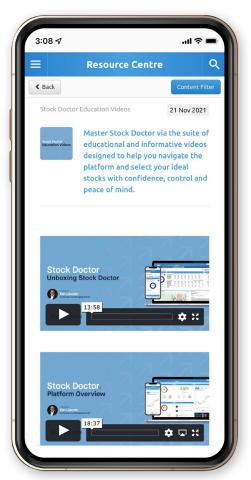
And all Stock Doctor members have access to the Lincoln Indicators team of experienced market analysts who are available to discuss Star Stocks, our investment methodology, and other market matters.

Members also have access to a **Relationship Manager** for any questions about getting the most out of Stock Doctor, as well as our extensive suite of Stock Doctor **education resources** and regular market updates.





Stock Doctor education content, including written articles and videos, are all available in Stock Doctor's Resource Centre - on desktop and mobile format.



For more information please contact Lincoln Indicators | 1300 676 333 lincolnindicators.com.au

Important Information:

- (a) 01/09/1995 is the inception date of the Star Growth Stock notional portfolio.
- (b) This is the investment performance for each notional portfolio over the period shown and includes capital returns, dividend income and estimated transaction costs (but excludes distributions, fees, charges or tax). The portfolio assumes a full equities allocation at all times, the reinvestment of dividends and the rebalancing of the portfolio to equal weight each time a change is made to the notional portfolio (i.e. when stocks come in and out of the portfolio). All trades assume enough liquidity to purchase the required volume of stock at the volume-weighted average price (VWAP) on the day following a star stock in/out event or on a rebalance. These past performance figures are not a reliable indicator of future performance of the notional portfolio, or any stocks included in the portfolio. In shorter time periods, the investment performance of the notional portfolio can vary to the figures shown. You should not make investment decisions based on performance figures alone. For more detailed information about how these figures are calculated, including the assumptions used, click here.
- (c) ASX All Ordinaries Accumulation and S&P/ASX Small Ordinaries Accumulation indexes are sourced from Standard and Poor's.
- (d) 07/08/2012 is the date of inception of the Star Income Stock notional portfolio.
- (e) S&P/ASX 200 Accumulation and Yield index is sourced from Standard and Poor's.

Information presented in the Star Stocks White Paper (Communication) is as at 11 April 2024 unless otherwise indicated.

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