

**FREE WEBINAR**  
**zoom session**

**23rd June**  
**06.30 PM**

**Fundamental Analysis in Making the Right Investment Decision**

**AREAS COVERED**

- The stock market performance during the recent past
- Sectoral performance in 2020 Q4 and 2021 Q1
- The most actively traded listed companies and sectors
- Factors to consider before an equity investment
- Stock analysis based on multiples & price movements
- SL Economic Outlook

**PRESENTER**  
**Shadini Silva**  
Manager Research  
- Softlogic Stockbrokers

**Q&A SESSION**  
**Eardley Kern**  
(CMA Australia, MBA, ABE)  
Head of Sales  
- Softlogic Stockbrokers

More info  
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**ACADEMY OF FINANCE**

The Gurus of Financial Wisdom



**Softlogic**  
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1

# INTRODUCTION

## KAPILA DODAMGODA

**Founder/Managing Director - Academy of Finance**  
**Regional Director – ICMA Australia (Sri Lanka)**  
**Director – NERD Centre**  
**Former Finance Director of MAS Investments**

**MA Economics**  
**FCMA, CGMA**  
**Fellow CMA(Australia)**  
**B Sc Engineering, AMIESL**  
**MCIM**












2



**Founded twelve years ago with the vision of;**  
Empowering the next generation professional with  
financial wisdom

### **Mission**

- Training and enriching non-finance professionals to become finance savvy and,
- Providing development opportunities and higher qualifications for finance professionals.



3

## **Academic Affiliations**

- Institute of Certified Management Accountants - Australia



- Asia e University - Malaysia



- Institute of Internal Auditors - USA



- Chartered Institute of Securities and Investments - UK



4



5

## Chartered Institute of Securities and Investments



CHARTERED INSTITUTE FOR  
SECURITIES & INVESTMENT

- The CISI is the largest and most widely respected professional body for the securities and investment profession in the UK and financial centres globally.
- Formed in 1992 by London Stock Exchange practitioners, CISI has a global community of 45,000 members in over 100 countries.











6





A large banner for the International Certificate in Wealth & Investment Management (ICWIM). At the top center is a large, faceted diamond with a 'W' inside. To its right is the CISI logo (Chartered Institute for Securities & Investment). Below the diamond is a dark blue bar with the text 'INTERNATIONAL CERTIFICATE IN WEALTH & INVESTMENT MANAGEMENT (ICWIM)' in white. Below this bar is the Academy of Finance logo with the tagline 'The Gurus of Financial Wisdom'. At the bottom of the banner is a row of logos for various partner institutions: Academy of Finance, ACM, Quantum Leap, AOU, CMAA, CISI, and IIA.

7



International Certificate in Wealth & Investment Management

**ICWIM**

**CISI**  
CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT

- ICWIM is a customised qualification aimed at wealth and investment practitioners, bankers and others dealing with high net-worth clients.
- It is also for the serious investors and high net worth individuals wanting to make informed, sensible investments in the right mix of assets.

Eligible to use **ACSI** designation

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8



A banner for the International Certificate in Wealth & Investment Management (ICWIM). The top half features a large, faceted diamond with a 'W' inside, set against a light blue background with a faint line graph. To the right of the diamond is the CISI logo, which includes the text 'CISI' and 'CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT' along with a small crest. Below the diamond, a dark blue horizontal band contains the text 'INTERNATIONAL CERTIFICATE IN WEALTH & INVESTMENT MANAGEMENT (ICWIM)' in white and light blue. The bottom half of the banner shows a blurred image of hands holding a document, with the 'ACADEMY OF FINANCE' logo and tagline 'The Gurus of Financial Wisdom' on the right.

9



A banner titled 'Risk in Financial Services'. The background features a rocket launching from a cloudy horizon. On the left is the CISI logo and text. On the right is the 'ACADEMY OF FINANCE' logo and tagline 'The Gurus of Financial Wisdom'. A semi-transparent grey band across the middle contains the title 'Risk in Financial Services' in red and black. The bottom of the banner is a dark blue bar containing a row of logos: 'ACADEMY OF FINANCE', 'ACM', 'QUANTUM LEAP', 'ACU', 'CMAA', 'CISI', and 'IAA'.

10

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Internal Auditors

11

# CMA (Australia)

The Institute of Certified Management Accountants (Australia)

12



The Institute of Certified Management Accountants (Australia)



Probably the only finance qualification for both

## FINANCE PROFESSIONALS and NON-FINANCE PROFESSIONALS


















13

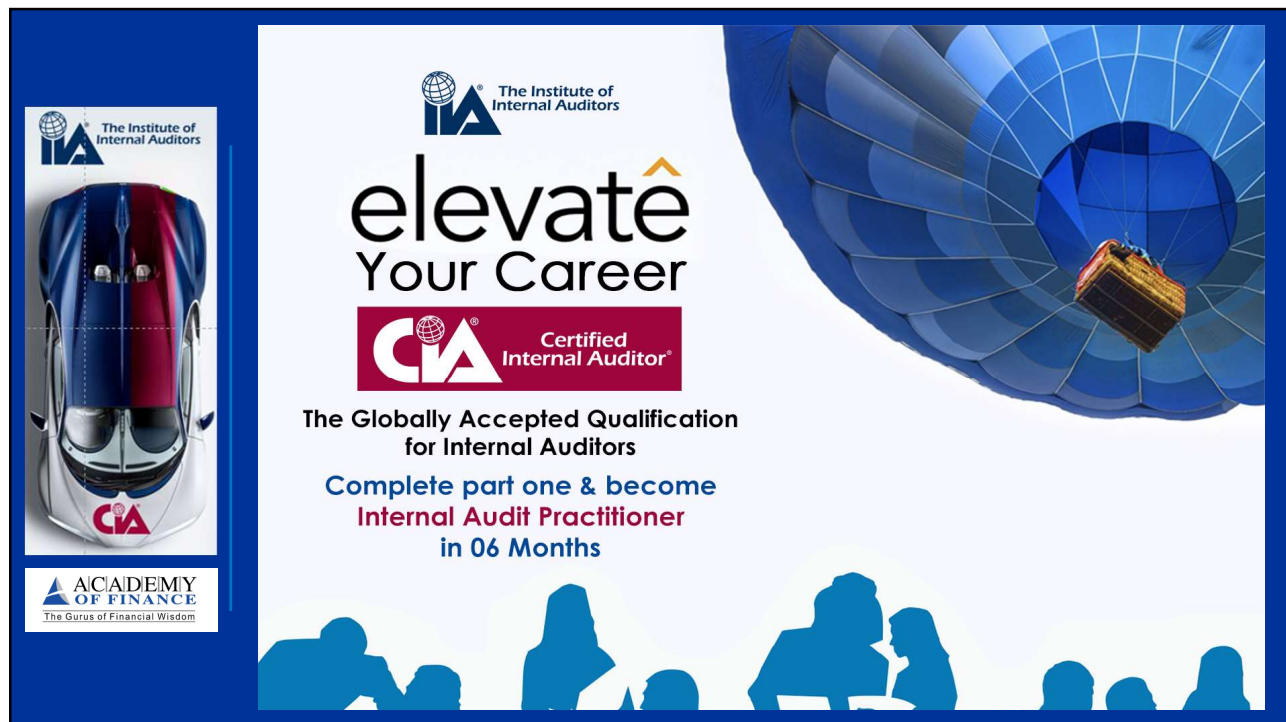
## CMA (Australia)

- Qualified Professionals and Graduates  
Marketing, Banking, Engineering, Business Administration, Law  
**ONE YEAR (CMA)**
- Qualified MBA holders  
**SIX MONTHS (CMA)**
- Qualified Finance Professionals  
**SEVEN DAYS (CMA)**
- Entrepreneur or a Business Manager  
**FOUR DAYS (CGBA)**

14





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15



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16



## Fundamental Analysis in Making the Right Investment Decision

1. The stock market performance during the recent past
2. Sectoral performance in 2020 Q4 and 2021 Q1
3. The most actively traded listed companies and sectors
4. Factors to consider before making an equity investment
5. Stock analysis based on multiples and price movements
6. Sri Lankan Economic Outlook



17

## Facilitator – Ms Shadini Silva

**MBA, BSc, ACMA, BCS**



Shadini unveils over 6 years of industry expertise with Softlogic Stockbrokers providing constructive analysis on Diversified, Apparel, Construction and Manufacturing sectors in Sri Lanka, covering a vast array of large and mid-cap stocks listed on the Colombo Stock Exchange over the years.

Prior joining Softlogic Equity Research, Shadini has been engaged in the apparel industry working for two major exporters. She holds a Master of Business Administration from University of Cardiff Metropolitan – UK and a Bachelor of Science (Hons) degree from University of Colombo. She is an Associate Member of CIMA (UK) and also a Member of the British Computer Society (BCS).



18

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Softlogic Stockbrokers  
Shadini Silva & Mahesh Udugampala  
Report on Hayleys Fabric PLC

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19

## Q&A Session – Mr Eardley Kern

**CMA (Australia), MBA, ABE**



Eardley Kern is a specialized professional in equity investment with over 30 years of experience in the capital markets and investment banking.

He is the Head of Sales in Softlogic stockbrokers, since 2013. He has a wealth experience in the industry working with Lanka Securities as Head of Sales and Marketing for seven years and with Jardine Fleming HNB Stockbrokers and Somerville Stockbrokers as Senior Investment Analyst.

Kern holds a Degree in Business Administration from the Association of Business Executives of United Kingdom and an MBA from Australia Institute of Business. He is a Certified Management Accountant Australia

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20



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21
















































Thank You !





22