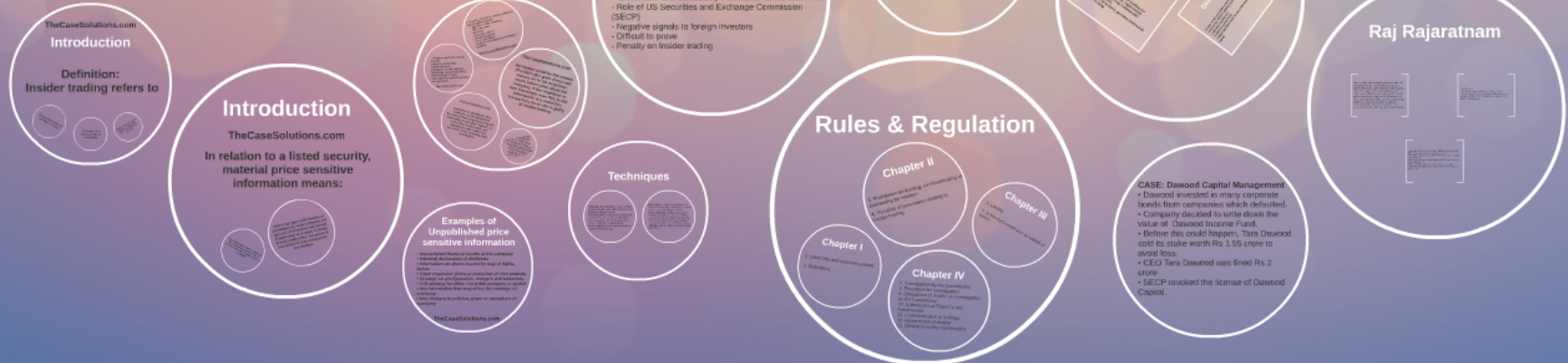


# PageWell 2.0: Using Customer Research for Product Development



TheCaseSolutions.com

# PageWell 2.0: Using Customer Research for Product Development



TheCaseSolutions.com

**TheCaseSolutions.com**

# **Introduction**

**Definition:  
Insider trading refers to**

*Generally buying or  
selling a security*

**In breach of a  
relationship of  
confidence**

*While in possession of  
material, non-public  
information about the  
security*

ers to

ession of  
n-public  
about the  
curity

• business  
• family me  
• employee  
• brokerage  
who were  
informatio  
to a comp  
TheCa

# Introduction

**TheCaseSolutions.com**

**In relation to a listed security,  
material price sensitive  
information means:**

*Any information which relates to the following matters or is of concern, directly or indirectly, to a company*

*And is not generally known or published by such company for general information, but which if published or known, is likely to materially affect the price of securities of that company in the market.*

**Unp  
sens**

- Unpublished
- Intended de
- Information
- bonus
- Major expan
- Strategy on
- Exit strateg
- Any informa
- company
- Any change



# Examples of Unpublished price sensitive information

- Unpublished financial results of the company
- Intended declaration of dividends
- Information on shares issued by way of rights, bonus
- Major expansion plans or execution of new projects
- Strategy on amalgamation, mergers and takeovers
- Exit strategy for either the entire company or partial
- Any information that may affect the earnings of company
- Any changes in policies, plans or operations of company

**TheCaseSolutions.com**

**In practice, the list of company insiders are thought to include**

- **sponsors of the company**
- **chief executive**
- **directors**
- **corporate officers**
- **managing agents**
- **chief accountant**
- **auditors and lawyers & investment bankers**

**TheCaseSolutions.com**

- Insiders could also include**
- **friends**
  - **business associates,**
  - **family members,**
  - **employees of law, banking, brokerage and printing firms who were given such information to provide services to a company**

**TheCaseSolutions.com**

## **TheCaseSolutions.com**

**Government employees who learned of such information because of their employment by the government and other "tipppers" of such officers, directors, and employees, who traded the securities after receiving such information**



## **TheCaseSolutions.com**

**An insider could be the spouse of a CEO who goes ahead and passes on to his neighbour inside information about the company. If the neighbour in turn knowingly uses this inside information in a securities transaction, he or she is guilty of insider trading.**