



ΕΠΙΤΡΟΠΗ
ΚΕΦΑΛΑΙΑΓΟΡΑΣ
ΚΥΠΡΟΥ

CYPRUS SECURITIES AND EXCHANGE COMMISSION



WORLD
INVESTOR
WEEK 2021

The Smart Investor Booklet

KEY MESSAGES FROM THE
WORLD INVESTOR WEEK 2021

This booklet was put together by the Cyprus Securities and Exchange Commission.



World Investor Week (WIW) is a week-long, global campaign promoted by IOSCO to raise awareness about the importance of investor education and protection and highlight the various initiatives of securities regulators in these two areas.

WORLD INVESTOR WEEK 2021

A smart investor
verifies that an investment
professional is licensed



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WEEK 2021

A smart investor
recognizes the red flag
warning signs of online
investment fraud



WORLD
INVESTOR
WEEK 2021

a smart investor
conducts research on a
product before investing



WORLD
INVESTOR
WEEK 2021

A smart investor

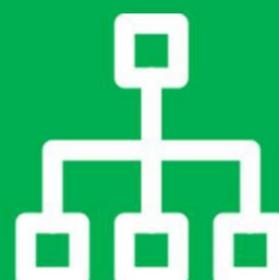
considers whether an investment's
stated approach to sustainable finance
matches the investor's investment
goals, objectives, risk tolerance
and preferences



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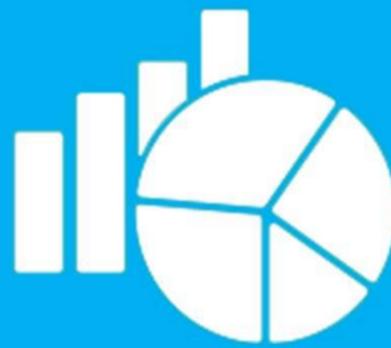
a smart investor

realizes that sustainable finance may be referred to in many different ways, such as environmental, social, and governance (ESG) investing, socially responsible investing, and impact investing



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A smart investor
recognizes the benefit of
long-term, regular and
diversified investment



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A smart investor
plans for and invests
according to his/her future
needs and goals



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WEEK 2021

A smart investor

assesses the impact of
fees when choosing an
investment



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A smart investor

reviews an investment's disclosure documents to see how it weighs various ESG or sustainable finance factors



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A smart investor

understands the risks that are associated with initial coin offerings and crypto-assets in general and is careful in deciding whether to invest in these products



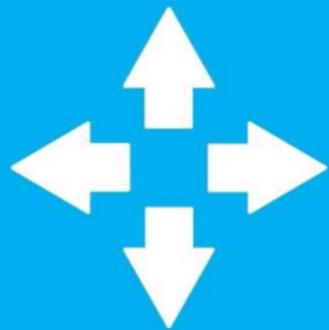
WORLD
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WEEK 2021

A smart investor
plans for life's unexpected
challenges and investing in
uncertain times



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A smart investor
recognizes the
importance of
diversification



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WEEK 2021

A smart investor
never invests based solely
on a celebrity
endorsement



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WEEK 2021

A smart investor

**understands that risk
exists in all investments**



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WEEK 2021

A smart investor
does not forget about the
importance of due diligence when
considering investments in online
and digital environments



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