



INK Company Insider Report

Chapter 1 – Overview

The company report has three sections. The first is the overview graph and bias chart.

The dollar bias is simply the difference between the money that insiders have spent on the stock versus the amount of stock they have sold for cash in the market.

We focus on officers and director as we believe these are the most important insiders to key on.



Chapter 2 – Latest Transactions

In the next section of the company report you will find the latest transactions in the stock.

There we list in detail of all insiders in terms of who has been buying and selling.

We include all of the latest transactions with no filtering, not just public market transactions.

Chapter 3 – Holdings Summary

The final section is the holdings summary. It gives you detailed information about the holdings that insiders have in the company and their trends.

It really is an essential part of due diligence for any investment decision as it gives you a snapshot of the amount of shares and options that every insider holds.

It also gives you a graph of the ownership trends and you really want to look to see if the CEO and CFO are holding on to their shares or possibly accumulating.

Insiders may need to sell for a variety of reasons. However, if the CEO is selling, you might want to find out why and then ask yourself whether you should be selling as well.

Before you invest in a stock, it is always a good idea to see if insiders hold stock in the company.

As Seymour Schulich, one of Canada's most successful investors said, "your chances of success are greatly improved when you pick companies where officers and directors own a large amount of stock."

Next, we will have a review on the INK Morning Insider Report. Thank you for watching.