

In this recently launched monthly series from Singapore Exchange and ST Money, find out more about firms listed on the local stock market.

Brokers give their stock picks, and corporate chiefs tell you about their investing approach and where they put their money. This month, we focus on the food sector.

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FOOD INVESTMENTS Get a taste for profits



Yummy investments

Geoff Howie tells investors why they should put their money where their mouth is and invest in the food business.

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Delectable stocks

CIMB Research market strategist Benjamin Goh highlights five food-related counters to watch.

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Winning combination

Corner Stone Wines managing director Clinton Ang shares how he and his wife Tina form a successful investing partnership despite their different styles.

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CHIEF'S CALL

A winning 'bull and mouse' combination

He goes for higher returns, she's more conservative, but both agree on limits

MR CLINTON Ang, the managing director of home-grown wine and spirits merchant Corner Stone Wines, likens his investing style to his Chinese zodiac sign, the bull.

His wife Tina Ang describes herself as a mouse when it comes to investing.

Here is why their "bull and mouse" combination is a winning one when it comes to investing.

I invest in...
Clinton: As a family, we keep about a quarter of our assets in our wine business, another quarter in property and just over a quarter in shares while the rest is in insurance and other investments.

I started investing when I was 18 and have learnt many a lesson along the way. For example, I lost \$50,000 speculating in covered warrants many years ago. I have learnt better since then.
Tina: Ever since I began investing at 21, I have almost always invested in fixed income because I am generally a conservative investor.

Before investing, I look for...
Clinton: Shares make up the largest portion of our investments at 30 per cent.
Three-quarters of our share portfolio comprises longer-term investments.

We look for ethical, prudent and committed controlling shareholders, a sound business model, and good management strategy. Such companies outperform over the longer term.

The other 25 per cent goes into cyclical stocks that rise and fall with the business environment and opportunistic investments based on trading strategies.

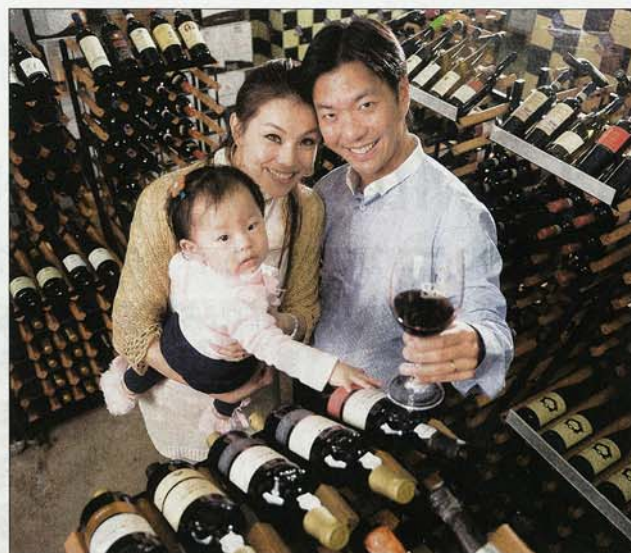
We hold such investments for no more than one to two years. As a rule, we refer to brokers' reports for all investments.
Tina: I am highly sensitive to risks and always looking to balance returns against risk.

I also worry about inflation, which is a major factor I take into consideration each time I invest.

I invest like...
Clinton: I am the epitome of the bull, my Chinese zodiac sign.

When I feel the time is right or the company is compelling, I normally go in with as much as I have allocated for that portion of my portfolio.

But I always do my homework first.
One of my best investments is buying Ho Bee at 40 cents in 2009 when the market was sharply down. I sold the shares at \$1.00 a year later.
Overall, the average return on my share investments in recent



Mr Ang, 40, and his wife Tina, 29, with their 11-month-old daughter, Cora. About a quarter of the family's assets is in their wine business, another quarter in property and just over a quarter in shares. ST PHOTO: DESMOND WEE

years is 13 per cent to 14 per cent a year.

As for Tina, she may be conservative like the mouse, her zodiac sign. But I call her my mighty mouse as her portfolio has a 5 per cent annual return, better than many other investments.

Tina: As the mouse, I like to hold cash and wait for the right opportunity.

Through careful study, I have managed respectable returns ahead of inflation, which aren't bad considering how little bank deposits pay.

Although our "bull and mouse" investing styles differ, we agree about many things when it comes to investing.

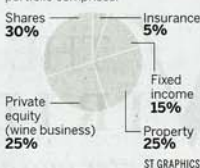
For instance, we both have agreed to limits on how much to invest in what kind of assets.

We would never let ourselves, or each other, exceed the limits set.

We also bounce ideas off each other. Consensus is important in everything we do, including investing.

Their portfolio

Clinton and Tina's investment portfolio comprises:



To succeed as an investor...

Clinton: You should go with the trend and avoid being swayed by rumours.

You should also avoid contra trading because it limits the time horizon you can hold onto the stock.

Also stay clear of stocks your broker won't allow you to buy on margin.

If the broker won't lend you money to buy the stock, it must be because it is a high-risk one.

More broadly, you need to be methodical and unemotional with a well-analysed detailed investment strategy and the patience and discipline to execute it.

Tina: The main strategy for me is to avoid emotion.

Always consider the risk versus the return, not what others say or feel.

If possible, I try to read broker reports because many bonds are issued by listed companies. If the company is performing well, their bonds should also do well.

Our investment advice to a young couple is...

Clinton and Tina: Don't rush to buy a home as the property market is cyclical and a mortgage is a huge commitment.

It is okay to rent a place and then wait for the prices to soften to levels you are comfortable with.

And remember to use your savings to invest widely into shares so that you can reap the long-term rewards of being a shareholder of companies.