

# Investor

If you buy a stock from a company, you are now part owner of this company.

The company is doing well and is making a profit. **The value of your share is up.** It is time to pay out Dividends.

You **sell** your stock.  
You are no longer a share owner of the company.

You **buy** more stock.  
You think the value of the stock will go up.

You **hold** onto your stock.  
The company may make future profits or may not. That is your risk.

The company is not doing well and is not making a profit. **The value of your share is down.** It is time to pay out dividends.

You **sell** your stock.  
You are no longer a share owner of the company.

You **buy** more stock.  
You think the value of the stock will go up.

You **hold** onto your stock.  
The company may make future profits or may not. That is your risk.