

From the desk of Mark Rogers, Chief Investment Advisor of Motley Fool UK: **“Here’s a way to try and take better control of your finances...and start working towards a potentially market-beating¹ return...”**

**Your Invitation to Join *Motley Fool Share Advisor* –
*Yours Today At a £70 Saving off your first year²***

...Plus, enjoy the protection of a 30-day subscription refund guarantee

Please complete this short, secure order form to accept and see everything inside *Motley Fool Share Advisor*. Or, if you’re still unsure, read on. Let me explain everything you get when you join our 8,000 UK members.

<< Image of Mark Rogers >>
<< Caption >> **“Since 2012, our Foolish share picks have beaten the broader UK market by 11.3%¹. What if you did the same? Please accept this invitation to join Motley Fool Share Advisor now, while you still save 47%.²”*

Dear Investor,

I’m not one to make assumptions...

But the fact you’re on this page suggests you’re different to most people.

You *know* your savings could work harder...

...That time wasted is often money lost.

You’re ready to try and take better control of your finances. And you know the sooner you do this effectively, the better off you could be

However, if you’re like many investors I meet, you’re also prudent. You know that investing in shares carries *risk*.

And even with a deal like the one I’m making you today, you may still be on the fence.

So let me explain everything you get as a *Share Advisor* member – what I can and cannot promise you. Read on and discover...

- ✓ Why our share picks have outperformed the S&P UK Broad Market by 11.3%, with an average **35.1% return!**¹
- ✓ What some of our members can tell you about this service
- ✓ And why I believe investing “Foolishly” could be your #1 way to help you - as you aim to secure financial freedom, for yourself and your family, in these volatile times

You see, in my opinion, the best way for you to try and get a decent return on your savings might be in the stock market.

And that’s exactly what *Share Advisor* helps you do.

That’s why I’m so excited to offer you this invitation today.

I’ve put together a terrific team of experts who do all the hard work for you. Every month, they present you with their two most promising picks; one **growth stock** and one **income stock**.

You are handed a detailed report of their findings – with commentary on all the opportunities and risks. And they reveal why they believe these picks have the potential to grow your wealth over the long term.

Long-term investing, in a nutshell, is the Motley Fool philosophy.

We ***don’t*** take cavalier bets on unproven ‘Penny Stocks.’

We ***don’t*** get stressed over short-term price swings.

And we ***definitely don’t*** bombard you with unproven claims and hype.

This is your *nest egg* we’re talking about.

It is hard-earned and shouldn’t be toyed with.

So every recommendation you get inside *Share Advisor* is given to you with the understanding that you’ll buy and *HOLD*. Our aim is to get you buying what we believe are top-quality companies that have the potential to dramatically improve your financial standing over time.

Many of our picks are *still* being held after 3+ years. Including...

- ✓ **Britvic - up 291.2%**³
- ✓ **Homeserve -up 574.7%**⁴

✓ **Micro Focus – up 607.3%**⁵

Naturally, I'm showing you some of our top performers. [These are not intended to be representative, and not all picks have been so successful. Some have fallen in value.](#) However, I believe your *Share Advisor* membership could soon have you making much more informed decisions.

As Neil A. said, after closely following our 'Buy Alerts':

"The chaps at Motley Fool know a lot more about this game than I do, so I have followed all the recommendations, buying in equal weightings and selling when recommended."

- Neil A, Edinburgh

Imagine seeing a small handful of these companies quietly fill your retirement account or ISA.

How much faster could you start doing whatever you want...*whenever* you want...now that you're beginning to try and take more control over your money?

Well that's not all...

You are also updated on any important news as it happens. This lands straight in your inbox – with quick-fire suggestions on what to do next. All the information you need is distilled into a few short paragraphs.

Should the moment strike, we'll even tell you if we're selling. This has helped our investors secure up to **triple-digit returns in our best recommendations.** [Of course, these are not representative, and not all picks have been so successful. Some have fallen in value.](#) [But as I](#) mentioned earlier, overall, we're **handily** beating the market!¹

And we believe these timely updates could be *critical* to your success.

Because they don't just save you time...

...When the markets get whipped into another panic or frenzy, we think they can make you a calmer investor.

<<button>> [Yes, I'm ready to join *Share Advisor* now at a huge saving – with a 30-day subscription refund guarantee](#)
<<button>>

Nothing is hidden from you either.

You're shown our full track record...every buy, hold and sell recommendation since Share Advisor began in 2012...The winners *and* losers...

...Plus those stocks which we *still* think you should BUY.

I'm sure you see why so many *Share Advisor* members have sent us such overwhelming praise:

"Share advisor gives you buy and hold recommendations with detailed analysis of each company. Very easy service for all fools to understand."

M. Birkett, Somerset

"The expert research is done for me and looks at companies I wouldn't usually think about or even know. (Because of Motley Fool Share Advisor) I have a portfolio that is broad and I think more secure from market instability."

M.H., Midlands

"I save time, save money, and profit."

Keith Malcolm Lewin, North West England

*"I have been able to invest in good companies and have over the course of the last five years **managed to almost double my original investment**. Motley Fool have helped me invest wisely and although I am nowhere near being able to retire yet, they will get me there a lot quicker than would otherwise have been the case."*

William Barnsby, West Midlands

"I would advise anyone thinking of investing in stocks and shares and is a little reticent about taking the first step to look at the Motley Fool Share Advisor...I feel that I am finally taking control of my finances and I am really enjoying the experience of investing."

N. Demblon, London

Now, whatever *your* position, I believe *Share Advisor* can help you do the same.

<<button>> Yes, I'm ready to join *Share Advisor* now at a huge saving – with a 30-day subscription refund guarantee
<<button>>

And I want to help get you started as quickly as possible...

So The Moment You Join, You're Also Handed a Short-List of '5 Starter Stocks' to Buy and Hold *Today*

All of these are simple, easy-to-understand businesses – typically with:

- ✓ A long, impressive track record
- ✓ A dominant market position
- ✓ A strong management team and company culture
- ✓ Strong numbers to hopefully sustain any volatility in the wider market

We think these stocks are ideal for getting your new portfolio launched.

To perhaps give yourself a more solid foundation from the start.

And even if you currently own shares, we think you should strongly consider adding these to your portfolio. Because I think my research shows that they are strong, high-quality companies.

You could potentially leave these humming along in your ISA while the markets move up and down.

Hopefully by now, you're starting to see why so many investors are chuffed to bits with *Share Advisor*. And why they say things like this:

“Would I recommend Motley Fool Share Advisor...? I do, every time I meet my former colleagues who are still saving for their retirement. Will I stop using the service now that I have retired? Not until my children can afford to retire too.”

J.C., Hampshire

“My Motley Fool experience to date has been amazing. I can't praise the service highly enough. I held off joining back in 2012 when the service was launched and didn't join until 2014 until it was more established. That's a decision I seriously regret.”

Phil James, Leicestershire

“It is **the best £199 I have ever spent**. I have been rewarded with substantially more than the small annual outlay.”

A.K., North Dorset

But you won't have to pay £199 to join them today...

You won't even pay HALF that amount!

Instead...

You Are Invited to Join *Share Advisor* Now For Just £79²

This entitles you to your first full year's membership.

| It works out to roughly [£1.52](#) per week.²

Think about that for a moment.

For less than what the Sunday paper costs, you have a wealth of information to try and help you finally take control of your finances. Or let me put it another way.

Just the *dividends* alone from some of our income picks could potentially recoup your membership.

Not to get ahead of ourselves...

This is the stock market, and there are no absolute guarantees.

That's why I'm careful to explain every risk and opportunity to you in detail. This makes it easier for you to pick the right stocks based on your circumstances.

<<button>> Yes, I'm ready to join *Share Advisor* now at a huge saving – with a 30-day subscription refund guarantee
<<button>>

What's more, you are welcome to post any questions or comments...

I promise to get back to you as quick as possible.

For instance, here's a detailed answer I gave to a subscriber about one of our growth picks.



Mark Rogers | Monday, 8th [REDACTED] at 5:55 pm

Hi [REDACTED] thanks for your post.

Good question regarding [REDACTED] competitive advantages. I think they benefit from the scale at which they're able to operate compared to those much smaller individual players, by offering a suite of solutions and being able to tie them all together using tech like [REDACTED]

The other "big" players trying to consolidate the industry aren't typically [REDACTED] technologies companies, but private equity houses buying up individual companies (more commentary on that comparison above). So I think [REDACTED] has some reputation advantage in being fully focused on the sector, and management expertise ties into that too.

Management really is a big factor here, not just due to the significant ownership stakes but the expertise of [REDACTED] in identifying the right companies, and the strategy they employ to cross-sell and leverage the software once they own it themselves. That's quite a significant advantage over smaller firms trying to get a foot in the door with large corporations and governments.

In a sense, competition is also typically very specific to individual companies and regulated industries, which explains why the market is so fragmented. I suspect there are high switching costs to moving onto a different system once [REDACTED] are in place, particularly if [REDACTED] is the first [REDACTED] which a company puts in place. That becomes more likely in regulated industries where courses might need special accreditation from regulatory bodies.

As for growth, the industry on a whole is growing at a healthy mid-teens % annually, according to the company. I personally think it's a long-term trend that will persist for some time to come.

Hope that helps!

MarkR

Out of respect for the member's privacy, I had to redact some of this message. But hopefully it illustrates an important point.

You see, [whilst we cannot always reply in such depth](#), you're not left alone with our reports. You have access to the same analysts who give you this market-beating research.

And please, let me make something else abundantly clear to you...

Your *Share Advisor* Membership is Covered By a 30-Day Subscription Refund Guarantee

Yes. I want to remove as many risks as I possibly can from your decision.

Simply [complete this easy-fill payment form](#) to start your subscription.

Peek behind the curtain and explore everything I've promised you in this invitation.

You can even follow the same research now being used by 8,000 *Share Advisor* members to potentially grow your wealth. Meanwhile, you're under no obligation whatsoever.

If, within 30 days, you decide *Share Advisor* is not for you, just send a quick email to our support team at customerservices@fool.com.

You will be issued a full and prompt refund of your subscription fee, no questions asked.

You can cancel your subscription for any reason, or no reason at all.

And to make your decision even *easier*, here's something extra for you...

6 FREE Investing Reports to Download and Keep...

...whether you stay with *Share Advisor* or not!

Think of these as a 'thank you' gift for trying our market-beating¹ service today.

Your free reports include:

- ✓ **The Motley Fool's Brexit Playbook:** See all the possible ways to try and help protect yourself – and perhaps even *profit* – during Brexit's uncertainties. You're shown how the possible scenarios could impact each industry, and which companies to consider *buying*. Brexit will surely go down as one of the great political shifts of this century...which is why I believe you could have some once-in-a-lifetime opportunities ahead.
- ✓ **The A.I. Dossier:** Artificial Intelligence, once the stuff of science fiction, is now an absolute reality. And it could easily become the largest technological jump in human history – adding an estimated \$15.7 *Trillion* to the global economy. This 14-page dossier reveals 3 specific ways you can position yourself to profit from this coming boom... plus the stocks we think you should buy *today*.
- ✓ **Double Report Bonus:** '6 Danger Signs You Can Check in 15 Minutes, PLUS... 'When to Sell Your Shares': If you already own shares in *any* company, you will want to run these quick-fire checks. Most investors I meet

have missed at least one of these warning signs... yet they can show you which companies are deteriorating *before* the markets get wise.

- ✓ **The Fool's Guide to Investing With Funds:** Funds can offer you a relatively cheap, easy way to get broad exposure to the stock market... or they can burden you with poor performance and crippling annual fees. This guide helps you make a more informed decision before you click 'buy.'
- ✓ **The 'Double Agent' in the UK Stock Market:** 10 years the markets have been roaring upwards. How long can it last? If you fear a downturn, this report could reveal an effective way to try and hedge your portfolio.

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Every day, the UK's Strongest Companies Are Open For Business. Why Stay on the Outside Another Moment?

You could use our buy alerts to help claim your share of these profits being made.

| And right now, I'm offering you a 47% discount off your first year of membership. That's **a full £70 saving off the usual list price,**² with access to all of the following.

- ✓ **Your monthly income and growth stock suggestions** – with commentary on all the opportunities and risks. These make it easier to buy shares based on your own situation and risk-tolerance. And if you have any questions, you are more than welcome to ask our analysts
- ✓ **Your stock email updates** – keep you informed on any important changes to your portfolio. We hope you can use these to make quicker, calmer decisions without falling victim to the usual media noise.
- ✓ **Your 5 Starter Stocks** which we believe you really should consider holding in your portfolio...even if you currently own shares. Plus, I've put together a **list of 'Best Buy' stocks** for you – which our analysts believe are the best opportunities in the *Share Advisor* portfolio right now.
- ✓ **Your 6 FREE Investing reports** to download and keep – whether you stay with *Share Advisor* or not. These can help you prepare for more of the uncertainties ahead

- ✓ **Your 30-day Subscription Refund Guarantee.** If you are not thrilled with everything you see inside *Share Advisor*, simply write a quick message to our support team for a FULL refund of your membership fee. No questions asked.

Do you have *any* savings which could be working harder right now?

If so, please accept this invitation.

You can leave your money in a savings account, accepting any paltry interest-rate your bank throws at you.

You can hold onto your savings while the Bank of England decides whether or not to destroy its value through inflation.

Or you can take control of your finances for yourself.

Of course, stocks *are* riskier than cash. However, with *Share Advisor* at your side, I believe they can offer one of the best ways to get a potentially handsome return on your savings.

You can stop relying on banks, 'experts' and institutions.

| You can join the 8,000 Fools who are beating the [S&P UK Broad Market Index](#) by an average 11.3%¹.

I hope you decide to take control and save yourself £70 off the usual price today.²

To accept this invitation, please complete the secure order form below. You will be sent a prompt email with everything you need to access *Motley Fool Share Advisor* and get started.

I wish you all the very best.

Foolishly yours,

Mark Rogers,
Chief Investment Advisor, Motley Fool UK

Small print:

1. Motley Fool Share Advisor has delivered an overall return of 35.1%. The S&P UK Broad Market index has delivered an overall return of 23.8%. Returns are calculated using a time-weighted rate of return (TWRR) methodology that includes dividends reinvested and excludes trading costs. The S&P UK Broad Market returns include dividends reinvested. Returns are measured from the date of each recommendation to the close of trading on 28/06/19. 2 recommendations per month have been made since 27/02/12.
2. Your card will be charged £79 for your first year of service. At the end of this introductory period, your subscription will automatically renew at £149 annually. You may cancel your membership at any time by contacting CustomerServices@Fool.co.uk. If you cancel within your first 30 days you will receive a full subscription refund. After this time, your initial subscription is non-refundable. This special introductory offer ends at 11:59pm on 31/08/19 but may be withdrawn from sale at any point without notice.
3. Motley Fool Share Advisor first recommended shares of Britvic plc (LSE:BVIC) on 23/07/2012. As of the close of trading on 28/06/2019 the shares had gained 291.2%. The return is calculated using a time-weighted rate of return (TTWR) methodology that includes dividends reinvested and excludes trading costs.
4. Motley Fool Share Advisor first recommended shares of HomeServe plc (LSE:HSV) on 28/08/2012. As of the close of trading on 28/06/2019 the shares had gained 574.7%. The return is calculated using a time-weighted rate of return (TTWR) methodology that includes dividends reinvested and excludes trading costs.
5. Motley Fool Share Advisor first recommended shares of Micro Focus plc (LSE:MCRO) on 23/04/2012. As of the close of trading on 28/06/2019 the shares had gained 607.3%. The return is calculated using a time-weighted rate of return (TTWR) methodology that includes dividends reinvested and excludes trading costs.