

New sharemarket tool aims to provide clarity

Jenny Ruth

An interactive website providing detailed information and analytical tools on shares launched this month with the aim of drawing on “the wisdom of crowds.”

Accessible to both “mums and dads” as well as professional investors, Shareclarity currently provides free access to 20 New Zealand shares and another 48 are available on subscription, with more companies being added over time.

The founder is managing director Daniel Kieser, who has previously worked at Vector and ABN Amro and founded a Singapore-based energy business.

Mr Kieser hopes to expand the website’s scope and functionality over time so it provides crowd-based share price valuations and company information.

“One person may know a lot about a business but 10 people will likely know a lot more,” he says.

Shareclarity is designed for anybody, from complete amateurs, students and academics through to financial advisers, fund managers and other professionals, and provides information only, not investment advice or broking services and it doesn’t sell third-party products.

“It’s clear that people want to understand their investments better and they want more control over their investment decisions,” Mr Kieser says.

To do that, they need relevant, transparent and independent information, he says.

“Like anything, the less you understand, the more risky it is,” Mr Kieser says.

“We’ve tried to demystify the sharemarket by building a transparent window into how companies operate and what their shares could be worth.”

For the mums and dads, the website provides a brief snapshot of each company covered, including the current share

price, how that differs from a technical valuation and basic metrics such as earnings per share and the price-to-earnings ratio.

More sophisticated users are offered a range of valuation and performance measures in both tabular and graphic form.

For example, users can graph Mainfreight’s operating earnings performance over the past five years and are offered a projection over the next 10 years.

It also offers information on factors specific to the particular stock, such as oil prices

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The site also offers a concise overview of the company, what it does and the different brands or divisions, some background on its business strategy and a potted history.

It also lists the directors and chief executive with brief notes on their backgrounds and provides details of where all this information came from, including links to the company’s website and annual reports – going back many years in some cases.

It also provides the prospectuses for recently floated companies such as Airworks.

and GDP and inflation in the countries in which it operates for Mainfreight or details on retail spending in New Zealand and Australia for Hallenstein Glasson Holdings.

The site also provides recent NZX announcements on the stocks it covers.

Mr Kieser hopes users will add their views and opinions to help build the database over time.

“Shareclarity is only at the start of its journey but, if we get it right, we’ll hopefully create a mind-shift in the way people think about the sharemarket by bridging the knowledge gap between the average person and the most sophisticated investors.”

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