

# Meet the team



Joshua Reed  
Analyst

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## When did your interest in financial markets start?

My interest in financial markets started during high school accounting, leading me to pursue a finance focused degree, Bachelor of Business Science. I was intrigued by the intricacy and occasional absurdity of markets, and the idea of allocating capital appropriately makes a lot of sense. My internship at Northstar cemented my passion for investing.

## What did you study and why?

My degree helped me appreciate how businesses are managed. I was most interested in the investment component and subsequently pursued a M Com in Finance in the field of Investment Management.

## What do you think equips you to do this job properly?

I believe my natural curiosity, eager work ethic, and analytical mindset work well within Northstar's research led investment process. These are key skills required to produce informed and unbiased investment cases. I continually work to expand my knowledge of financial markets and learn from dynamic market conditions to propel better decisions over time.

## What do you love about investing?

I love gaining deep insights into companies, industries and the world in general to better understand the dynamics impacting investment outcomes and to try piece together where companies and the world could be heading. It is rewarding to know that doing the work I am passionate about can contribute to building wealth for clients through appropriate investment decisions.

## What do you find the most challenging part of your role to be?

It can be challenging to discern structural and temporary changes to industry dynamics and a company's relative competitiveness. We take a long-term view in an unpredictable future, and therefore need to make informed judgements based on available information, avoiding near-term noise and unjustified sentiment changes. It is important to assess each company in an analytical and unbiased way, and to be aware of any behavioral biases which may be influencing perceptions and decisions.

## Why do you think clients will do well at Northstar?

We have a highly skilled and dedicated team focused on offering superior service and investment performance to clients. We follow a robust investment process to produce high quality research and investment decisions that should create value for clients over time. Clients can have peace of mind knowing that they are at the heart of what we do.

# NORTHSTAR

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## NORTHSTAR ASSET MANAGEMENT

Northstar Asset Management (Pty) Ltd  
Registration No. 1996/001423/07 | FSP number 601  
Suite 1A, Madison Place, Alphen Office Park, Constantia Road,  
Constantia PostNet Suite #784, Private Bag X16, Constantia 7848  
Tel +27 (0)21 810 8400 | Fax +27 (0)21 794 2885  
[info@northstar.co.za](mailto:info@northstar.co.za) | [www.northstar.co.za](http://www.northstar.co.za)

## SANLAM COLLECTIVE INVESTMENTS

Sanlam Collective Investments (RF) (Pty) Ltd  
Registration No. 1967/002865/07  
2 Strand Street Bellville, 7530 PO Box 30, Sanlamhof, Bellville, 7532  
Tel +27 (0)21 916 1800 Fax +27 (0)21 947 8224  
[service@sci.sanlam.com](mailto:service@sci.sanlam.com), [www.sanlaminvestments.com](http://www.sanlaminvestments.com)  
Please refer to our website for directors & company secretary details

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