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## Stimulating long-term equity investment

This study is dedicated to psychological blocks many savers have thinking about equity investments. The AMF has carried out a qualitative study that reveals that a certain number of misconceptions on equities are deeply entrenched in people's minds. An in-depth learning approach is necessary in order to establish long-term investor reflexes and incite investors to better diversify their savings without ruling out equity investments too quickly to equity investments. The AMF propose levers to stimulate long-term diversification in shares by an effort of specific education.

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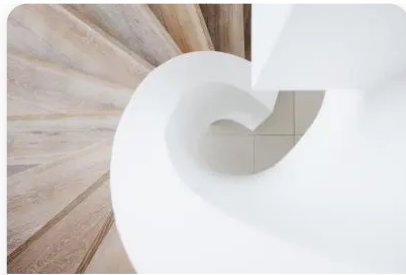
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