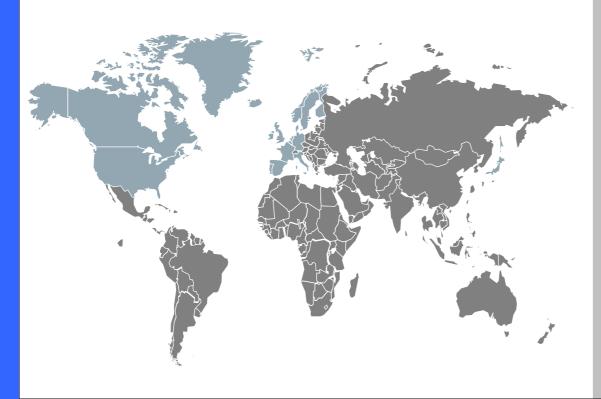
November 2011

Equity Research Asia / Global Emerging Markets

Asia/GEMs Equity Strategy

AP Summit: Maintain Major OW Asia / EM equities

Asia/GEMs Strategy



MORGAN STANLEY RESEARCH GLOBAL

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November 2011 Asia / GEMs Equity Strategy

Maintain major OW Asia / EM equities

- We maintain our major OW Asia / EM equities. At 8% over benchmark, we are at our largest equities OW since April 2009.
- Downside risks to global growth are evident, and Europe's sovereign crisis is unlikely to be resolved swiftly. However, macro data for the US and China are far better than at the same stage in 2008. China data (PMI, electricity production, retail sales, property prices, industrial production) appear inconsistent with a hard landing.
- EM is starting to demonstrate fiscal and monetary policy flexibility which will be supportive of growth. Although we do not expect the same degree of easing as in late 2008 / early 2009, reduced inflationary pressures and weaker export data are opening the door to an easing cycle. Turkey, Brazil, Russia and Indonesia have already cut rates. China is undertaking a series of fiscal policy and regulatory changes designed to support consumption and reduce risks to the banking system.
- Key valuation and sentiment indicators reached levels on October 4, 2011, that were not much above the October 2008 extremes. They back-test well for significant gains 6-12 months later. Recent events in EU give a second chance to buy.
 - Forward P/E reached 7.8x (lowest 99th percentile over 20 yrs and versus 5.7x at the trough on 27th Oct 2008) and is now 9.6x
 - Historical P/B reached 1.34x (lowest 93rd percentile over 20 yrs and versus 1.15x at the trough in Oct 2008) and is now 1.57x
 - Equity risk premium to UST 10 yr reached 1155 bps (highest 99th percentile over 20 yrs and versus 1176 bps at the trough in Oct 2008) and is now 970bps.
 - Fund outflow weeks reached 10/10 (versus 9/10 at the trough in Oct 2008) now 7/10
 - Advance / decline ratio reached -43% (versus -82% at the trough in Oct 2008), now 7%
 - VIX reached 41 on Oct 4 (versus 80 at the trough in on Oct 27, 2008) and is now 35
- Consensus earnings expectations for 2011 and 2012 have fallen below our base case for the first time this year. Downward revisions breadth is at the most extreme since Q4 2008. All ten EM sectors have downward EPS revisions (a contrarian positive). Our Top-Down base case for MSCI EM is for EPS to rise 16.5% in 2011 and 11.5% in 2012.
- Upside to our scenario weighted APxJ / EM Target Prices are 39% and 38%, respectively, by end-2012. For EM, the market is priced closer to our Bear scenario (US\$92 EM EPS in 2012 and exit P/E of 11.8x), rather than our Base case (US\$108 and exit P/E of 14.2x in line with the 10-year average).

November 2011 Asia / GEMs Equity Strategy

Maintain major OW Asia / EM equities

- If Oct 4 was the trough, the peak-to-trough decline of 31% compares with four previous bear market declines of 33% in the 1994/95 Tequila crisis, 58% in 1997/98, 54% in 2000/02 and 66% in 2007/08. Previous bear markets were all followed by earnings recessions (not our base case, although MSCI EM EPS fell sequentially from Aug 2011 to Oct 2011). In three of the four previous bear markets, the market troughed around the start of the earnings recession (the exception was in 1997/98).
- If Oct 4 was the trough, the bear phase would have lasted 155 days, versus a minimum 174 days in 1994/95 and maximum 589 days in 2000/02 in previous bear phases.
- If Oct 4 was the trough, a basket of EM currencies weighted by the MXEF index weightings would have fallen 8% in 34 days versus 19% in 111 days in the 2008 crisis.
- EM to perform well versus DM: Our conviction that EM equity will start to outperform DM equity again is high. In our base case, we expect EM ROE to remain at more than a 20% premium to DM through end-2012, yet EM currently trades at a forward P/E discount to DM of more than 12% and trailing P/B discount of 1.6%.
- EM particularly cheap versus S&P 500. MSCI EM is trading at an 18% discount to the S&P500 on consensus 12-month forward P/E and 12% on Shiller P/E.
- **Dividend Theme:** Continue to recommend the dividend theme and dividend growth stocks in APxJ and EM. The top quintile highest dividend yield stocks systematically outperform over the cycle while the lowest quintile dividend yield underperform.
- Large Cap Theme: Top 25 stocks by market capitalisation trade on P/B relative of 1.12x with trailing ROE relative of 1.55x. Low P/B relative has been associated with outperformance in the past.
- Best Business Models v2 Theme: Our Best Business Model v2 list identifies highest quality stocks in each of the 29 APxJ/EM industry groups. The selection process involved both quantitative (Return on Net operating Assets, Altman Z-scores) and qualitative aspects based on discussions with Morgan Stanley analysts (strength of the business model, management skills, etc.) See report: <u>Asia/GEMs Strategy: Asia Insight: Best Business Models v2 Identifying Highest Quality stocks in APxJ/EM</u>
- Key markets: Country dispersion in valuations is unusually high. OW markets are China, Russia, S. Africa, Korea and Brazil. Key UW markets are Mexico, India, Taiwan and Chile.
- Key Industry-groups: Our new industry quant analysis leads us to OW Energy, Capital Goods, Real Estate, Materials, Semiconductors, and Automobile. Underweight: Media, Tech Hardware & Equipment, Household & Personal Products, Health Care Equip & Services, Food & Staples Retailing, and Transportations.

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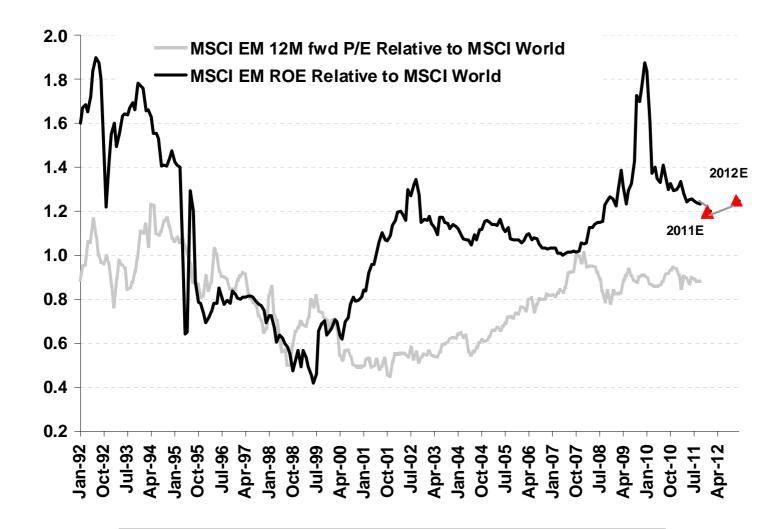
Conviction that EM will continue to outperform DM is intact



Source: MSCI, FactSet. Morgan Stanley Research, Data as of Nov 2, 2011. * Performance based on total return in US\$

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EM ROE premium to Expand versus DM in 2012; Current Fwd P/E discount of 12%



Source: MSCI, FactSet. Morgan Stanley Research, Data as of Nov 2, 2011.

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November 2011 Asia / GEMs Equity Strategy

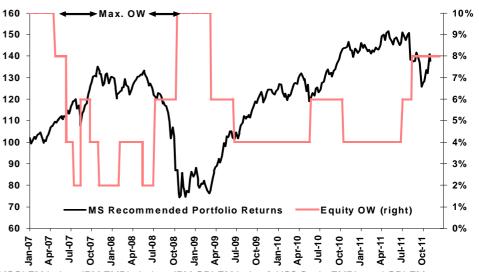
Maintain our Major OW Asia / EM Equities

• We maintain 8% OW on Asia / EM equities. This is our largest equities OW since April 2009 and compares with a pre-specified model maximum OW position of 10%.

MS Asia/GEMs Strategy Recommended Asset Allocation*

EM Asset Classes	14-Aug-11 Allocation	4-Jul-11 Allocation	Delta	Neutral EM Portfolio	MS Over (Under) Weight Relative to Neutral Portfolio
EM Equities	58%	56%	2%	50%	8%
USD & EUR EM Debt	20%	22%	-2%	25%	-5%
Local Currency EM Debt	20%	20%	0%	20%	0%
Cash	2%	2%	0%	5%	-3%

MS Recommended Equity Allocation vs. Multi-Asset Recommended Portfolio Returns*



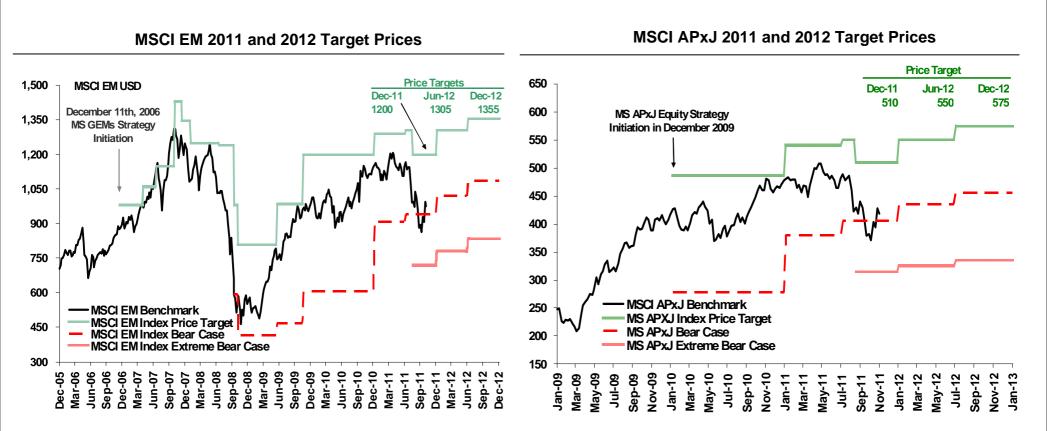
Source: MSCI, FactSet, Morgan Stanley Research. *Multi-asset portfolio represents a portfolio comprising MSCI EM Index, JPM EMBI+ Index, JPM GBI-EM Index & US\$ Cash. EMBI+ and GBI-EM are proxies for USD & EUR denominated EM Debt and Local Currency EM Debt respectively. Unaudited performance show that the MS recommended portfolio had a CAGR of 6.5% since Jan-07. Maximum OW (UW) position for any asset set at +10% (-10%). Data as of November 2, 2011

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November 2011 Asia / GEMs Equity Strategy

MSCI EM and APxJ Scenario-weighted Target Prices

• There is 22-23% upside to our year end-2011 target prices and 32-34% upside for our mid-2012 target prices.



Source: MSCI, FactSet, Morgan Stanley Research. Data as of November 2, 2011

Source: MSCI, FactSet, Morgan Stanley Research. Data as of November 2, 2011

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November 2011 Asia / GEMs Equity Strategy

MS Macro Forecasts: GDP Growth & Inflation – EM GDP to grow 6.1% in 2012

		Real	GDP Grow	th (%)		CPI Headline Inflation (%)							
Region / Country	2008	2009	2010	2011E	2012E	2008	2009	2010	2011E	2012E			
Global Economy	2.6	-0.9	5.2	3.9	3.8	5.3	2.0	3.4	4.3	3.3			
Industrial World	-0.1	-3.9	2.7	1.5	1.4	3.3	0.0	1.4	2.6	1.6			
Developing World	5.8	2.5	8.0	6.4	6.1	7.8	4.4	5.6	6.0	5.0			
US	-0.3	-3.5	3.0	1.9	2.0	3.8	-0.3	1.6	3.2	1.9			
Euro Area	0.4	-4.1	1.7	1.7	0.5	3.3	0.3	1.6	2.4	1.7			
Germany	0.8	-5.1	3.6	2.7	0.7	2.8	0.3	1.1	2.3	1.7			
France	-0.2	-2.6	1.4	1.7	0.9	3.2	0.1	1.5	2.0	1.7			
Japan	-1.2	-6.3	4.0	-0.6	1.3	1.5	-1.3	-1.0	-0.3	-0.9			
UK	-0.1	-4.4	1.8	0.8	1.1	3.6	2.2	3.3	4.5	3.2			
Asia ex-JP	7.0	6.3	9.7	7.6	7.3	6.4	2.4	5.1	5.5	4.2			
China	9.6	9.2	10.4	9.0	8.7	5.9	-0.7	3.3	5.0	3.6			
India	6.2	6.8	10.1	7.3	7.4	8.3	10.9	12.0	8.6	6.8			
Korea	2.3	0.3	6.2	3.8	3.6	4.7	2.8	3.0	4.3	2.7			
Taiwan	0.7	-1.9	10.9	4.2	3.6	3.5	-0.9	1.0	2.0	1.0			
Indonesia	6.0	4.6	6.1	6.3	5.8	9.8	4.8	5.1	5.7	6.3			
Malaysia	4.8	-1.6	7.2	4.7	4.0	5.4	0.6	1.7	3.3	2.4			
Thailand	2.6	-2.4	7.8	4.5	4.0	5.5	-0.8	3.3	3.7	3.0			
CEEMEA	4.0	-4.4	4.6	4.7	4.1	11.6	8.4	6.5	6.9	6.4			
Russia	5.2	-7.8	4.0	4.7	5.2	14.1	11.7	6.9	8.6	7.2			
Poland	5.2	1.6	3.8	4.0	3.2	4.3	3.4	2.6	4.2	2.8			
Czech Republic	2.5	-4.0	2.1	1.8	1.5	6.4	1.0	1.5	1.8	2.8			
Hungary	0.9	-6.7	1.2	1.3	1.2	6.1	4.2	4.9	4.0	3.3			
Turkey	0.7	-4.8	8.9	6.6	3.0	10.4	6.3	8.6	6.2	7.7			
Latin America	4.2	-2.0	6.3	4.4	3.6	7.7	6.3	6.3	6.7	6.1			
Brazil	5.2	-0.6	7.5	3.7	3.5	5.7	4.9	5.0	6.6	5.7			
Mexico	1.2	-6.2	5.4	3.7	3.2	5.1	5.3	4.2	3.5	3.4			
Chile	3.7	-1.7	5.2	6.1	4.4	8.7	1.7	1.5	3.1	2.9			
Peru	9.8	0.9	8.8	5.9	4.9	5.8	2.9	1.5	3.4	2.9			
Colombia	3.5	1.5	4.3	4.7	4.1	7.0	4.2	2.3	3.3	2.9			

Source: Morgan Stanley Research estimates. Global Economics and Europe Economics as of November 4, 2011

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MSCI EM Scenario Analysis: Majority of the probability suggests upside in 2012

- IBES EPS Consensus forecasts for 2011 and 2012 are US\$93 and US\$104, respectively. They were US\$100 and US\$113 two months ago.
- MS Top-down weighted EPS forecasts for 2011 and 2012 are US\$94 and US\$101, respectively.

Scenarios	2011 & 2012	MSCI EM	MSCI EM	Global		Implied	Implied
2011 & 2012	Assigned	Dec 2011E	Dec 2012E	Growth Outlook	Trailing PE	Total US\$ Return	Total US\$ Return
Outlook	Weight	EPS	EPS	2012	Assumptions*	Upside (Dec 2011)	Upside (Dec 2012)
Bull Scenario	5%	US\$ 105	US\$ 122	Acceleration in Global Economy	17.0x*	84%	117%
Base Scenario	55%	US\$97	US\$ 108	Sluggish DM at 1.5- 2.5% with EM around 6-7%	14.2x*	41%	60%
Bear Scenario	30%	US\$ 89	US\$ 92	DM Growth stalling 1-1.5% with EM around 4.5-5.5%	10.5x for 2011 and 11.8x for 2012*	-3%	14%
Extreme Bear Scenario	10%	US\$ 83	US\$ 78	DM renewed Recession. EM growth 3% or Lower	8.6x for 2011 and 10.5x for 2012*	-26%	-12%

MSCI EM Scenario Analysis for 2011 & 2012

Source: MSCI, FactSet, Morgan Stanley Research. Data as of November 2, 2011. *Bull case assumes average of top 15 percentile of PE since the last 10 years. Base case is the average of the last 10 years. Bear case for 2011 assumes the average of bottom 15 percentile of last 10 years PE while 2012 is calculated based on the bottom 30 percentile. Extreme Bear case for 2011 assumes the average of bottom 5 percentile of last 10 years PE while 2012 is calculated based on the bottom 5 percentile.

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MSCI EM Top-down scenarios: valuations and ROEs for 2011 & 2012

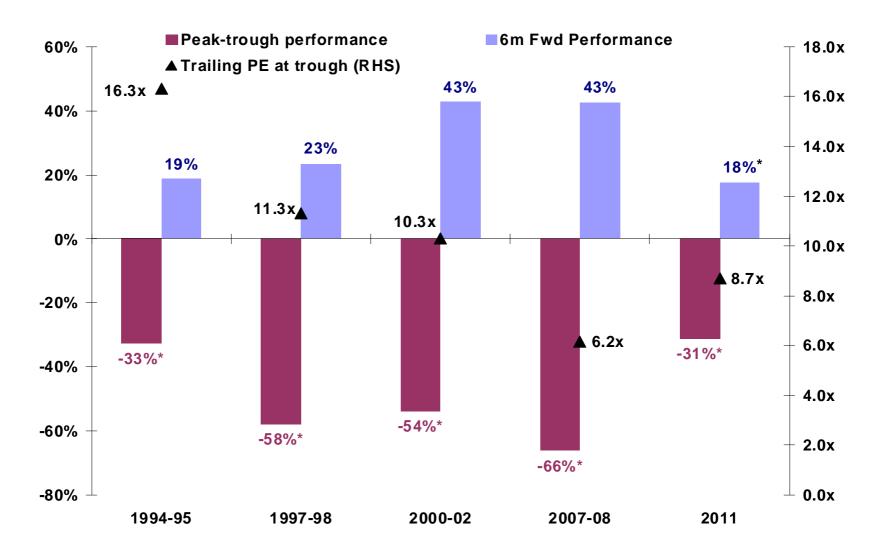
Scenarios 2011	Assigned	US\$ EPS Growth			ce / nings	Price	/ Book		rn on uity	Dividend Yield		
Outlook	Weight	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	
Bull Scenario	5%	26.0%	26.0%	9.3x	8.0x	1.53x	1.35x	16.4%	16.8%	3.3%	3.8%	
Base Scenario	55%	16.5%	11.5%	10.1x	9.0x	1.54x	1.38x	15.3%	15.3%	3.1%	3.5%	
Bear Scenario	30%	6.9%	-5.0%	11.0x	10.6x	1.56x	1.42x	14.2%	13.4%	3.0%	3.1%	
Extreme Bear Scenario	10%	0.0%	-20.0%	11.7x	12.6x	1.57x	1.45x	13.4%	11.5%	2.8%	2.6%	

Source: MSCI, FactSet, Morgan Stanley Research. Data as of November 2, 2011

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MSCI EM Peak-Trough performance in previous sell-offs*

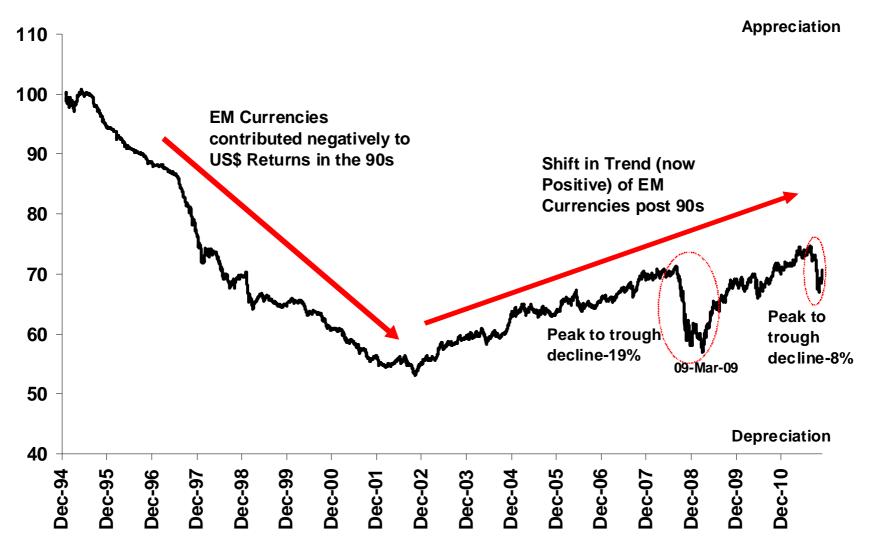


Source: MSCI, Factset, Morgan Stanley Research. *Trough dates taken as 9-Mar-95, 31-Aug-98, 21-Sept-01, 27-Oct-08, 4-Oct-11. * Performance data as of Nov 2, 2011 with trough date of Oct 4, 2011

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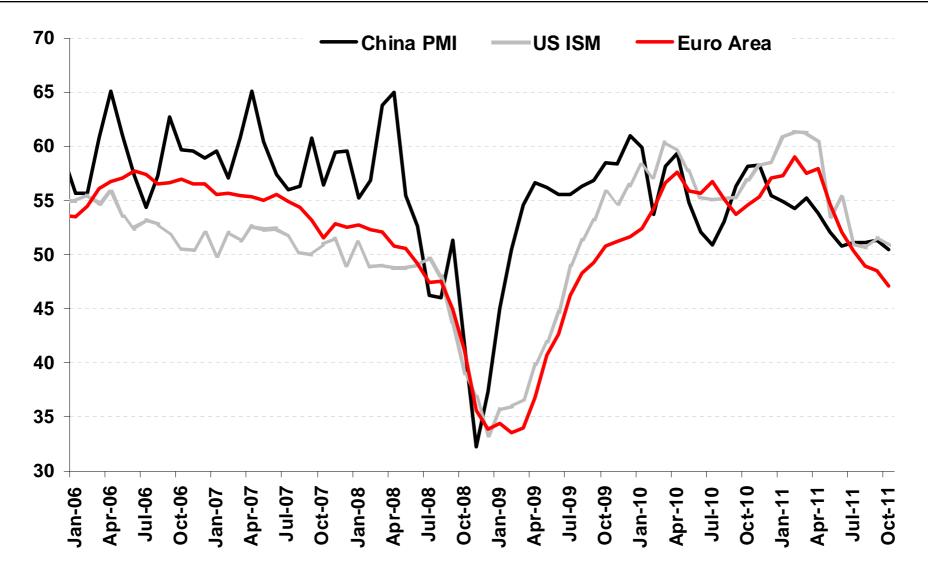
EM Currencies* decline not extreme versus 2008/09 and starting to reverse



Source: MSCI, FactSet, *MSCI EM USD returns minus local currency returns, Morgan Stanley Research. Data as of November 2, 2011.

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China and US PMI stable versus downward trend in Euro Area

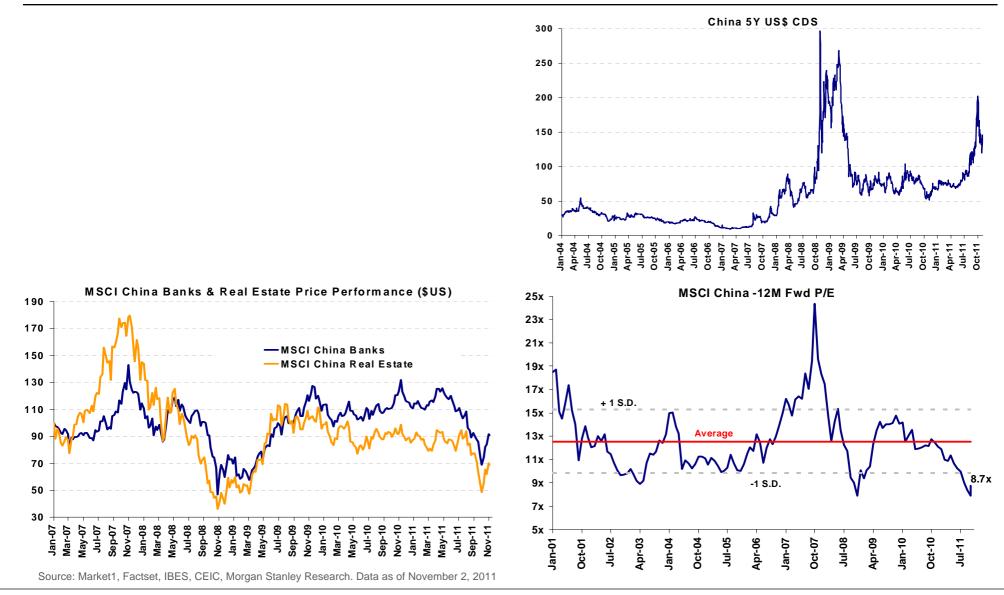


Source: Haver, Morgan Stanley Research. Data as of end October, 2011

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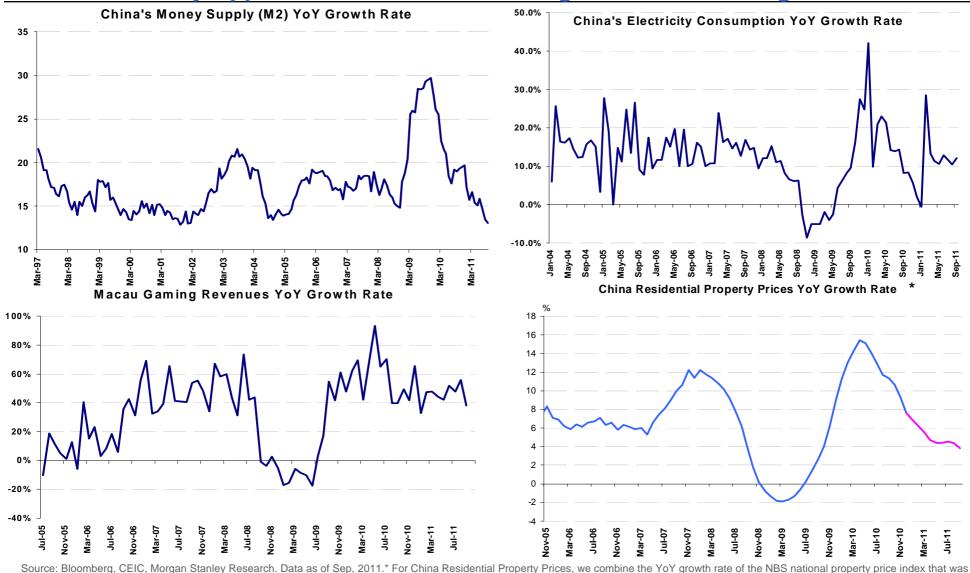
Key China asset prices show fear of hard landing



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China's Economy Appears Closer to Soft Landing than Hard Landing



discontinued in December 2010 with the simple average of the new property price series for 70 cities that has been released since January 2011. Jonathan Garner: +852 2848 7288, jonathan.garner@morganstanley.com (for enquiries or requests please email gemstratrequest@morganstanley.com)

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China's Official Data Likely Understate Consumption Expenditure by at least US\$1.1 trn

2009 Consumption Spending Per Capita (US \$)	China	US	US to China Official Ratio	Alternative Ratio	Alternative China
Food	426	4,236	10	10	424
Clothing	104	1,045	10	10	105
Household Durable Goods	68	3,331	49	14	238
Medicine & Medical Service	123	6,259	51	20	313
Transport & Communication	145	1,671	12	12	139
Recreation, Education & Cultural Services	126	2,754	22	16	172
Housing	80	5,132	64	16	321
Water, Electricity & Fuel	151	1,942	13	13	149
Financial and Insurance Services	48	2,640	56	20	132
Other	57	3,440	60	20	172
Total Consumption Spending Per Capita (US \$)	1,329	32,451	24	15	2,165
GDP per capita (US \$)	3,739	45,918	12	10	4,575
Total Consumption Spending (US \$ mns)	1,773,239	9,978,060			2,889,092
GDP (US \$ mns)	4,990,526	14,119,000			6,106,379
Total Consumption Spending / GDP	36%	71%			47%
Official Government Statistics vs Alternative Statis	stics				
Personal Consumption / GDP	35%	71%			47%
Government Consumption / GDP	13%	21%			11%
Gross Capital Formation / GDP	48%	11%			39%
Net Exports / GDP	4%	-3%			4%

Source: Haver, CEIC, Morgan Stanley Research

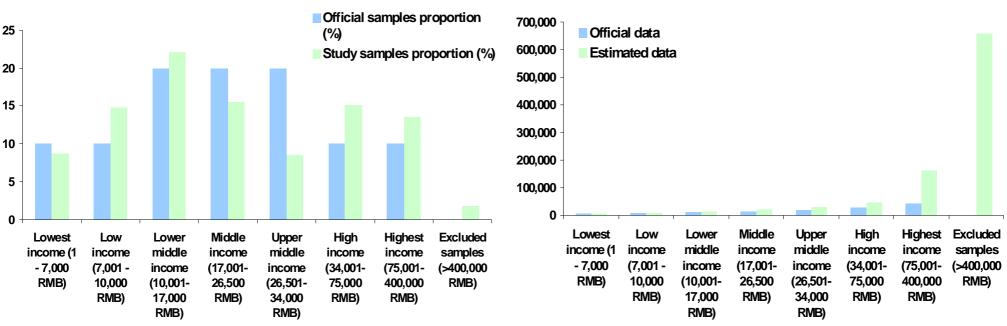
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China's Urban Household Income Now US\$4.5trn – Can Support Global Growth

• Material understatement in the official Household Income data of both the number of households in the higher incomes groups and the average incomes for those households.

Comparison of official and sample distribution by income group in 2008

Comparison of official and estimated per capita urban income in 2008



Source: Wang and Woo, "The Size and Distribution of Hidden Household Income in China. National Economic Research Institute, University of California Davis December 25, 2010

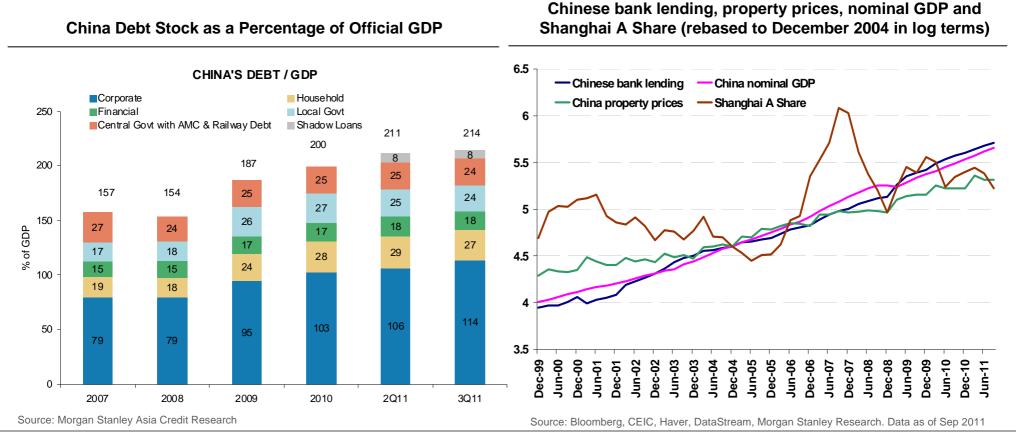
Source: Wang and Woo, "The Size and Distribution of Hidden Household Income in China. National Economic Research Institute, University of California Davis December 25, 2010

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China – evolution of key nominal macro variables and asset prices

• Overall debt burden is not high for an economy growing at 10% per annum. But credit quality concerns remain.



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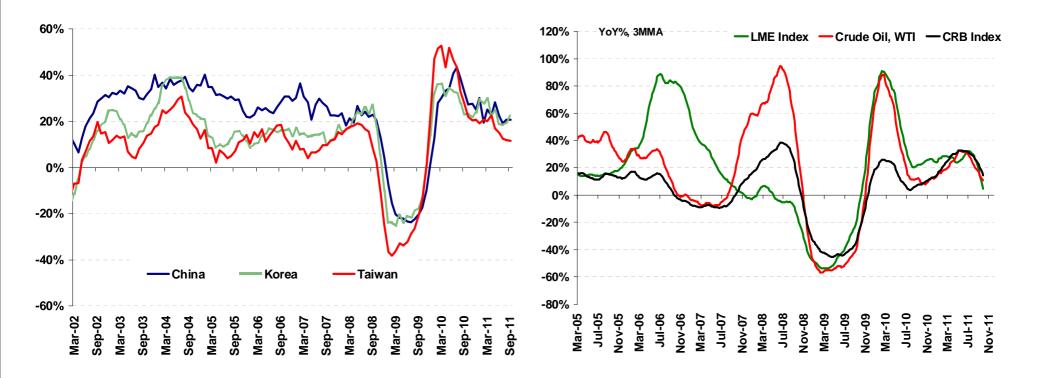
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Asia exports and commodity prices – soft but not 2008

China, Korea, Taiwan exports

Commodity price trends



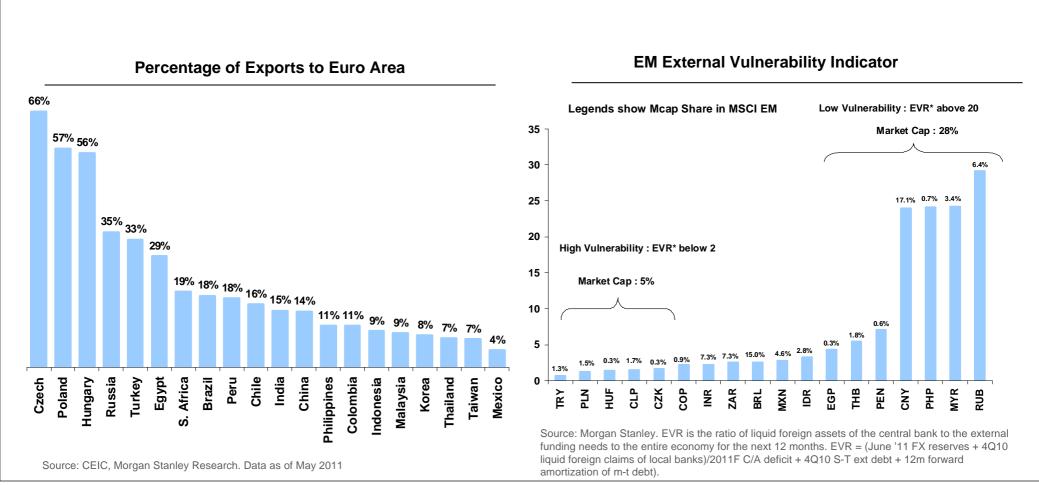
Source: CEIC, Morgan Stanley Research. Data as of September 2011

Source: CEIC, Morgan Stanley Research. Data as of September 2011

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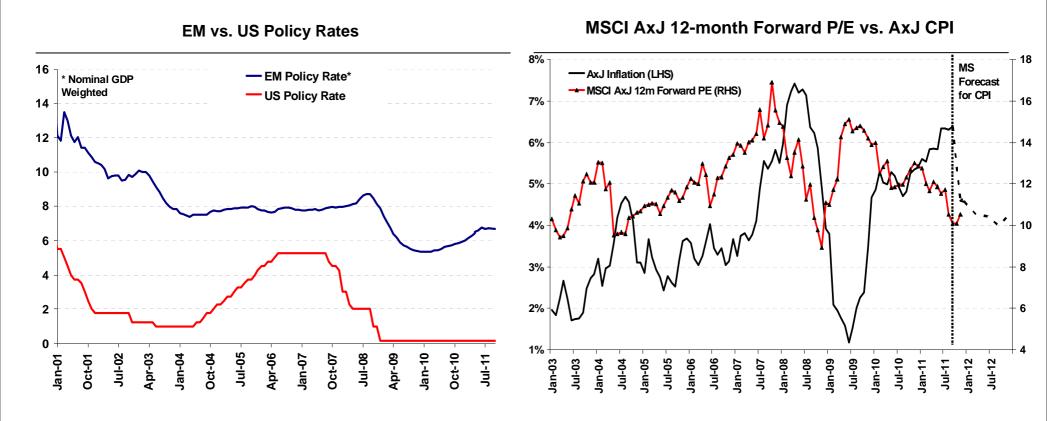
EU crisis impact – trade and funding linkages: Asia less at risk



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Asia / EM to Reduce Policy Rates as Inflation Falls – should re-rate the forward P/E



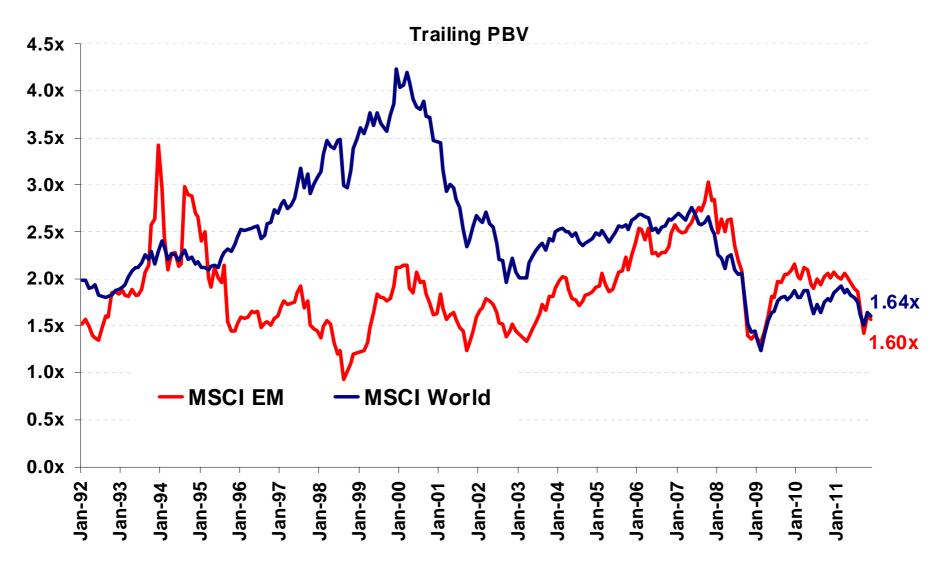
Source: MSCI, FactSet, Morgan Stanley Research. Data as of October, 2011

Source: MSCI, FactSet, Morgan Stanley Research. Fwc P/E data as of Nov 2, 2011

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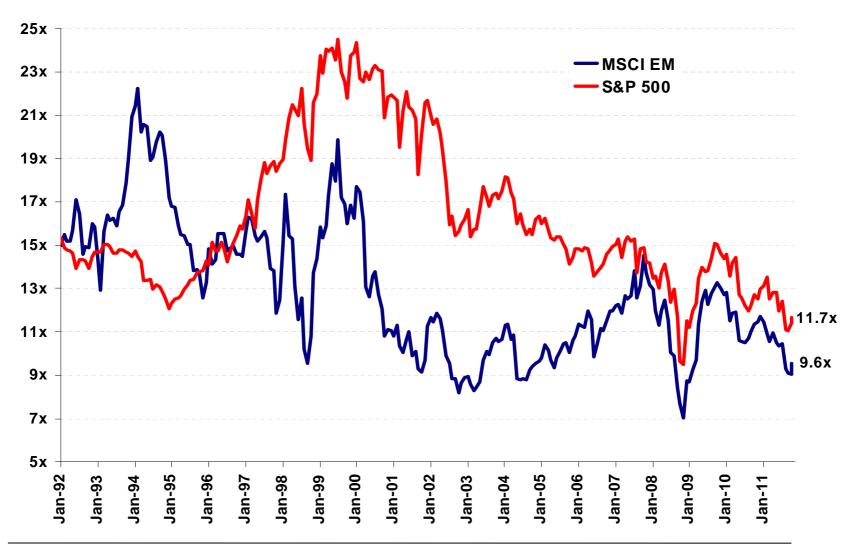
EM vs. DM: Trailing Price to Book



Source: FactSet, MSCI, Morgan Stanley Research. Data as of Nov 2, 2011.

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MSCI EM 12m Fwd P/E trading at an 18% discount to S&P 500

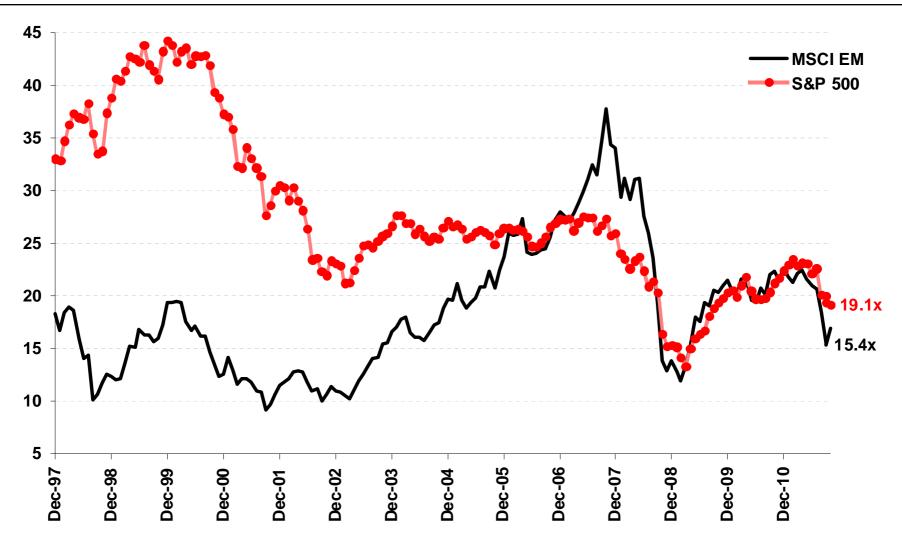


Source: MSCI, IBES, Morgan Stanley Research. Data as of Nov 2, 2011

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MSCI EM Shiller P/E trading at a 12% discount to S&P 500

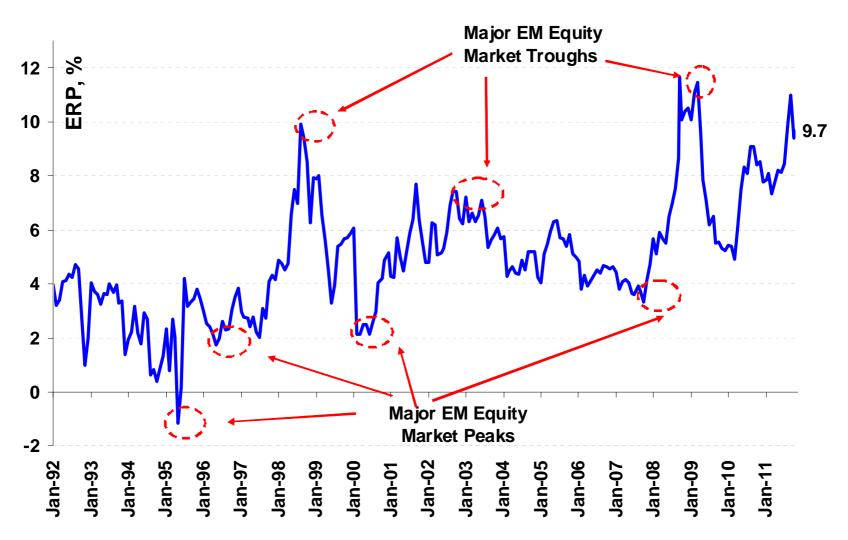


Source: MSCI, IBES, Robert Shiller - Yale University website, Morgan Stanley Research. Data as of November 2, 2011

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Equity Risk Premium* to UST 10 yr is 970 bps currently



Source: MSCI, FactSet, Morgan Stanley Research. Data as of November 2, 2011. * We calculate the cost of equity using the three-stage Dividend discount model. Stage 1:Taking MSCI last-twelve-month trailing EPS as a base, we calculate the one and two-year forward forecast EPS using IBES consensus earnings growth estimates. Stage 2: We exponentially decline forecast earnings for subsequent years from year 3 to year 13. Stage 3: We assume terminal earnings growth from year 14. until terminal year 23. We then convert earnings streams to dividend streams using dividend payout ratio currently

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Back-test on Current Valuation Metrics Suggests 6-12 Month Returns of 11-80%

- Considering the forward P/E, historical P/B and forward-looking ERP to the UST10yr, we find that returns have been significantly positive. They range from 11% to 47% six months out and 25% to 80% 12 months out.
- The hit ratios range from 75% to 100% depending on the valuation variable used.
- Our base case Target Price upsides are broadly consistent with these back tests.

Performance (Median)		USD Total	Return Pe	rformance	
	1 month	3 month	6 month	9 month	12 month
Forward PE <9.55	4.0%	11.5%	23.5%	29.8%	42.5%
Price to Book < 1.57x	0.0%	4.0%	11.2%	21.1%	24.8%
ERP > 970 bps	7.0%	14.9%	46.5%	69.1%	79.9%
Hit Ratio		Percentage	e with Post	ive Return	S
	1 month	3 month	6 month	9 month	12 month
Forward PE <9.55	62.1%	75.9%	86.2%	89.7%	100.0%
Price to Book < 1.57x	57.7%	63.5%	75.0%	80.8%	84.6%
ERP > 970 bps	71.4%	85.7%	100.0%	100.0%	100.0%
	Percentag	e of Total (Observatio	ns	
Forward PE <9.55	14.9%				
Price to Book < 1.57x	24.5%				
ERP > 970 bps	4.2%				

Source: Factset, Morgan Stanley Research. Data as of November 2, 2011

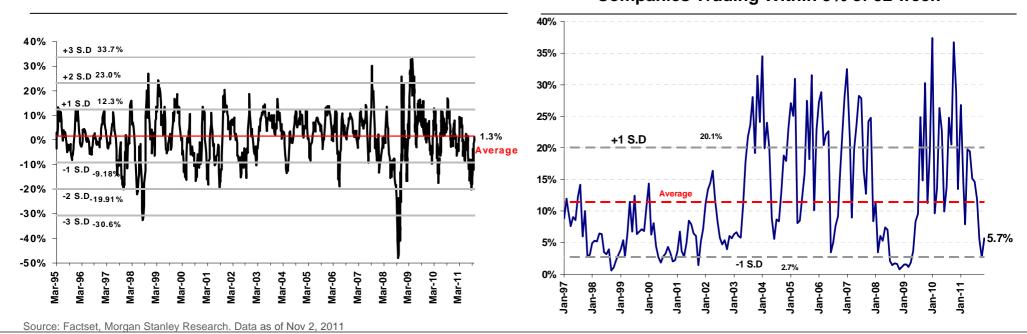
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EM Technical Indicators Show Equities Heavily Oversold in Early October

MSCI EM Cumulative 50-day Performance

Companies Trading Within 5% of 52 week

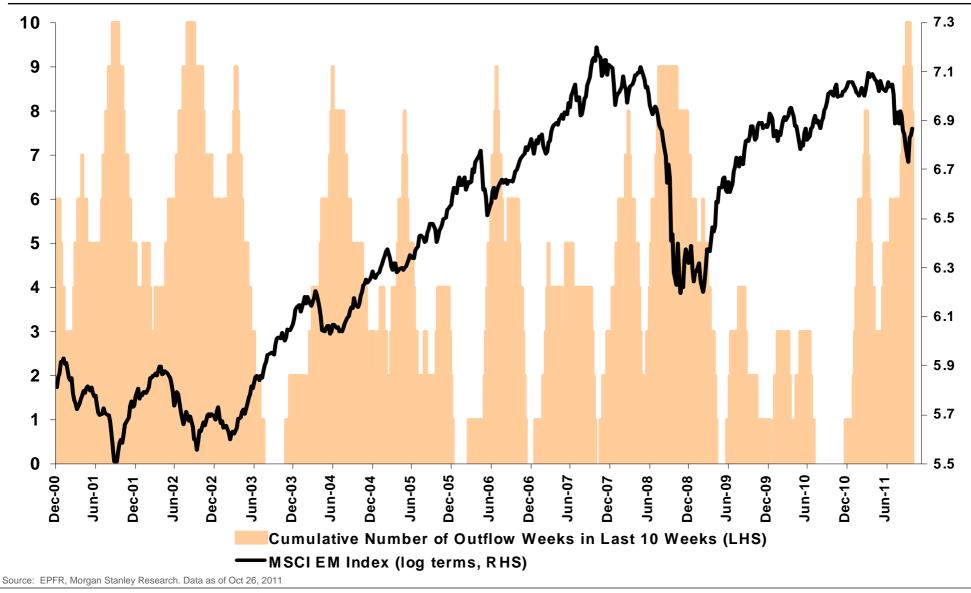


Jonathan Garner: +852 2848 7288, jonathan.garner@morganstanley.com (for enquiries or requests please email gemstratrequest@morganstanley.com)

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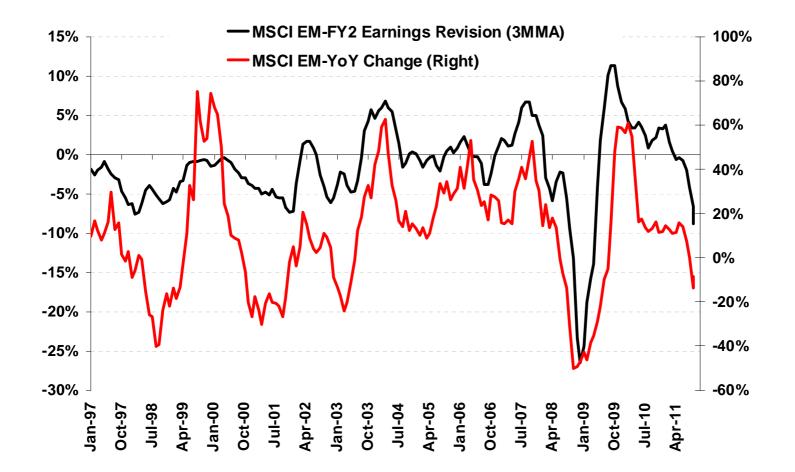
Persistent fund outflows coincide with market troughs



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FY2 Earnings Revision Breadth Has Been Falling



Source: Datastream, Morgan Stanley Research. Data as of Nov 2, 2011

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Back-test on Current Technical Levels Suggest Further Upside Potential

Median Historical Returns for MSCI EM when Technical, Flows and Earnings Revisions reaches current level

Performance (Median)	USD Total Return Performance										
	1M	3M	6M	9M	12M						
Cumulative 50 days Performance <1.3%*	1.0%	2.7%	4.1%	15.3%	17.4%						
VIX >35**	2.5%	13.0%	35.7%	57.4%	65.5%						
CBOE Equity Put call ratio >0.66**	1.5%	5.1%	14.5%	25.7%	31.1%						
4 weeks cumulative flows as % of AUM <-0.4%**	2.4%	5.0%	11.7%	26.4%	28.7%						
Cos. Trading with 5% of 52W high <5.7%***	0.0%	2.5%	4.4%	2.7%	11.8%						
FY2 Earnings Revisions, 3MMA <-8.9%***	-0.4%	13.2%	45.1%	65.2%	77.3%						

Hit Ratio	Percentage with Positive Returns									
	1M	3M	6M	9M	12M					
Cumulative 50 days Performance <1.3%*	57.0%	58.5%	57.7%	68.0%	69.2%					
VIX >35**	57.9%	73.6%	79.2%	90.6%	98.1%					
CBOE Equity Put call ratio >0.66**	62.3%	65.6%	64.4%	67.8%	69.5%					
4 weeks cumulative flows as % of AUM <-0.4%**	60.5%	66.3%	67.5%	73.5%	76.1%					
Cos. Trading with 5% of 52W high <5.7%***	53.6%	57.1%	53.6%	55.4%	62.5%					
FY2 Earnings Revisions, 3MMA <-8.9%***	50.0%	62.5%	87.5%	87.5%	100.0%					

	Percentage of total observations (%)
Cumulative 50 days Performance <1.3%*	47.0%
VIX >35**	6.7%
CBOE Equity Put call ratio >0.66**	15.8%
4 weeks cumulative flows as % of AUM <-0.4%**	30.6%
Cos. Trading with 5% of 52W high <5.7%***	29.1%
FY2 Earnings Revisions, 3MMA <-8.9%***	4.0%

Source: MSCI, FactSet, Bloomberg, Morgan Stanley Research. * Based on daily frequency, **based on weekly frequency ***based on monthly frequency. For cumulative 50 day perf., VIX, cos. Trading within 5% of 52 week high and FY2 earnings revision, data since Jan-1995. For 4 weeks cumulative flows, data since Oct-2000. For Put Call ratio, data since Oct-2003. For all the indictors returns are calculated from a level at or above (or at or below) the threshold level shown in the table. Data as of Nov 2, 2011

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Key Theme #1: MSCI EM Mega Caps at Deep Discounts Compared to History

Top 25 Mcap Stocks Relative to Rest of the EM stocks: PB* vs. ROE*

2.40 108 2.20 106 PBV Relative — ROE Relative 104 2.00 102 1.80 100 1.60 98 Trade Idea Published on 15th 1.40 96 Aug, 2011 94 1.20 92 20-May-11 23-Sep-11 31-Dec-10 8-Apr-11 6-May-11 1-Jul-11 15-Jul-11 29-Jul-11 14-Jan-11 28-Jan-11 3-Jun-11 9-Sep-11 1.00 11-Feb-11 25-Feb-11 l 1-Mar-11 25-Mar-11 22-Apr-11 7-Jun-11 2-Aug-11 26-Aug-11 7-Oct-11 Jun-02 Dec-02 Jun-03 Dec-03 Dec-05 Jun-06 Dec-06 Jun-08 Dec-08 Jun-09 Dec-09 Jun-10 Dec-10 Dec-00 Jun-01 Dec-01 Jun-04 Dec-04 Jun-05 Jun-07 Dec-07 Jun-11

Source: MSCI, FactSet, Morgan Stanley Research. Data as of Nov 2, 2011. *Equal-weighted

Source: MSCI, FactSet, Morgan Stanley Research. Data as of Nov 2, 2011. * Equal-Weighted Performance

Top 25 Mcap Stocks Performance* Relative to Rest of the EM

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MSCI EM Mega Cap Stocks – Top 25 Stocks

Company		GICS	Country	MS	Мсар		Latest	Price	Upside	P	/E	Р	/B	Div	Yld	Morgan Stanley
Name	Ticker	Sector		Rating	US\$ Bn	Curr	Price	Target	to PT	2011E	2012E	2011E	2012E	2011E	2012E	Analyst
Banco Bradesco	BBD.N	Financials	Brazil	EW	67.9	USD	18	22	24.0%	10.1	9.3	2.1	1.8	3.5%	3.8%	Kuri, Jorge
Bank of China Limited	3988.HK	Financials	China	EW	99.4	HKD	3	3	13.0%	6.6	6.0	0.9	0.8	7.1%	8.4%	Liu, Minyan
China Construction Bank	0939.HK	Financials	China	OW	179.6	HKD	6	7	29.9%	8.5	7.8	1.4	1.2	5.7%	6.6%	Liu, Minyan
China Life Insurance	2628.HK	Financials	China	EW	81.4	HKD	22	22	-1.8%	26.1	20.9	2.6	2.4	1.4%	1.8%	Lin, Ben
China Mobile Limited	0941.HK	Telecom	China	EW	201.5	HKD	77	85	11.1%	12.6	13.1	2.0	1.8	4.2%	4.5%	Killa, Navin
CNOOC	0883.HK	Energy	China	OW	88.9	HKD	16	23	44.0%	10.9	10.4	2.2	1.9	3.9%	4.1%	Tan, Wee-Kiat
Gazprom	GAZPq.L	Energy	Russia	OW	NA	USD	12	18	48.3%	NA	NA	NA	NA	NA	NA	Thomas, Matthew
Hon Hai Precision	2317.TW	IT	Taiwan	EW	26.2	TWD	83	70	-15.2%	11.0	10.9	1.4	1.2	1.1%	1.1%	Lu, Jasmine
Hyundai Mobis	012330.KS	Cons Disc	Korea	OW	27.5	KRW	318000	485000	52.5%	10.6	9.5	2.4	1.9	0.5%	0.6%	Park, Sangkyoo
Hyundai Motor	005380.KS	Cons Disc	Korea	OW	42.7	KRW	230000	306000	33.0%	7.8	7.1	1.5	1.2	0.7%	0.9%	Park, Sangkyoo
ICBC	1398.HK	Financials	China	OW	206.5	HKD	5	6	25.8%	8.7	7.8	1.4	1.3	5.5%	6.4%	Liu, Minyan
Infosys Limited	INFY.BO	IT	India	OW	31.7	INR	2793	3630	30.0%	19.9	16.2	5.0	4.0	1.7%	1.5%	Khare, Vipin
Itau Unibanco	ITUB.N	Financials	Brazil	EW	82.4	USD	18	24	33.2%	9.7	8.9	2.0	1.7	3.1%	3.4%	Kuri, Jorge
LUKOIL	LKOH.RTS	Energy	Russia	OW	43.4	USD	56	80	43.9%	4.2	4.5	0.6	0.6	4.3%	3.9%	Thomas, Matthew
MTN Group	MTNJ.J	Telecom	S. Africa	EW	31.9	ZAc	13560	13900	2.5%	12.6	11.6	3.2	2.9	5.2%	6.5%	Hill-Wood, Edward
Petrobras	PBR.N	Energy	Brazil	OW	176.4	USD	27	42	55.3%	7.6	8.3	0.9	0.8	3.7%	3.6%	Daripa, Subhojit
PetroChina	0857.HK	Energy	China	EW	245.6	HKD	10	11	5.4%	12.9	12.0	1.5	1.4	4.3%	4.6%	Tan, Wee-Kiat
POSCO	005490.KS	Materials	Korea	EW	26.5	KRW	387000	400000	3.4%	8.8	10.2	0.8	0.8	2.6%	2.6%	Spencer, Charles
Reliance Industries	RELI.BO	Energy	India	EW	56.0	INR	863	921	6.8%	13.2	11.9	1.7	1.5	0.8%	0.9%	Jaising, Vinay
Samsung Electronics	005930.KS	IT	Korea	OW	130.3	KRW	996000	1220000	22.5%	10.6	9.2	1.4	1.3	1.2%	1.2%	Han, Keon
Sberbank	SBER.RTS	Financials	Russia	OW	55.3	USD	3	3	17.2%	5.4	6.8	1.4	1.2	3.7%	3.0%	Stoklosa, Magdalena
Taiwan Semiconductor	2330.TW	IT	Taiwan	OW	65.0	TWD	76	88	15.8%	14.6	12.4	3.1	2.8	3.9%	3.9%	Lu, Bill
Tencent Holdings Ltd.	0700.HK	IT	China	OW	37.6	HKD	157	210	33.5%	29.3	24.0	7.6	5.5	0.3%	0.4%	Ji, Richard
TSMC	2330.TW	IT	Taiwan	OW	65.0	TWD	76	88	15.8%	14.6	12.4	3.1	2.8	3.9%	3.9%	Lu, Bill
Vale	VALE.N	Materials	Brazil	EW	131.4	USD	26	29	11.5%	5.8	6.2	1.6	1.4	2.2%	4.8%	De Alba, Carlos

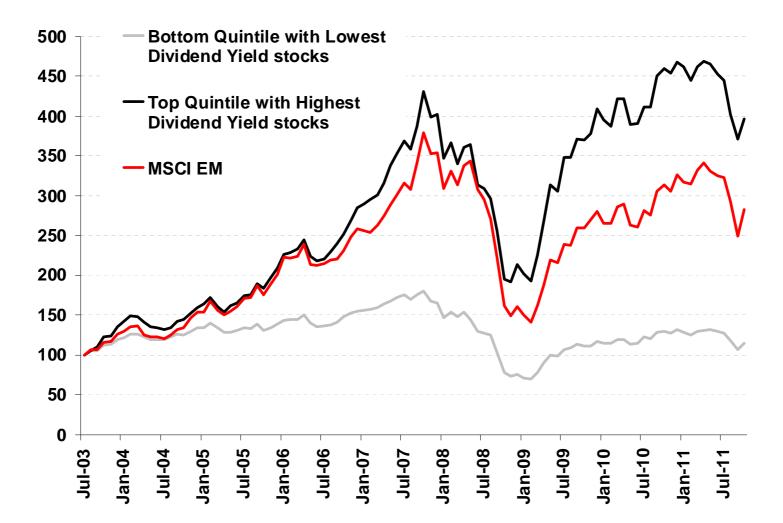
Please note that all important disclosures including personal holding disclosures and Morgan Stanley disclosures for stocks under coverage appear on the Morgan Stanley public website at www.morganstanley.com/researchdisclosures.

For valuation methodology and risks associated with any price targets above, please email morganstanley.research@morganstanley.com with a request for valuation methodology and risks on a particular stock.

Source: MSCI, IBES, Morgan Stanley Research. Data as of November 15, 2011

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Key Theme #2 – High Dividend Yield stocks outperform over the cycle



Source: MSCI, FactSet, Morgan Stanley Research. Data as of Oct 31, 2011. Past performance is not a guarantee of future results.

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Key Theme #3: Best Business Model (BBM) v2 - Selection Criteria

To select the BBMv2 list, we used our proprietary database of 1,000 companies (850 non-financial & 150 financial) from a combined APxJ and EM universe. The selection process involved both quantitative (RNOA, Altman Z-scores) and qualitative aspects based on discussions with Morgan Stanley analysts (strength of the business model, management skills, etc.). The Best Business Models v2 passed all of the following criteria:

1) High level of average profitability over the business cycle defined by Return on Net Operating Assets (RNOA);

2) Coefficient of variance for historical RNOA lower than 1.0x, i.e., low RNOA volatility;

3) Altman Z-score* above 1.8, i.e., balance sheets above the "distress zone" in the Altman scale;

4) Positive assessment by Morgan Stanley analysts regarding the medium- to long-term strength of the business model, management skills, sustainability of competitive advantages and barriers to entry; and

5) We only considered Morgan Stanley covered stocks with a market capitalization greater than US\$2.0bn and daily trading volume of at least US\$5mn.

For financial stocks, we look at ROA instead of RNOA and exclude Altman Z score criteria.

*Note: Altman Z score is calculated as Z = 1.2*X1 + 1.4*X2 + 3.3*X3 + 0.6*X4 + 1.0*X5. where X1 = Working Capital/Total Assets, X2 = Retained Earnings/Total Assets, X3 = EBITDA/Total Assets, X4 = Market Value of Equity/Total Liabilities, X5 = Net Sales/Total Assets. It is used as measure of a company's health and likelihood of bankruptcy.

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Best Business Model v2 List - Highest quality stocks in EM/APxJ

•An equal-weighted basket of the 29 BBM v2 stocks has been created with Bloomberg Ticker "MSMSBBMG Index". The list has a skew towards Asia with 20 stocks, while there are four in EMEA and five in LATAM.

•We have also created a separate Basket with 20 APxJ names from the BBMv2 list with Bloomberg Ticker "MSNJBBMA Index"

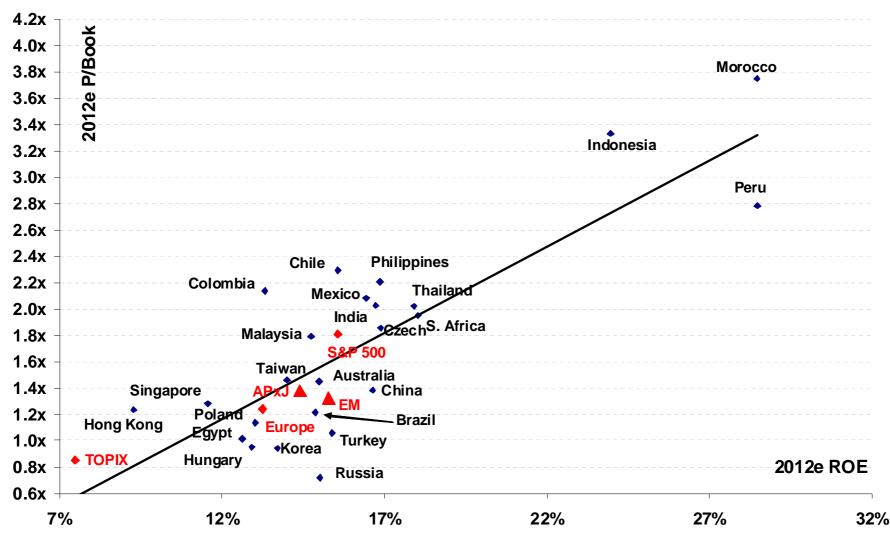
Company					MS	Мсар	Average	Upside	P/E		P/E	В	ROE		Morgan Stanley
Name	Ticker	Country	Sector	Industry Groups	Rating	US\$ Bn	RNOĂ	to PT	2011E	2012E	2011E	2012E	2011E	2012E	Analyst
Hyundai MOBIS	012330.KS	S. Korea	Cons Disc	Automobiles & Components	OW	27.5	26.7%	52.5%	10.6	9.5	2.4	1.9	22.6%	20.2%	Park, Sangkyoo
Titan Industries Ltd	TITN.BO	India	Cons Disc	Consumer Durables & Apparel	OW	3.6	21.3%	12.2%	32.9	26.3	14.1	10.9	42.9%	41.4%	Shah, Nillai
Ctrip.com	CTRP.O	China	Cons Disc	Consumer Services	OW	4.2	154.0%	62.9%	24.8	20.9	3.5	2.8	14.1%	13.6%	Ji, Richard
Tencent Holdings Ltd.	0700.HK	China	Cons Disc	Media	OW	37.6	37.6%	33.5%	23.9	19.6	7.6	5.5	31.6%	28.0%	Ji, Richard
Mr Price Group	MPCJ.J	S. Africa	Cons Disc	Retailing	OW	2.7	49.3%	-7.6%	18.6	15.2	8.4	7.6	45.2%	50.0%	Moolman, Natasha
AmBev	ABV.N	Brazil	Cons Stap	Beverages	EW	105.2	18.4%	NA	19.6	17.7	5.9	5.8	30.3%	32.5%	Serra, Lore
BIM	BIMAS.IS	Turkey	Cons Stap	Food & Staples Retailing	OW	4.4	76.3%	24.1%	26.1	21.0	12.7	10.5	48.7%	49.8%	Can Altuntas, Sayra
Want Want China Hldgs	0151.HK	China	Cons Stap	Food Products	OW	12.6	31.3%	-4.1%	30.8	24.5	10.6	8.7	34.5%	35.3%	Lou, Lillian
Hindustan Unilever	HLL.BO	India	Cons Stap	Household & Personal Products	UW	16.8	88.2%	-32.3%	35.6	32.0	27.2	22.6	76.4%	70.7%	Shah, Nillai
ITC Ltd.	ITC.BO	India	Cons Stap	Tobacco	OW	32.5	33.4%	7.4%	28.3	24.4	9.6	8.8	33.9%	36.1%	Shah, Nillai
China Shenhua Energy	1088.HK	China	Energy	Coal	OW	94.2	18.4%	30.3%	13.9	12.4	2.6	2.2	18.6%	18.0%	Tan, Wee-Kiat
CNOOC	0883.HK	China	Energy	Oil & Gas Exploration & Production	OW	88.9	37.6%	44.0%	8.9	8.5	2.2	1.9	24.7%	22.1%	Tan, Wee-Kiat
Tupras	TUPRS.IS	Turkey	Energy	Oil & Gas Refining & Marketing	OW	5.7	33.3%	22.7%	10.1	6.2	2.5	2.0	24.3%	33.1%	Danis, Erol
HDFC Bank	HDBK.BO	India	Financials	Banks	OW	21.8	19.7%	12.3%	22.8	17.4	3.9	3.3	17.0%	19.0%	Agarwal, Anil
Sun Pharmaceutical	SUN.BO	India	Health Care	Pharmaceuticals	OW	10.4	22.9%	-0.6%	25.2	21.8	4.8	4.1	19.3%	18.9%	Baisiwala, Sameer
Copa Holdings	CPA.N	USA	Industrials	Airline	OW	2.8	16.8%	42.3%	9.8	8.5	2.1	1.7	21.3%	20.4%	Sebrell, Nicolai
Hyundai Heavy Industries	009540.KS	S. Korea	Industrials	Capital Goods	OW	15.4	26.8%	105.6%	4.1	4.5	1.0	0.8	24.5%	18.7%	Park, Sangkyoo
Localiza Rent A Car SA	RENT3.SA	Brazil	Industrials	Transportation	OW	2.9	16.7%	46.2%	16.6	12.6	4.4	3.4	26.3%	27.0%	Sebrell, Nicolai
CCR	CCRO3.SA	Brazil	Industrials	Transportation	UW	11.6	20.7%	NA	23.1	18.2	6.1	5.5	26.3%	30.3%	Sebrell, Nicolai
TSMC	2330.TW	Taiwan	IT	Semiconductors & Semiconductor Equip	OW	65.0	20.6%	15.8%	14.6	12.4	3.1	2.8	21.4%	22.3%	Lu, Bill
Infosys Limited	INFY.BO	India	IT	Software & Services	OW	31.7	48.6%	30.0%	19.9	16.2	5.0	4.0	25.1%	24.9%	Khare, Vipin
Largan Precision	3008.TW	Taiwan	IT	Technology Hardware & Equipment	OW	2.7	26.5%	35.8%	15.2	12.8	4.2	3.5	27.5%	27.3%	Lu, Jasmine
LG Chem	051910.KS	S. Korea	Materials	Chemicals	OW	21.2	16.3%	19.4%	10.3	8.2	2.5	2.0	24.7%	24.3%	Hwang, Harrison
PT Indocement Tunggal	INTP.JK	Indonesia	Materials	Construction Materials	OW	6.3	13.8%	17.3%	16.1	12.7	3.6	3.0	22.5%	23.3%	Spencer, Charles
BHP Billiton Plc	BHP.AX	Australia	Materials	Diversified Metals & Mining	OW	201.1	19.8%	24.7%	9.6	8.4	NA	NA	NA	NA	Fitzpatrick, Brendan
Novolipetsk Steel	NLMKq.L	Russia	Materials	Steel	OW	14.0	27.3%	11.2%	7.0	6.5	1.2	1.0	16.4%	15.7%	Kolomytsyn, Dmitriy
PT Telekomunikasi	TLKM.JK	Indonesia	Telecom	Diversified Telecom Services	OW	16.8	25.5%	31.5%	11.7	10.3	2.5	2.2	21.5%	21.6%	Killa, Navin
Advanced Info Service	ADVA.BK	Thailand	Telecom	Wireless Telecom Services	EW	13.8	27.9%	-27.7%	21.8	20.0	7.9	11.6	36.3%	57.7%	Yu, Gary
CPFL ENERGIA	CPFE3.SA	Brazil	Utilities	Utilities	UW	12.3	14.9%	-0.5%	13.3	14.2	3.6	3.5	26.8%	24.8%	Feldman, Tatiana

The information contained herein has been prepared solely for informational purposes and is not a solicitation of any offer to buy or sell any security or other financial instrument or to participate in any trading strategy. Products and trades of this type may not be appropriate for every investor. Please consult with your legal and tax advisors before making any investment decision. Please contact your Morgan Stanley sales representative for more details. For valuation methodology and risks associated with any price targets above, please email morganstanley.research@morganstanley.com with a request for valuation methodology and risks on a particular stock. Source: Factset, MSCI, Morgan Stanley Research. Data as of Nov 15, 2011

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EM and APxJ Country Scatter: Consensus 2012E P/B vs ROE



Source: FactSet, MSCI, IBES, Morgan Stanley Research. Data as of Nov 4, 2011.

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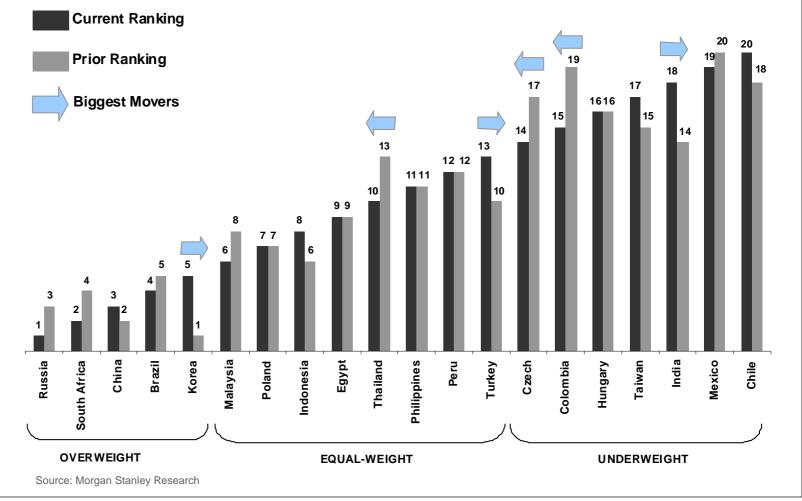
Countries: OW China, Russia, S. Africa, Brazil & Korea

• We stick with our country preferences – OW China, Russia, Brazil, Korea, and Malaysia. In the bear and extreme bear case scenarios, however, China and Malaysia are most likely to be defensive.

• Our Underweight countries are Mexico, Taiwan, India, Thailand, Colombia, Chile, Hungary, and Peru.

GEM Strategy Country Model – Summary Changes in Country Rankings

Country rankings: the lower the ranking, the better the score in the model



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GEMs Strategy Country Model – Overall Rankings and Score

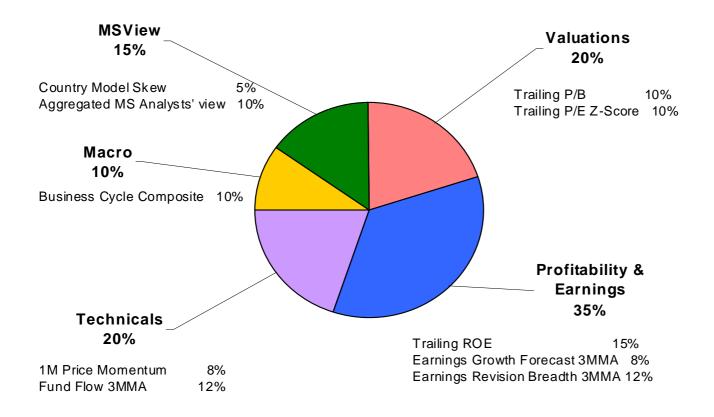
		VALUA	TIONS		32%		EARNING	S AND TEC	CHNICALS		24%	MACRO	18%	POLITICAL RI	SK & OTHER	20%	SECTOR	6%	
		Trail	Div	Trail	Trail	Yield					PM	Currency	Business	Political	Supply /		Sector		Final
0	MSCI EM	P/B	Yield	P/E	ROE	Ratio	Growth	Breadth	Technical	Beta	Weights	400/	Cycle	Risk	Demand	Governance	Skew	4000/	David
Country	Weight	8%	6%	4%	6%	8%	6%	6%	4%	4%	4%	10%	8%	8%	6%	6%	6%	100%	Rank
Russia	6.42%	1	9	1	8	1	18	9	5	3	4	10	1	13	13	20	1	7.48	1
South Africa	7.34%	11	7	7	4	12	2	1	10	5	3	17	16	3	8	1	6	7.80	2
China	17.09%	6	6	4	10	2	16	19	6	6	5	2	2	11	15	15	9	8.12	3
Brazil	15.02%	3	3	5	17	7	20	7	7	2	8	16	13	8	9	8	7	9.22	4
Korea	15.32%	9	19	9	14	4	11	10	14	4	16	9	7	4	2	11	15	9.46	5
Malaysia	3.35%	15	8	18	12	16	14	6	15	18	15	3	4	5	1	2	16	9.68	6
Poland	1.51%	5	2	2	9	5	19	18	2	1	19	15	20	7	10	10	5	9.80	7
Indonesia	2.82%	20	16	15	2	20	4	2	18	16	11	7	3	9	7	7	11	10.20	8
Egypt	0.34%	4	4	8	20	3	3	11	9	20	6	8	10	20	20	18	12	10.76	9
Thailand	1.83%	13	12	11	3	9	7	13	13	14	18	5	14	19	16	9	4	10.98	10
Philippines	0.66%	19	14	19	6	8	6	12	20	17	10	1	8	18	3	13	14	11.06	11
Peru	0.59%	17	18	12	1	15	1	5	19	8	9	13	9	17	17	12	2	11.22	12
Turkey	1.29%	8	10	10	15	11	5	4	3	11	12	14	19	15	12	14	10	11.28	13
Czech	0.34%	7	1	6	11	10	13	14	4	15	14	20	18	6	11	5	20	11.34	14
Colombia	0.91%	18	15	17	7	19	8	15	16	19	7	11	5	12	6	6	3	11.38	15
Hungary	0.30%	2	11	3	19	6	15	16	1	12	13	12	17	10	19	16	8	11.40	16
Taiwan	11.13%	12	5	16	16	13	10	17	8	13	1	19	12	2	14	3	17	11.46	17
India	7.28%	10	13	13	13	17	9	8	11	9	20	4	11	16	5	17	13	11.52	18
Mexico	4.56%	14	20	20	18	18	12	3	12	7	2	6	6	14	18	19	18	12.88	19
Chile	1.75%	16	17	14	5	14	17	20	17	10	17	18	15	1	4	4	19	12.96	20

Source: Morgan Stanley Research

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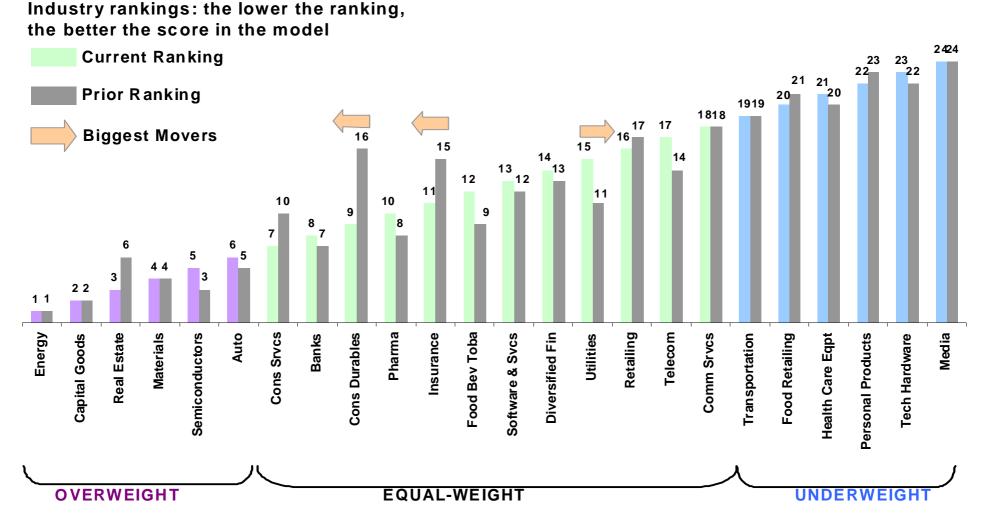
Industry Model Framework – Weights of Five Main Categories and Metrics



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Industry-groups: OW Energy, Cap Goods, Real Estate, Materials, Semis and Autos



Source: MSCI, FactSet, Morgan Stanley Research. Data as of Oct 31, 2011.

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	Coverage Universe		Investment Banking Clients (IBC)		
Stock Rating Category	Count	% of Total	Count	% of Total IBC	% of Rating Category
Overweight/Buy	1126	40%	449	44%	40%
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Not-Rated/Hold	108	4%	23	2%	21%
Underweight/Sell	418	15%	115	11%	28%
Total	2,828		1018		

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