

10<sup>th</sup> December 2012

## The Outlook for Equity Markets

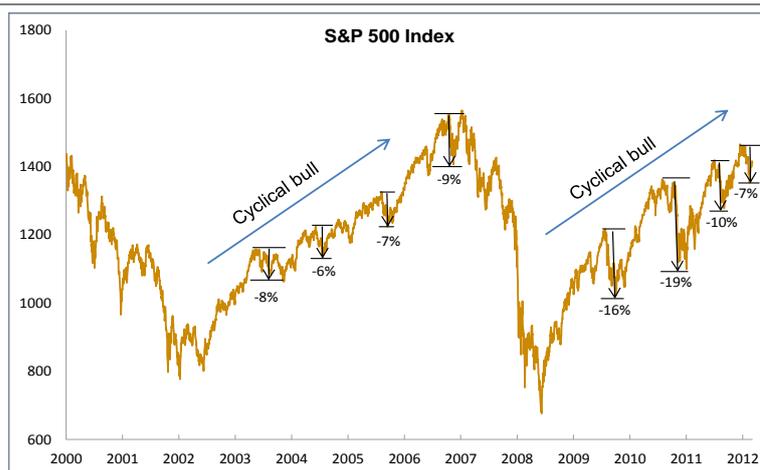
- It seems reasonable to believe that we are still in the aftermath of the last major cyclical downturn rather than the prelude to the next one
- Global cyclical bull market in equities looks set to continue through 2013....
- .....consistent with our view that the global economy will be gradually emerging from a mid-cycle slowdown in 2013
- ....and supported by monetary policy, valuation and a creeping migration in asset preference...
- .....albeit that the drag from earnings disappointment can linger
- Vulnerability to unusually large corrections can continue through 2013.....
- ....but the underlying tendency should nonetheless be towards smaller corrections
- European equity indices can claw back underperformance, albeit erratically...
- ...and possibly in the context of further Euro weakness

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## The Outlook for Equity Markets

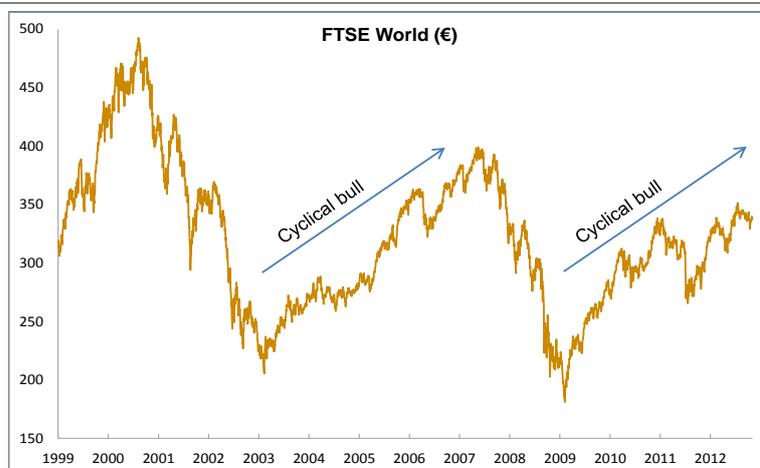
The global cyclical bull market in equities (which started in late 2008 in emerging markets and early 2009 in developed markets) looks set to continue through 2013. This would be consistent with our view that the global economy will be gradually emerging from a mid-cycle slowdown in 2013. It is likely that the pattern of vulnerability to unusually severe corrections can continue through 2013, but it is also reasonable to expect an underlying tendency for the corrections to be getting smaller over time as residual fear in the wake of the “great recession” gradually subsides and as confidence in the durability of the global economic expansion gradually builds.

### Ongoing cyclical bull market but with unusually big corrections



Source: Bloomberg, ESN:

### Ongoing global cyclical bull market



Source: Bloomberg, ESN

Monetary policy looks set to continue as a positive cyclical driver of equity markets in 2013 and valuation is also supportive. The earnings outlook is more ambiguous but we expect the outlook for resumed cyclical growth in earnings to improve in H2 2013.

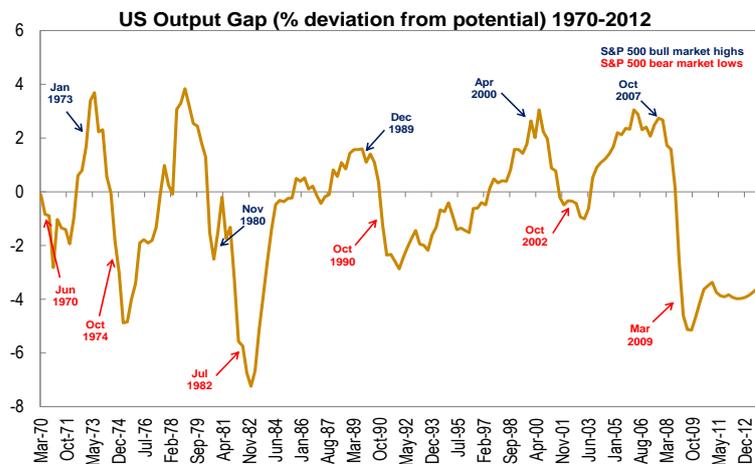
We do not subscribe to “new normal” type thinking that cyclical expansions in economies and stock markets will henceforth be shorter in duration than the post-WW2 norm due to high debt levels and related de-leveraging. The structural influences tending to lengthen economic

# Strategy Update

cycles over recent decades are unlikely to be reversing. Nor do we subscribe to the view that that the de-leveraging process necessarily dictates a sustained period of sub-par growth over the medium to longer term. The de-leveraging process is essentially about redistributing growth from consumption to net external demand in the indebted economies and vice versa in the creditor economies. After an initial lag during which local labour markets etc must adjust to changing demand patterns, the growth rates in both debtor economies and creditor economies can be expected to increasingly gravitate back towards their respective potential levels. So, rather than being inevitably suppressed for the duration of the ongoing de-leveraging process, actual and potential growth rates in both debtor and creditor economies can be expected to gradually return to being driven by the factors that have always driven them i.e. labour supply, technology / productivity and the availability of energy and other commodities.

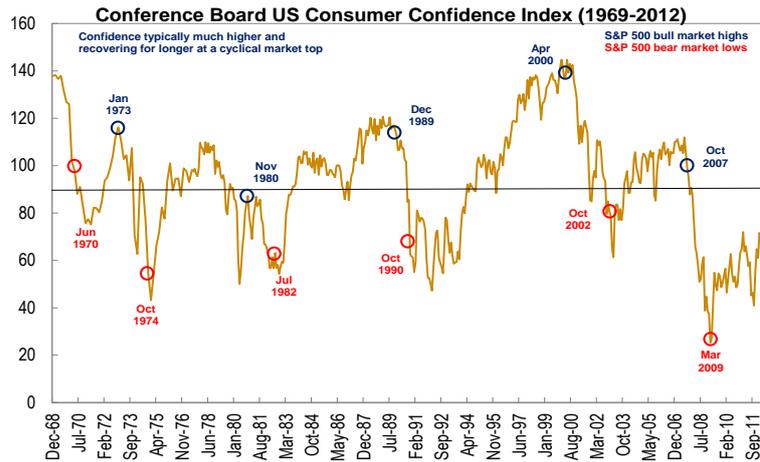
It is inevitable the current cyclical expansion in the global economy and equity market will eventually end in recession and a related cyclical bear market. However, the typical late cycle excesses of confidence, and related investment and above-trend growth, that would set the scene for the next major cyclical downturn do not seem to be present yet (albeit that these are admittedly always difficult to identify before the event). Equity markets have in recent years been struggling through the financial and psychological aftermath of one of the biggest downturns in history. As in previous cycles, the excesses that caused the down-cycle remain unresolved well into the new up-cycle, leaving economies and stock markets vulnerable to ongoing corrections during this aftermath period when events conspire to shake confidence. Although these corrections in confidence and markets can be severe, history suggests that unless they are accompanied by significant policy error, they are unlikely to develop into another major cyclical downturn. They are in fact, more likely to prolong and protract the current economic expansion by interrupting the process by which fear is slowly forgotten and confidence is slowly regained. It seems reasonable to believe that we are still in the aftermath of the last major cyclical downturn rather than the prelude to the next downturn. The collective psyche will have to emerge from this aftermath period before it will have the confidence to start creating the new excesses that will beget the next major cyclical downturn in economies and markets.

## Cyclical Bull Markets Don't End until after Output Gap Closes



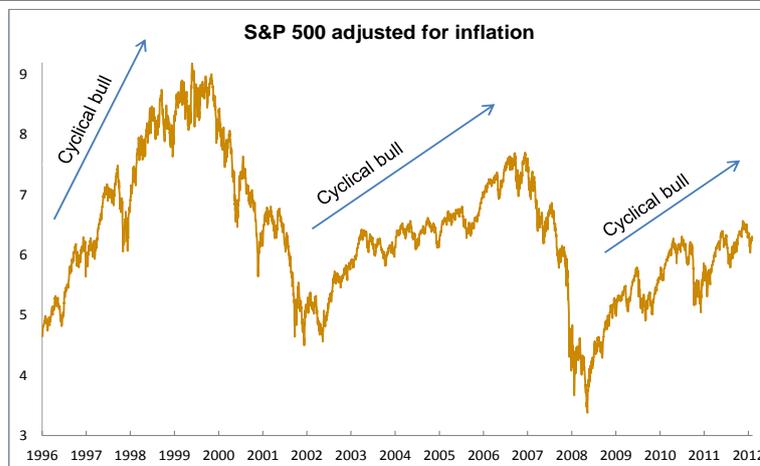
Source: Bloomberg, ESN:

## Confidence Still far too Low for a Cyclical High to be Anywhere Close



Source: Bloomberg, ESN

## Equity markets not stretched in real terms



Source: Bloomberg, ESN:

The corrections we have seen in the current cyclical bull market have clearly been very big by comparison with the corrections seen in previous bull markets and this reflects the extent of residual fear and financial stress in the aftermath of one of the biggest downturns in history.

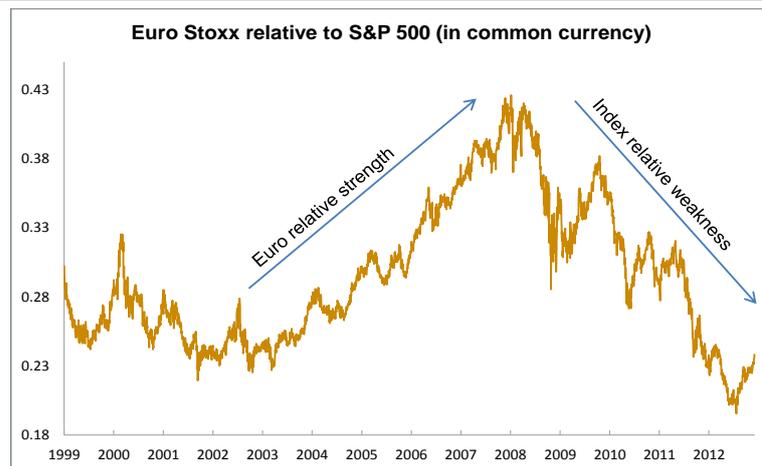
It is likely that this pattern of intermittent large corrections can continue through 2013 given the potential for worries about renewed recession and financial crisis stemming from fiscal retrenchment in Europe and the US, further iterations of the Euro zone debt crisis, elections in Italy and Spain and any geo-political events that threaten global trade and/or energy supplies. It is interesting to note that the most recent correction in the S&P500 index (reflecting post-election fears about the "fiscal cliff") was about as big as the biggest corrections seen over the entire course of the previous cyclical bull market between 2003 and 2007. It is nonetheless reasonable to expect that the pattern will be for the corrections to be getting smaller over time as the residual fear gradually subsides and as confidence in the durability of the global economic expansion gradually builds.

With earnings unlikely to be clearly supportive of equity markets for much of 2013 and with the ongoing potential for corrections of significant severity, it would be unwise to predict a

particularly strong performance from global equity markets in 2013. However, we believe that the total return from ample dividend yields plus moderate underlying capital appreciation should at least be in line with our estimate of the long run required total real return from equity markets of about 6% (say 8% nominal). This would represent a significant excess over the negative prospective real return on offer from “risk free” cash and bonds currently. Depending on the rate at which global growth re-accelerates and the timing of any corrections within the calendar year, there is potential for yet more generous returns from equity markets in 2013. In the aftermath of the “great recession” risk aversion has been exceptionally high, but as yields on “risk free” assets have plummeted into negative territory, there has nonetheless been a gradual and erratic underlying migration from cash and government bonds into corporate bonds and then towards equities. This slow migration in asset preference is likely to continue in 2013.

The European equity market has been a major underperformer since the Euro zone debt crisis erupted. On the assumption that the Euro zone debt crisis has passed its peak, the more recent trend towards regaining this underperformance can continue through 2013, albeit very erratically if we are nonetheless likely to see some further iterations of the crisis. When looking at the performance of the Euro Stoxx equities index relative to the S&P500 index in common currency terms, it should be noted that the earlier significant outperformance by the Euro Stoxx index between 2002 and 2008 was mostly due to currency outperformance (Euro appreciating against the Dollar), whereas the more recent period of significant underperformance since 2008 was mostly due to index underperformance (Euro Stoxx index underperforming S&P500 index). Although the Euro Stoxx index can continue to play catch-up with the S&P500 index, the potential for further Euro weakness means that some of the outperformance can be offset by currency effects.

### Eurozone a big recent underperformer



Source: Bloomberg, ESN



# Strategy Update

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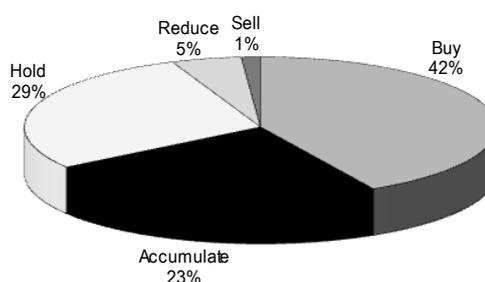
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### Meaning of each recommendation or rating:

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- **Sell:** the stock is expected to generate total return **under -10%** during the next 12 months time horizon
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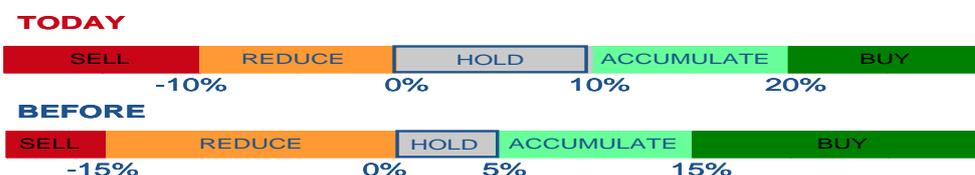


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Since **4 August 2008**, the ESN Rec. System has been amended as follow.

- Time horizon changed to 12 months (it was 6 months)
- Recommendations Total Return Range changed as below:



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