



# Julius Bär

18 APRIL 2016

1/21

## RESEARCH WEEKLY ALOHA FROM DOHA

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#### Stories of the week

- Oil: Doha's failure runs deep
- Brazil: Going down Argentina's path? Just not yet
- Argentina: The beginning of a new era
- China: Temporary cyclical stabilisation in 2016
- Terrorism: European peace dividend ends here
- Affordable luxury: The rise of the premium consumer

#### Ideas of the week

- Stock of the week: WestRock (Buy)
- Equities: Anthem (Buy) and Constellation Brands (Buy)
- Bonds: Peugeot (Buy), BBVA (Hold) and Deutsche Bank (Hold)
- Technical idea: Switch into Swiss large caps (Buy)
- Technical idea: S&P500 (Buy)

#### Number of the week

70

Days of tears – the Swiss Market Index recently ended a stretch of trading below its 55-day moving average for all of 2016. Further advances are ahead.

#### Finance Talk



#### NEXT GENERATION



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### EDITORIAL

- The price collapse since 2014 shows the desperate need of an oil cartel but the Doha talks indicate there will be none.
- The beneficiaries are middle-class consumers: we buy 'affordable luxury' franchises. On top, we add to Swiss laggards such as Swiss Re and Roche. And: Argentina is back.

Only historians remember the oil cartel that drove prices up from below USD 5 to over USD 11 (USD 55 in today's money) by 1974. A scary bunch back then that spread mayhem in mature economies. Whether there ever was a proper cartel is a matter of debate, but one thing is for sure today: a cartel in oil is nowhere near of materialising. This may be due to the fact that OPEC only controls 40% of output, but more importantly new joiners in the market, like Iran, could not care less about pumping discipline. Our take: oil prices will remain well below USD 50 per barrel in the years ahead.

Who benefits sustainably from lower energy costs? A well-kept secret: it is the middle-class consumer. Exactly, the one that everyone talks about being under pressure, not having seen wage increases forever and what have you. Now very much against common perception, the shift in purchasing power is in full swing. In fact it has created a USD 1,400 check per household per year in the US alone. Similar trends are visible for Europe and Japan. And believe me: they are spending. One in five dollars goes to paying back debt – which still leaves USD 1,100+ to spend on what middle-class consumers really like: affordable luxury – in fashion, food or tech gadgets. We have compiled a whole list of companies delivering there – and enjoying a sustained uplift in demand for their goods over the past two years. Hard numbers – not hot air.

The other big thing is happening in Latin America: Argentina is back on the radar in the fixed-income space. We upgraded our issuer rating to Buy. This could be the blueprint for every economic restructuring in emerging markets for decades to come. We hope the speed and efficiency in transforming the economy will be held up by the Macri government. If so, both Argentina and investors will benefit big time in the years ahead. Any chances of Brazil becoming the next Argentina anytime soon? Not yet. But new elections and a shift in leadership could open similar dynamics in 2017.

Christian Gattiker, CFA, CAIA

### KEY DATES

19 April

#### Germany: ZEW survey

Economic sentiment among analysts and institutional investors could bring a mixed result: while the assessment of current sentiment could drop, due to upcoming risks surrounding the Brexit and Greece talks, future expectations look for some improvement from rather downbeat levels.

19-22 April

#### US: Macro data

Housing data (Tuesday and Wednesday) are expected broadly stable, while leading indicators could draw a mixed picture: The leading index (Wednesday) and flash purchasing managers' index (Friday) could indicate a further pickup in activity and the Philly Fed index some softening.

21 April

#### Sweden: Riksbank policy meeting

With the Swedish central bank focusing on preventing currency strength, extensions to asset purchases could be envisaged, while changes to the inflation target measurement are in discussion.

21 April

#### Eurozone: ECB policy meeting

After introducing a negative deposit rate, the prospects of normalising headline inflation rates will likely prevent the European Central Bank (ECB) from implementing further stimulus measures in the next months.

22 April

#### Flash PMIs

Preliminary purchasing managers' indices (PMIs) are expected to show further stabilisation in the manufacturing sector. The bottoming-out of industrial activity, following a collapse in early 2016, looks more sustainable.

Signatory of:



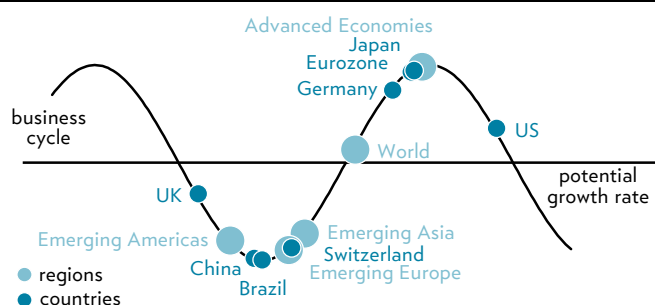
## MATTERS OF DEBATE

Economic outlook



Market sentiment pressure points

## Economic cycle



Source: Julius Baer

- Leading indicators continue to point to sluggish and fragile global economic momentum during 2016.
- The downtrend of industrial activity is coming to a halt in the US, but prevails among many emerging markets and major commodity producers.
- Markets are forced to correct their perception: disappointments are receding in the US, but intensifying in the eurozone.
- With better US data, the debate on further rate hikes is intensifying, despite overall moderate economic growth.
- Europe's recovery expected for early 2016 is waning, prompting additional European Central Bank monetary policy easing.
- China's intensified fiscal and monetary measures have not yet brought a cyclical bottoming. However, a 'soft landing' remains warranted.
- After a difficult 2015, Switzerland is shrugging off continued franc strength. An overall recession is off the table.
- The risks of a UK 'Brexit' are at 25%-40%; the non-negligible downside risks require consideration up to 23 June.
- Weak commodity prices and overcapacities keep global deflation risks elevated. Accommodative monetary policies continue to prevail as rate hike expectations remain scaled back.

David A. Meier

| Forecasts<br>(year-on-year, %) | Real growth |      |      | Inflation |      |      |
|--------------------------------|-------------|------|------|-----------|------|------|
|                                | 2015        | 2016 | 2017 | 2015      | 2016 | 2017 |
| World                          | 3.1         | 2.9  | 3.2  | 2.8       | 2.8  | 3.0  |
| United States                  | 2.4         | 1.6  | 1.8  | 0.1       | 1.3  | 2.2  |
| Eurozone                       | 1.5         | 1.6  | 1.3  | 0.0       | 0.5  | 1.6  |
| Germany                        | 1.7         | 1.6  | 0.9  | 0.1       | 0.8  | 2.1  |
| United Kingdom                 | 2.2         | 1.7  | 1.7  | 0.1       | 0.7  | 1.7  |
| Switzerland                    | 0.9         | 1.1  | 1.5  | -1.1      | -0.6 | 0.2  |
| Japan                          | 0.5         | 0.7  | 0.9  | 0.8       | 0.0  | 1.6  |
| China                          | 6.9         | 6.2  | 6.3  | 1.4       | 1.8  | 1.9  |
| Brazil                         | -3.8        | -4.0 | 0.0  | 9.3       | 7.0  | 6.0  |

Source: Julius Baer

\* The risk positioning illustrates our general stance towards risk assets such as equities and corporate bonds within an investment portfolio based on our assessment of the economic outlook and market sentiment.

## Brexit risks

The countdown to the Brexit referendum on 23 June, when the UK electorate will vote on independence from the European Union, is intensifying. Financial markets are becoming more and more jumpy on political news that has the potential to influence the voting intentions. The behaviour of the EU up to the referendum will play an important role in the outcome, as recent policies have intensified EU scepticism across Europe rather than helped improve EU acceptance. Voting intention polls continue to indicate a very close and narrowing lead of the 'stay' camp. Our base case remains a 'no' to the Brexit, but the probability is solidifying at a non-negligible 30%-40%.

David A. Meier

## Central bank exit strategies

Against all odds the US Federal Reserve (Fed) continues to show a bias towards normalising rates. Comforted by stabilising financial conditions and a pickup in inflation, the Fed will try to guide market expectations towards additional rate hikes this year. Other major central banks, however, are going to keep an accommodative stance for longer. The Bank of England has been backpedalling, as inflation and growth expectations got gloomier. Markets now expect no rate increases before 2018. The European Central Bank and the Bank of Japan are doing the best they can to even add stimuli. Negative interest rates in the eurozone, Japan and Switzerland suggest that any exit from loose monetary policy is moving farther away.

David Kohl

## Chinese growth and reforms

Reforms and deleveraging in China's financial sector have led to a slowdown in economic growth, dragged down by weakness in the property sector and manufacturing lately. While China reached its growth target of almost 7% in 2015, the envisioned 6.5% yearly growth over the next five years looks very ambitious and increases the risk of a higher debt burden. Reaching 6.5%-7% growth next year will require more monetary and fiscal easing as headwinds will only start to lessen later in the year. Structural reform momentum remains high, particularly in the areas of financial liberalisation and the internationalisation of the renminbi, financial regulation and consolidation of state-owned enterprises.

Susan Joho

## Middle East and diminishing petrodollar flows

While 2015 was the year of consumers enjoying lower commodity prices, 2016 might become the year when producer pain reaches a critical boiling point in certain segments. Especially the Middle East seems ill-prepared to adjust for a new normal of low oil prices for longer. The governments' responses to the running dry of petrodollars are so far only homeopathic economic reforms insufficient to rein in on the ballooning budget deficits. Financial markets should not only eye the despair of the American shale industry but the Middle East's growing struggles to maintain social welfare for a growing young population.

Norbert Rücker

## STORIES OF THE WEEK

**Oil: Doha's failure runs deep**

- Oil tumbles after leading producers failed to agree on a supply deal. Prices should remain under pressure in the near term.
- Doha's failure is a blow to OPEC's relevance, which so far primarily relayed on its credibility to manage oil policy.

Oil prices have tumbled after leading oil producers failed to agree on a supply deal at the meeting in Doha over the weekend. There had been a big hype in the run-up to the Doha talks, although most market observers, including us, had warned that there was more room for disappointment than surprise. The deal's stumbling blocks were many, including that most petro-nations are starving for cash and that their incentives are set for higher rather than lower production. Also, freezing instead of curbing production at today's record levels would have only marginally reined in the supply glut. Market sentiment became overly bullish in recent weeks with hedge funds and other speculators holding large bets on rising prices. These positions are likely to be unwound over the coming days which should keep oil prices under pressure.

**Doha's failure is a blow to OPEC.**

The consequences of the Doha talks run deeper. Although this was no official meeting of the Organization of the Petroleum Exporting Countries (OPEC), the organisation has seen a blow to its perceived powerfulness over the weekend. Saudi Arabia is doing OPEC no favour with its tough stance against Iran. While Russia, Saudi Arabia and most others have been producing close to record levels lately, Iran is ramping up exports following the lifting of sanctions earlier this year. Tehran rejected to join an agreement, which would have demanded to freeze its production at today's below-historical level. We have long argued that OPEC is a broken cartel that influences prices rather by market psychology than supply action. Doha also reveals the increasing influence of Saudi's young deputy crown prince in the country's oil policy at the expense of the respected oil minister. Picking OPEC as a battleground for political tensions between Riyadh and Tehran will strain the organisation's oil policy and weaken its relevance.

Doha aside, the oil market remains oversupplied with a large overhang in stocks. The rebalancing is underway with US shale oil production declining, although much slower than anticipated, and global demand holding up strongly. Supply outages induced by Kuwait's oil worker strike and pipeline disruptions in Nigeria and Northern Iraq are fundamentally price supportive and accelerated the clearing of excess supplies. Beyond the near-term pressure on oil prices, we maintain our neutral view and see no sustained price recovery. Cheap and abundant shale oil supplies are key to our low-for-longer view, where we see prices anchored around USD 45 to USD 50 per barrel over the years to come. The running dry of petrodollars means the Middle East should brace for tough economic and social challenges in the years ahead. That's the story line underneath this weekend's news on the failed Doha talks and Kuwait's oil worker strike.

Norbert Rücker

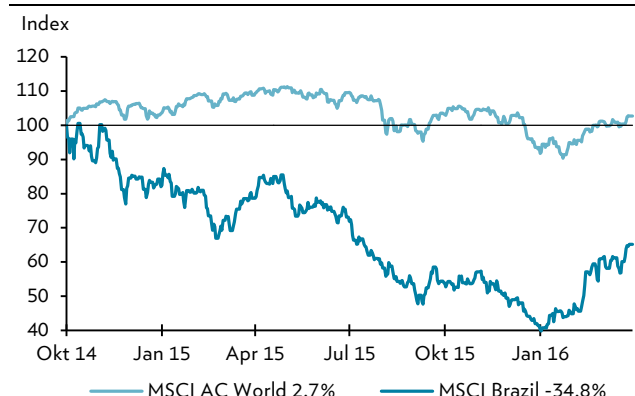
**Brazil: Going down Argentina's path? Just not yet**

- For once, Argentina is one step ahead of Brazil with its pro-market policies. Brazil remains in the midst of a political and economic crisis. The turnaround will take time.
- The market is too optimistic and underestimates the difficulties a potential post-Rousseff administration will be faced with. We recommend investors stay underweight Brazil.

There may be some similarities one can draw between Argentina and Brazil, be it the slide in the currency, corruption scandals or politics. With the Macri government in Argentina coming to power, the macro outlook has brightened. The same is needed in Brazil but first we need to face reality. With Sunday's positive vote in the lower house the impeachment process is authorised to move on to the Senate. In the Senate a simple majority is needed, most likely in May, to try Rousseff. She will then have to step down for up to 180 days for legislators to arrive at a final conclusion. In the meantime, vice President Temer will take over and form a government. The question is whether Temer will be the leader with the mandate needed to put Brazil back on track. He as well will have to deal with a high number of coalition partners with ideological differences and will have to share power. In the meantime the headwinds remain the same: Brazil is still trapped in a deep recession, the budget deficit is enormous, distrust of politicians is deep-seated and the corruption scandal is far from over. In addition, Rousseff has not given in yet and may challenge any final decision in court.

Since we assigned our underweight rating in October 2014, the MSCI Brazil is still down 35%, even after the recent strong rebound. We do not jump on the bandwagon and recommend investors stay underweight the MSCI Brazil. First, we do not believe in a smooth political transition; second, the market is way ahead of valuations and third, we already now try to prepare for the next weakness in emerging markets. First, the deleveraging process in emerging markets is still in full swing and commodities' supply/demand picture is still negative. Second, with global equity markets having stabilised, the US Federal Reserve is likely to become more hawkish again, leading to a stronger US dollar and weaker emerging markets.

Heinz Rüttimann, CAIA

**MSCI Brazil: Since our underweight rating in October 2014**

Source: Bloomberg Finance L.P., Julius Baer; AC = All Country

### Argentina: The beginning of a new era

- The resolution of the conflict with holdout creditors has reached the final stage and the end of the default is imminent.
- We upgraded our recommendation on Argentina to Buy as we believe bonds offer attractive yields and exposure to a country with improving economic fundamentals.

The outlook for Argentina (Buy/Speculative) continues to improve. After the early introduction of essential adjustments by the new government, such as liberalising the currency, reducing export taxes and eliminating import restrictions, authorities have focused almost entirely on solving the conflict with holdout creditors. The commitment to normalise relationships with the financial community was well received by investors, but uncertainties for bond holders had remained until now, given the number of different stages required to solve the conflict (negotiating with creditors, getting approval from domestic lawmakers and convincing US courts to lift injunctions against Argentina).

However, the end of the conflict is now imminent. A US court confirmed on Wednesday last week that it will lift the injunctions on Argentina once the country pays the negotiated amount to creditors. Thus, Argentina is now set to issue up to USD15bn in bonds with maturities of 5, 10 and 30 years, and to use the proceeds to make the corresponding payments to creditors. That will automatically lift the injunctions and Argentina will be out of the default, resuming payments on the international restructured debt (including past-due interest). Argentina's sovereign rating is expected to be upgraded by one or two notches. At the macroeconomic level, the end of the conflict will help the government to reduce its dependence on central bank financing, bring down inflation and boost growth. Real GDP growth is likely to be flat in 2016, increasing to 1%-2% in 2017.

**We consider that the latest developments have significantly reduced the legal uncertainties for investors.**

In that context, we have upgraded our recommendation on Argentina from Hold to Buy/Speculative. We consider that the latest developments have significantly reduced the legal uncertainties for investors and bonds now offer exposure to a country with improving fundamentals and still attractive yields. Despite the strong performance of Argentinean sovereign bonds in the last year, yields still compare favourably against peers in the region, and we would expect them to decline over time as the government continues to make positive economic adjustments.

Alejandro Hardziej

### China: Temporary cyclical stabilisation in 2016

- Chinese growth showed a slowing deceleration in the first quarter thanks to earlier fiscal measures and better industry activity. That could lead to a stabilisation in the second quarter.
- However, for the second half, we expect slowing momentum to resume modestly, accompanied by monetary easing, as headwinds from overcapacity in manufacturing still remain strong.

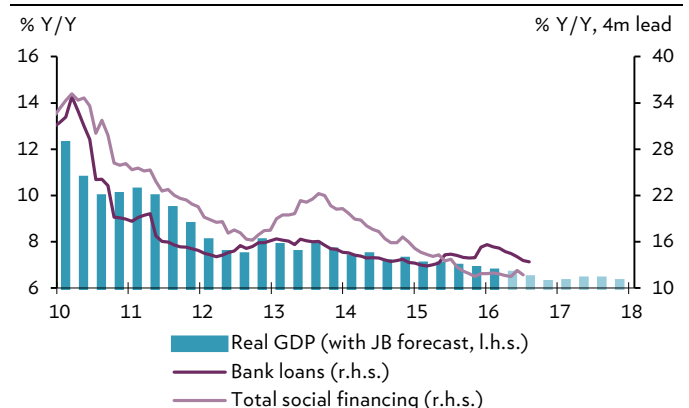
Last week's Chinese data brought relief to investors, when signals increased that the world's largest economy is stabilising. First quarter GDP edged down to 6.7% y/y from 6.8% in the previous quarter and monthly key macroeconomic indicators for March all pointed upwards. Especially the export, industrial production, fixed asset investment and credit supply data surprised very positively. What we are seeing at the moment are stabilising effects of earlier easing measures, as well as a rebound in manufacturing. However, this rebound in manufacturing is to a large part attributable to seasonal and base effects and does not look sustainable. The headwind from oversupply in the manufacturing sector is too strong for that.

**Reform momentum could gain traction again as the focus is shifting away from fears of a hard landing.**

We thus expect Chinese growth rates to resume their slowing in the second half of the year, after a stable second quarter. Growth rates should come down in the second half towards or even slightly below the lower band of the 6.5%-7% GDP target for 2016. This will likely be accompanied by one or two rate cuts. However, we expect the government not to further step up the easing, as it is aware of its negative effects on an already large domestic debt pile. Rather, we expect reform momentum to gain traction again from now on, as the focus is shifting away from fears of a hard landing towards worries about large debt and towards the need for reforms to spur the Chinese economy's transformation.

Susan Joho

### Chinese growth: Slowing while the economy matures



**Source:** People's Bank of China, National Bureau of Statistics China, Julius Baer

### Terrorism: European peace dividend ends here

- European countries will most likely devise a number of security measures and reverse the trend of declining defence and security spending. Spending patterns should address the new threats and focus less on 'traditional' defence spending.
- The related industries will benefit immensely from this U-turn. As terrorist threats increase, the need for national security and the military will rise.

On 22 March, Europe suffered another round of major terrorist attacks – barely half a year after the attacks in Paris. If what happened in Paris had seemed merely an isolated incident, sentiment after the Brussels attacks reflects that Europe will have to live with the possibility of further attacks. Terror attacks targeting civilians are becoming more frequent and affecting more places around the globe. The distribution of terrorist targets has actually shifted: since the beginning of the 21st century, there has been a nine-fold increase in the number of attacks on private citizens.

One of many concerns is the increasing prevalence of foreign fighters joining armed groups. Nearly 30,000 foreign individuals have travelled to Iraq and Syria, where 21% of all foreign fighters are from Europe. At the core of concerns are foreign fighters who have returned to their home countries in Europe. There are well over 1,200 returnees within the EU's borders and that poses a major threat in Europe. Over the past decades, almost all attacks in Europe have been planned and organised locally. On April 6, the European Commission proposed to establish an entry-exit system for the Schengen area. European countries are looking to introduce a new automated border control system that will log travellers' photos and fingerprints when they visit for business or leisure. The system is expected to come into effect by 2020, and data would be stored in a centralised system for five years. In this context the identification technology is expected to be immensely profitable – with governments introducing biometric identification programmes and corporations integrating increasingly high-tech, high-status security systems into their products.

A strong and active military force is vital in case of terror or natural disasters. Enhancing defence capabilities has historically been a priority for nations across the globe, even in times of peace. But defence spending in most European countries has suffered noticeable budget cuts over the past decade, as a result of the economic crisis and with Europe enjoying a regional peace dividend after the war on the Balkans in the 1990s. The trend now seems to be reversing, as European economies are on a recovery path and the threat of domestic terrorism is on the rise.

Companies in the defence industry like Boeing, BAE Systems and Rolls-Royce Holdings as well as companies offering biometrics technology and manufacturing capabilities like Honeywell International and Ingersoll-Rand PLC will benefit.

Sanja Tesic

#### Corporate Rating Summary:

Boeing (Hold, Price/Target: USD131.13/123),  
BAE Systems (Hold, Price/Target: GBp509.5/510),  
Rolls-Royce Holdings (Hold, Price/Target: 664.5/600)  
Honeywell International (Buy, Price/Target: USD114.63/119)  
Ingersoll-Rand PLC (Buy, Price/Target: USD63.77/62)

### Affordable luxury: The rise of the premium consumer

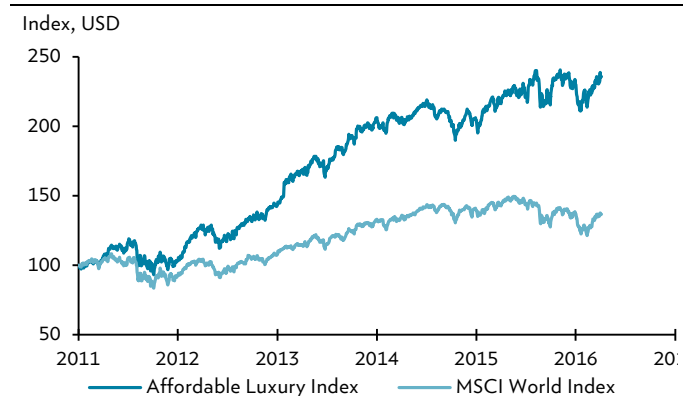
- The exponentially growing middle class, fuelled by lower oil prices, coupled with globalisation and technological changes, boost the consumption of premium goods and services.
- Both established and new companies with an appealing image should profit from these developments through even greater brand awareness and sales.

Consumption of premium goods and services has been and will be growing. This can be shown based on the clear positive correlation between disposable income and consumer expenditure. The two key drivers are; 1) the exponentially growing middle class whose consumption evolution will be a game changer and 2) the lower oil prices that further fuel this process. Households spend about 80% of the windfall originating from lower fuel prices on goods and services.

These drivers, coupled with globalisation and technological changes, which will amplify the changing consumer behaviour, will ultimately result in convergence thanks to greater awareness. The middle class will have more disposable income, will start trading up, requiring more and more branded products, and we will witness the rise of the premium consumer. Companies such as Starbucks, Estée Lauder, Comcast, H&M, Adidas, L'Oreal, Heineken, Pernod Ricard, Reckitt-Benckiser, British American Tobacco, and Lindt & Sprüngli would be prime examples of beneficiaries. Going forward, this affordable luxury sector will generate above-average growth in our view, which in times of growth scarcity, like now, should be a valuable feature for investors.

Bence Boldvai, Patrik Lang, CFA

#### Affordable luxury on the loose



Source: Datastream, Julius Baer

#### Corporate rating summary

Starbucks (Buy, Price/Target: USD60.51/66.00), Estée Lauder (Buy, Price/Target: USD94.95/96.00), Comcast (Buy, Price/Target: USD61.97/70.00), H&M (Buy, Price/Target: SEK295.1/310.00), Adidas (Buy, Price/Target: EUR104.35/110.00), L'Oreal (Buy, Price/Target: EUR158.65/195.00), Heineken (Buy, Price/Target: EUR81.44/83.00), Pernod Ricard (Buy, Price/Target: EUR100.05/105.00), Reckitt-Benckiser (Buy, Price/Target: GBp6'735/7'000), British American Tobacco (Buy, Price/Target: GBp4'232/4'400), Lindt & Sprüngli (Buy, Price/Target: CHF6'100/6'500)

## NEXT GENERATION



Idea initiation: January 2016

**Shifting Lifestyles: Digital Health**

Throughout the world, a significant and growing portion of GDP is spent on healthcare. Some of many drivers of this relentless growth in spending come from the mounting occurrence of chronic diseases and shift to ageing demographic triggering increased demand for healthcare. Digital health, though still in early stages of development, has the potential to wedge itself into a static system that has been averse to change potentially improving the quality of medical care while reducing costs. We see tangible growth potential in the fields of healthcare IT, remote patient monitoring, telehealth and genomics applications.

Fabiano Vallesi

## NEXT GENERATION



Idea initiation: August 2013

**Digital Disruption: 3D printing (Sell)**

3D printing technology has made big steps forward over the last years from facilitating prototype building to enabling direct manufacturing of parts. However, expectations for rapid and sustained growth coming from the increased penetration of 3D printing in manufacturing have not matched reality since 2014. A recent sign of growth stabilisation has led to a rebound in performance. Nevertheless, we do not recommend entering the 3D printing theme, but rather prefer to wait for growth to recover before reconsidering investments. In addition, there are signs of growing risks, especially in terms of the still immature technology and rising competition in the prototyping business. We favour the 3D printing software segment over hardware and materials.

Fabiano Vallesi

## NEXT GENERATION



Idea initiation: October 2015

**Arising Asia: Healthy China**

China is aiming to more than double its healthcare market taking it to USD 1.3 trillion by the turn of the decade. Rising wealth and an ageing population are driving the overhaul of the Chinese healthcare system, creating immense opportunity in the drug, hospital and medical technology space. In particular, backed by progressive reforms, the private sector in China is thriving. We suggest seeking out innovative companies with a strong pipeline and leading pharmaceutical distributors that are also retail pharmacies well positioned to benefit from a partially digitalised healthcare system going forward.

Amanda Kayne

## NEXT GENERATION



Idea initiation: August 2015

**Arising Asia: Beauty & personal care**

We believe that the emerging middle class and the ageing population are driving the worldwide cosmetics market, which is estimated to double by 2025. The Asian cosmetics sector looks set to expand 4.5% every year until 2019, over one-and-a-half times faster than the global market, outpacing Europe and North America. To illustrate the massive growth potential of this sector, annual cosmetics consumption per capita in China is USD 35 – a mere one-eighth of Japan's. We believe that fragrant suppliers and luxury cosmetic houses with exposure to Asia and in particular international brands acquiring local names should fare well.

Amanda Kayne

## NEXT GENERATION



Idea initiation: September 2015

**Digital Disruption: Cybersecurity**

Cybersecurity is one of the top global risks today, as our daily life is increasingly more connected and digitised. Unsurprisingly governments and corporations recognise the growing importance of data protection, as data breaches and cyberattacks are surging. We expect cybersecurity to continue to experience above-average growth on the back of factors such as: cloud penetration, increased connectivity (Internet of Things, smart cars etc.), regulation and growing complexity and impact of cyberattacks. We recommend a diversified approach to the theme.

Fabiano Vallesi

## NEXT GENERATION



Idea initiation: June 2015

**Shifting Lifestyles: Health & Wellness**

Obesity is a global problem with epidemic reach, as it now impacts countries at all economic levels, bringing with it a wave of enormous social and economic costs. Governments are slowly stepping up regulation and measures to increase prevention. At the same time, consumer awareness for the benefits of a healthy diet and more regular physical activity is growing. We believe that treatment and prevention are two key pillars to overcome the global obesity epidemic and we see many attractive investment opportunities arising along these two pillars. On the treatment side, we see winners in the pharma, healthcare and medical technology space; in prevention, healthy food and nutrition supplements as well as fitness-related providers will benefit.

Fabiano Vallesi

## NEXT GENERATION



Idea initiation: March 2015

**Digital Disruption: Mobile payments**

We believe the increased penetration of payment-enabled mobile devices such as smartphones and wearables along with a technology-savvy generation will be the basis for a mobile payments boom in the coming years. Due to technological developments, the payment industry has become a competitive space where non-financials are increasingly challenging incumbents. We recommend focusing on payment networks as well as leading technology enablers such as near-field communication chip suppliers, point-of-sale terminal manufacturers and selected security and data solution providers which will benefit from the growth.

[Fabiano Vallesi](#)

## NEXT GENERATION



Idea initiation: February 2015

**Digital Disruption: Wearable technology**

The wearable technology trend is here to stay and we see it as longer-term accretive drivers for silicon consumption, but only when applications support their utility. We note the new hype around virtual and augmented reality but actually see little incremental upside for this segment to support wearables this year – rather from next year onwards. Smart watches and fitness trackers remain the main drivers for the time being. We expect to see a continued rise of connectivity and sensors content in everyday objects, which will benefit leading-edge semiconductors in the long term, as well as device platform operators.

[Fabiano Vallesi](#)

## IMPORTANT LEGAL INFORMATION

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### IMPRINT

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### APPENDIX

#### Analyst certification

The analysts hereby certify that views about the companies discussed in this report accurately reflect their personal view about the companies and securities. They further certify that no part of their compensation was, is, or will be directly or indirectly linked to the specific recommendations or views in this report.

Please refer to the following link for more information on the research methodology used by Julius Baer analysts:

[www.juliusbaer.com/research-methodology](http://www.juliusbaer.com/research-methodology)

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[www.juliusbaer.com/structure](http://www.juliusbaer.com/structure)

#### Price information

Unless otherwise stated, the price information reflects the closing price of the previous trading day.

#### Disclosure

No specific disclosures

#### Equity research

##### Frequently used abbreviations

|        |  |     |                    |     |  |
|--------|--|-----|--------------------|-----|--|
| CAGR   | Compound annual growth rate                                    | EPS | Earnings per share | P/B | Price-to-book value                    |
| DCF    | Discounted cash flow   | EV  | Enterprise value   | P/E | Price-to-earnings ratio                |
| EBIT   | Earnings before interest and taxes                             | FCF | Free cash flow     | PEG | P/E divided by year-on-year EPS growth |
| EBITDA | Earnings before interest, taxes, depreciation and amortisation | MV  | Market value       | ROE | Return on equity                       |

| Consensus rating | Consensus rating indicates the analysts' opinions on the security. It shows the number of analysts covering the security and the breakdown between Buy, Hold and Sell ratings. | Consensus target | The consensus target is the average price to which analysts expect the security to rise. | FY | Fiscal year |
|------------------|--|------------------|--|----|-------------|
|------------------|--|------------------|--|----|-------------|

#### Equity rating allocation as of 18/04/2016

|     |       |      |       |        |      |
|-----|-------|------|-------|--------|------|
| Buy | 33.5% | Hold | 63.7% | Reduce | 2.8% |
|-----|-------|------|-------|--------|------|

#### Proportion of equity ratings published during the last quarter (ending 31/03/2016)

|     |       |      |       |        |      |
|-----|-------|------|-------|--------|------|
| Buy | 35.7% | Hold | 62.0% | Reduce | 2.3% |
|-----|-------|------|-------|--------|------|

To view a quarterly history of the proportion of equity ratings published, please refer to the following link:

[www.juliusbaer.com/research-rating-history](http://www.juliusbaer.com/research-rating-history)

Julius Baer does not provide investment banking services to the companies covered by Research.

#### Equity rating history as of 18/04/2016

| Company                                | Rating                        | History          |
|--|-------------------------------|------------------|
| Adidas                                 | Buy                           | Since 18/08/2015 |
|  | Buy (initiation of coverage)  | Since 13/06/2014 |
| Adobe Systems                          | Buy                           | Since 11/12/2015 |
|  | Buy (initiation of coverage)  | Since 19/12/2012 |
| Affiliated Managers Group              | Buy                           | Since 29/07/2015 |
|  | Buy (initiation of coverage)  | Since 24/04/2015 |
| AIA Group                              | Buy                           | Since 19/03/2013 |
| Akamai Technologies                    | Buy                           | Since 15/03/2016 |
|  | Hold                          | Since 29/07/2015 |
|  | Hold (initiation of coverage) | Since 23/02/2015 |
| Alphabet Inc.                          | Buy                           | Since 18/10/2010 |
| American Water Works                   | Buy                           | Since 26/02/2016 |
|  | Buy (initiation of coverage)  | Since 21/12/2015 |
| Anthem                                 | Buy (initiation of coverage)  | Since 12/04/2016 |
| Assa Abloy                             | Buy                           | Since 17/07/2015 |
|  | Hold (initiation of coverage) | Since 30/06/2014 |
| Associated British Foods               | Buy                           | Since 04/11/2015 |
|  | Buy (initiation of coverage)  | Since 19/09/2012 |
| BAE Systems                            | Hold                          | Since 17/02/2012 |
| Baidu                                  | Buy                           | Since 29/07/2015 |
|  | Buy (initiation of coverage)  | Since 13/12/2013 |
| Beijing Enterprises Water              | Buy                           | Since 05/11/2015 |
|  | Buy (initiation of coverage)  | Since 06/04/2015 |
| Boeing                                 | Hold                          | Since 09/10/2008 |
| British American Tobacco               | Buy                           | Since 30/07/2015 |
|  | Buy (initiation of coverage)  | Since 09/10/2014 |
| Broadcom Limited                       | Buy                           | Since 27/08/2015 |
|  | Buy (initiation of coverage)  | Since 26/06/2014 |
| Celgene                                | Buy                           | Since 15/07/2015 |
|  | Buy (initiation of coverage)  | Since 06/02/2012 |
| China Everbright International         | Buy                           | Since 01/03/2016 |
|  | Buy (initiation of coverage)  | Since 31/03/2014 |
| China Longyuan Power                   | Buy                           | Since 28/10/2015 |
|  | Hold (initiation of coverage) | Since 13/10/2015 |
| China Mobile                           | Buy                           | Since 21/08/2015 |
|  | Hold                          | Since 15/08/2014 |
| China Resources Gas                    | Buy                           | Since 19/04/2013 |
| China State Construction International | Buy                           | Since 23/03/2016 |
|  | Buy (initiation of coverage)  | Since 18/12/2015 |
| CK Hutchison                           | Buy                           | Since 05/08/2014 |
| Cognizant Technology Solutions         | Buy                           | Since 05/11/2015 |
|  | Buy (initiation of coverage)  | Since 23/06/2014 |
| Comcast                                | Buy                           | Since 28/10/2015 |
|  | Buy (initiation of coverage)  | Since 01/04/2015 |
| Compass Group                          | Buy                           | Since 26/11/2015 |
|  | Buy (initiation of coverage)  | Since 01/10/2015 |
| Constellation Brands                   | Buy (initiation of coverage)  | Since 14/04/2016 |

|                                  |                               |                  |
|----------------------------------|-------------------------------|------------------|
| Ctrip.com                        | Buy                           | Since 06/08/2015 |
|                                  | Buy (initiation of coverage)  | Since 15/12/2013 |
| CVS Health Corporation           | Buy                           | Since 18/02/2015 |
| Danaher                          | Buy                           | Since 14/01/2014 |
| Deutsche Telekom                 | Buy                           | Since 18/11/2014 |
| Estée Lauder                     | Buy                           | Since 04/11/2015 |
|                                  | Buy (initiation of coverage)  | Since 26/03/2015 |
| Express Scripts Holding Company  | Hold                          | Since 18/02/2016 |
|                                  | Hold (initiation of coverage) | Since 25/09/2015 |
| Exxon Mobil                      | Buy                           | Since 04/05/2015 |
|                                  | Hold                          | Since 27/07/2012 |
| Forbo                            | Buy                           | Since 19/08/2015 |
|                                  | Buy (initiation of coverage)  | Since 20/04/2015 |
| Fresenius Medical Care           | Buy                           | Since 02/11/2015 |
|                                  | Buy (initiation of coverage)  | Since 24/02/2006 |
| Geberit                          | Buy                           | Since 14/01/2016 |
|                                  | Hold                          | Since 07/12/2010 |
| Georg Fischer                    | Buy                           | Since 02/03/2016 |
|                                  | Buy (initiation of coverage)  | Since 14/03/2005 |
| Gilead Sciences                  | Buy                           | Since 29/07/2015 |
|                                  | Buy (initiation of coverage)  | Since 02/12/2014 |
| Givaudan                         | Buy                           | Since 10/10/2013 |
| H&M                              | Buy                           | Since 27/09/2013 |
| Heineken                         | Buy                           | Since 29/10/2015 |
|                                  | Buy (initiation of coverage)  | Since 21/11/2014 |
| Helvetia                         | Buy                           | Since 15/03/2016 |
|                                  | Buy (initiation of coverage)  | Since 26/09/2007 |
| Hengan International             | Buy                           | Since 29/09/2015 |
|                                  | Buy (initiation of coverage)  | Since 28/11/2012 |
| Home Depot                       | Buy                           | Since 25/02/2010 |
| Honeywell                        | Buy                           | Since 20/10/2014 |
| Ingersoll-Rand                   | Buy                           | Since 10/02/2016 |
|                                  | Buy (initiation of coverage)  | Since 25/09/2015 |
| Kroger                           | Buy                           | Since 07/03/2016 |
|                                  | Buy (initiation of coverage)  | Since 07/12/2015 |
| Lindt & Sprüngli                 | Buy                           | Since 20/01/2015 |
| L'Oreal                          | Buy                           | Since 15/02/2012 |
| Mastercard                       | Buy                           | Since 30/10/2015 |
|                                  | Buy (initiation of coverage)  | Since 04/05/2011 |
| Medtronic                        | Buy                           | Since 08/09/2014 |
| Munich Re                        | Buy                           | Since 19/11/2013 |
| Nestlé                           | Buy                           | Since 20/08/2015 |
|                                  | Hold                          | Since 18/04/2013 |
| Orange                           | Buy                           | Since 29/04/2015 |
|                                  | Hold                          | Since 07/03/2014 |
| PepsiCo                          | Buy                           | Since 17/02/2016 |
|                                  | Buy (initiation of coverage)  | Since 09/12/2014 |
| Pernod Ricard                    | Buy                           | Since 28/04/2015 |
|                                  | Hold                          | Since 13/02/2015 |
| Pfizer                           | Buy                           | Since 18/09/2008 |
| Ping An Insurance-H              | Buy                           | Since 07/09/2015 |
|                                  | Hold                          | Since 03/10/2013 |
| PPG Industries                   | Buy                           | Since 16/10/2015 |
|                                  | Buy (initiation of coverage)  | Since 28/04/2015 |
| Reckitt-Benckiser                | Buy                           | Since 11/12/2015 |
|                                  | Hold                          | Since 15/02/2011 |
| Roche                            | Buy                           | Since 27/06/2013 |
| Rolls-Royce Holdings plc         | Hold                          | Since 05/08/2015 |
|                                  | Hold (initiation of coverage) | Since 25/05/2015 |
| Royal Dutch Shell                | Buy                           | Since 05/02/2013 |
| SAP                              | Buy                           | Since 06/01/2006 |
| Schneider Electric               | Buy                           | Since 30/10/2015 |
|                                  | Hold                          | Since 24/05/2013 |
| Shanghai Fosun Pharmaceuticals-H | Buy                           | Since 01/12/2015 |
|                                  | Buy (initiation of coverage)  | Since 27/03/2014 |
| Sherwin-Williams Company         | Buy                           | Since 17/07/2015 |
|                                  | Hold (initiation of coverage) | Since 06/05/2015 |

|                        |                               |                  |
|------------------------|-------------------------------|------------------|
| Simon Property         | Buy                           | Since 28/07/2015 |
|                        | Buy (initiation of coverage)  | Since 08/10/2012 |
| Smurfit Kappa          | Buy                           | Since 11/02/2016 |
|                        | Buy (initiation of coverage)  | Since 24/12/2015 |
| Societe Generale       | Buy                           | Since 19/12/2012 |
| Sony Corporation       | Buy                           | Since 04/08/2015 |
|                        | Buy (initiation of coverage)  | Since 17/12/2014 |
| Stanley Black & Decker | Buy                           | Since 29/01/2016 |
|                        | Buy (initiation of coverage)  | Since 11/11/2015 |
| Starbucks              | Buy                           | Since 06/11/2012 |
| Stockland              | Buy (initiation of coverage)  | Since 30/12/2015 |
| SUEZ                   | Buy                           | Since 30/07/2015 |
|                        | Buy (initiation of coverage)  | Since 19/12/2014 |
| Tencent Holdings       | Buy                           | Since 27/09/2013 |
| Toray Industries       | Buy (initiation of coverage)  | Since 22/01/2016 |
| UBS                    | Buy                           | Since 05/02/2013 |
| Unibail-Rodamco        | Buy                           | Since 24/07/2015 |
|                        | Buy (initiation of coverage)  | Since 28/06/2010 |
| United Technologies    | Buy                           | Since 23/09/2009 |
| Visa                   | Buy                           | Since 12/11/2015 |
|                        | Buy (initiation of coverage)  | Since 02/12/2014 |
| Wells Fargo            | Buy                           | Since 27/10/2010 |
| WestRock               | Buy                           | Since 01/02/2016 |
|                        | Buy (initiation of coverage)  | Since 16/12/2015 |
| Zimmer Biomet          | Buy                           | Since 29/01/2016 |
|                        | Hold (initiation of coverage) | Since 30/12/2015 |

#### Rating system for global equity research (stock rating)

|        |  |
|--------|--|
| Buy    | Expected to outperform the regional industry group by at least 5% in the coming 9-12 months, unless otherwise stated.          |
| Hold   | Expected to perform in line ( $\pm 5\%$ ) with the regional industry group in the coming 9-12 months, unless otherwise stated. |
| Reduce | Expected to underperform the regional industry group by at least 5% in the coming 9-12 months, unless otherwise stated.        |

#### Risk rating system for global equity research

The risk rating (High/Medium/Low) is a measure of a stock's expected volatility and risk of losses in case of negative news flow. This non-quantitative rating is based on criteria such as historical volatility, industry, earnings risk, valuation and balance sheet strength.

#### MSCI ESG Rating

MSCI ESG Research provides in-depth research, ratings and analyses to support companies' and government's efforts in terms of environmental, social and corporate governance (ESG). **MSCI ESG Research Intangible Value Assessment (IVA) Rating** (MSCI ESG Rating) provides ratings of companies' investment risk and opportunities which are not generally detected by traditional research methods. There are three steps to the method: 1) identification of key issues for each sector 2) evaluation of risks and how they are handled within the company 3) drawing up ratings to qualify the ESG risks not identified. The MSCI ESG Rating is expressed on a seven-point scale and they range from CCC (worst) to AAA (best).

#### Strategy research

Countries, sectors and investment styles are rated "overweight", "neutral" or "underweight". These ratings are based on our expectations for relative performance versus regional and global benchmark indices.

|             |   |
|-------------|---|
| Overweight  | Expected to outperform regional or global benchmark indices in the coming 9-12 months, unless otherwise stated.           |
| Neutral     | Expected to perform in line with regional or global benchmark indices in the coming 9-12 months, unless otherwise stated. |
| Underweight | Expected to underperform regional or global benchmark indices in the coming 9-12 months, unless otherwise stated.         |

Equity investments are divided into three different risk segments. Risk here is defined as the historical five-year volatility based on monthly returns in CHF. Based on the data of all segments considered (developed markets, emerging markets, global sectors, investment styles) the following distinction is made:

|               |   |
|---------------|---|
| Conservative  | Investments whose historical volatility is in the bottom quartile of the universe described above.      |
| Medium        | Investments whose historical volatility is in the middle two quartiles of the universe described above. |
| Opportunistic | Investments whose historical volatility is in the top quartile of the universe described above.         |

#### Fixed income research

##### Frequently used abbreviations

|     |                          |     |                          |        |  |
|-----|--------------------------|-----|--------------------------|--------|--|
| FCF | Free cash flow           | CFI | Cash flow from investing | EBIT   | Earnings before interest and taxes                             |
| CFO | Cash flow from operation | FFO | Funds from operation     | EBITDA | Earnings before interest, taxes, depreciation and amortisation |

| CFF | Cash flow from financing | RCF | Retained cash flow | EM | Emerging Markets |
|-----|--------------------------|-----|--------------------|----|------------------|
|-----|--------------------------|-----|--------------------|----|------------------|

#### Proportion of issuer ratings published during the last quarter (ending 31/03/2016)

|     |       |      |       |      |      |
|-----|-------|------|-------|------|------|
| Buy | 59.5% | Hold | 39.2% | Sell | 1.3% |
|-----|-------|------|-------|------|------|

To view a quarterly history of the proportion of issuer ratings published, please refer to the following link:

[www.juliusbaer.com/research-rating-history](http://www.juliusbaer.com/research-rating-history)

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#### Issuer rating history as of 18/04/2016

| Issuer        | Rating                        | History          |
|---------------|-------------------------------|------------------|
| Peugeot       | Buy                           | Since 10/03/2015 |
|               | Sell                          | Since 21/09/2012 |
| BBVA          | Buy                           | Since 23/01/2013 |
| Deutsche Bank | Hold (initiation of coverage) | Since 17/04/2015 |
| Brazil        | Hold                          | Since 23/09/2014 |
| Indonesia     | Hold (initiation of coverage) | Since 30/07/2015 |
| Mexico        | Buy (initiation of coverage)  | Since 04/06/2015 |
| Russia        | Hold                          | Since 25/01/2012 |

#### Rating system for fixed income research

|      |   |
|------|---|
| Buy  | Within its risk category, the issuer is highly recommended due to its financial and business condition (strong balance sheet, income statement, cash flow and good position in the industry). Debt instruments of the issuer are regarded as an attractive investment from a risk/return perspective. |
| Hold | Maintain position based on stable credit fundamentals and/or average expected return characteristics within peer group.   |
| Sell | The rating is changed to Sell, depending on a significant deterioration in the fundamental data of the issuer in relation to the industry peers. The investment is no longer justified from a risk/return perspective for the relevant category.  |

#### Fixed income market segment ratings

|              |  |
|--------------|--|
| Attractive   | Segments that are expected to yield a return that is above the ten-year historical average.        |
| Neutral      | Segments that are expected to yield a return that is in line with the ten-year historical average. |
| Unattractive | Segments that are expected to yield a return that is below the ten-year historical average.        |

#### Risk categories for fixed income research

|               |   |
|---------------|---|
| Conservative  | Supranational issuers, top-rated sovereign issuers and bodies that are directly and fully guaranteed by these institutions. These issuers are most likely to preserve their top rating throughout the business cycle.   |
| Quality       | Sovereigns and corporate issuers that are very likely to service and repay debt within a five-year credit scenario. They are likely to preserve their investment-grade rating throughout a normal business cycle.   |
| Opportunistic | Issuers that are quite likely to service and repay debt within the five-year credit scenario. Such issuers have an attractive risk/return profile in the current credit scenario but are subject to rating downgrade risk and, thus, might be exchanged periodically.   |
| Speculative   | Sub-investment-grade issuers in Europe and the USA as well as local issuers in emerging markets. Issuers are likely to service and repay debt in the current credit scenario. Investors must note that these issuers are subject to a higher downgrade and default frequency and that an active management of these positions is crucial. |

#### Credit rating definition

Credit ratings used in our publications follow the definitions and systematic of Moody's ([www.moody.com](http://www.moody.com)).

|                  | Moody's | Standard & Poor's | Fitch/IBCA | Credit rating definition   |
|------------------|---------|-------------------|------------|--|
| Investment-grade | Aaa     | AAA               | AAA        | Obligations rated Aaa are judged to be of the highest quality, with minimal credit risk.   |
|                  | Aa1     | AA+               | AA         | Obligations rated Aa are judged to be of high quality and are subject to very low credit risk.   |
|                  | Aa2     | AA                | AA-        |  |
|                  | Aa3     | AA-               |            |  |
|                  | A1      | A+                | A+         | Obligations rated A are considered upper-medium grade and are subject to low credit risk.  |
|                  | A2      | A                 | A          |  |
|                  | A3      | A-                | A-         |  |
|                  | Baa1    | BBB+              | BBB+       | Obligations rated Baa are subject to moderate credit risk. They are considered medium-grade and as such may possess certain speculative characteristics. |
|                  | Baa2    | BBB               | BBB        |  |
|                  | Baa3    | BBB-              | BBB-       |  |
| Non-             | Ba1     | BB+               | BB+        | Obligations rated Ba are judged to have speculative elements and are subject to substantial credit risk.   |
|                  | Ba2     | BB                | BB         |  |
|                  | Ba3     | BB-               | BB-        |  |
|                  | B1      | B+                | B+         | Obligations rated B are considered speculative and are subject to high credit risk.  |
|                  | B2      | B                 | B          |  |
|                  | B3      | B-                | B-         |  |

|                  |      |         |                  |   |
|------------------|------|---------|------------------|---|
| investment-grade | Caa1 | CCC+    | CCC+             | Obligations rated Caa are judged to be of poor standing and are subject to very high credit risk.   |
|                  | Caa2 | CCC     | CCC              |   |
|                  | Caa3 | CCC-    | CCC-             |   |
|                  | Ca   | CC<br>C | CC+<br>CC<br>CC- | Obligations rated Ca are highly speculative and are likely in, or very near, default, with some prospect of recovery of principal and interest.   |
|                  | C    | D       | DDD              | Obligations rated C are the lowest rated class of bonds and are typically in default, with little prospect for recovery of principal or interest. |

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The information and opinions expressed were produced by Julius Baer Technical Analysis as of date of writing and are subject to change without notice. Julius Baer conducts primary technical analysis aimed at creating value through investment recommendations. Technical Analysis uses historic market prices in order to assess market conditions. The historic data is analysed by chart reading i.e. by following chart patterns and interpreting indicators calculated from historic price movements. **Technical Analysis may be inconsistent with and reach different conclusions to fundamental analysis. It may vary at any time** due to the different tools used to assess market conditions and recommendations. Besides individual investment recommendations, Technical Analysis also publishes technical indicator readings, which are mechanically calculated and only provide additional information to large sets of data, and are not intended as investment recommendations. These tables show current trends on an absolute price or relative basis using up, flat and downward pointing arrows. At the same time, support and resistance levels might be displayed which are calculated using Bollinger Bands.

### Frequently used abbreviations

|                |  |    |                          |    |                        |
|----------------|--|----|--------------------------|----|------------------------|
| C              | Closing price  | H  | High price               | L  | Low price              |
| ST             | Short-term (2-8 weeks)   | MT | Medium-term (8-26 weeks) | LT | Long-term (> 26 weeks) |
| MAV            | Moving average   |    |                          |    |                        |
| Bollinger-band | The middle Bollinger band is a 20 day simple moving average, the higher and lower bands are calculated as a 20-day simple moving average plus or minus two standard deviations on a 20-day period. |    |                          |    |                        |
| Momentum       | Momentum is derived from different rate of change calculations based on the underlying instrument.   |    |                          |    |                        |
| RSI            | Relative strength index is a leading momentum indicator of prices, showing the strength of a stock by monitoring changes in closing prices in a 9-day period.                                      |    |                          |    |                        |

### Rating system for global technical analysis (absolute)

|        |   |
|--------|---|
| Buy    | Expected to advance by at least 10% in the coming 3-12 months, unless otherwise stated.       |
| Hold   | Expected to perform in line ( $\pm 5\%$ ) in the coming 3-12 months, unless otherwise stated. |
| Reduce | Expected to decline by at least 10% in the coming 3-12 months, unless otherwise stated.       |

### Rating system for global technical analysis (relative)

|             |   |
|-------------|---|
| Overweight  | Expected to outperform its benchmark by at least 5% in the coming 3-12 months, unless otherwise stated.             |
| Neutral     | Expected to perform in line ( $\pm 5\%$ ) against its benchmark in the coming 3-12 months, unless otherwise stated. |
| Underweight | Expected to underperform its benchmark by at least 5% in the coming 3-12 months, unless otherwise stated.           |

For the history of Technical Analysis equity recommendations over the previous 12 months please view the document at:  
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