

PROMOTION



# *A tale of two decades*

It is fair to say that at the end of the decade the World is a very different place than it started. In terms of assets a dollar worth of bitcoin at the turn of the last decade is now worth over \$90,000, whereas a dollar of the Myanmar Kyat is worth just \$0.004 today. The Greek stock market is down 93% over the decade whereas the US market is up 246%. There were no negatively yielding global bonds in 2010 and at the peak in 2019 there were \$17tn worth. By and large it was a very good decade for making money across most asset classes, and an excellent one if picking the most successful ones.

What will the next decade bring though? More of the same? I think not. Bitcoin, for example, could well be a bubble set to burst. Our research suggests the US stock market will underperform in the coming years and the safe haven strong returns that bonds have provided over the past few years are impossible to be repeated.

In the world that we are in, it is my belief that, more than any time in history, it is important to be highly selective of where to invest. There are a lot of assets that are far

too expensive and I believe will be rerated by the market, losing investors' money. Always remember that what looks like Grandma and acts like Grandma might actually be a wolf. However, there are great opportunities out there though. To find these we research investments to the deepest possible level, both in branch and through our access to thousands of dedicated analysts across the globe.

So what are these opportunities? Far too many to list in this article, but I welcome anyone to come for a coffee and a chat if interested. I'll cover a couple with my remaining words though. Firstly, Emerging Markets have been very out of favour for the



past decade. I think this will 'flip' over the coming years as investors feast on the attractively valued opportunities these high growth areas offer. Sometimes it is not always obvious where the most exciting investments are. For example, we are finding great value in stocks varying from an Indonesian bank, to a Russian Nickel miner all with unique investment thesis' at very good prices.

You don't always have to look far for great value though. UK domestic focused stocks have been very out of favour due to Brexit chaos and Corbyn risk. Now we have a little more certainty, some of these look very attractive. One example is a company with technology to completely transform the price comparison market, with first mover advantage over its peers. Its current value doesn't give anywhere near enough credit to its future potential. Finding great stocks and investment themes is only part of investing though, we make sure that they are included as part of a fully diversified portfolio, tailored specifically to meet each client's specific goals and plan made with one of our financial planners. ♦

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