

Investment strategy

Living forward in a post-pandemic world

Global CIO Note | Investment horizon: 3-6 months | 05/01/2021, 11:32, UTC

With the COVID-19 pandemic, the year 2020 provided one of the biggest challenges in a lifetime, but it also turned out to be rewarding for investors.

Where do we stand as we start 2021? Chief Investment Officer Michael Strobaek shares his thoughts about the key topics in the new year and the outlook for equity markets, which he expects to be in for a year of decent gains.

Michael Strobaek

Global Chief Investment Officer

Markets closed 2020 at all-time highs, with the Nasdaq 100 up no less than 44% on the year. These gains took many investors by surprise, and although the Credit Suisse Investment Committee bought back into equities in March 2020, the continuousness of the rally until year-end amazed even me.

As we enter the new year, monetary and fiscal policy in the Western world remain very loose because of high unemployment and nervousness about the fragility of the financial system. Incoming US President Joe Biden will be inaugurated on 20 January with an excellent team around him, in spite of continuing efforts by outgoing President Donald Trump and his supporters to change the election outcome. In Europe, the Brexit saga has come to an end with a compromise deal, as we expected. Of course, the UK will remain a satellite of the EU, like Switzerland, despite musings about sovereignty and a resurrected empire. Both developments are good news.

China and much of Asia (though not India) are emerging from the crisis enviably well, while the Western world is badly bruised, both in absolute and relative terms.

Pandemic continues to take its toll

But it's not over yet. The COVID-19 pandemic will continue to take a significant toll before vaccines are fully rolled out and able to prove their efficacy. This is why I am quite worried about the next two to three months of this winter and I think that, sadly, we will only go back to some kind of normality by the end of the third quarter. Unfortunately, some countries like Switzerland and the USA are still struggling with the pandemic, at disproportionately high human, social and economic costs that I believe will take years to overcome, recoup and recover from. I sincerely hope the West will learn its lessons and be better prepared next time.

Good news in the price

As for markets, I think the year 2021 could be a bit more volatile than the optimists have it, as a lot of good news is already in the price. However, we are very unlikely to see a repeat of such rare cataclysmic market events as in February 2020 unless the virus mutates further into something very deadly or evades our vaccines. Overall, I believe we are probably in for two to three years of generally calmer markets, where things will begin to heal and return to normality and where everyone begins asking themselves: "What do we need to do to prevent a similar trauma in the future?" as we did after the Great Financial Crisis. I think the response will be bigger governments, more debt, higher taxes, more left-centrist governments, less populism, more government intervention in our daily lives, more restrictions on movement, hopefully better health care systems and preparedness. As

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a result, we are likely to see continued price inflation in real assets, especially equities and real estate, in the next two to five years.

Challenges deepened

What is very clear to me is that this pandemic has deepened many challenges in the Western world that we knew even before the crisis hit: increasing inequality in terms of wealth, income, opportunities and health care access; as well as technology and capital taking over more and more of labor's role in a globalized digital economy. That's not a great legacy coming from the second large global crisis in a little over a decade. Geopolitically, the world is continuing to shift from a Western-dominated global agenda to a multipolar world. China's continued rise and Asia's swifter and more successful handling of the pandemic illustrate this shift.

The immediate and most lasting impact of the pandemic will be on mobility. The sense that we can go everywhere and do whatever we want at any time has been lost, and maybe that is not so bad! Nature has reminded us that people moving around and gathering in large crowds as if pathogens among us are too small to do us harm is a thing of the past. I think it will take a long time before we feel comfortable again to enter a packed basketball or concert stadium or go on a cruise expecting rest and recovery from a stressful world. I, at least, find such thoughts somewhat worrisome, even with a vaccination. What the COVID-19 crisis has most promoted is our digital usage and interconnectedness through online media and thus, by default, "social distancing." Globalization and socialization have truly moved online as a result of the pandemic.

Sustainability pushed to the fore

In my view, the result of all this will first and foremost be a somewhat lost sense of purpose about what world we are trying to build, where we were heading and where we are heading now. After all, we have just been reminded that there are severe limitations to our perceived degrees of freedom, mobility and prosperity if we are not careful with Mother Nature. In climate change, an even bigger crisis and challenge

is waiting. If our ability to handle a virus is any indication of how successfully we may handle rising sea levels and dramatic weather changes as a consequence of global warming, then we will need more than rubber boots and umbrellas to protect us going forward. In my view, these challenges inevitably lead to questions of sustainability and what world we want to create for future generations.

Central banks lay ground for decent year for markets

Back to markets: Once we get through the next two to three months, I think 2021 will be a decent year in markets if central banks do not change their mind about their loose monetary policies. This still is key to markets, and only the inflation outlook can really change that. I continue to think that the coronavirus pandemic was a shock that amplified already prevailing deflationary trends in the global economy such as excess savings, demographics and technology pushing goods prices lower. As a result, policymakers boosted reflationary responses such as cutting interest rates to zero and implementing asset purchase programs. We are in "stealth monetization mode" now and will stay there for years. With rates low across the world, there is no more money to be earned on excess free capital and our savings are worth nothing unless we put them into risky assets. Only smart and creative investors will know how to continue to put their money to

I believe that most of our clients will come to these same realizations. In the year ahead, central bank policies will continue to play a key role and determine the course of equity markets, which I believe will be up by the end of 2021. However, investors should not expect another 44% gain in the Nasdaq or another 16% increase in the S&P 500. Rather, they should start thinking about the laggards and dare to be contrarian.

Living forward

On the economic, health, humanitarian and social front, 2021 promises to be better than 2020 in almost every respect. However, in line with my favorite saying based on Danish philosopher Soren Kierkegaard, "Life can only be understood backwards; but it must be lived forwards." (05/01/2021)

Glossary

Risk warnings	
Emerging markets	Emerging markets are located in countries that possess one or more of the following characteristics: a certain degree of political instability, relatively unpredictable financial markets and economic growth patterns, a financial market that is still at the development stage or a weak economy. Emerging market investments usually result in higher risks as a result of political, economic, credit, exchange rate, market liquidity, legal, settlement, market, shareholder and creditor risks.
Hedge funds	Regardless of structure, hedge funds are not limited to any particular investment discipline or trading strategy, and seek to profit in all kinds of markets by using leverage, derivative instruments and speculative investment strategies that may increase the risk of investment loss.
Commodity investments	Commodity transactions carry a high degree of risk and may not be suitable for many private investors. The extent of loss due to market movements can be substantial or even result in a total loss.
Real estate	Investors in real estate are exposed to liquidity, foreign currency and other risks, including cyclical risk, rental and local market risk as well as environmental risk, and changes to the legal situation.
Currency risks	Investments in foreign currencies involve the additional risk that the foreign currency might lose value against the investor's reference currency.
Equity risk	Equities are subject to market forces and hence fluctuations in value, which are not entirely predictable.
Market risk	Financial markets rise and fall based on economic conditions, inflationary pressures, world news and business-specific reports. While trends may be detected over time, it can be difficult to predict the direction of the market and individual stocks. This variability puts stock investments at risk of losing value.
High Yield bond risk	High Yield Bonds are typically rated below investment grade or are unrated and as such are often subject to a higher risk of issuer default.
Perpetual Bond risk	Perpetual Bonds have no maturity date and therefore the Interest pay-out depends on the viability of the issuer in the very long term.
Subordinated Bond risk	In case of liquidation of the issuer, investors can only get back the principal after other senior creditors are paid.
Risk of Bonds with variable/ deferral of interest terms	Investors would face uncertainty over the amount and time of the interest payments to be received.
Callable bond risk	Investors face reinvestment risk when the issuer exercises its right to redeem the bond before it matures.
Risk of Bonds with extendable maturity date	Investors would not have a definite schedule of principal repayment.
Convertible or exchangeable bond risk	Investors are subject to both equity and bond investment risk.
Cocos risk	The bond may be written-off fully or partially or converted to common stock on the occurrence of a trigger event.

Explanation of indices frequently used in reports		
Index	Comment	
Australia S&P/ASX 200	S&P/ASX 200 is an Australian market-capitalization-weighted and float-adjusted stock index calculated by Standard and Poor's	
BC High Yield Corp USD	The US Corporate High Yield Index measures USD-denominated, non-investment grade, fixed-rate and taxable corporate bonds. The index is calculated by Barclays.	
BC High Yield Pan EUR	The Euro Corporate Index tracks the fixed-rate, investment-grade, euro-denominated corporate bond market. The index includes issues that meet specified maturity, liquidity and quality requirements. The index is calculated by Barclays.	
BC IG Corporate EUR	The US Corporate Index tracks the fixed-rate, investment-grade, dollar-denominated corporate bond market. The index includes both US and non-US issues that meet specified maturity, liquidity and quality requirements. The index is calculated by Barclays	
BC IG Corporate USD	The IG Financials Index tracks the fixed-rate, investment-grade, dollar-denominated financials bond market. The index includes both US and non-US issues that meet specified maturity, liquidity and quality requirements. The index is calculated by Barclays	
Canada S&P/TSX comp	The S&P/TSX composite index is the Canadian equivalent of the S&P 500 Index in the USA. The index contains the largest stocks traded on the Toronto Stock Exchange.	
Consumer Confidence Indices	Consumer Confidence Indices (CCIs) are based on surveys of consumers' spending intentions and economic situations, as well as their concerns and expectations for the immediate future.	
CS Hedge Fund Index	The Credit Suisse Hedge Fund Index is compiled by Credit Suisse Hedge Index LLC. It is an asset-weighted hedge fund index and includes only funds, as opposed to separate accounts. The index reflects performance net of all hedge fund component performance fees and expenses.	
CS LSI ex govt CHF	The Liquid Swiss Index ex govt CHF is a market-capitalized bond index representing the most liquid and tradable portion of the Swiss bond market excluding Swiss government bonds. The index is calculated by Credit Suisse.	
DAX	The German Stock Index stock represents 30 of the largest and most liquid German companies that trade on the Frankfurt Exchange.	
DXY	A measure of the value of the US dollar relative to the majority of its most important trading partners. The US Dollar Index is similar to other trade-weighted indices, which also use the exchange rates from the same major currencies.	
Eurostoxx 50	Eurostoxx 50 is a market-capitalization-weighted stock index of 50 leading blue-chip companies in the Eurozone.	
FTSE EPRA/NAREIT Global Real Estate Index Series	The FTSE EPRA/NAREIT Global Real Estate Index Series is designed to represent general trends in eligible real estate equities worldwide.	
Hedge Fund Barometer	The Hedge Fund Barometer is a proprietary Credit Suisse scoring tool that measures market conditions for hedge fund strategies It comprises four components: liquidity, volatility; systemic risks and business cycle.	
Japan Topix	TOPIX, also known as the Tokyo Stock Price Index, tracks all large Japanese companies listed in the stock exchange's "first section." The index calculation excludes temporary issues and preferred stocks.	
JPM EM hard curr. USD	The Emerging Market Bond Index Plus tracks the total return of hard-currency sovereign bonds across the most liquid emerging markets. The index encompasses US-denominated Brady bonds (dollar-denominated bonds issued by Latin American countries) loans and Eurobonds.	
JPM EM local curr. hedg. USD	The JPMorgan Government Bond Index tracks local currency bonds issued by emerging market governments across the most accessible markets for international investors.	

MSCI AC World The MSCI All Country World Index captures large and mid cap representation across 23 demarket countries. With roughly 2480 constituents, the index covers around 85% of the glot MSCI Emerging Markets MSCI Emerging Markets is a free-float-weighted Index designed to measure equity market markets. The index is developed and calculated by Morgan Stanley Capital International. MSCI EMU The MSCI EMU Index (European Economic and Monetary Union) captures large and mid of Developed Markets countries in the EMU. With 237 constituents, the index covers approximately captures are proximately captured by the contribution of the contri	bal investable equity opportunity set. It performance in global emerging cap representation across the 10
markets. The index is developed and calculated by Morgan Stanley Capital International. MSCI EMU The MSCI EMU Index (European Economic and Monetary Union) captures large and mid of	cap representation across the 10
2	
market capitalization of the EMU.	ialely 00 % of the free float-adjusted
MSCI Europe The MSCI Europe Index captures large and mid cap representation across 15 developed in 442 constituents, the index covers approximately 85% of the free float-adjusted market condeveloped markets equity universe.	
MSCI UK The MSCI United Kingdom Index is designed to measure the performance of the large and r With 111 constituents, the index covers approximately 85% of the free float-adjusted mar	
MSCI World MSCI World is an index of global equity markets developed and calculated by Morgan Stank are based on closing prices with dividends reinvested.	ey Capital International. Calculations
OECD Composite Leading Indicators OECD Composite Leading Indicators (CLIs) are designed to provide early signals of turnin components that measure early stages of production, respond to changes in economic active of future activity.	
Purchasing Managers' Indices Purchasing Managers' Indices (PMIs) are economic indicators derived from monthly survey two principal producers of PMIs are Markit Group, which conducts PMIs for over 30 count Supply Management (ISM), which conducts PMIs for the United States. The indices include turing surveys such as new orders, employment, exports, stocks of raw materials and finished goods, and services.	ries worldwide, and the Institute for additional sub-indices for manufac-
Russell 1000 Growth Index The Russell 1000 Growth Index measures the performance of the large-cap growth segment on 1000 large-cap companies with higher price-to-book ratios and higher forecast growth	
Russell 1000 Index The Russell 1000 Index is a stock market index that represents the highest-ranking 1,000 (encompassing the 3,000 largest US-traded stocks, with the underlying companies all incorp about 90% of the total market capitalization of that index. The Russell 1000 Index has a we of USD 81 billion and the median market capitalization is approximately USD 4.6 billion.	orated in the USA), and representing
Russell 1000 Value Index The Russell 1000 Value Index measures the performance of the large-cap value segment 1000 large-cap companies with lower price-to-book ratios and lower expected growth value.	1 3
Switzerland SMI The Swiss Market Index is made up of 20 of the largest companies listed of the Swiss Performs 85% of the free-float capitalization of the Swiss equity market. As a price index, the SMI is	
UK FTSE 100 FTSE 100 is a market-capitalization-weighted stock index that represents 100 of the most on the London Stock exchange. The equities have an investibility weighting in the index capitalization.	0 7 1
US S&P 500 Standard and Poor's 500 is a capitalization-weighted stock index representing all major ind the performance of the domestic economy through changes in the aggregate market value	

Abbreviation	s frequently used in reports		
Abb.	Description	Abb.	Description
3/6/12 MMA	3/6/12 month moving average	IMF	International Monetary Fund
Al	Alternative investments	LatAm	Latin America
APAC	Asia Pacific	Libor	London interbank offered rate
bbl	barrel	m b/d	Million barrels per day
BI	Bank Indonesia	M1	A measure of the money supply that includes all physical money such as coins and currency, as well as demand deposits, checking accounts and negotiable order of withdrawal accounts.
ВоС	Bank of Canada	M2	A measure of money supply that includes cash and checking deposits (M1) as well as savings deposits, money market mutual funds and other time deposits.
BoE	Bank of England	МЗ	A measure of money supply that includes M2 as well as large time deposits, institutional money market funds, short-term re- purchase agreements and other larger liquid assets.
BoJ	Bank of Japan	M&A	Mergers and acquisitions
bp	Basis points	MAS	Monetary Authority of Singapore
BRIC	Brazil, Russia, China, India	MLP	Master Limited Partnership
CAGR	Compound annual growth rate	MoM	Month-on-month
CBOE	Chicago Board Options Exchange	MPC	Monetary Policy Committee
CFO	Cash from operations	OAS	Option-adjusted spread
CFROI	Cash flow return on investment	OECD	Organisation for Economic Co-operation and Development
DCF	Discounted cash flow	OIS	Overnight indexed swap
DM	Developed Market	OPEC	Organization of Petroleum Exporting Countries
DMs	Developed Markets	P/B	Price-to-book value
EBITDA	Earnings before interest, taxes, depreciation and amortization	P/E	Price-earnings ratio
ECB	European Central Bank	PBoC	People's Bank of China
EEMEA	Eastern Europe, Middle East and Africa	PEG	P/E ratio divided by growth in EPS
EM	Emerging Market	PMI	Purchasing Managers' Index
EMEA	Europe, Middle East and Africa	PPP	Purchasing power parity

EMs	Emerging Markets	QE	Quantitative easing
EMU	European Monetary Union	QoQ	Quarter-on-quarter
EPS	Earnings per share	r.h.s.	right-hand side (for charts)
ETF	Exchange traded funds	RBA	Reserve Bank of Australia
EV	Enterprise value	RBI	Reserve Bank of India
FCF	Free cash flow	RBNZ	Reserve Bank of New Zealand
Fed	US Federal Reserve	REIT	Real estate investment trust
FFO	Funds from operations	ROE	Return on equity
FOMC	Federal Open Market Committee	ROIC	Return on invested capital
FX	Foreign exchange	RRR	Reserve requirement ratio
G10	Group of Ten	SAA	Strategic asset allocation
G3	Group of Three	SDR	Special drawing rights
GDP	Gross domestic product	SNB	Swiss National Bank
GPIF	Government Pension Investment Fund	TAA	Tactical asset allocation
HC	Hard currency	TWI	Trade-Weighted Index
HY	High yield	VIX	Volatility Index
IBD	Interest-bearing debt	WTI	West Texas Intermediate
IC	Credit Suisse Investment Committee	YoY	Year-on-year
IG	Investment grade	YTD	Year-to-date
ILB	Inflation-linked bond	Personal Consumption Expenditure (PCE defla- tor)	An indicator of the average increase in prices for all domestic personal consumption.

Currency codes frequently used in reports				
Code	Currency	Code	Currency	
ARS	Argentine peso	KRW	South Korean won	
AUD	Australian dollar	MXN	Mexican peso	
BRL	Brazilian real	MYR	Malaysian ringgit	
CAD	Canadian dollar	NOK	Norwegian krone	
CHF	Swiss franc	NZD	New Zealand dollar	
CLP	Chilean peso	PEN	Peruvian nuevo sol	
CNY	Chinese yuan	PHP	Philippine peso	
COP	Colombian peso	PLN	Polish złoty	
CZK	Czech koruna	RUB	Russian ruble	
EUR	Euro	SEK	Swedish krona/kronor	
GBP	Pound sterling	SGD	Singapore dollar	
HKD	Hong Kong dollar	THB	Thai baht	
HUF	Hungarian forint	TRY	Turkish lira	
IDR	Indonesian rupiah	TWD	New Taiwan dollar	
ILS	Israeli new shekel	USD	United States dollar	
INR	Indian rupee	ZAR	South African rand	
JPY	Japanese yen			

Pricing	Option premiums and prices mentioned are indicative only. Option premiums and prices can be subject to very rapid changes: The prices and premiums mentioned are as of the time indicated in the text and might have changed substantially in the meantime.
Risks	Derivatives are complex instruments and are intended for sale only to investors who are capable of understanding and assuming all the risks involved. Investors must be aware that adding option positions to an existing portfolio may change the characteristics and behavior of that portfolio substantially. A portfolio's sensitivity to certain market moves can be heavily impacted by the leverage effect of options.
Buying calls	Investors who buy call options risk the loss of the entire premium paid if the underlying security trades below the strike price at expiration.
Buying puts	Investors who buy put options risk loss of the entire premium paid if the underlying security finishes above the strike price at expiration.
Selling calls	Investors who sell calls commit themselves to sell the underlying for the strike price, even if the market price of the underlying is substantially higher. Investors who sell covered calls (own the underlying security and sell a call) risk limiting their upside to the strike price plus the upfront premium received and may have their security called away if the security price exceeds the strike price of the short call. Additionally, the investor has full downside participation that is only partially offset by the premium received upfront. If investors are forced to sell the underlying they might be subject to taxing. Investors shorting naked calls (i.e. selling calls but without holding the underlying security) risk unlimited losses of security price less strike price.
Selling puts	Put sellers commit to buying the underlying security at the strike price in the event the security falls below the strike price. The maximum loss is the full strike price less the premium received for selling the put.
Buying call spreads	Investors who buy call spreads (buy a call and sell a call with a higher strike) risk the loss of the entire premium paid if the underlying trades below the lower strike price at expiration. The maximum gain from buying call spreads is the difference betweer the strike prices, less the upfront premium paid.

Selling naked call spreads	Selling naked call spreads (sell a call and buy a farther out-of-the-money call with no underlying security position): Investors risk a maximum loss of the difference between the long call strike and the short call strike, less the upfront premium taken in, if the underlying security finishes above the long call strike at expiration. The maximum gain is the upfront premium taken in, if the security finishes below the short call strike at expiration.
Buying put spreads	Investors who buy put spreads (buy a put and sell a put with a lower strike price) also have a maximum loss of the upfront premium paid. The maximum gain from buying put spreads is the difference between the strike prices, less the upfront premium paid.
Buying strangles	Buying strangles (buy put and buy call): The maximum loss is the entire premium paid for both options, if the underlying trades between the put strike and the call strike at expiration.
Selling strangles or straddles	Investors who are long a security and short a strangle or straddle risk capping their upside in the security to the strike price of the call that is sold plus the upfront premium received. Additionally, if the security trades below the strike price of the short put, investors risk losing the difference between the strike price and the security price (less the value of the premium received) on the short put and will also experience losses in the security position if they owns shares. The maximum potential loss is the full value of the strike price (less the value of the premium received) plus losses on the long security position. Investors who are short naked strangles or straddles have unlimited potential loss since, if the security trades above the call strike price, investors risk losing the difference between the strike price and the security price (less the value of the premium received) on the short call. In addition, they are obligated to buy the security at the put strike price (less upfront premium received) if the security finishes below the put strike price at expiration.

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Alternative investments

Hedge funds are not subject to the numerous investor protection regulations that apply to regulated authorized collective investments and hedge fund managers are largely unregulated. Hedge funds are not limited to any particular investment discipline or trading strategy, and seek to profit in all kinds of markets by using leverage, derivatives, and complex speculative investment strategies that may increase the risk of investment loss.

Commodity transactions carry a high degree of risk, including the loss of the entire investment, and may not be suitable for many private investors. The performance of such investments depends on unpredictable factors such as natural catastrophes, climate influences, hauling capacities, political unrest, seasonal fluctuations and strong influences of rolling-forward, particularly in futures and indices.

Investors in real estate are exposed to liquidity, foreign currency and other risks, including cyclical risk, rental and local market risk as well as environmental risk, and changes to the legal situation.

Private Equity

Private Equity (hereafter "PE") means private equity capital investment in companies that are not traded publicly (i.e. are not listed on a stock exchange), they are complex, usually illiquid and long-lasting. Investments in a PE fund generally involve a significant degree of financial and/or business risk. Investments in private equity funds are not principal-protected nor guaranteed. Investors will be required to meet capital calls of investments over an extended period of time. Failure to do so may traditionally result in the forfeiture of a portion or the entirety of the capital account, forego any future income or gains on investments made prior to such default and among other things, lose any rights to participate in future investments or forced to sell their investments at a very low price, much lower than secondary market valuations. Companies or funds may be highly leveraged and therefore may be more sensitive to adverse business and/or financial developments or economic factors. Such investments may face intense competition, changing business or economic conditions or other developments that may adversely affect their performance.

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20C014A_IS

Imprint

Investment horizon: 3-6 months

Michael Strobaek

Authors

Publisher

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