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# Principal Investment Forum 2020

# BLACKROCK'S 2020 INVESTMENT THEMES

**Growth edges up** – We see an inflection point as global economic growth edges higher in 2020 thanks to easy financial conditions, limiting recession risks. The growth mix is shifting as the modest pickup is likely to be led by manufacturing, business spending and interest rate-sensitive sectors such as housing.

**Implication:** We maintain a moderate pro-risk stance and see the potential for cyclical assets like Japanese and emerging market (EM) equities to outperform tactically.

**Policy pause** – We see economic fundamentals driving markets in 2020, with less risk from trade tensions and less scope for monetary easing surprises or fiscal stimulus. Major central banks appear intent on maintaining easy policies – and interest rates and bond yields look likely to linger near lows.

**Implication:** Income streams are crucial in a slow-growth, low-rate world. We like EM and high yield debt.

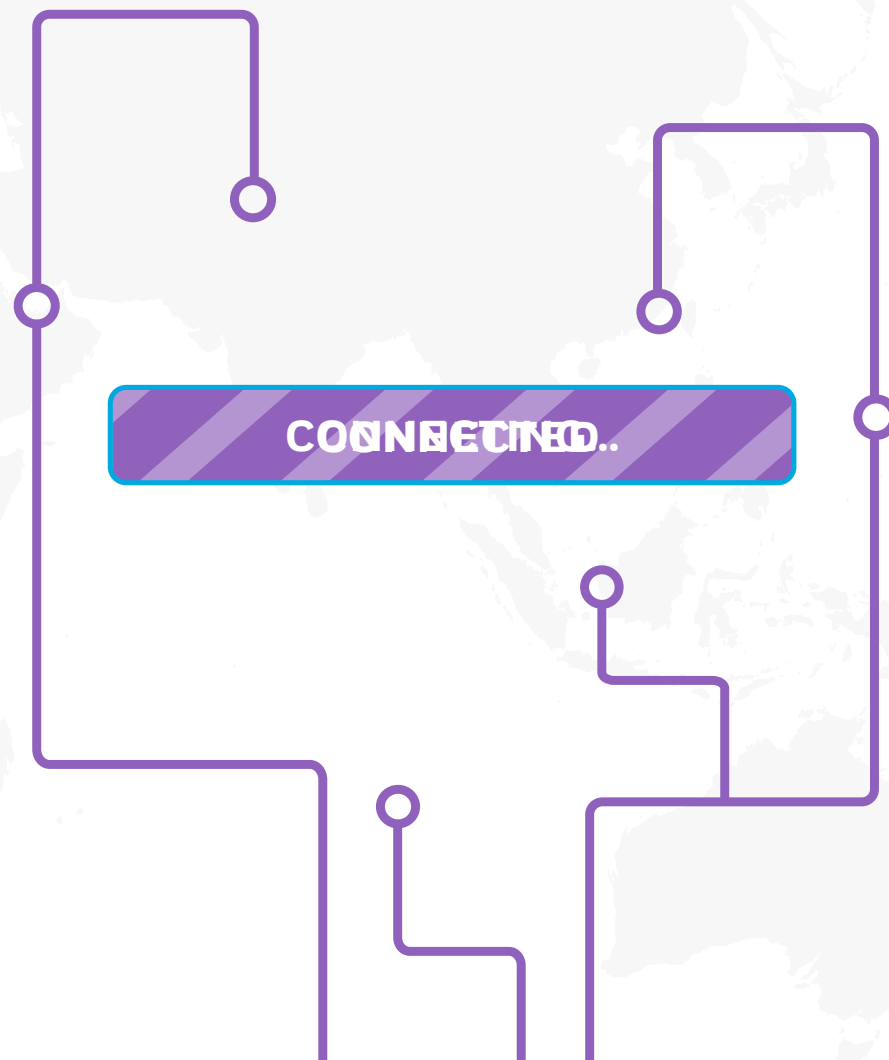
**Rethinking resilience** – Yields are testing lower limits in many developed markets, making many government bonds less effective portfolio ballast in case of equity market selloffs. A focus on sustainability can also help add resilience to portfolios as markets wake up to environmental, social and governance (ESG) risks.

**Implication:** We prefer U.S. Treasuries over lower-yielding peers as portfolio ballast and like inflation-protected securities against inflation risks.

Sources: BlackRock Investment Institute, Dec 2019

# TECHNOLOGICAL BREAKTHROUGH

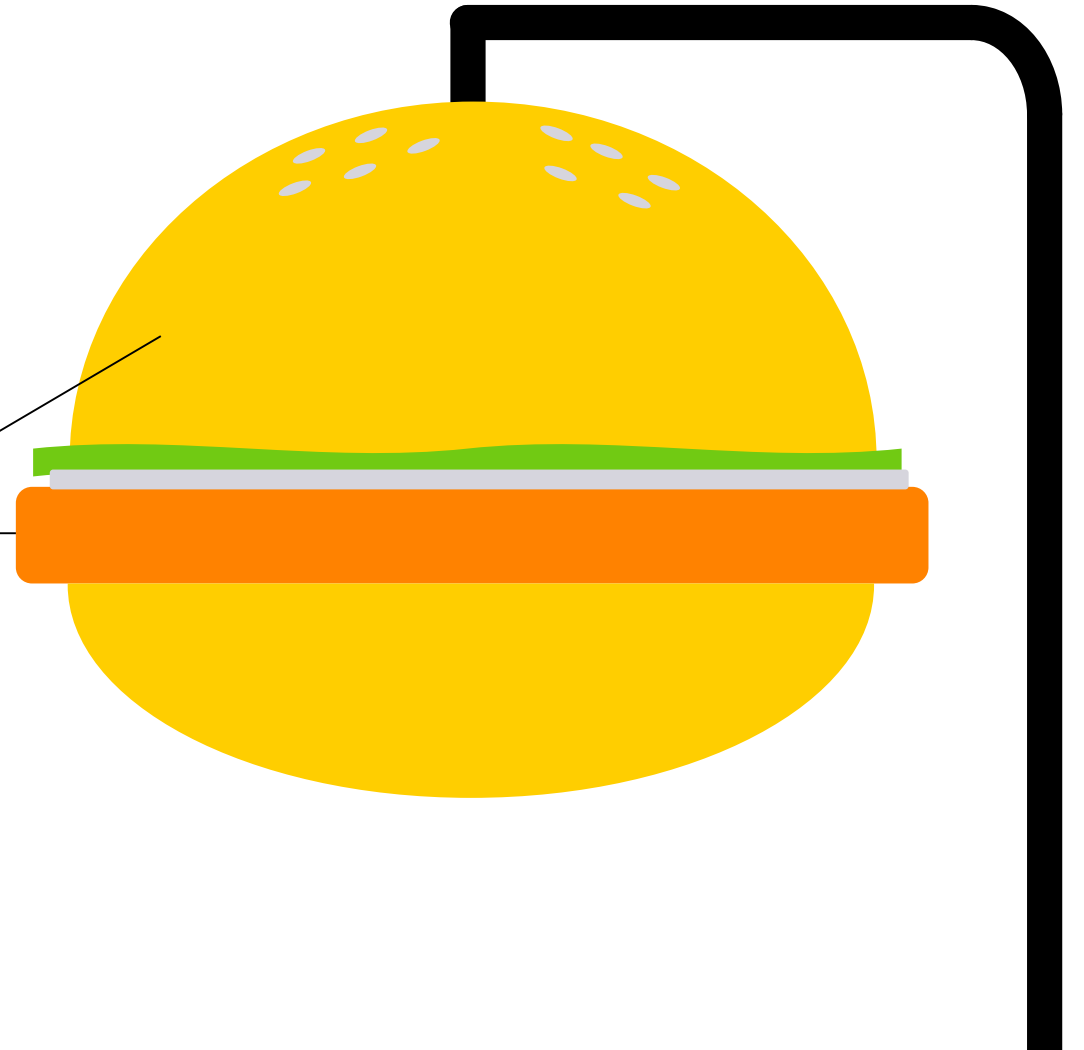
2018 was the first year when over half of the world's population had access to the Internet.



Source: United Nations; May, 2018. For illustrative purposes only.

# WHAT PEOPLE WILL SACRIFICE FOR 'SCREEN TIME'

**75%**  
willing to give  
up ~~fast food~~  
for ~~fast food~~



Source: BCG Consumer Surplus Survey, September 2014. For illustrative purposes only.

# DEVICES CONNECTED TO THE INTERNET

2025	<b>75bn</b>
2023	<b>50bn</b>
2021	<b>35bn</b>
2019	<b>28bn</b>
2017	<b>20bn</b>
2015	<b>15bn</b>



Source: IHS Markit; December, 2016. For illustrative purposes only.

# DEMOGRAPHICS AND SOCIAL CHANGE

Today in China,  
29 million over  
80 years old.



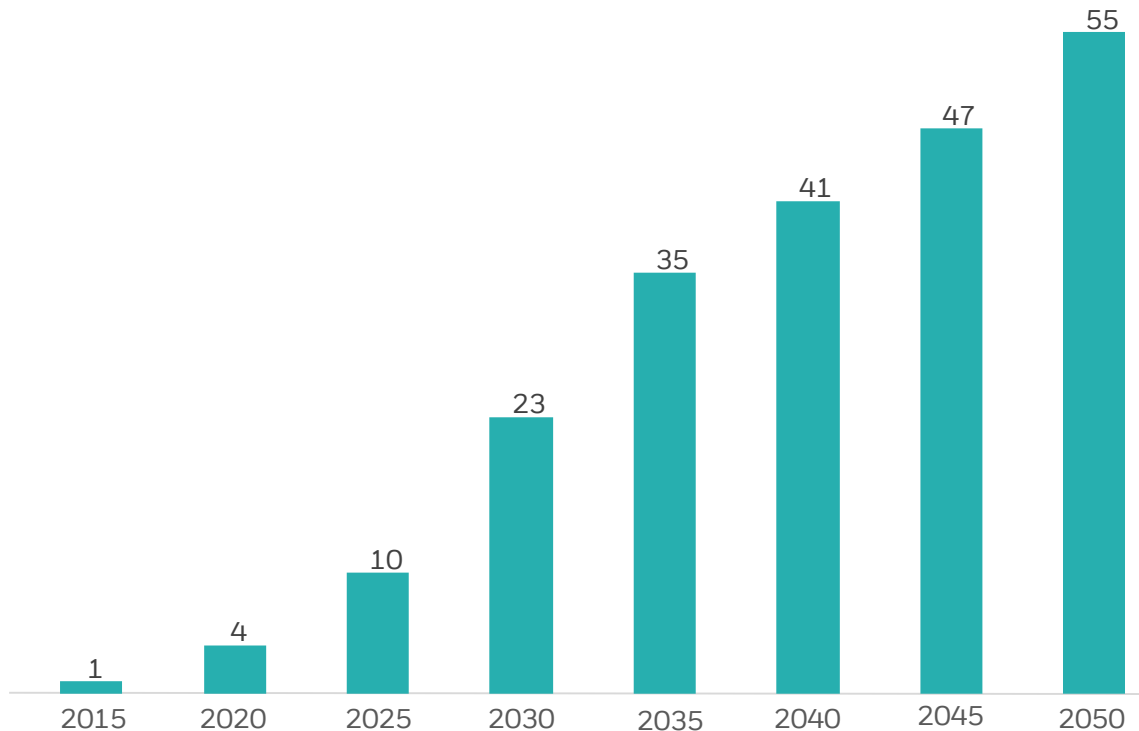
By 2050,  
there will be  
120 million.



Source: BlackRock, PWC, United Nations World Population Prospects: The 2015 Revision; as of July 2015. For illustrative purposes only.

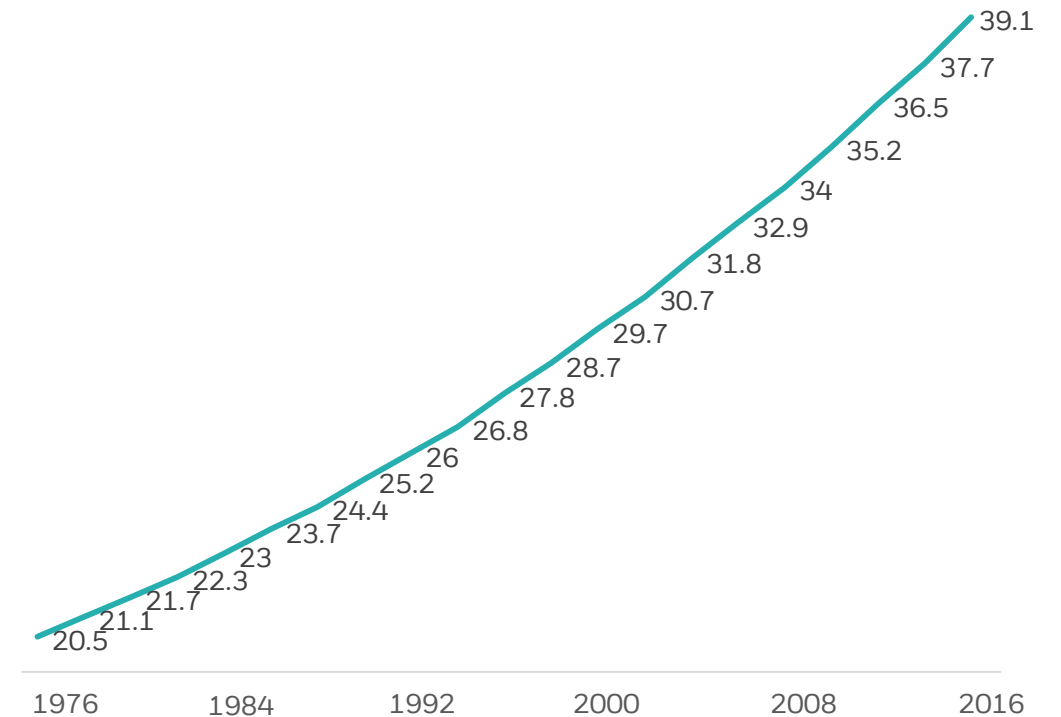
# THE WORLD IS AGEING...

# ...AND BECOMING LESS HEALTHY



# of countries with >30% population aged over 60, 2015-2050

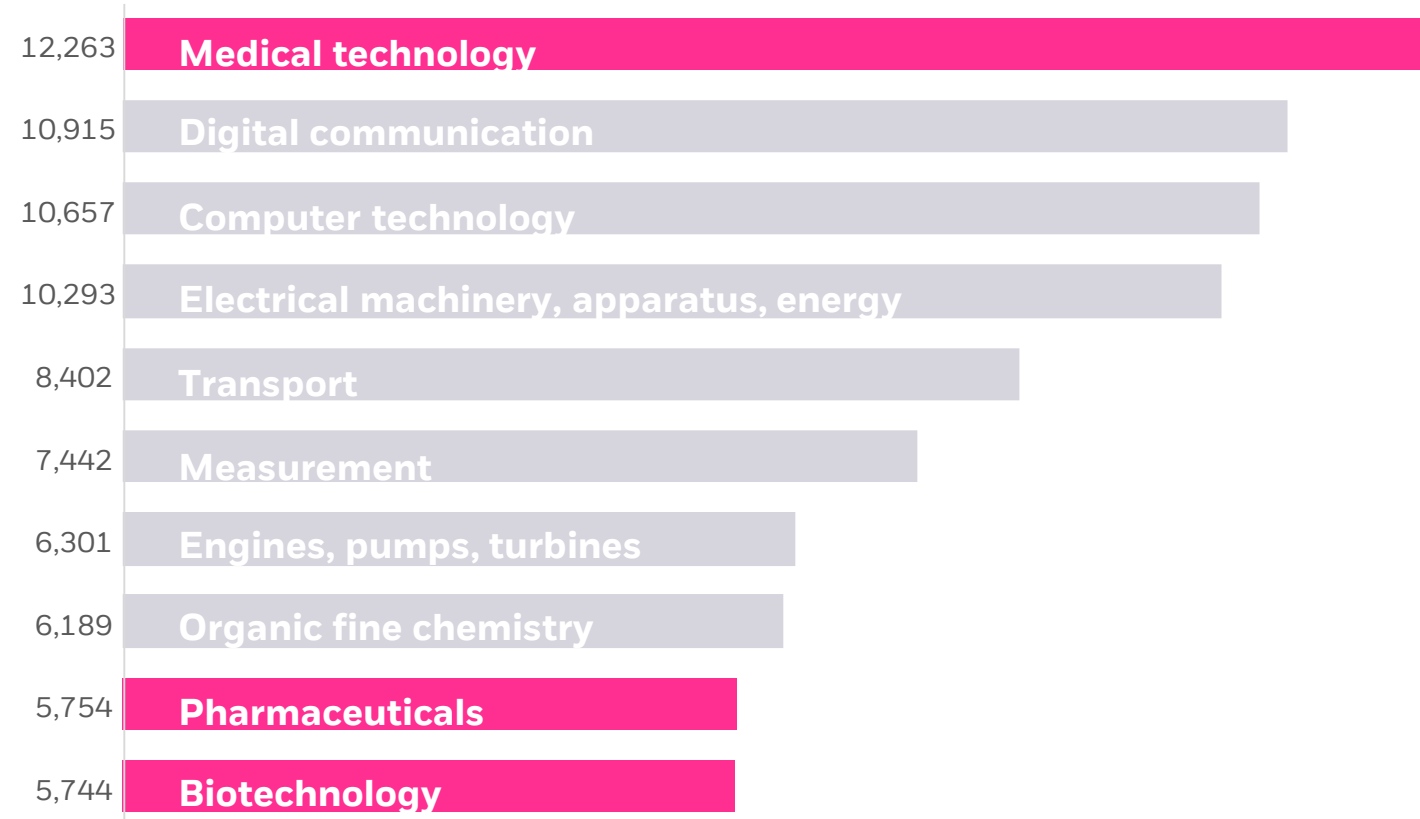
Source: United Nations World Population Prospects: The 2015 Revision; as of July 2015.



Percentage of adults globally that are overweight

Source World Health Organisation as at September 2017. WHO definition of overweight – those adults with BMI over 25

# PATENT APPLICATIONS FILED



Source: European Patent Office, MedTech Europe calculations. Medical technology as defined by World Intellectual Property Organization (based on the WIPO IPC-Technology concordance as revised in August 2014). European countries refer to EU + Norway, Switzerland. Patents are attributed by the country of residence of the applicant. Any opinions, forecasts represent an assessment of the market environment at a specific time and is not intended to be a forecast of future events or a guarantee of future results. This information should not be relied upon by the reader as research, investment advice or a recommendation. Forecasts may not come to pass.



# AUTOMATION & ROBOTICS

By 2025, the share of tasks performed by robots could rise from a global average of ~10% to ~25% across all manufacturing industries.\*

## Three Sub-themes within Robotics

### ➤ Industrial

- Automotive industry, machine manufacturing, automated production lines

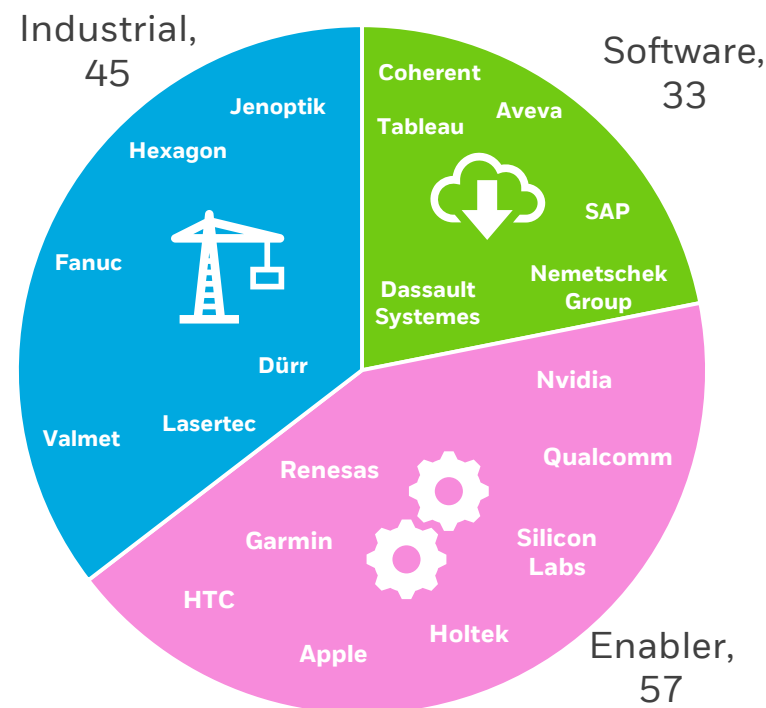
### ➤ Enablement

- Vision technology, chip manufacturers, processing power

### ➤ Software

- Artificial intelligence, deep learning

## Sub-theme security breakdown



\*Source: BofA Merrill Lynch Global Investment Strategy, IFR, Bloomberg. Source: BlackRock; as of August 2019. For illustrative purposes only, characteristics subject to change. Reference to the names of each company mentioned in this communications is merely for explaining the investment strategy, and should not be construed as investment advice or investment recommendation of those companies. Blackrock has not acquired any rights or license to reproduce the trademarks, logos and images set out in this document. The trademarks, logos and images set out in this document are used only for the purposes of this presentation.

# DIGITALISATION

The digital economy is displacing established business models, shaking up industries and creating entirely new industries.

## 3 sub themes within digitalisation

### ➤ Communication

- Social media, instant messaging, cloud computing

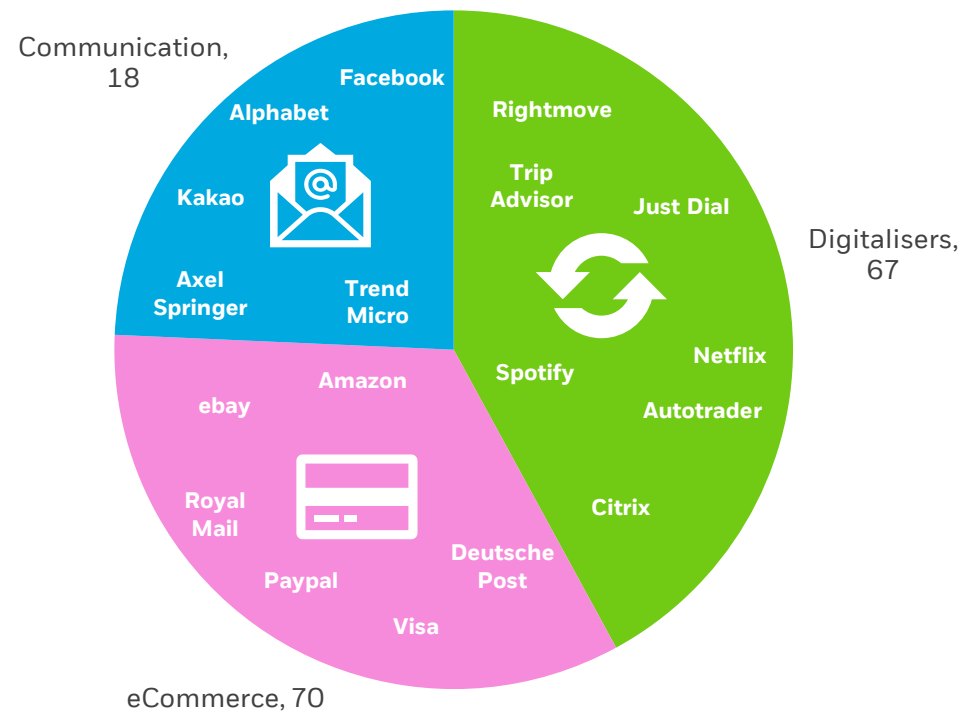
### ➤ Digitalisers

- Entertainment, industry disruption, FinTech, cyber security

### ➤ eCommerce

- Internet shopping, payment processing, delivery

## Sub-theme security breakdown



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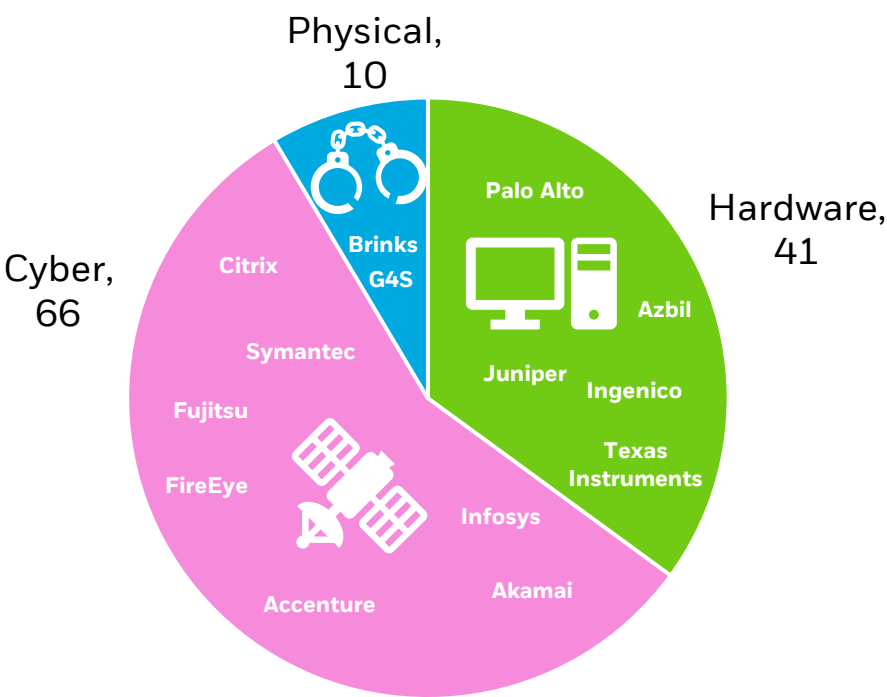
# DIGITAL SECURITY

Cybercrime cost the world USD 600 billion in 2017, wiping out 0.8% of global GDP<sup>1</sup>

## 3 sub themes within digital security

- **Cyber**
  - Software, consulting, cyber security insurance
- **Hardware**
  - Manufacturing, components, equipment
- **Physical**
  - Biometrics, alarm systems, secure logistics

## Sub-theme security breakdown



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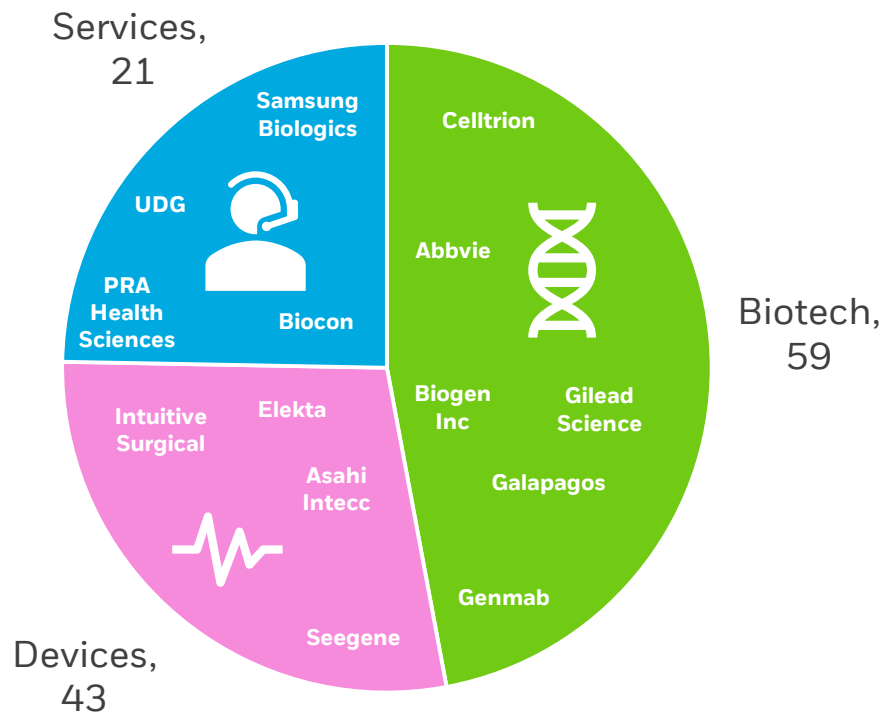
# HEALTHCARE INNOVATION

If current trends persist to 2050, most developed countries will spend more than a fifth of GDP on health care

## Three Sub-themes within Healthcare Innovation:

- **Biotech**
  - Chronic diseases, genetic sequencing, antibody innovation
- **Devices**
  - Medical robotics, cardiology, oncology,
- **Services**
  - Software, outsourcing, interface

## Sub-theme security breakdown:



Source: McKinsey Quarterly Review, health care costs: a market-based view. Source: Factset, Stoxx, BlackRock as of August 2019. For illustrative purposes only, characteristics subject to change. Reference to the names of each company mentioned in this communications is merely for explaining the investment strategy, and should not be construed as investment advice or investment recommendation of those companies.

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# 2020 Outlook

- Optimism about an economic recovery yet to be reflected in earnings estimates
  - 2020 World earnings estimates yet to turn after falling 10% during 2019
- Political risks are elevated even before the aggravating effect of any economic slowdown
  - Current high level of profit margins under threat from both left-wing and right-wing populism
- Extent of leverage a concern, particularly US corporate bonds
  - More US near-junk BBB bonds (\$3.2tn) than total corporate bond exposure in 2007
  - Concerns about liquidity of Fixed Income market given regulatory constraints on banks
- Forward P/E multiples back to January 2018 levels after 2019 re-rating, this time without the benefit of the Trump tax cuts to come through in earnings
  - High leverage and high margins mean that markets look even worse on other metrics, e.g. EV/EBITDA or EV/Sales
- We believe global, high quality, steady compounders with solid balance sheets and sustainable free cash flows still offer the best potential risk/reward trade-off

As of December 31, 2019. The information reflects the views of the Portfolio Management Team at the time of this writing. These views may change in response to changing economic and market conditions.

# Principal Global Brands Fund



# Principal Global Brands Fund

## How Sustainable Quality Works: the Engine of Compounding

- Few companies can consistently compound shareholder wealth at attractive rates of return over the long term
- Sustainability of returns drives long-term compounding



Source: Morgan Stanley Investment Management

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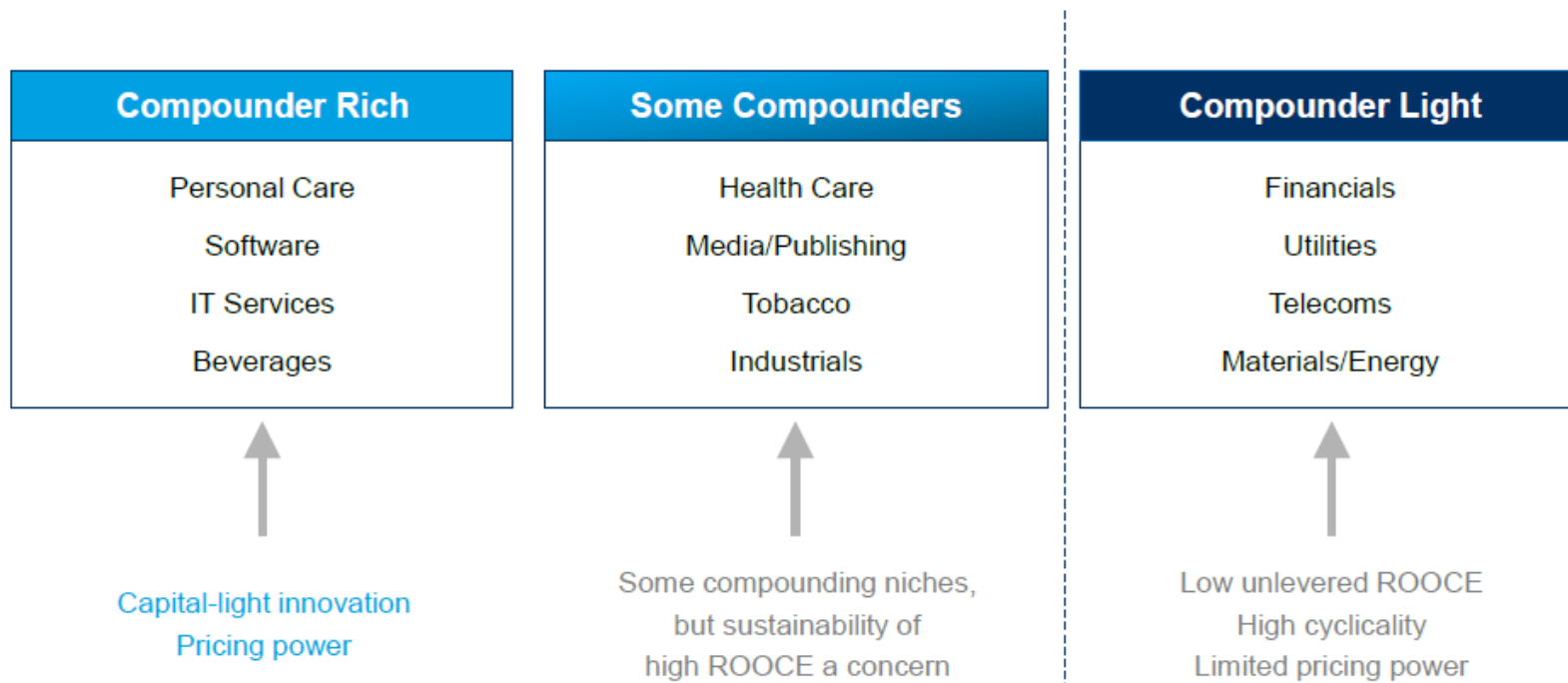
ROOCE (Return on Operating Capital Employed) = EBITA (Earnings Before Interest, Taxes and Amortization) / PPE (Property, Plant, Equipment) + Trade Working Capital

(excludes goodwill). Ex-Financials. Free Cash Flow = Operating Cash Flow minus Capex.

คำเตือน: ผู้ลงทุนควรทำความเข้าใจลักษณะสินค้า (กองทุน), เงื่อนไข, ผลตอบแทน และความเสี่ยงก่อนตัดสินใจลงทุน / ผลตอบแทนในอดีตมิได้เป็นสิ่งยืนยันถึงผลการดำเนินงานในอนาคต / บริษัทจัดการใช้สัญญาซื้อขายล่วงหน้าเพื่อเป็นเครื่องมือในการป้องกันความเสี่ยงด้านอัตราแลกเปลี่ยนของกองทุน (Hedging) ขึ้นอยู่กับดุลยพินิจของผู้จัดการกองทุน / กองทุนมีนโยบายลงทุนในต่างประเทศ กองทุนอาจมีความเสี่ยงด้านอัตราแลกเปลี่ยน ผู้ลงทุนอาจขาดทุนหรือได้รับกำไร จากอัตราแลกเปลี่ยน/หรือได้รับเงินคืนต่ำกว่าทุนเริ่มแรกได้ / กองทุนหลักลงทุนกระจุกตัวในประเทศสหรัฐอเมริกา ผู้ลงทุนจึงควรพิจารณาการกระจายความเสี่ยงของพอร์ตการลงทุนโดยรวมของตนเองด้วย / กองทุนหลักมีการลงทุนกระจุกตัวในกลุ่มสินค้าอุปโภคบริโภคที่จำเป็น (Consumer Staples Sector) ซึ่งมีความเสี่ยงจากการเปลี่ยนแปลง ของราคาสินค้า การเปลี่ยนแปลงของความต้องการของผู้บริโภค หรือกฎระเบียบของภาครัฐ และ มีการกระจุกตัวในกลุ่มเทคโนโลยี (Information Technology Sector) ซึ่งมีความเสี่ยงจากการเปลี่ยนแปลงพฤติกรรมของผู้บริโภค และความเสี่ยงของสินค้า ดังนั้นหากมีปัจจัยลบที่ส่งผลกระทบต่อการลงทุนดังกล่าวผู้ลงทุนอาจสูญเสียเงินลงทุนจำนวนมาก และอาจมีความเสี่ยงและ ความผันผวนของราคาสูงกว่ากองทุนรวมทั่วไปที่มีการกระจายหลายอุตสาหกรรม

# Principal Global Brands Fund

## Compounders Tend to be Concentrated in a Few Industries



The views and opinions are those of the Investment team as of the date of preparation of this material and do not represent those of all investment teams at MSIM or those of the firm as a whole. Provided for illustrative purposes only, not to be construed as investment recommendation for sectors listed here.

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# Principal Global Brands Fund

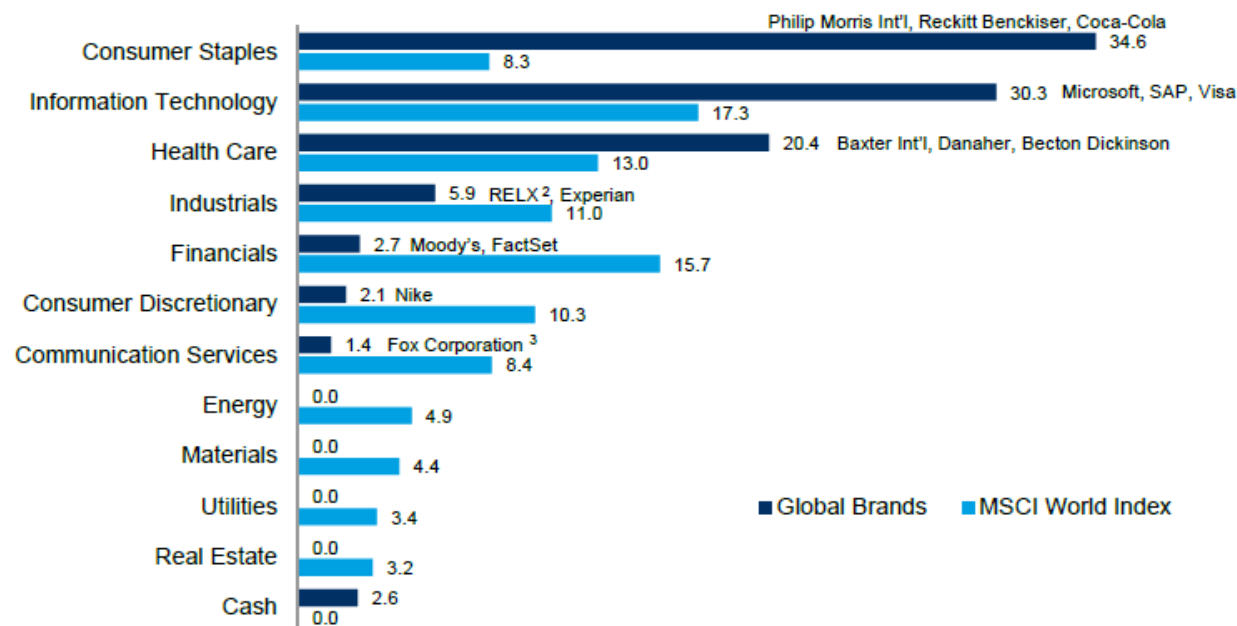
## Sector Weights Driven by Bottom-up Stock Selection

### Sector Concentration Reflects Where We Find Compounders

- Capital intensive or strongly cyclical businesses (e.g. Materials, Energy, Utilities, Telecoms) do not ordinarily generate sustainably high ROOCE
- Financials generally have low unleveraged returns <sup>(1)</sup>

#### Sector Weightings

MS INV Global Brands Fund, data as of December 31, 2019



Source: Morgan Stanley Investment Management

Sector Weightings are provided for informational purposes only and should not be deemed as a recommendation to buy or sell securities mentioned or securities within the sectors shown. Up to the three largest holdings are stated for each sector. Holdings and weightings are subject to change.

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2. Following the simplification of RELX Group's corporate structure, the position relating to RELX consists of RELX PLC shares traded on the London Stock Exchange and Euronext Amsterdam. Should separate holdings be required, contact Morgan Stanley Investment Management.

3. Twenty-First Century Fox was acquired by Disney in 1Q 2019 resulting in Fox Corporation shares and cash which was reinvested in existing names.

คำเตือน: ผู้ลงทุนควรทำความเข้าใจลักษณะสินค้า (กองทุน), เงื่อนไข, ผลตอบแทน และความเสี่ยงก่อนตัดสินใจลงทุน / ผลตอบแทนในอดีตมิได้เป็นสิ่งยืนยันถึงผลการดำเนินงานในอนาคต / บริษัทจัดการใช้สัญญาซื้อขายล่วงหน้าเพื่อเป็นเครื่องมือในการป้องกันความเสี่ยงด้านอัตราแลกเปลี่ยนของกองทุน (Hedging) ขึ้นอยู่กับดุลยพินิจของผู้จัดการกองทุน / กองทุนมีนโยบายลงทุนในต่างประเทศ กองทุนอาจมีความเสี่ยงด้านอัตราแลกเปลี่ยน ผู้ลงทุนอาจขาดทุนหรือได้รับกำไร จากอัตราแลกเปลี่ยน/หรือได้รับเงินคืนต่ำกว่าทุนเริ่มแรกได้ / กองทุนหลักลงทุนกระจุกตัวในประเทศสหรัฐอเมริกา ผู้ลงทุนจึงควรพิจารณาการกระจายความเสี่ยงของการลงทุนโดยรวมของตนเองด้วย / กองทุนหลักมีการลงทุนกระจุกตัวในกลุ่มสินค้าอุปโภคบริโภคที่จำเป็น (Consumer Staples Sector) ซึ่งมีความเสี่ยงจากการเปลี่ยนแปลง ของราคาสินค้า การเปลี่ยนแปลงของความต้องการของผู้บริโภค หรือกฎระเบียบของภาครัฐ และ มีการกระจุกตัวในกลุ่มเทคโนโลยี (Information Technology Sector) ซึ่งมีความเสี่ยงจากการเปลี่ยนแปลงพฤติกรรมของผู้บริโภค และ ความล่าช้าของสินค้า ดังนั้นหากมีปัจจัยลบที่ส่งผลกระทบต่อการลงทุนดังกล่าว ผู้ลงทุนอาจสูญเสียเงินลงทุนจำนวนมาก และอาจมีความเสี่ยงและ ความผันผวนของราคาสูงกว่ากองทุนรวมทั่วไปที่มีการกระจายหลายอุตสาหกรรม

# Principal Global Brands Fund

## Global Brands Skews Exposure to Categories and Stocks with Resilience and Pricing Power

Consumer Staples	Software & IT Services	Health Care	Other Niches
<ul style="list-style-type: none"><li>• <b>Global, diversified, but agile and decentralised</b></li><li>• Invested in <b>digital</b></li><li>• Categories <b>less vulnerable to digital disruption</b>: Spirits, (next generation) Tobacco</li><li>• ... And where <b>brands really matter</b> e.g. Beauty</li><li>• <b>Emerging market consumer</b> exposure</li><li>• <b>Avoid food retail</b> and increasingly, <b>food manufacturing</b></li></ul>	<ul style="list-style-type: none"><li>• Business models that are robust in the new <b>cloud</b> environment</li><li>• Sticky and <b>recurring</b> subscription <b>revenues</b> with <b>high switching costs</b></li><li>• <b>Network effects</b> driven by convenience and trust</li><li>• Experts in <b>digital transformation</b> and <b>digital marketing</b></li><li>• <b>Avoid hardware</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Predictable businesses</b> driven by consumables</li><li>• <b>Avoid excessive exposure to patent expiries</b>, single product risk and cyclical capital equipment</li></ul>	<ul style="list-style-type: none"><li>• <b>Proprietary information providers</b><ul style="list-style-type: none"><li>• Credit scorers</li><li>• Credit raters</li><li>• Digital content &amp; data sets</li></ul></li><li>• <b>Media</b>: Must-have branded content</li><li>• Technology driven, innovative <b>premium branded</b> sports apparel</li></ul>

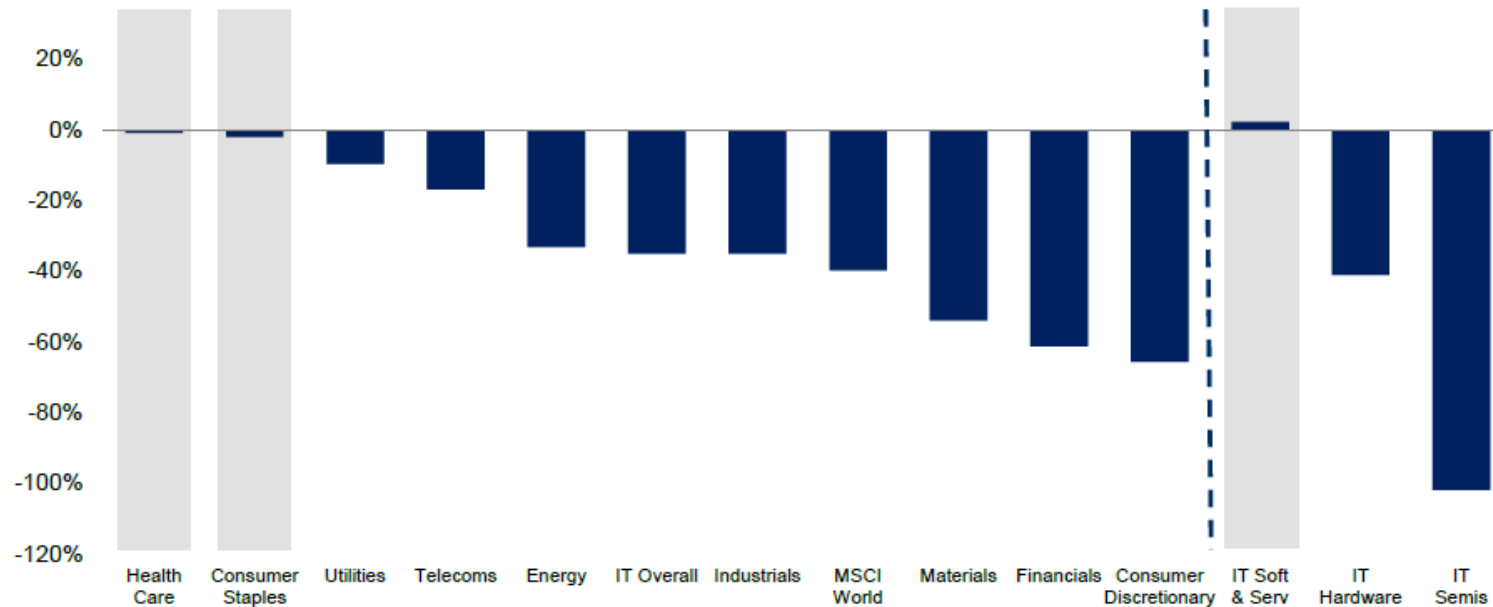
The views and opinions are those of the Investment team and are subject to change at any time due to market or economic conditions and may not necessarily come to pass. The views expressed do not reflect the opinions of all Investment teams at MSIM or the views of the firm as a whole, and may not be reflected in the strategies and products that the Firm offers. Diversification does not eliminate the risk of future loss.

คำเตือน: ผู้ลงทุนควรทำความเข้าใจลักษณะสินค้า (กองทุน) เงื่อนไข ผลตอบแทน และความเสี่ยงก่อนตัดสินใจลงทุน / ผลตอบแทนในอดีตมิได้เป็นสิ่งยืนยันถึงผลการดำเนินงานในอนาคต / บริษัทจัดการใช้สัญญาซื้อขายล่วงหน้าเพื่อเป็นเครื่องมือในการป้องกันความเสี่ยงด้านอัตราแลกเปลี่ยนของกองทุน (Hedging) ขึ้นอยู่กับดุลยพินิจของผู้จัดการกองทุน / กองทุนมีนโยบายลงทุนในต่างประเทศ กองทุนอาจมีความเสี่ยงด้านอัตราแลกเปลี่ยน ผู้ลงทุนอาจขาดทุนหรือได้รับกำไร จากอัตราแลกเปลี่ยน/หรือได้รับเงินคืนต่ำกว่าทุนเริ่มแรกได้ / กองทุนหลักลงทุนกระจุกตัวในประเทศสหรัฐอเมริกา ผู้ลงทุนจึงควรพิจารณาการกระจายความเสี่ยงของพอร์ตการลงทุนโดยรวมของตนเองด้วย / กองทุนหลักมีการลงทุนกระจุกตัวในกลุ่มสินค้าอุปโภคบริโภคที่เป็น (Consumer Staples Sector) ซึ่งมีความเสี่ยงจากการเปลี่ยนแปลง ของราคาสินค้า การเปลี่ยนแปลงของความต้องการของผู้บริโภค หรือกฎระเบียบของภาครัฐ และ มีการกระจุกตัวในกลุ่มเทคโนโลยี (Information Technology Sector) ซึ่งมีความเสี่ยงจากการเปลี่ยนแปลงพฤติกรรมของผู้บริโภค และ ความลำเอียงของสินค้า ดังนั้นหากมีปัจจัยลบที่ส่งผลกระทบต่อการลงทุนดังกล่าวผู้ลงทุนอาจสูญเสียเงินลงทุนจำนวนมาก และอาจมีความเสี่ยงและ ความผันผวนของราคาสูงกว่ากองทุนรวมทั่วไปที่มีการกระจายหลายอุตสาหกรรม

# Principal Global Brands Fund

These Categories are the Most Robust in a Downturn

NTM Forward EPS Change During Financial Crisis Drawdown (Oct 2007 - Feb 2009)



Source: FactSet, MSCI (sector indices).  
Chart shown for illustrative purposes only.

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# Principal Global Brands Fund

## High Concentration Given Scarcity of Companies that Meet Philosophy Criteria

### MS INV Global Brands Fund, Top Ten Holdings <sup>(1)</sup>

Top ten holdings illustrate companies with:

- Dominant intangibles
- Historically high return, repeat business
- Diversified exposure
  - Product
  - Customer
  - Geography
- Portfolio concentration

SECURITY NAME	INTANGIBLE ASSETS	COUNTRY	(%)
Microsoft	Office, Windows, Xbox, Skype, Azure, Office365, LinkedIn	United States	8.2
Philip Morris International	Marlboro, Chesterfield, L&M, Philip Morris, iQOS	United States	7.9
Reckitt Benckiser	Calgon/Finish, Vanish, Scholl, Clearasil, Nurofen, Strepsils, Enfamil	United Kingdom	7.3
SAP	SAP, HANA, Concur, Ariba, SuccessFactors	Germany	5.5
Visa	Visa, Visa Direct	United States	5.3
Accenture	Accenture, Avanade, Fjord, Accenture Interactive	United States	4.8
Automatic Data Processing	RUN, Workforce Now, Vantage	United States	4.2
Baxter International	Baxter	United States	3.9
Danaher	Beckman Coulter, Leica Biosystems, Pall, Sciex, Hach, VideoJet	United States	3.8
Becton Dickinson	BD	United States	3.6
TOTAL:			54.5

Source: Morgan Stanley Investment Management

1. Data as of December 31, 2019. Top ten equity holdings are provided for informational purposes only and should not be deemed as a recommendation to purchase or sell the securities mentioned.

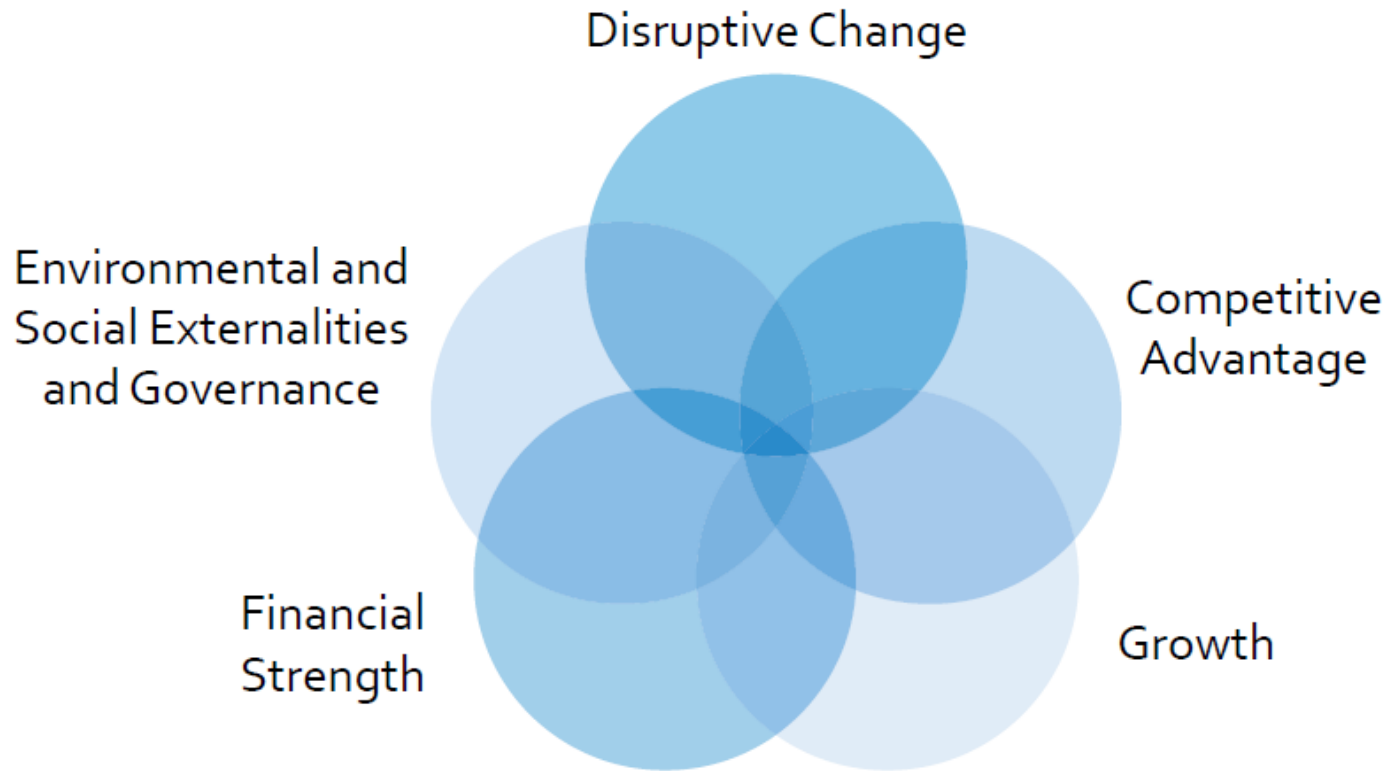
This portfolio is actively managed, therefore holdings may not be current. Morgan Stanley and others affiliated with it, may hold positions in or may seek to perform investment banking services for the companies listed. Each portfolio may differ due to specific investment restrictions and guidelines. The securities identified do not represent all of the securities purchased, sold, or recommended for advisory clients. Investors should not assume that investments in the securities identified and discussed were or will be profitable.

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# Principal Global Opportunity Fund

# Principal Global Opportunity Fund

What Is High Quality?



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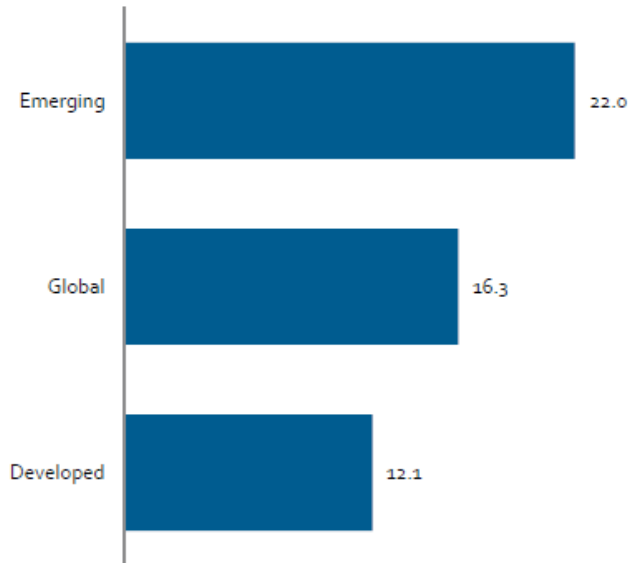


# Principal Global Opportunity Fund

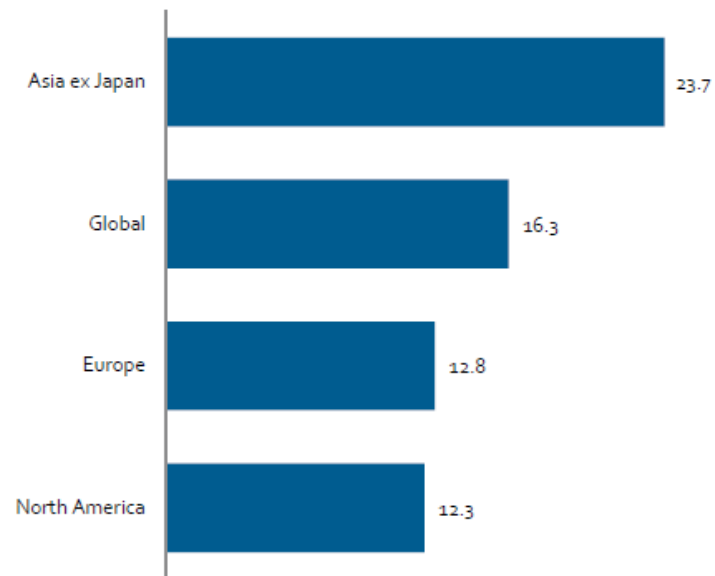
## Where Is High Quality Found?

We find high quality companies in all regions, both developed and emerging markets.  
We believe high quality companies can be found in a higher ratio in Asia than Europe.

ROIC & GROWTH SCREEN PASS-THROUGH RATIO > US \$1BN  
(%)



ROIC & GROWTH SCREEN PASS-THROUGH RATIO > US \$1BN  
(%)



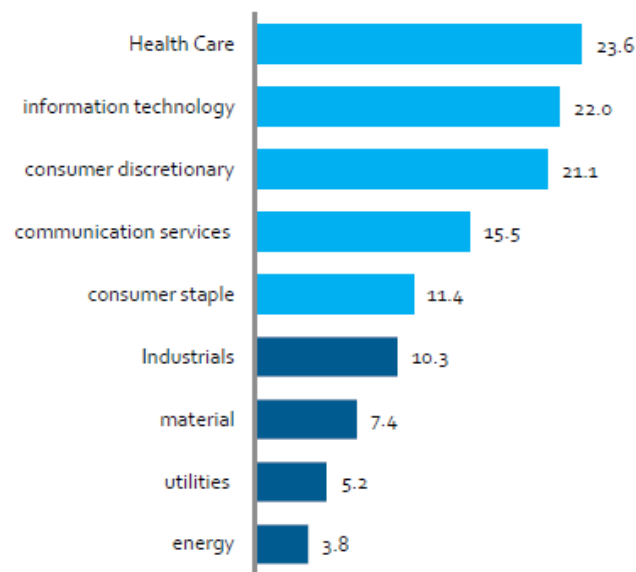
Sources: FactSet, MSIM. Data as of 13 January 2020. Dataset is 6,141 non-financial companies above US \$1 billion market cap. High quality screen is defined by 1) historical three year revenue CAGR above 15% and 2) ROIC above 15%. While representative, regional domicile is not the same as economic exposure in revenue terms. High quality companies typically have a higher % of sales from outside their home country than the index. For a complete list of financial definitions, please refer to Section 10.

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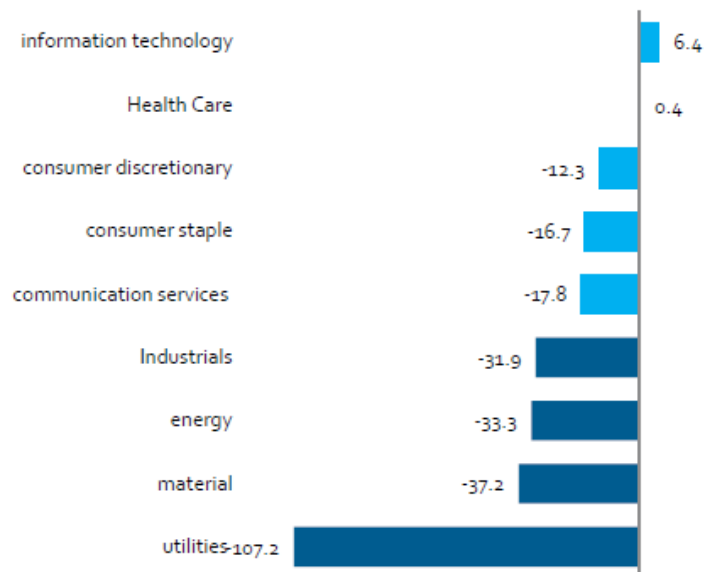
# Principal Global Opportunity Fund

We find more high quality companies in the following sectors:  
Technology, Healthcare, Consumer Discretionary & Consumer Staples

ROIC & GROWTH SCREEN PASS-THROUGH RATIO > US \$1BN  
(%)



NET CASH TO EQUITY MEDIAN > US \$1BN  
(%)



Sources: FactSet, MSIM. Data as of 13 January 2020. Dataset is 6,141 non-financial companies above US \$1 billion market cap. High quality screen is defined by 1) historical three year revenue CAGR above 15% and 2) ROIC above 15%. For a complete list of financial definitions, please refer to Section 10.

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# Principal Global Opportunity Fund

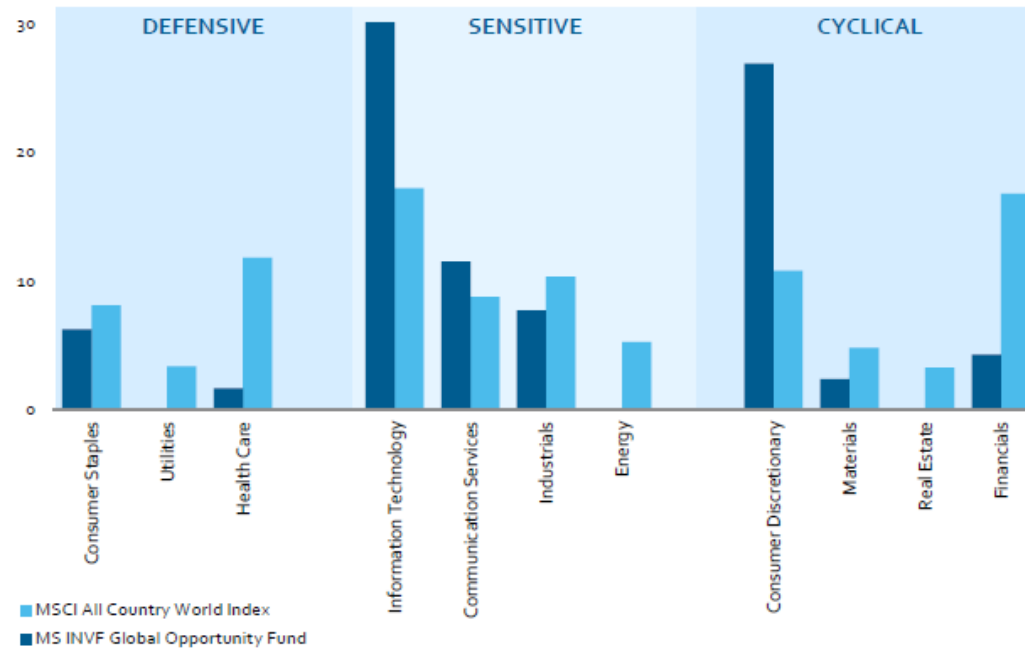
## Sector Allocation

### High Quality Allocation

- Sector-weights driven by bottom-up selection of high quality companies
- Underweight high leverage, low ROIC sectors like Financials, Energy, Materials, Real Estate, Utilities
- Cyclical underweight, Sensitives overweight, Defensives underweight
- Underweight in Healthcare primarily due to valuation

### MS INV GLOBAL OPPORTUNITY FUND<sup>1</sup>

Data as of 31 December 2019



1. Source: FactSet Research Systems Inc. / Morgan Stanley Investment Management. For additional information regarding sector classification/definitions please visit <https://www.msci.com/qics>. Provided for informational purposes only and should not be deemed as a recommendation to buy or sell securities in the sectors shown above.

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# Principal Global Opportunity Fund

## Top Ten Holdings

### Balanced Portfolio, Concentrated Holdings

- Mix of well-known and relatively undiscovered high quality companies
- Invest in multiple drivers of competitive advantage
- Conviction based concentration

### MS INV GLOBAL OPPORTUNITY FUND<sup>1</sup>

Top Ten Holdings excluding cash; Data as of 31 December 2019

Company	Description	Key Competitive Strategy	% of Portfolio	Country
Mastercard	Payment Network	Network Effect	7.6	United States
TAL Education	Education	Differentiation	6.7	China
Amazon	E-commerce	Cost Leadership	6.4	United States
DSV A/S	Transportation	Cost Focus	5.0	Denmark
Alphabet	Search	Network Platform	4.8	United States
ServiceNow	Software	Differentiation	4.5	United States
HDFC Bank	Bank	Cost Leadership	4.2	India
Adobe	Software	Differentiation	4.2	United States
Visa	Payment Network	Network Effect	4.0	United States
Moncler SpA	Luxury Retail	Brand Name	3.4	Italy
Total			50.9	

1. Source: Morgan Stanley Investment Management. These securities and percentage allocations are only for illustrative purposes and do not constitute, and should not be construed as, investment advice or recommendations with respect to the securities or investments mentioned.

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# Principal Asset Management (S) Pte Ltd

(formerly known as CIMB-Principal Asset Management (S) Pte Ltd)

## Asia Pacific ex Japan Market Update

Christopher Leow, CIO  
Serene Chng, Senior Portfolio Manager  
6<sup>th</sup> February 2020

In alliance with  **CIMB**



 **Principal**<sup>®</sup>

# Principal Asset Management (S) Pte Ltd

## Discussion Topics

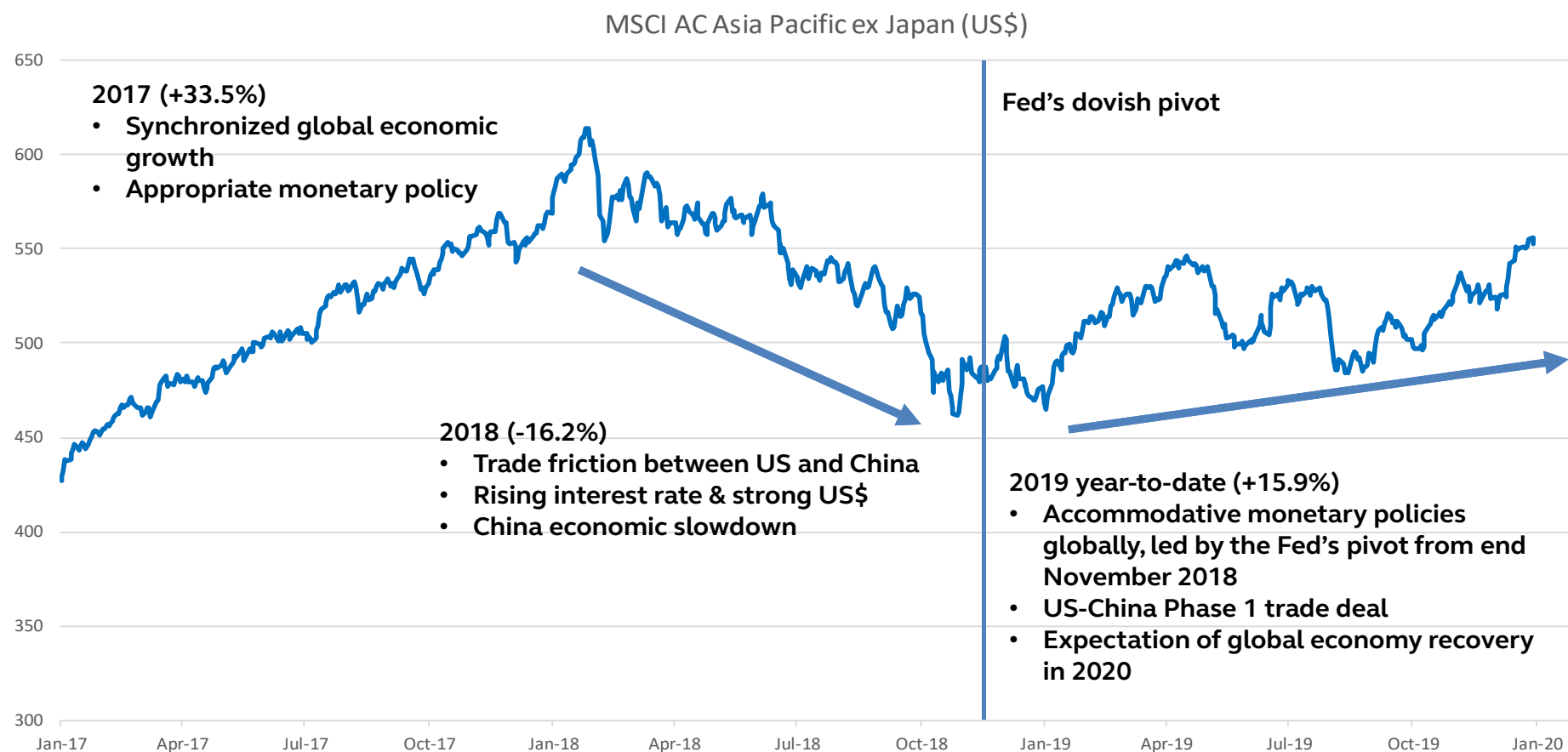
- **Section 1:** Asia Pacific ex Japan Market Review  
2020 Outlook/Strategy  
Topical Issues in 2020
- **Section 2:** Principal Asia Pacific Dynamic Income Fund (formerly known as CIMB- Principal Asia Pacific Dynamic Income Fund)  
- Fund Portfolio Performance & Information
- **Section 3:** Corporate Overview – Principal Asset Management (S) Pte Ltd
- **Section 4:** Singapore Investment Team  
- Roles & Diversity of Experience  
- CV of Investment Team Members
- **Contact Details**

Section 1

# Asia Pacific ex Japan Equity Market Review



# Asia Pacific ex-Japan Market Review



Source: Bloomberg, Principal (S) 2 Jan 2020



# Market Review 2019 – Good Year For All Asset Classes

Asset Class	Currency	3-mth	1-mth	2019	2018	2017	2016	2015	2014	2013	2012	2011
<b>Equities</b>												
MSCI World	USD	8.2%	2.9%	25.2%	-10.4%	20.1%	5.3%	-2.7%	2.9%	24.1%	13.2%	-7.6%
S&P 500	USD	8.5%	2.9%	28.9%	-6.2%	19.4%	9.5%	-0.7%	11.4%	29.6%	13.4%	0.0%
Stoxx 600-Europe	EUR	5.8%	2.1%	23.2%	-13.2%	7.7%	-1.2%	6.8%	4.4%	17.4%	14.4%	-11.3%
Nikkei 225	JPY	8.7%	1.6%	18.2%	-12.1%	19.1%	0.4%	9.1%	7.1%	56.7%	22.9%	-17.3%
MSCI Emerging	USD	11.4%	7.2%	15.4%	-16.6%	34.3%	8.6%	-17.0%	-4.6%	-5.0%	15.1%	-20.4%
MSCI Asia Pac ex-Japan	USD	10.1%	5.6%	15.8%	-16.2%	33.5%	3.7%	-12.0%	-0.2%	0.5%	18.6%	-18.0%
ASEAN	USD	3.7%	3.7%	5.0%	-8.5%	29.1%	5.9%	-21.9%	3.2%	-6.6%	16.0%	-6.1%
H-Shares	HKD	9.5%	8.4%	10.3%	-13.5%	24.6%	-2.8%	-19.4%	10.8%	-5.4%	15.1%	-21.7%
Shanghai Composite	CNY	5.0%	6.2%	22.3%	-24.6%	6.6%	-12.3%	9.4%	52.9%	-6.7%	3.2%	-21.7%
KOSPI-Korea	KRW	6.5%	5.3%	7.7%	-17.3%	21.8%	3.3%	2.4%	-4.8%	0.7%	9.4%	-11.0%
SENSEX-India	INR	6.7%	1.1%	14.4%	5.9%	27.9%	1.9%	-5.0%	29.9%	9.0%	25.7%	-24.6%
TAIEX-Taiwan	TWD	10.8%	4.4%	23.3%	-8.6%	15.0%	11.0%	-10.4%	8.1%	11.8%	8.9%	-21.2%
Straits Times-S'pore	SGD	3.3%	0.9%	5.0%	-9.8%	18.1%	-0.1%	-14.3%	6.2%	0.0%	19.7%	-17.0%
KLCI-Malaysia	MYR	0.3%	1.7%	-6.0%	-5.9%	9.4%	-3.0%	-3.9%	-5.7%	10.5%	10.3%	0.8%
SET-Thai	THB	-3.5%	-0.7%	1.0%	-10.8%	13.7%	19.8%	-14.0%	15.3%	-6.7%	35.8%	-0.7%
Jakarta Comp-Indonesia	IDR	2.1%	4.8%	1.7%	-2.5%	20.0%	15.3%	-12.1%	22.3%	-1.0%	12.9%	3.2%
<b>Bonds &amp; FX</b>												
Bberg Barclays Global Agg Index	USD	0.5%	0.6%	6.8%	-1.2%	7.4%	2.1%	-3.2%	0.6%	-2.6%	4.3%	5.6%
JPM Asia Credit Index-Core	USD	0.9%	0.4%	13.0%	-1.4%	6.7%	6.2%	1.7%	9.5%	-2.5%	14.8%	4.5%
Asia Dollar Index	USD	2.0%	1.3%	-0.2%	-4.0%	6.6%	-3.4%	-5.5%	-2.8%	-1.9%	2.6%	-1.1%
<b>Commodities</b>												
Crude Oil-Brent	USD	8.6%	5.7%	22.7%	-19.5%	17.7%	52.4%	-35.0%	-48.3%	-0.3%	3.5%	13.3%
Gold	USD	3.0%	3.6%	18.3%	-1.6%	13.5%	8.1%	-10.4%	-1.4%	-28.3%	7.1%	10.1%
Copper	USD	8.5%	5.9%	6.3%	-20.3%	31.7%	17.4%	-24.4%	-16.8%	-7.0%	6.3%	-22.7%

Source: Principal Asset Management (S), Bloomberg

# 2020 Market Outlook & Strategy

# Macro View & Strategy

- **Economic growth in Asia is bottoming and some macro risks have receded**
  - Trade agreement between US & China signed in January
  - Conservatives won the UK election and the US-Mexico-Canada trade agreement was approved in Dec
- **Improvement in fundamentals given the recovery in Global and China Manufacturing PMI to above 50 since November**
- **Wuhan coronavirus may pressure China Manufacturing PMI in Jan & Feb. Should outbreak be contained, expect a recovery thereafter.**
- **Equity fund inflows, improving market breadth and stronger Asian FX. The latter would be a tailwind for equity markets. It is notable that most Asian currencies are currently supported by relatively high positive real interest rates**
- **While Asian equities look expensive relative to its own history, this is mainly because of depressed ROEs. Asian equities look slightly cheap vs Global equities. Asian EPS is currently at a low base after a dismal 2018 & 2019 when EPS only grew at a compound 3% p.a.**
- **Growth is not evenly distributed across countries and sectors. In some countries, politics has had a large impact on policy making, confidence and growth**

# Macro View & Strategy

- **Positive View on Asian Equities**

- ✓ EPS forecast revision has stabilized and growth is improving (+10% EPS growth vs 1% in 2019)
- ✓ Looking for opportunities in industrials, tech, materials and consumer discretionary

- **Asian Equities - Buy:**

- ✓ We retain our BUY call on Asian Pacific equities
- ✓ Recommend investors to be fully invested
- ✓ Expect stocks in China and India to perform well as these domestic economies respond to the significant credit and fiscal stimulus put in place last year
- ✓ We also like Singapore and Indonesia
- ✓ Recommend Taiwan for exposure to the technology upcycle
- ✓ Sector-wise, we would be looking for investment opportunities in Industrials, Technology, Materials and Consumer Discretionary

# Wuhan Coronavirus: Early Days But Should Be Contained

- Governments' proactive precautionary measures likely to have quicker economic impact than during SARS (initially a cover-up and under-reaction)
- Measures like quarantining cities, restriction on travel are unprecedented

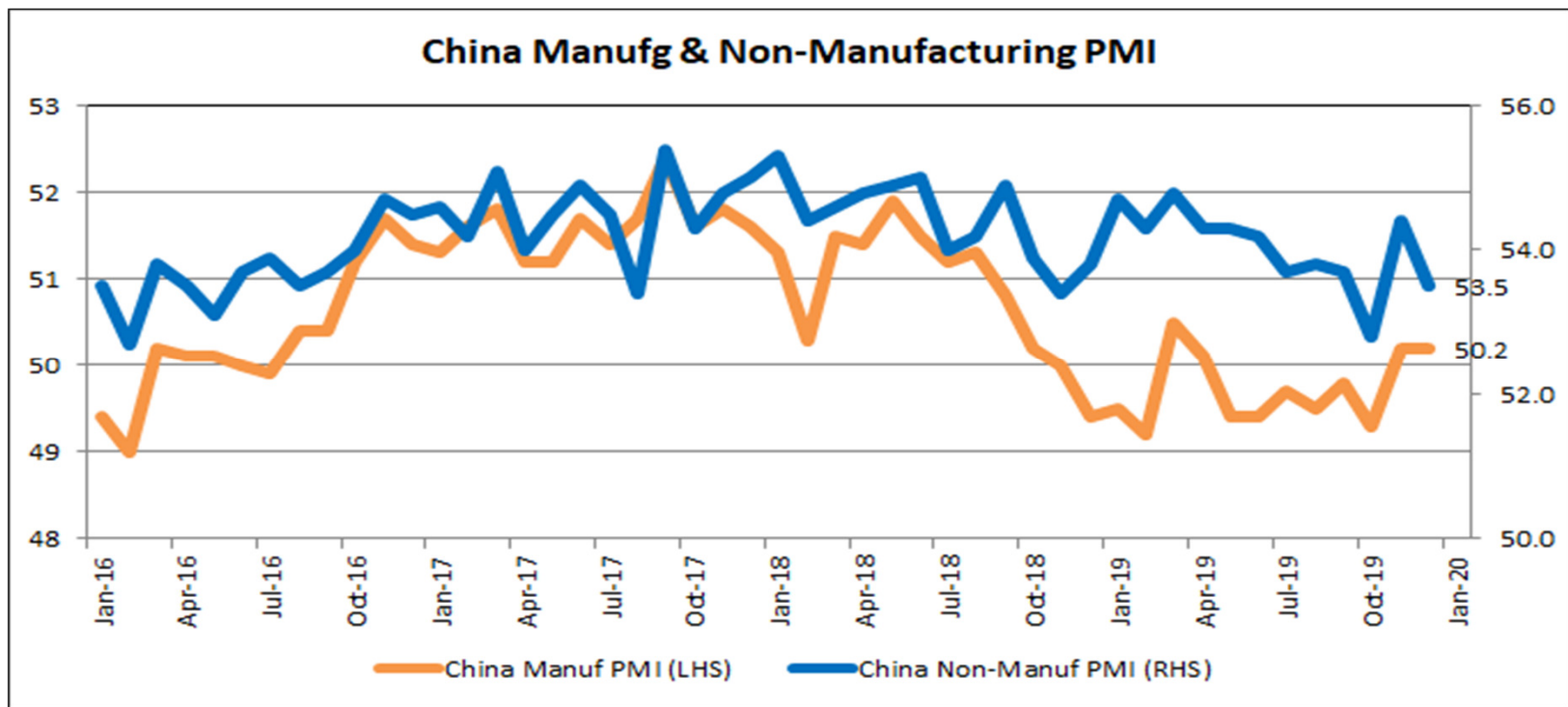
**Major outbreaks since 2000**

	SARS	H1N1	MERS	Wuhan
First reported	Nov-02	Apr-09	Apr-14	Dec-19
End of outbreak	Jul-03	Aug-10	Jun-14	Ongoing
Epicentre	China	US	Middle East	China
Contagion level	Medium	High	Low	?
Total reported cases	8,096	60,800,000	1,227	6,159
Total fatalities	774	12,469	449	132
Fatality rate	9.6%	0.0%	36.6%	2.1%
<i>Note:</i> MSCI Asia Pac ex-J performance from start to end of outbreak	12.0%	41.9%	4.1%	

Source: World Health Organization, Centers for Disease Control & Prevention, Wikipedia, Principal Asset Management, Bloomberg

## Chinese Economic Activity Has Picked Up Recently

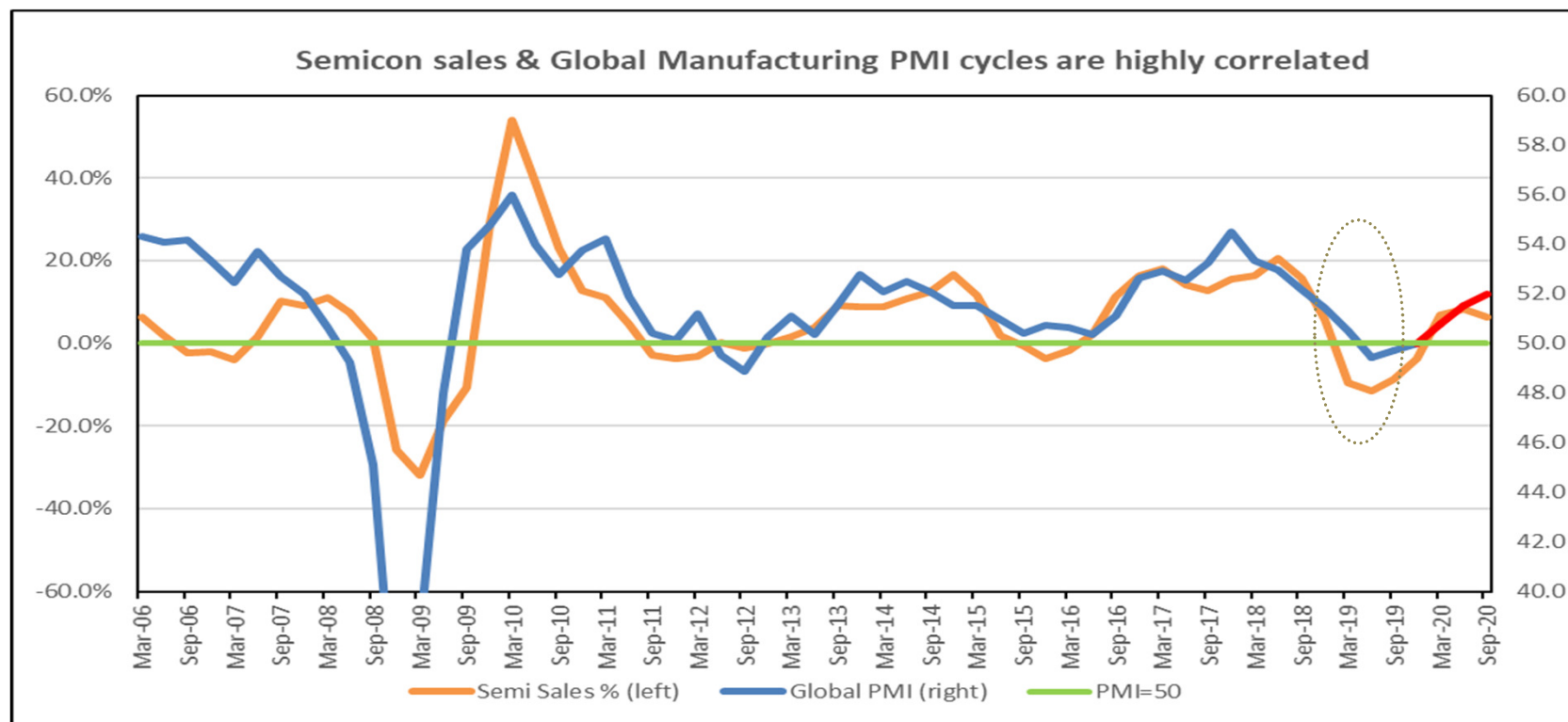
- The global manufacturing cycle has bottomed out. China's Manufacturing PMI (National Bureau of Statistics) has picked up since Nov after hovering around 49+ for the previous 6 mths
- The Caixin Manufacturing PMI (which has more export-oriented companies) was at 51.5 in Dec and has been above 50 for the last 5 months



Source: Principal Asset Management (S), China National Bureau of Statistics, Bloomberg

## Rising Semicon Sales Portends A Recovery in Global PMI

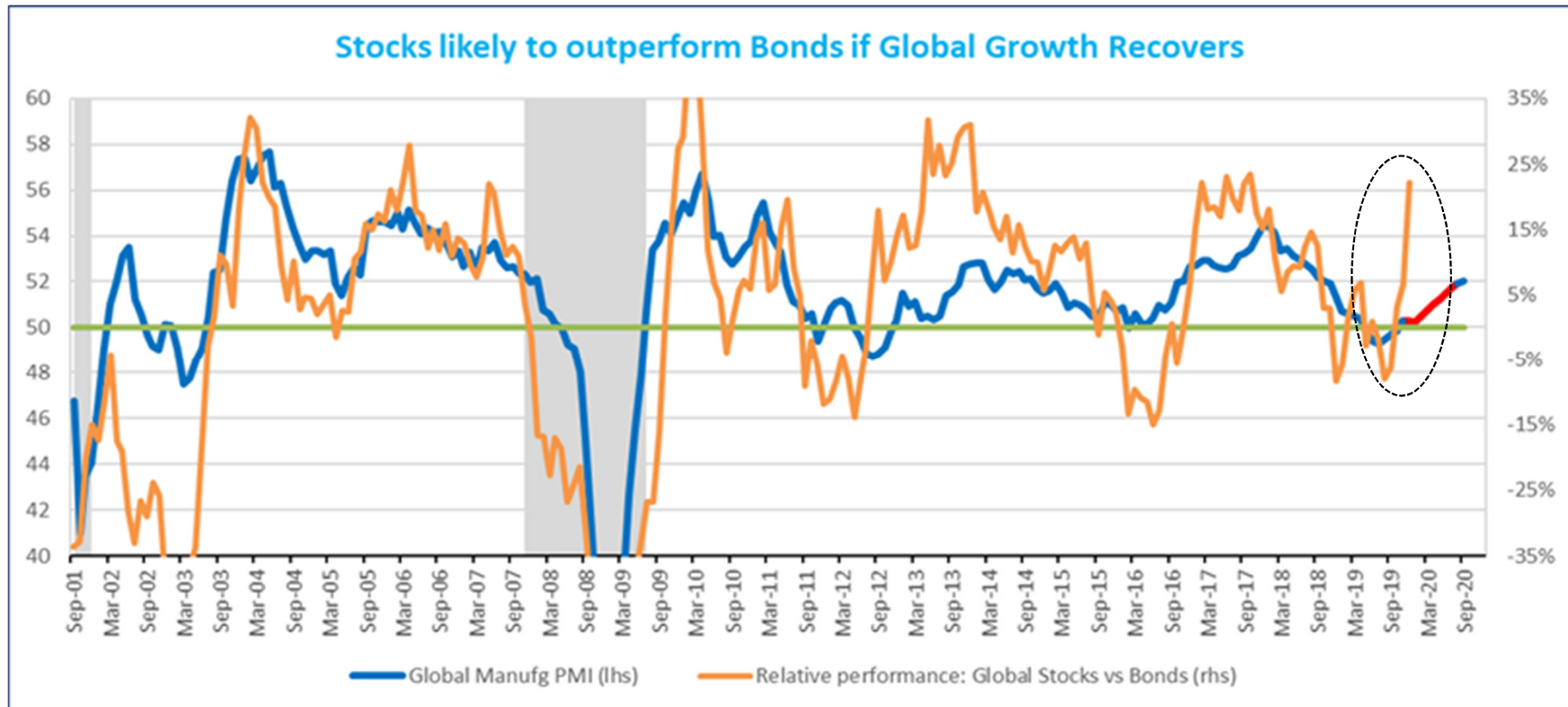
- Our Semicon Sales index shows the market bottomed in 2019 June quarter (-11% yoy). Still negative but less so in the Sep quarter (-9% yoy) & Dec quarter (-4% yoy). Expect a recovery in 2020 Mar quarter to +7% yoy
- Global PMI should continue to recover into 2020 (from 50.3 in Nov, see red line below)



Source: Principal Asset Management (S), Bloomberg

# Stocks Likely To Outperform Bonds - Manufacturing PMI in Recovery

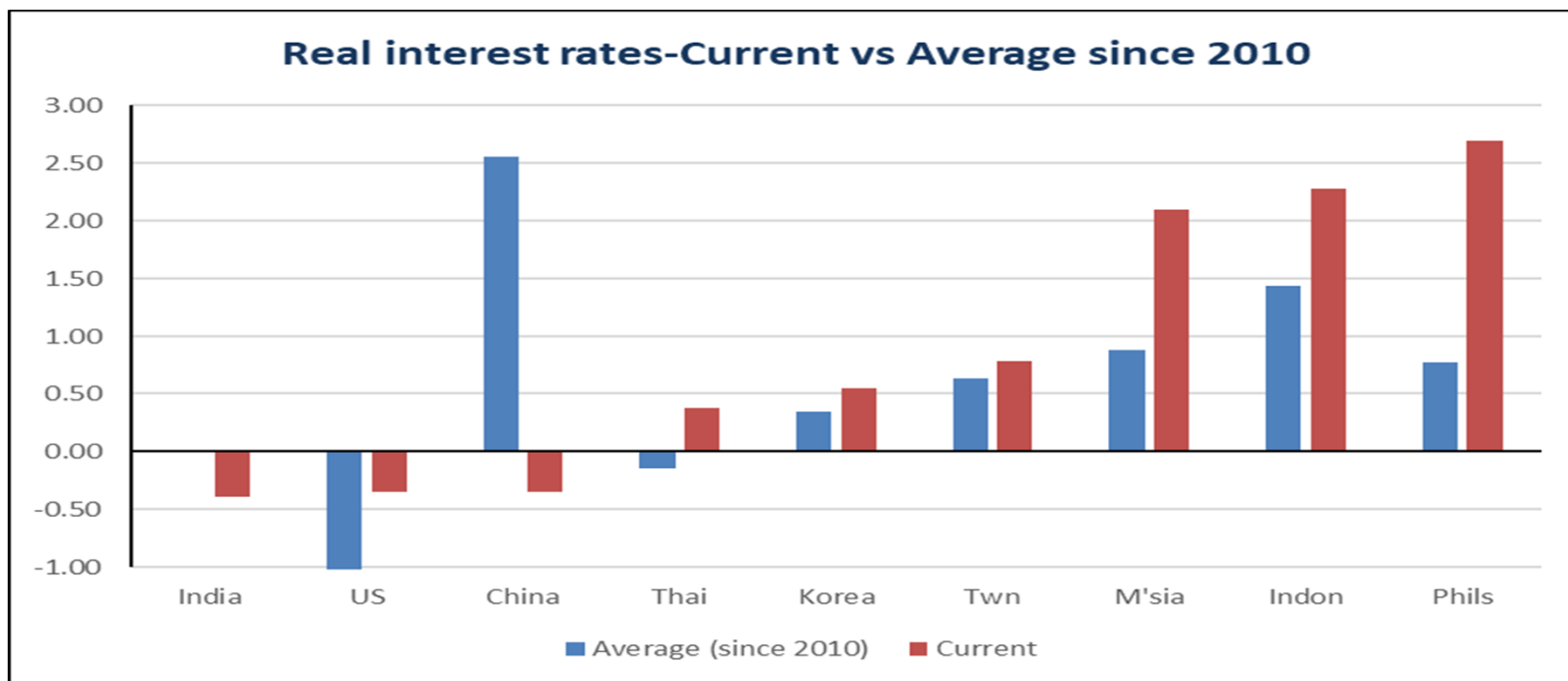
- Global Manufacturing PMI recovered to 50.3 in Nov and we expect it to recover further in 1H2020
- When orange line is above zero, global stocks outperform bonds. Shaded area in chart represents periods of US recession





## Asian Currencies: Supported By High Real Rates

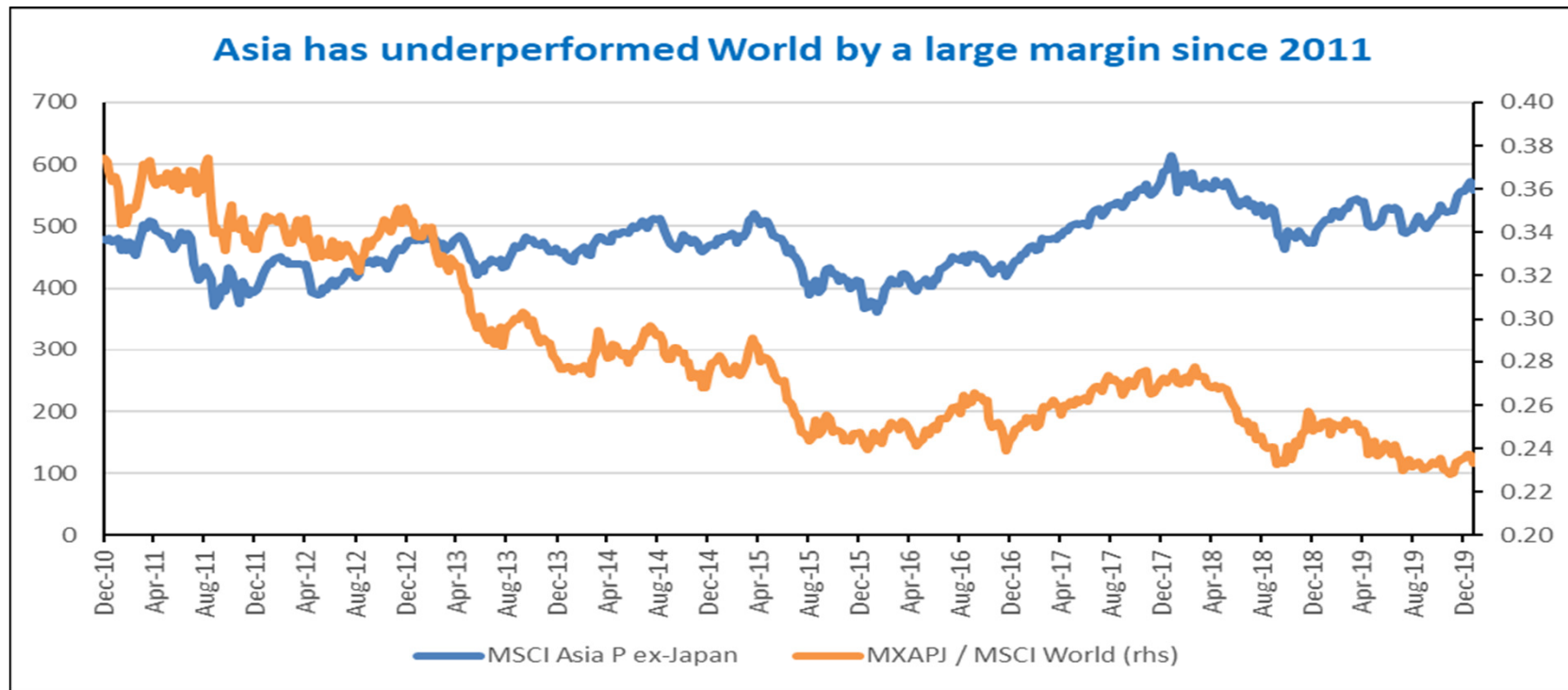
- Real policy rates are highest in Phils, Indonesia and Malaysia. Real rates are high even compared to the average since Jan 2010. CPI in Phils is expected to rise from the 1.3% level in Nov to ~2-3% in 2020
- Most Asian countries except India & China have positive real rates. Inflation in China & India should ease going forward



Source: Principal Asset Management (S), Bloomberg

## Asia Needs Growth To Outperform

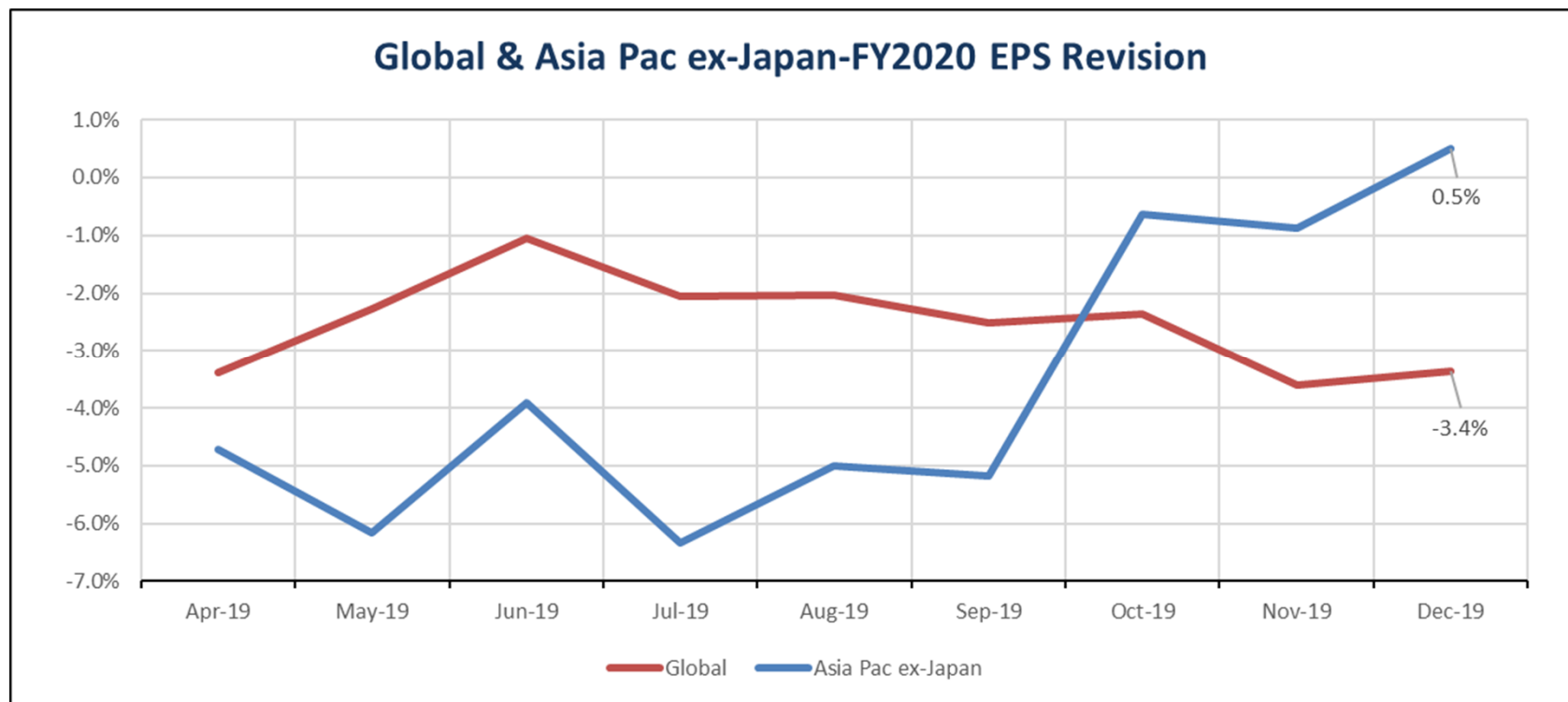
- Consensus estimate of MSCI World EPS growth in 2020 +10% vs Asia Pac ex-Japan +10-12%
- MSCI World 2020 PER = 17x (USA 19x), P/Book 2.3x, Div Yield 2.4%
- Asia Pac ex-Japan PER = 14x, P/Book 1.6x, Div Yield 2.9%



Source: Principal Asset Management (S), Bloomberg

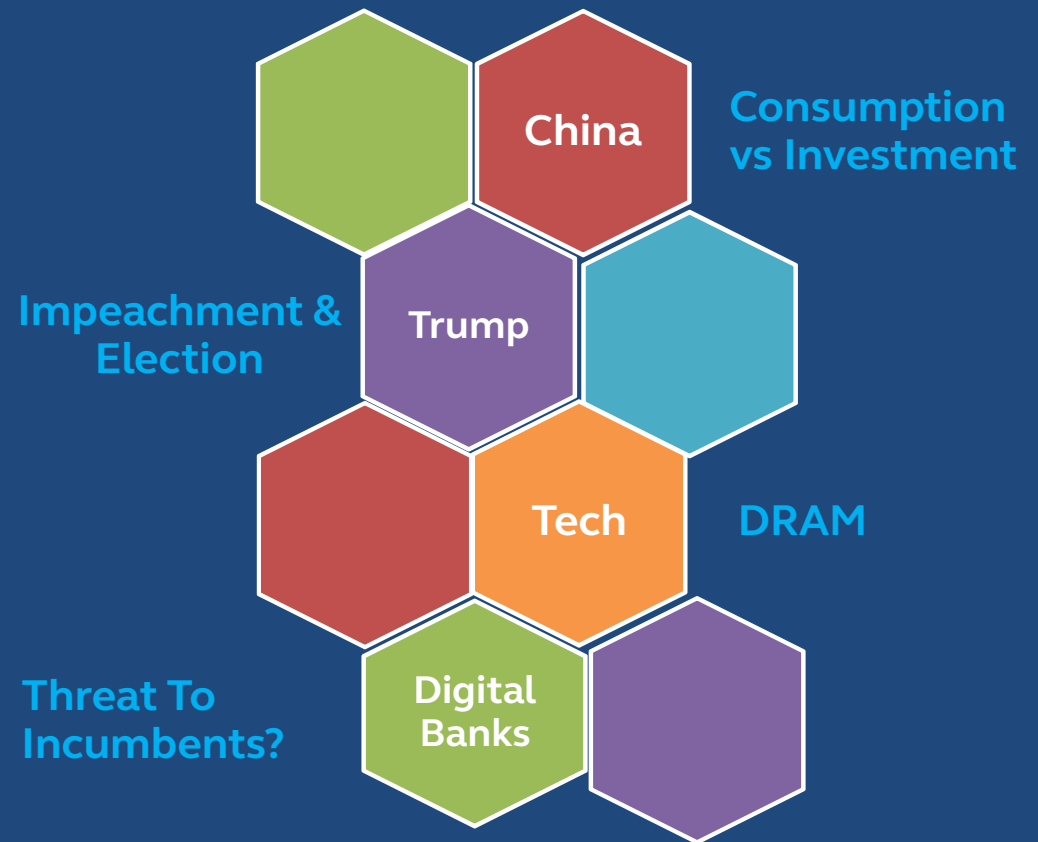
## Asia Pac Ex-Japan EPS Revisions Have Troughed

- Asia Pac ex-Japan 2020 EPS revisions have bottomed
- Asia Pac ex-Japan 2020 consensus EPS growth +12%
- Asia internet, semiconductor and industrials stocks will likely lead the recovery

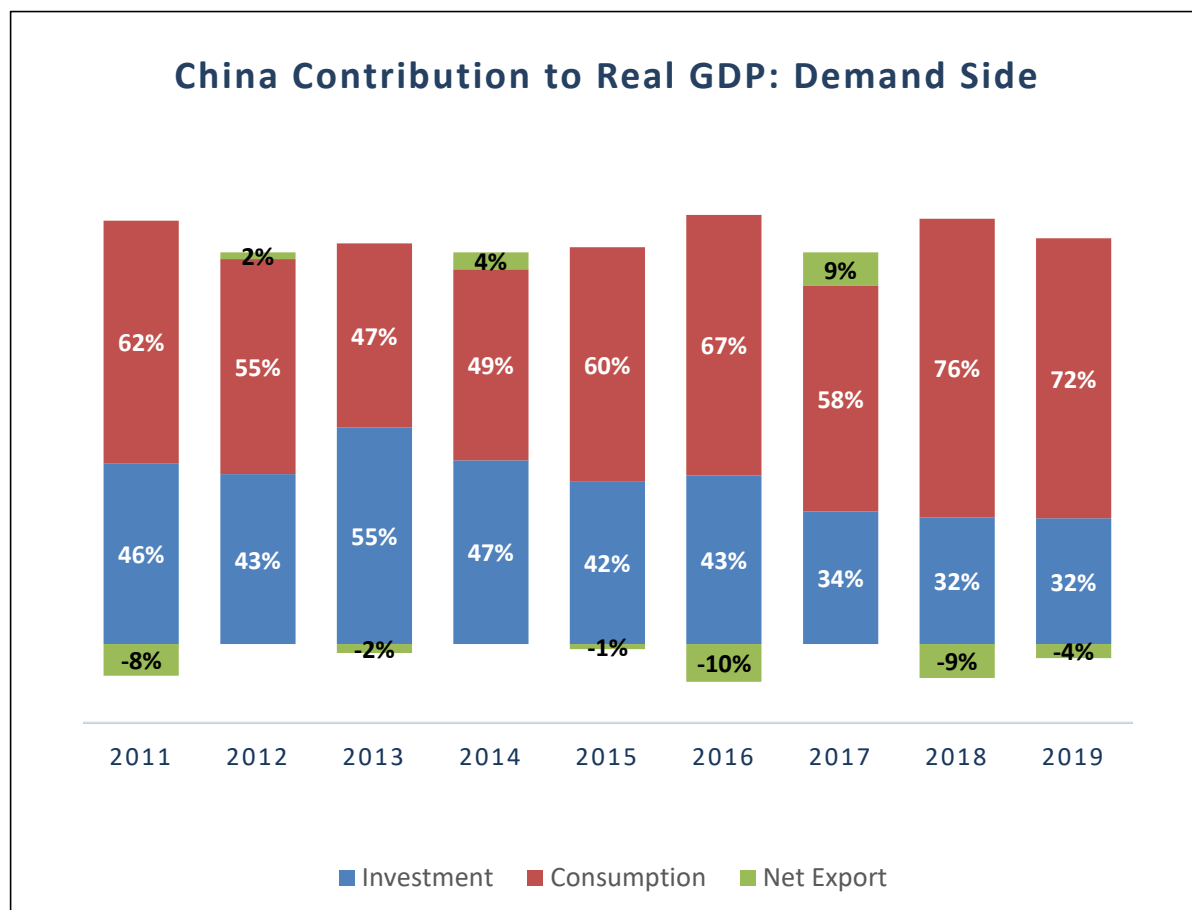


Source: Principal Asset Management (S), Bloomberg, Factset

# Topical Issues In 2020



# China: Moving To A More Consumption-Based Economy Over Time

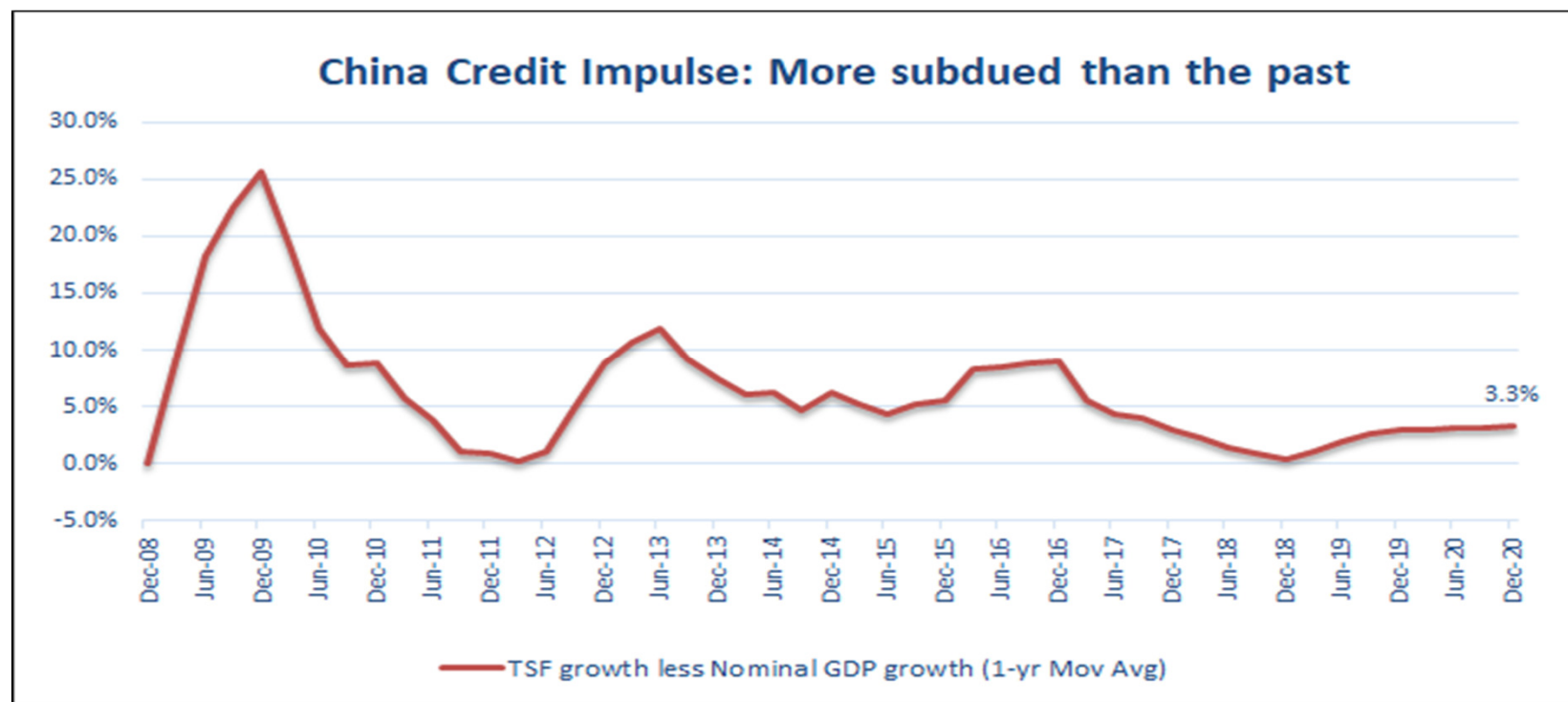


Source: Principal Asset Management, IMF, CEIC

- Intention is to shift from investment to consumption over time to make growth less debt driven and more sustainable. Chart shows that "consumption" as a share of GDP has increased over the last 5 years from 60% to 72%
- Investment's share will probably be stable ~30%-32% in 2020 as the government tries to cushion the slowdown. This means total debt to GDP will only rise modestly unlike before 2017
- Government need to balance between short term growth vs. rising debt burden (which risks long term stability)
- Implications: Discretionary consumption, platform service related tech companies should do well

## China: Total Credit Growth Is Supportive But No Big Stimulus

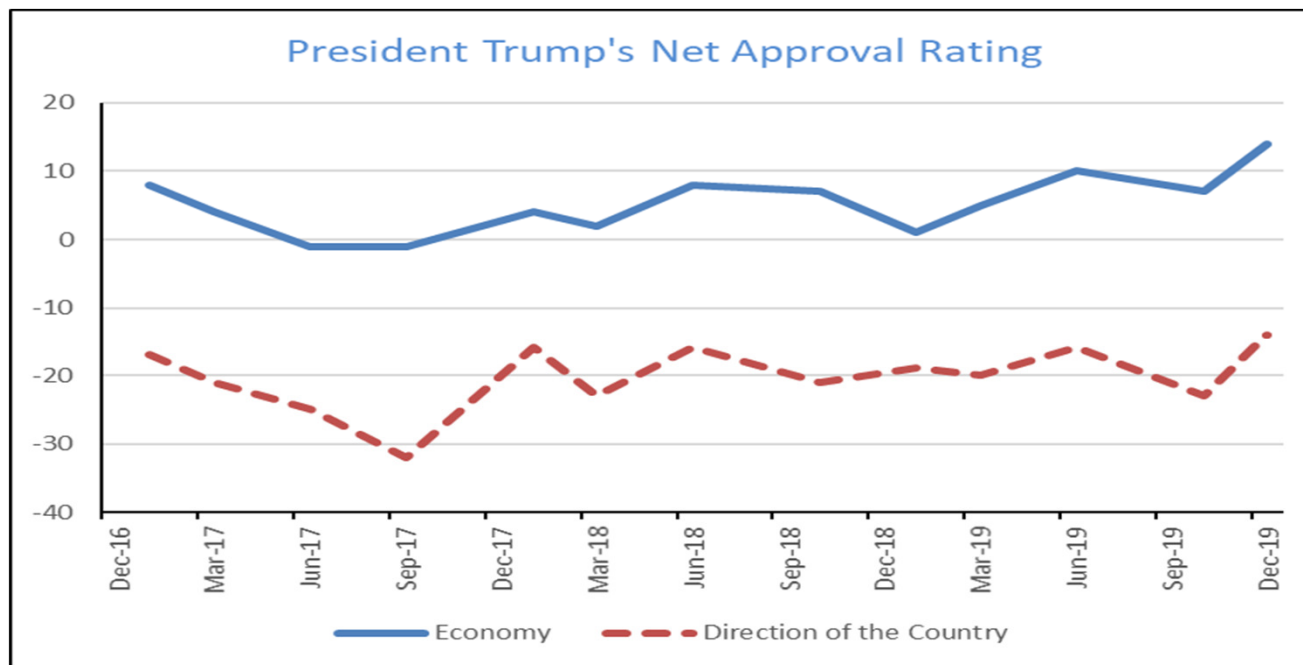
- No mega stimulus probably due to concerns about over-leveraging. Expect TSF to grow ~11% in 2020
- 2020 GDP growth is likely to be 5.5%-5.9%
- The People's Bank of China cut the Reserve Requirement Ratio by 50bp on Jan 1 & this is meant to partly offset the liquidity demand ahead of Chinese New Year on Jan 25



Source: Principal Asset Management, China National Bureau of Statistics, Bloomberg

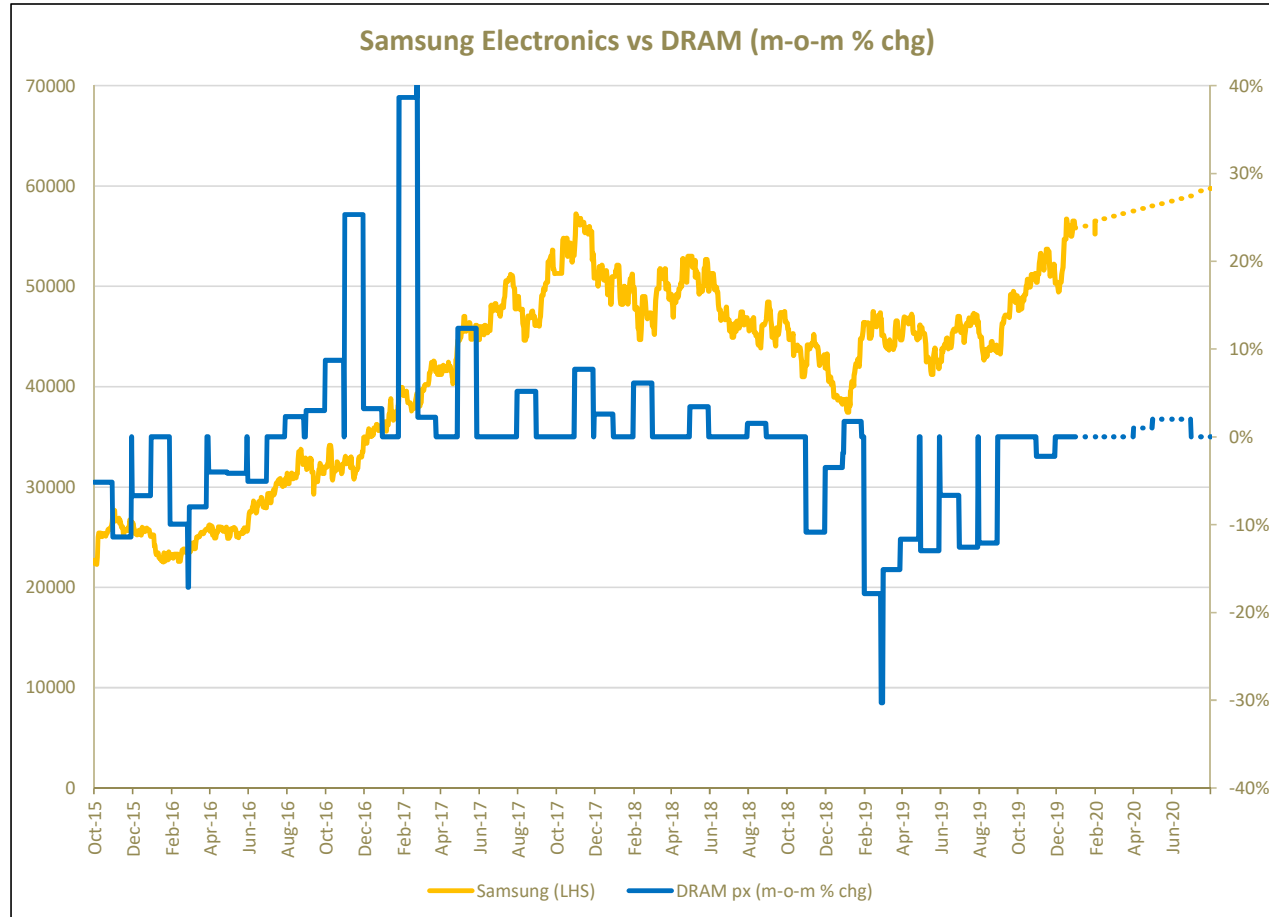
# Trump's Re-election Prospects Hinges On The Economy

- Rightly or wrongly, the polls show that the majority approve of President Trump's handling of the economy. At the same time, they disapprove of his handling of most other issues
- On impeachment, it is a political process, rather than a criminal one. To remove him from office, two-thirds of the Senate (which is controlled by the Republicans) need to vote to convict. This is unlikely to happen
- If impeachment is unlikely, what do the Democrats have to gain? Perhaps to shift public opinion once evidence is gathered and presented. Some Democrats view it as their moral duty and to not make an attempt would be giving tacit approval and encourage more transgressions



Source: Principal Asset Management, Realclearpolitics, Economist / YouGov. Net approval means approval less disapproval

## Technology: Semicon (DRAM) Prospects Improving



- DRAM prices fell ~60% in 2019 due to weaker than expected mobile and server demand (prices have historically fallen ~10-15% p.a.)
- Expect DRAM prices to rise by low single digits in 1H2020
- Industry has started to cut capacity additions. Demand growth is expected to slightly outpace supply growth in 2020. Demand driven by mobile (5G adoption, content increase) and hyperscale datacenters

Source: Principal Asset Management, Bloomberg, DRAmExchange



# Digital Banking: In ASEAN To Target Underbanked & Unbanked

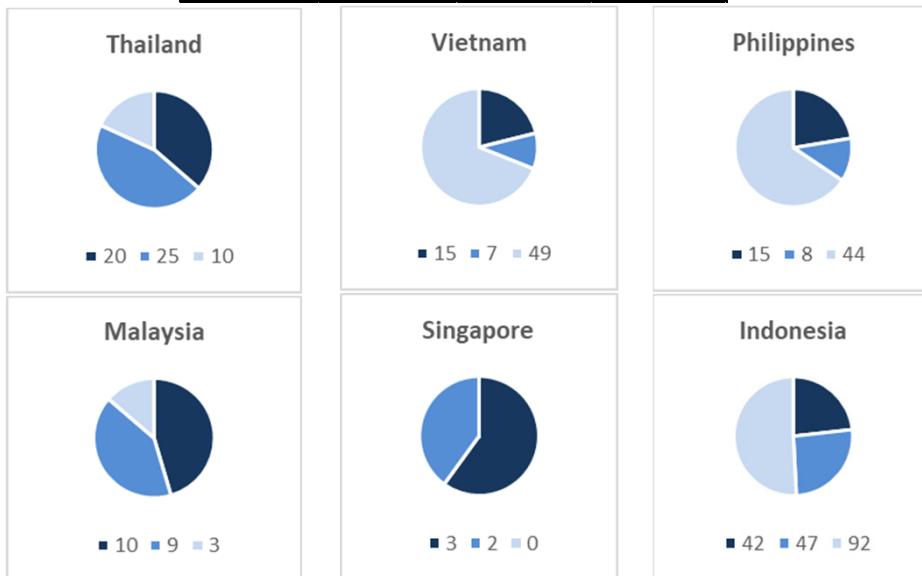
ASEAN "6" Adult population		
<b>Banked</b>	<b>105 mil</b>	Bank accounts Credit Investment Insurance
<b>Underbanked</b>	<b>98 mil</b>	Bank accounts
<b>Unbanked</b>	<b>198 mil</b>	

## Some key points on the Singapore Digital Bank License:

- 2 types of licenses-Digital Full Bank & Digital Wholesale Bank
- New digital banks should use technology to target currently underserved segments, e.g., lower tiers of the SME space
- For the first 3-5 yrs, the digital bank will operate under a restricted license with caps on deposits, loans and other banking activities
- To qualify as a full digital bank, the entity would have to post a paid-up capital of S\$1.5bn

## Implications

- Entry of digital banks in Singapore likely to result in diffusion, not disruption to the market's revenue pool
- The “underbanked” and “unbanked” in ASEAN (~300m people) is the ultimate target and Singapore is likely a place to build online capabilities and test concepts
- Payments (e.g. Grab Pay) is a beachhead to gaining ground in other financial services
- Incumbents are likely to continue to upgrade their mobile capabilities



Source: Principal Asset Management, Google, Temasek, Bain & Co

## Section 2

# Flagship Dynamic Series Product Principal Asia Pacific Dynamic Income Fund (“APDI”)

(Rebranded name change wef 23 December 2019, former known as CIMB-Principal Asia Pacific Dynamic Income Fund)

## Fund Portfolio Performance as at 31 December 2019 Fund Review & Strategy Portfolio Information

Lead Portfolio Manager : Christopher Leow, CIO  
Co-Managers : Serene Chng & Jeffrey Chong, Senior Portfolio Manager

# Principal Asia Pacific Dynamic Income Fund

Investment Style: High Alpha; Benchmark Unconstrained with Absolute Return Focus



Total Fund Size c. USD 1.03 Billion as at 31 December 2019

APDI Fund	YTD	1 Month	3 Month	6 Month	1 Year	3 Years	5 Years	Since Inception
MYR Returns %	16.36	2.93	5.60	2.90	16.36	31.86	53.40	173.85
BM 8% p.a.	8.00	0.64	1.94	3.92	8.00	25.97	46.93	94.84
Excess	8.36	2.28	3.66	-1.02	8.36	5.89	6.46	79.02
Share Class SGD	YTD	1 Month	3 Month	6 Month	1 Year	3 Years	5 Years	Since Inception
SGD Returns %	16.52	3.45	5.32	3.58	16.52	35.51	na	43.29
BM 8% p.a.	8.00	0.64	1.94	3.92	8.00	25.97	na	38.75
Excess	8.52	2.81	3.38	-0.34	8.52	9.54	na	4.54
Share Class USD	YTD	1 Month	3 Month	6 Month	1 Year	3 Years	5 Years	Since Inception
USD Returns %	17.91	5.12	8.17	4.09	17.91	45.74	na	52.27
BM 8% p.a.	8.00	0.64	1.94	3.92	8.00	25.97	na	38.75
Excess	9.91	4.48	6.23	0.17	9.91	19.77	na	13.52

Calendar Year Annualised Returns % p.a.									
	2019	2018	2017	2016	2015	2014	2013	2012	Ave Ann Return
MYR Share Class	16.36	-11.30	27.52	6.82	8.91	18.57	20.58	26.07	14.19
SGD Share Class	16.52	-11.08	30.79	4.81	na	na	na	na	10.26
USD Share Class	17.91	-12.76	41.69	2.38	na	na	na	na	12.31

Source: Lipper IM and Principal Asset Mgt Bhd

Fund Benchmark is 8% p.a.

Performance return is according to respective share classes.

MYR Share Class - incepted 16 May 2011, SGD and USD Share Class - incepted 15 September 2015

Bloomberg Ticker for APDI Fund: CPASPD1 MK EQUITY (Class MYR), CPASSGD MK Equity (Class SGD) and CPASUSD (Class USD)

Source: Lipper IM and Principal Asset Mgt Bhd

Morningstar Ratings on APDI Fund Share Classes in Malaysia and Singapore

Past performance is not indicative of future performance

## Awards 2015 & 2016

**The Edge | Thomson Reuters Lipper Malaysia Fund Awards 2016**

- Best Equity Asia Pacific Ex-Japan, 3 years (2 years in a row)

**Morningstar Fund Awards 2016**

- Best Asia-Pacific Equity Fund (2 years in a row)



# APDI – Strategy & Positioning

## Our View

- Expect global economic growth to accelerate in the coming quarters as global manufacturing PMI bottoms, due to
  - (i) lagged impact from the monetary stimulus of the past year when Asian central banks and the Fed cut policy rates ranging from 25bps to more than 100bps
  - (ii) the end of inventory de-stocking
  - (iii) China's significant and continued fiscal and credit-creation stimulus,
  - (iv) technology-led upcycle with increased capex in 5G, industrial upgrade, new automotive applications, and smartphones
- With global growth improving and already accommodative monetary policies, there will be a pause in monetary easing across the G3 space
- While Asian Central Banks are likely to remain dovish, this translates to less policy space to cut further
- In our opinion, the policy mix will shift towards more fiscal easing especially in countries like China and India
- We have a positive view on Asian equities as EPS forecast revision has stabilized and growth is improving (+9-10% EPS growth vs 1% in 2019)

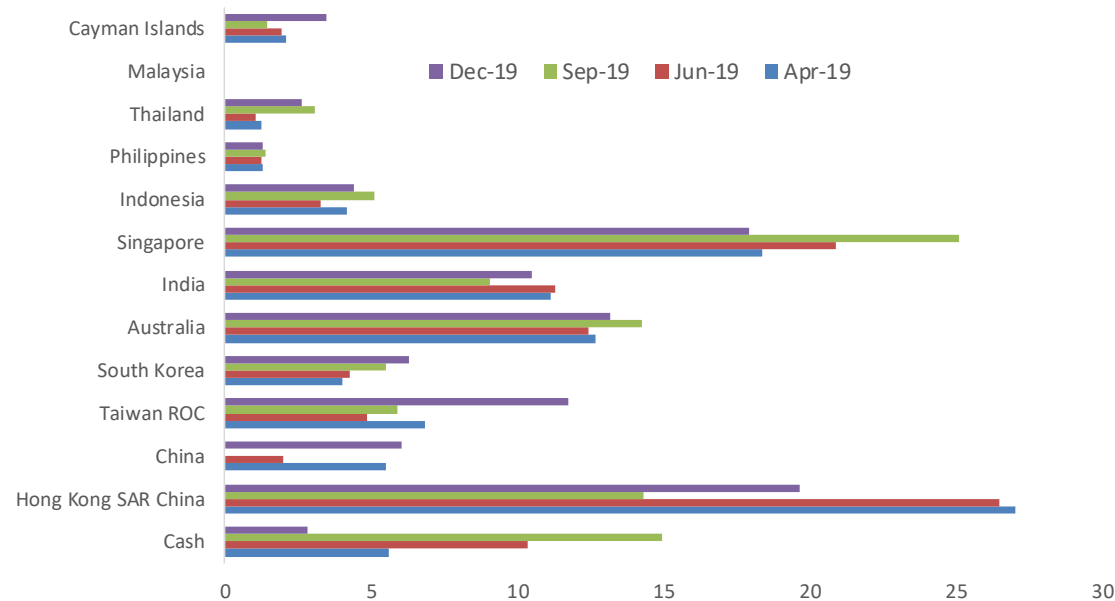
# APDI – Portfolio Strategy & Positioning

## Portfolio Strategy & Positioning

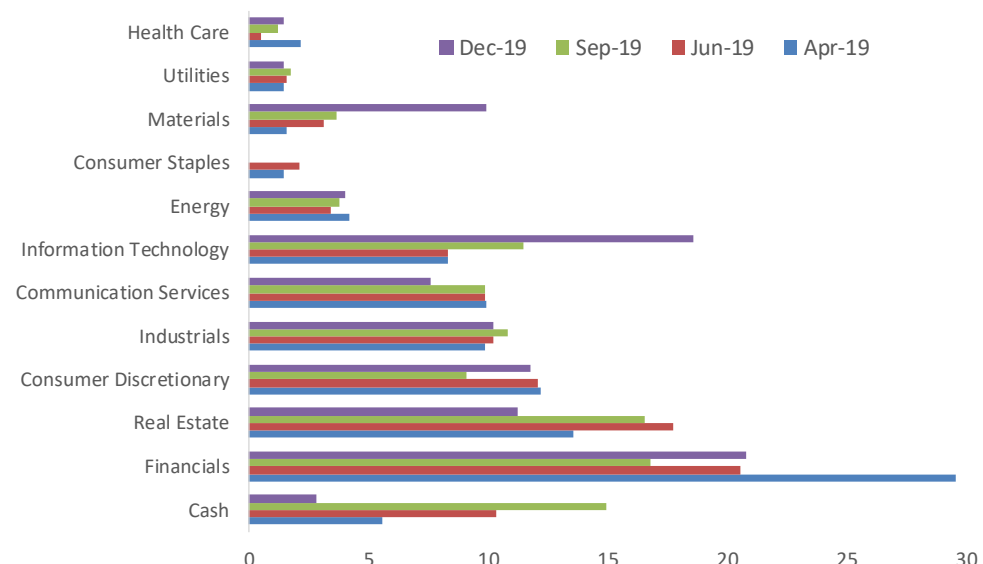
- Portfolio remains fully invested
- Looking for opportunities in
  - ✓ Industrials
  - ✓ Technology
  - ✓ Materials
  - ✓ Consumer discretionary
- Least preferred sectors continued to be utilities and consumer staples

# APDI – Portfolio Positioning Changes

By Country



By Sector



## Fund Portfolio Information

Top 10 Holdings	Regional	Weights %
Samsung Electronics Co. Ltd	South Korea	6.31
Taiwan Semiconductor Manuf	Taiwan ROC	6.25
HDFC Bank Ltd	India	3.80
Tencent Hldg Ltd	Hong Kong SAR China	3.77
AIA Group Ltd	Hong Kong SAR China	3.72
Alibaba Group Holding Ltd	Cayman Islands	3.49
Ping An Insurance Group Co.	China	2.97
Techtronic Industries Co	Hong Kong SAR China	2.41
Reliance Industries Ltd	India	2.37
Largan Precision Co. Ltd	Taiwan ROC	2.27
<b>Total</b>		<b>37.75</b>

- ❖ Portfolio holds an average of about 45 - 55 stocks with high conviction ideas
- ❖ Large Cap stocks constitute more than 75% and mid-small caps less than 10%
- ❖ No country or sector bias
- ❖ Greater degree of focus and in-depth research on individual company we invest in

Asset Allocation	
Equities %	97.16
Cash %	2.84
<b>Total Portfolio Holdings</b>	<b>52</b>
Top 5 Holdings %	23.85
Top 20 Holdings %	57.69

## Fund Portfolio Information

- **Dynamic & Benchmark Unconstrained**
- **Sector & Regional Allocation Weights Are Driven by Bottom-up Stock Selection**

Regional Allocation	Weights %
Hong Kong SAR China	19.67
Singapore	17.93
Australia	13.15
Taiwan ROC	11.73
India	10.49
South Korea	6.31
China	6.06
Indonesia	4.43
Cayman Islands	3.49
Thailand	2.62
Philippines	1.29
Cash	2.84
<b>Total</b>	<b>100</b>

Sector Allocation	Weights %
Financials	20.82
Information Technology	18.57
Consumer Discretionary	11.78
Real Estate	11.24
Industrials	10.22
Materials	9.95
Communication Services	7.62
Energy	4.00
Health Care	1.49
Utilities	1.47
Cash	2.84
<b>Total</b>	<b>100</b>



## Section 3

# Corporate Overview

## Principal Asset Management (S) Pte Ltd

(formerly known as CIMB-Principal Asset Management (S) Pte Ltd)



Headquartered in Kuala Lumpur with presence in Singapore, Jakarta and Bangkok

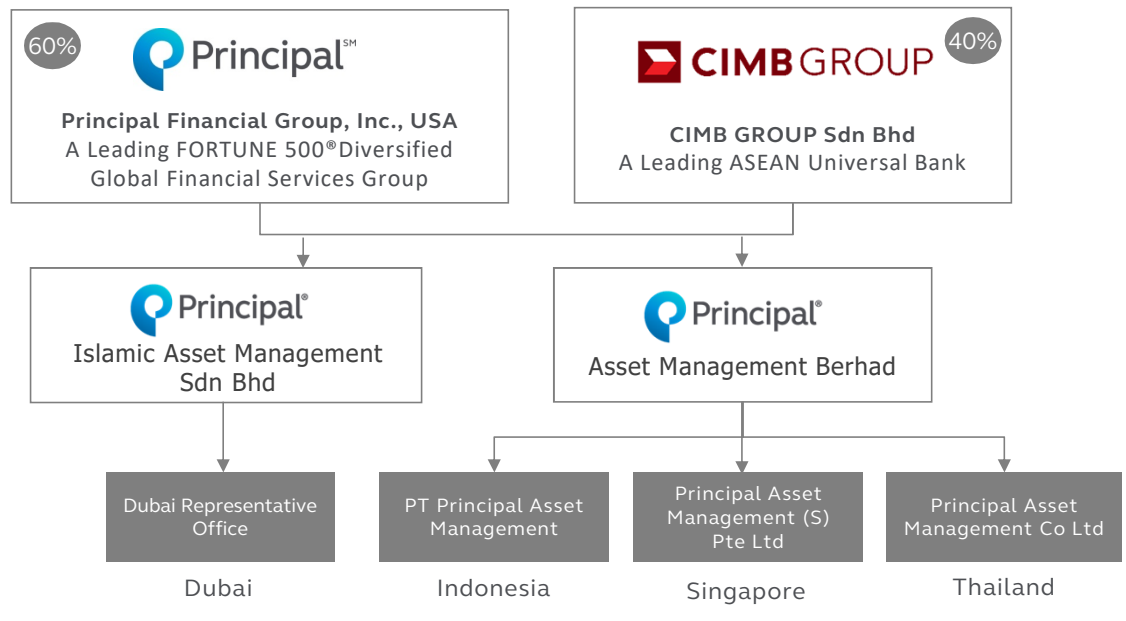
Strong Asian investment capabilities with sound track record

Serving institutional (government & pension funds) and retail investors since 1995

Managed about RM90.0 billion (c.USD22 billion) in assets as at October 2019

For Internal Circulation & One-On-One Client Use Only

## Shareholding Structure of Principal Asset Management Group



We are part of Principal Financial Group

- Offers asset management, retirement services and insurance solutions.
- Serves 24 million customers in over 80 countries.
- Manages **\$703.4 billion** in AUM.
- A Fortune 500® company.

We offer to help people and companies in building, protecting and advancing their financial well-being

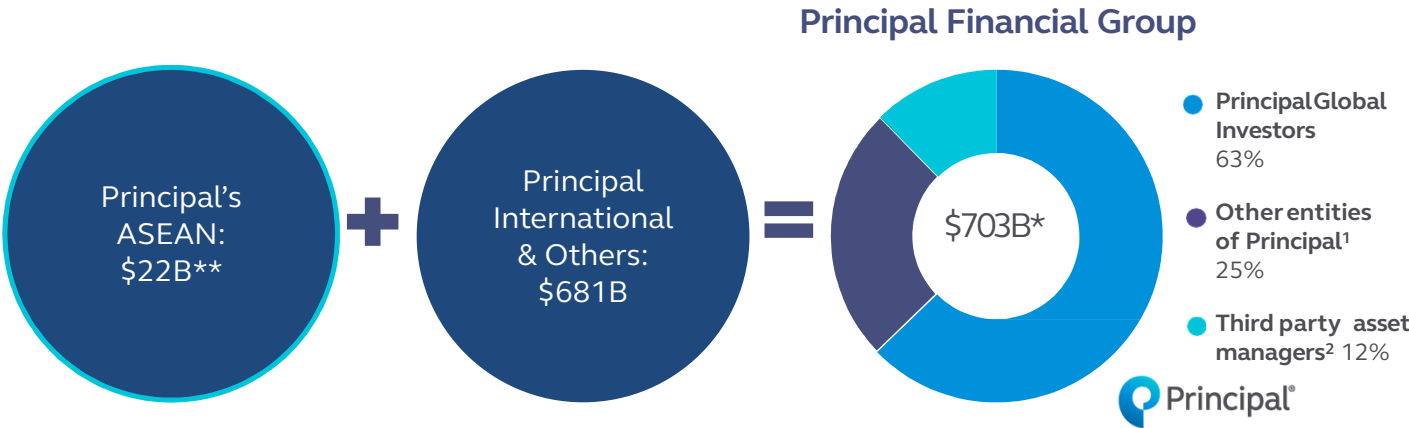
\*As of 30<sup>th</sup> September 2019, Principal Financial Group.

\*\*As of October 2019, Principal Asset Management.

See Important Information page for AUM description. Due to rounding, figures and percentages shown may not add to the totals or equal 100%.

<sup>1</sup>Other asset management entities of Principal Financial Group includes Principal Bank, assets managed by segments of the insurance company and sub-advised assets within the Retirement and Income Solutions(RIS) segment.

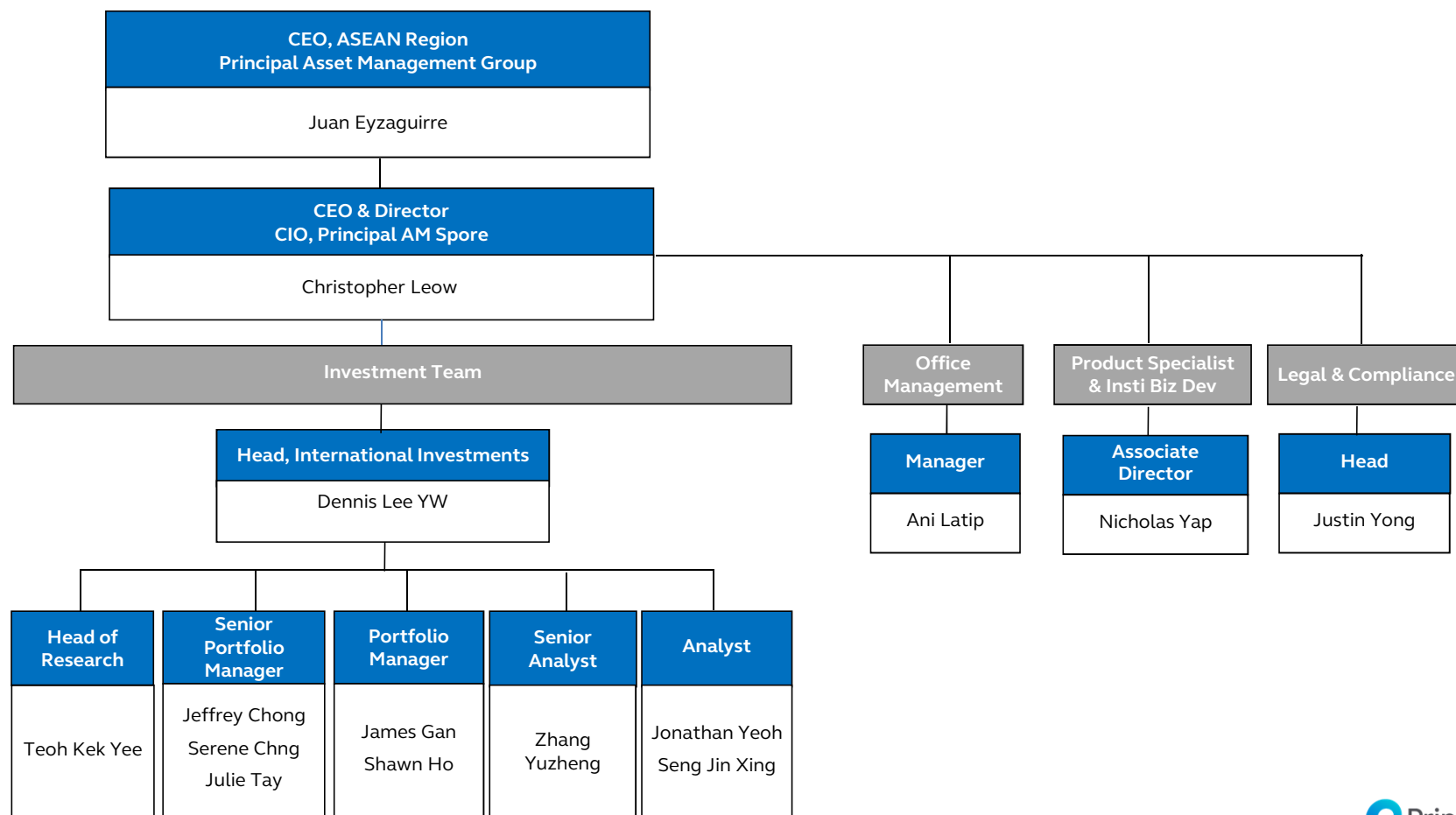
- Since May 2018, Principal® is the largest shareholder of its joint venture business in the ASEAN region - Principal Asset Management Bhd and Principal Islamic Asset Management Bhd.
- Principal is a global investment management leader offering asset management, retirement services and insurance solutions to institutional clients, businesses and individuals.
- The head quarters of Principal’s ASEAN business is in Malaysia, where it is the largest investment manager with a total asset under management of approximately MYR90 billion or USD 22 billion\*\*



## Principal Asset Management (S) Pte Ltd (“Principal (S)”)

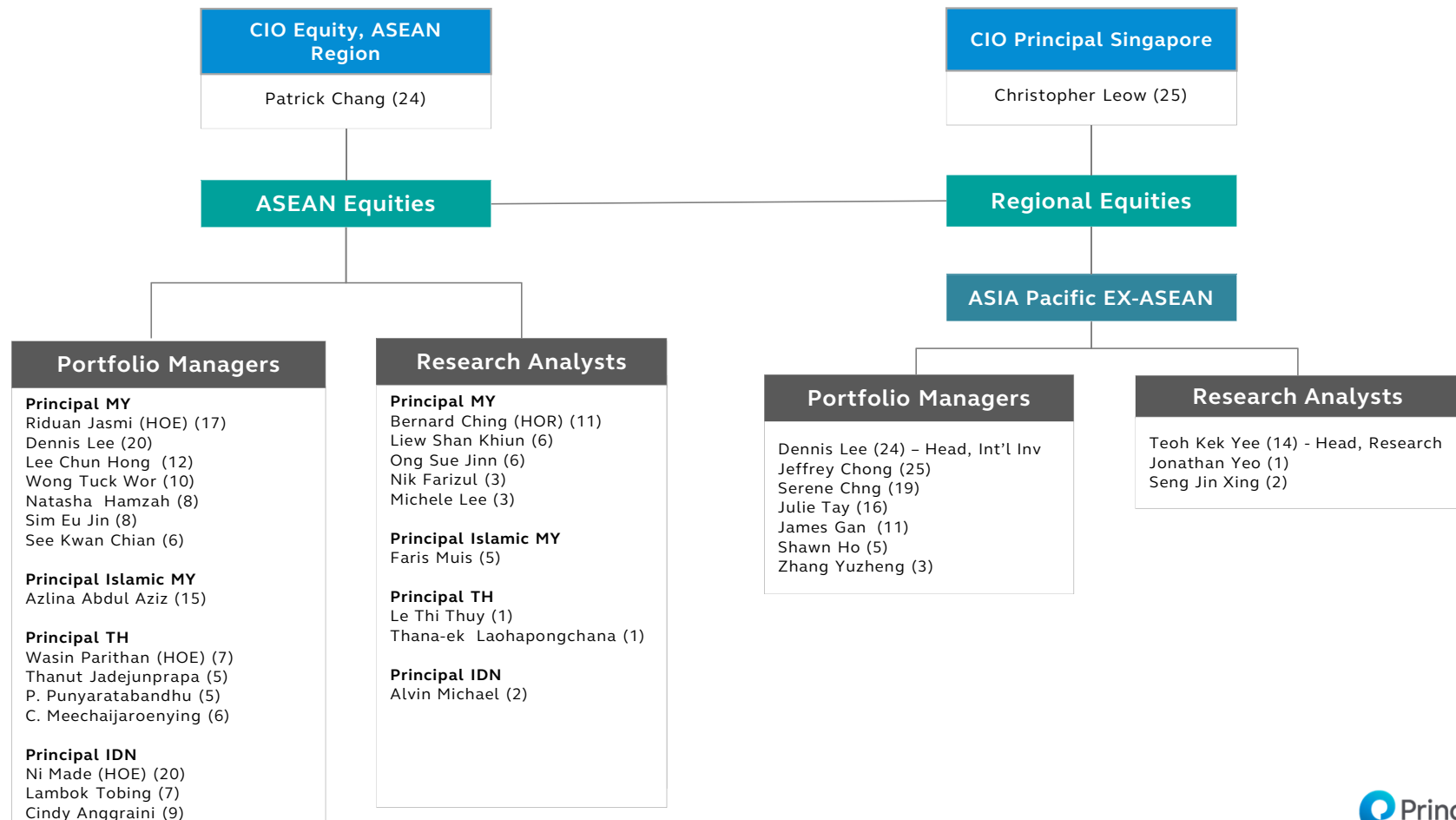
- Principal (S) was incorporated in Singapore on 18 May 2006
- 14 staff of which 11 are investment professionals and managed total assets under management of about USD 3.04 billion (c. SGD 4.14 billion) as at 31 October 2019
- Singapore office is the **Centre of Excellence for Investment Management** for Principal Asset Management group of companies in managing Asian (ex Japan) Equities for Conventional and Islamic mandates
- One of our key differentiating investment style and approach is **High Alpha, Benchmark Agnostic with an Absolute Return Focus**
- Investment professionals work in a boutique-like environment allowing them to communicate & discuss investment ideas openly and be nimble in making decisions
- The Singapore investment team is part of a regionally integrated investment platform with experienced teams based in Malaysia, Thailand and Indonesia

# Organisation Chart – Principal Asset Management (S) Pte. Ltd



Source: Principal Asset Management (S) Pte Ltd as at 23 August 2019

# Organisation Chart - Regional Equity Team



## Section 4

# Singapore Investment Team

- Roles and Diversity of Experience
- CV of Investment Team Members

## Principal (S) – Investment Team Experience

- Team of 11 investment professionals with an average years of investment experience of about 13 years
- Team has seven Chartered Financial Analyst (CFA) Charterholders
- Good diversity and experience in the team

Principal Asset Management Singapore Investment Team (11)			
Name	Role	CFA	Years of Experience
Christopher Leow	CIO	Yes	25
Dennis Lee	Head, International Investments	Yes	24
Jeffrey Chong	Senior Portfolio Manager	No	25
Serene Chng	Senior Portfolio Manager	Yes	19
Julie Tay	Senior Portfolio Manager	Yes	16
James Gan	Portfolio Manager	Yes	11
Shawn Ho	Portfolio Manager	pass level 2	5
Teoh Kek Yee	Head of Research	Yes	14
Zhang Yuzheng	Senior Analyst	pass level 3	4
Seng Jin Xing	Analyst	pass level 1	2
Jonathan Yeoh	Analyst	pass level 1	1
<b>Average Yrs of Experience</b>	<b>13.27</b>	<b>Total</b>	<b>146</b>

Source: Principal Asset Management (S) Pte Ltd as at 23 August 2019



# Asia Pacific ex-Japan Equities Research Coverage

**CIOs:** Patrick Chang (MY), Chris Leow (SG), Win Phromphaet (Thai), Priyanto Soedarsono (Indo)



**Malaysia :**

Patrick Chang/Muhammad Riduan Bin Jasmi (Country Strategist)  
Bernard Ching (HOR) + Malaysia team (Research)



**Singapore:**

Jonathan Yeo (Country Strategist , Research)  
Jeffrey Chong (Research)



**Thailand:**

Wasin Parithan (Country Strategist , Research)  
Wasin + Thailand team (Research)



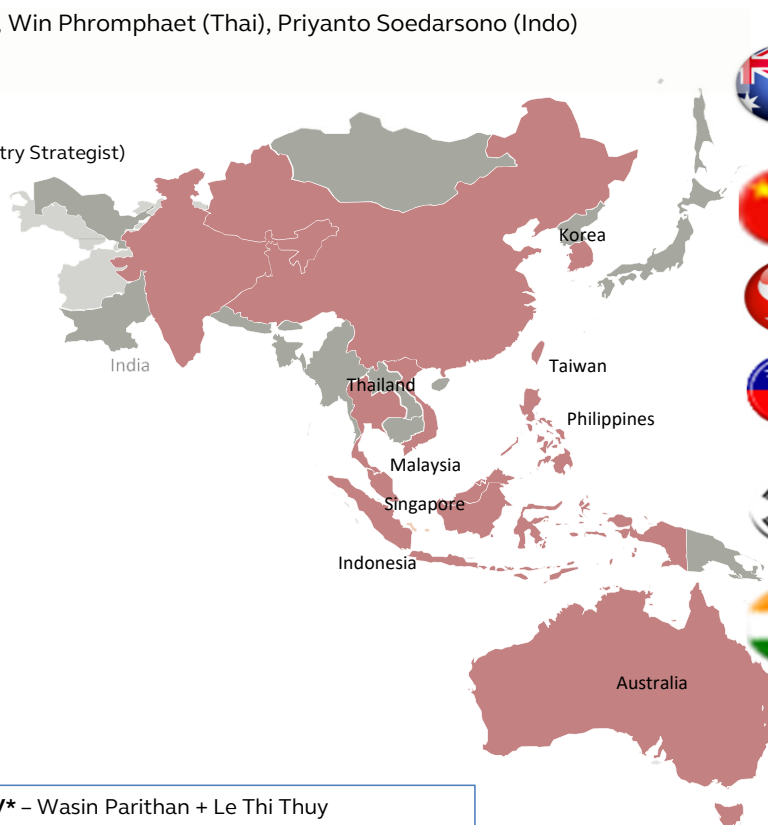
**Indonesia:**

Priyanto/Ni Made + team



**Philippines:**

Liew Shan Khiun (Country Strategist , Research)



**Australia:**

Serene Chng (Country Strategist, Research)  
Jeffrey Chong (Research)



**China/ Hong Kong SAR, China:**

Julie Tay (Country Strategist, Research)  
Shawn Ho (Research)



**Taiwan ROC:**

Teoh Kek Yee (Country Strategist, Hd of Research)



**Korea:**

Teoh Kek Yee (Country Strategist, Hd of Research)



**India:**

James Gan (Country Strategist, Research)  
Serene Chng (Research)

\* Cambodia, Laos, Myanmar, Vietnam

CLMV\* – Wasin Parithan + Le Thi Thuy

Regional Integrated Team

As at 23 August 2019

## Principal (S) – Investment Team



**Christopher Leow – CEO / Director and CIO, Principal Asset Management (S) Pte Ltd**

Christopher has over 25 years of portfolio management and research experience with a proven track record of accomplishments. Over the last 16 years at Principal Asset Management, he has been a key member of the investment team that has won numerous industry awards such as “The Edge-Thomson Reuters Lipper Fund Awards” (for Asia Pacific ex-Japan Conventional and Islamic Equity funds and Global Equity funds in 2016 and 2017) and “Morningstar Awards” (for Asia Pacific ex-Japan Equities in 2016). He has extensive experience, having worked as an analyst in stockbroking and as a portfolio manager in asset management boutiques in addition to a stint in an internet start-up. Christopher was appointed Chief Executive Officer of Principal Asset Management (S) Pte Ltd in June 2017. He obtained his fund manager’s representative’s license in January 1999 and holds a Bachelor of Commerce in Accounting and Finance (Hons) from the University of Western Australia.

He is also a Chartered Financial Analyst (CFA) Charterholder and Certified Financial Planner. He obtained his Capital Markets Services Representative License from Monetary Authority of Singapore in September 2007.



**Dennis Lee Yong Wee – Head of International Investments, Principal Asset Management (S) Pte Ltd**

Dennis Lee joined Principal Asset Management (S) Pte Ltd in April 2012 as Director, International Investment. He has more than 24 years of financial and investment management experience investing in global equity markets.

Prior to joining Principal, Dennis was an Executive Director of ICH Asset Management from 2007 to 2012 where he was the fund manager for Asia Phoenix Absolute Return Fund, a Singapore-based hedge fund investing across the Asian region. From 1995 to 2003, Dennis was a fund manager with the Government of Singapore Investment Corporation (GIC) where he managed several equity portfolios in US and Canada and across sectors in Consumer and Commodity funds. In addition to fund management experience, Dennis also spent 4 years on the sell-side with Citigroup, Nomura and Deutsche Securities, where he worked with institutional and wealthy clients investing in Asia.

He graduated as a Master of Science from Stanford University, USA in 1995. He is a Chartered Financial Analyst (CFA) Charterholder since 1998.



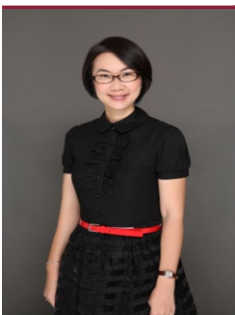
**Jeffrey Chong – Senior Portfolio Manager, Principal Asset Management (S) Pte Ltd**

Prior to joining Principal Asset Management (S) Pte Ltd, Jeffrey Chong headed the CIMB Securities Discretionary investment team in January 2010 which manages Asia equity focused discretionary mandates.

He has close to 26 years of working experience in financial industry. He started his career as an equities dealer and moved on to start as a fund manager in Singapore Unit Trust managing several Asian equity focused unit trust funds at Singapore Unit Trust Pte Ltd. He also managed an Asian focused long-short equity hedge fund at Ferrell Asset Management. He subsequently moved to OCBC Securities to lead a team to manage discretionary equity mandates at OCBC securities. Prior to joining CIMB Securities, he was a VP as Merrill Lynch Bank Suisse, serving alongside relationship managers, helping to structure investment solutions for high net-worth individuals. He also worked at the Investment Management Association of Singapore as an Associate Director.

He graduated from the National University of Singapore with a Bachelor degree in Economics in 1993.

## Principal (S) – Investment Team



### **Serene Chng – Senior Portfolio Manager, Principal Asset Management (S) Pte Ltd**

Serene Chng joined Principal Asset Management (S) Pte Ltd in September 2014 and has 19 years of working experience in the financial industry. Prior to joining Principal, she was a portfolio manager at Nomura Asset Management Singapore since 2006. She covered Australian, New Zealand and Indonesian equities as well as managing Asian equity focused institutional funds.

Ms Chng started her career with the Monetary Authority of Singapore as a trainee officer upon graduation. She later joined Straits Lion Asset Management as an Investment Analyst in 2001. During her 5 year stint with Straits Lion Asset Management, and then Lion Global (after it merged with OCBC Asset Management), her research responsibilities included Japan, Korea, Singapore, China, Resources sector and Property sector.

Ms Chng holds a degree in Bachelor of Business Administration with 1<sup>st</sup> Class Honors from the National University of Singapore and she is a Chartered Financial Analyst (CFA) Charterholder.



### **Teoh Kek Yee – Head of Research, Principal Asset Management (S) Pte Ltd**

Teoh Kek Yee joined Principal Asset Management (S) Pte Ltd in February 2015 to cover Taiwan, Korea and Hongkong. He has more than 14 years of investment experience in Asia.

He started his career as a Production Engineer at Intel. He joined Singular Asset Management (Malaysia) Sdn Bhd in 2003 as an investment analyst. In 2006, he moved to Canada to pursue his MBA and had a short stint in CIBC Mellon and Manulife. He re-joined Singular in 2009 to setup Singular Asset Management (Singapore) Ltd. He was an executive director with research coverage of North Asia and ASEAN.

He holds a Bachelor degree in Computer Engineering from McMaster University and MBA from University of Toronto. He is a Chartered Financial Analyst (CFA) Charterholder.



### **Julie Tay – Senior Portfolio Manager, Principal Asset Management (S) Pte Ltd**

Julie joined Principal Asset Management (S) Pte Ltd in September 2018 as an Associate Director and she has over 16 years of experience in the financial industry.

Prior to Principal, she was with Kiltarn Partners LLP in the UK, where she was a member of a 6-person team managing a global value portfolio (c. USD 8billion) for institutional clients. Julie was an investment manager at Edinburgh-based The Scottish Investment Trust from 2007 to 2014, where she was responsible for investing in Asia including Japan (for 5 years), before transiting to covering global sectors. Her other financial industry work experience was with Bloomberg LP in Tokyo (she speaks fluent Japanese) and London.

She also studied at Kansai Gaidai in Japan, as part of her undergraduate studies exchange program. Julie graduated from the Nanyang Technological University (NTU) of Singapore with a Bachelor of Business degree.

Julie is a CFA and CAIA Charterholder.

## Principal (S) – Investment Team



### **James Gan – Portfolio Manager, Principal Asset Management (S) Pte Ltd**

James Gan joined Principal Asset Management (S) Pte Ltd in 2012, and has more than 11 years of experience in the Fund Management industry covering Asia-ex-Japan. He is the lead fund manager for the Islamic Asia-ex-Japan group of unit trusts with USD 683mn Assets under Management since 2017. He previously managed the relative return emerging market country funds (China-India-Indonesia), ASEAN absolute return funds and Exchange Traded Funds listed on the Singapore Exchange. James is also the country strategist and research analyst for India and leads the in-house Oil price task force.

Prior to joining Principal (S), James was confirmed as an Equity Research Analyst with Principal Asset Management Berhad (formerly known as CIMB-Principal Asset Management Berhad), after a 1 year stint as a Management Trainee with CIMB Group. James's prior research experience include Singapore, Korea, Taiwan and Malaysia. He is a Chartered Financial Analyst (CFA) Charterholder since 2013 and graduated with a Bachelor of Science (Hons) in Mathematics and Economics from the University of Warwick in 2008, where he was a recipient of the Warwick University Malaysian Scholarship.



### **Shawn Ho – Portfolio Manager, Principal Asset Management (S) Pte Ltd**

Shawn Ho joined Principal Asset Management (S) Pte Ltd in 2015 and currently manages the CIMB-Principal China-India-Indonesia Fund. He also manages an advisory ASEAN mandate. He has 5 years of investment experience in the fund management industry.

Prior to joining Principal (S), he was Special Officer to then-CEO of CIMB Group (Nazir Razak) where he gained regional and broad-based exposure to various parts of the bank. He started his career as a Management Trainee with CIMB Group.

Shawn focuses primarily on the Singapore, China and Indonesia equity markets where he covers a range of sectors.

He holds a Masters in Real Estate Finance from the University of Cambridge and has passed the Chartered Financial Analyst Level 2 exam.



### **Zhang Yuzheng– Senior Analyst, Principal Asset Management (S) Pte Ltd**

Yuzheng joined Principal Asset Management (S) Pte Ltd in 2017 and has 4 years experience in the investment industry. She manages the Principal FTSE Asean 40 Exchange Traded Fund (ETF), Principal S&P Ethical Asia Pacific Dividend ETF as well as assisting in management of the CIMB-Principal Asia Pacific Dynamic Mixed Asset Fund. Yuzheng is also working on enhancing the fund management process with various quantitative methodologies.

Prior to joining Principal (S), Yuzheng worked as a Research Analyst for 2 years with the Centre for Asset Management Research & Investments at NUS Business School, where she led the team in building & backtesting quantitative models across Asia Pacific markets. Before that, she worked as a Finance Executive with Brian Chang Holdings Limited. Yuzheng has passed all Chartered Alternative Investment Analyst (CAIA) exams.

She holds a Master of Arts in Economics from Columbia University, and a Bachelor of Science (Hons) in Quantitative Finance, with a second major in Economics from National University of Singapore (NUS). She has also passed the Chartered Financial Analyst Level 3 exam.

## Principal (S) – Investment Team



**Jonathan Yeoh – Analyst, Principal Asset Management (S) Pte Ltd**

Jonathan Yeoh joined Principal Asset Management (S) Pte Ltd in 2018 and focuses primarily on the Singapore equity market.

Prior to joining Principal, he started his career as a Management Trainee with CIMB Group. Jonathan focuses primarily on the Singapore equity market where he covers a range of sectors.

He holds a Bachelors in Economics from the National University of Singapore and has passed the Chartered Financial Analyst Level 1 exam.



**Seng Jing Xin – Analyst, Principal Asset Management (S) Pte Ltd**

Jing Xin joined Principal Asset Management (S) Pte Ltd in August 2019 and focuses primarily on quantitative strategy. She started her career as a Portfolio Analytics with Principal Asset Management Berhad.

Prior joining the firm, she worked under Market Risk Management team with United Overseas Bank.

She holds a Bachelors in Business Administration from the University of Malaya and has passed the Chartered Financial Analyst Level 1 exam.

# Thank You

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**Nicholas Yap**, Associate Director, Product Specialist  
**Investor Services & Institutional Business Development**

Nicholas joined Principal Asset Management (S) Pte Ltd in July 2013. He is a product specialist, covers institutional business development for clients in the region and maintains relationships with the asset consultants. He has over 20 years experience in the asset management industry.

Before joining Principal (S), he was an Executive Director, Head of Marketing and Client Services at Nomura Asset Management (S) Pte Ltd covering institutional business development in Australia and South East Asia region from 2011 to 2013. Prior to Nomura, he was an Associate Director with the Business Development-Institutional team of Lion Global Investors Limited which he joined in November 2003. He was responsible for building new institutional business development, sales strategies and relationship management in the coverage of Korea, Japan and Malaysia.

From 1999 to 2003, he was a Senior Investment Manager with SHC Asset Management (a wholly-owned subsidiary of See Hoy Chan Sdn Bhd Group). Nicholas also had 10 years banking experience from 1989 to 1999; seven years with UOB before joining OCBC to head the bank's Share Margin Centre business.

He graduated from Indiana University, Bloomington in USA in 1989 with a Bachelor of Science degree majoring in Finance, with minors in Economics and Psychology.



# Principal Investment Forum

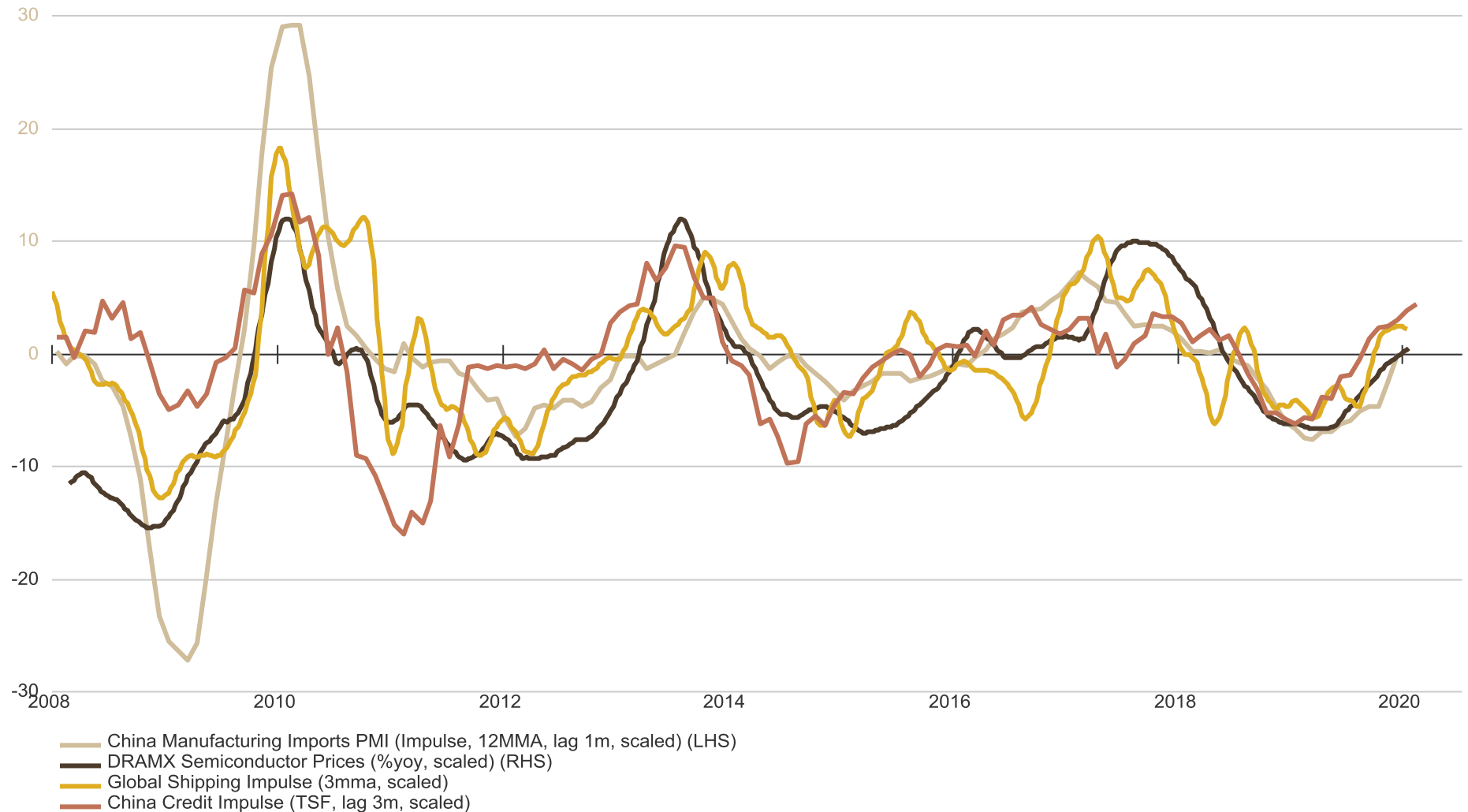
Outlook 2020, EM Asia and beyond

Gian Plebani, CFA  
Portfolio Manager





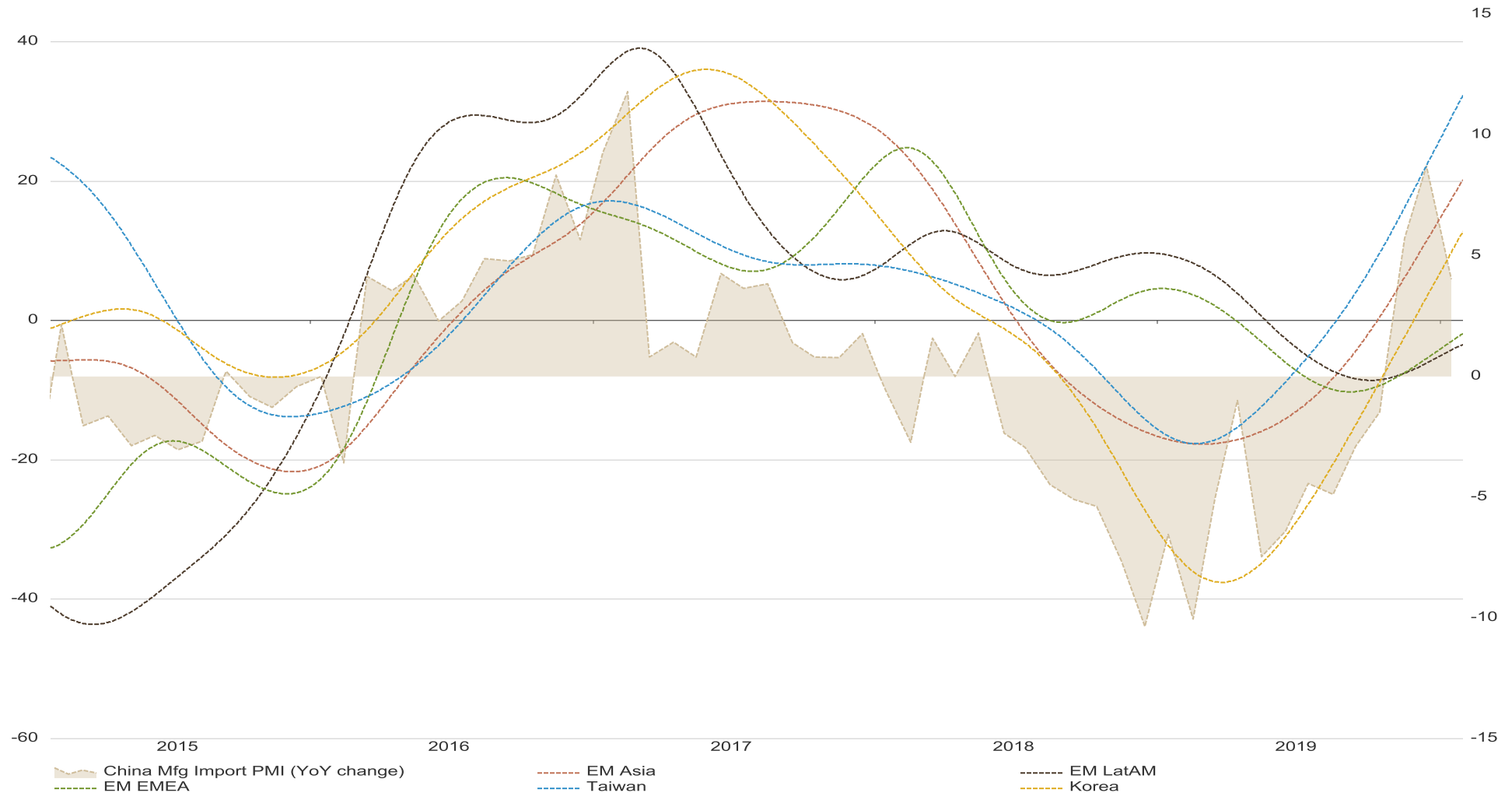
# Asian Leading Indicators Accelerating



Source: Refinitiv Datastream

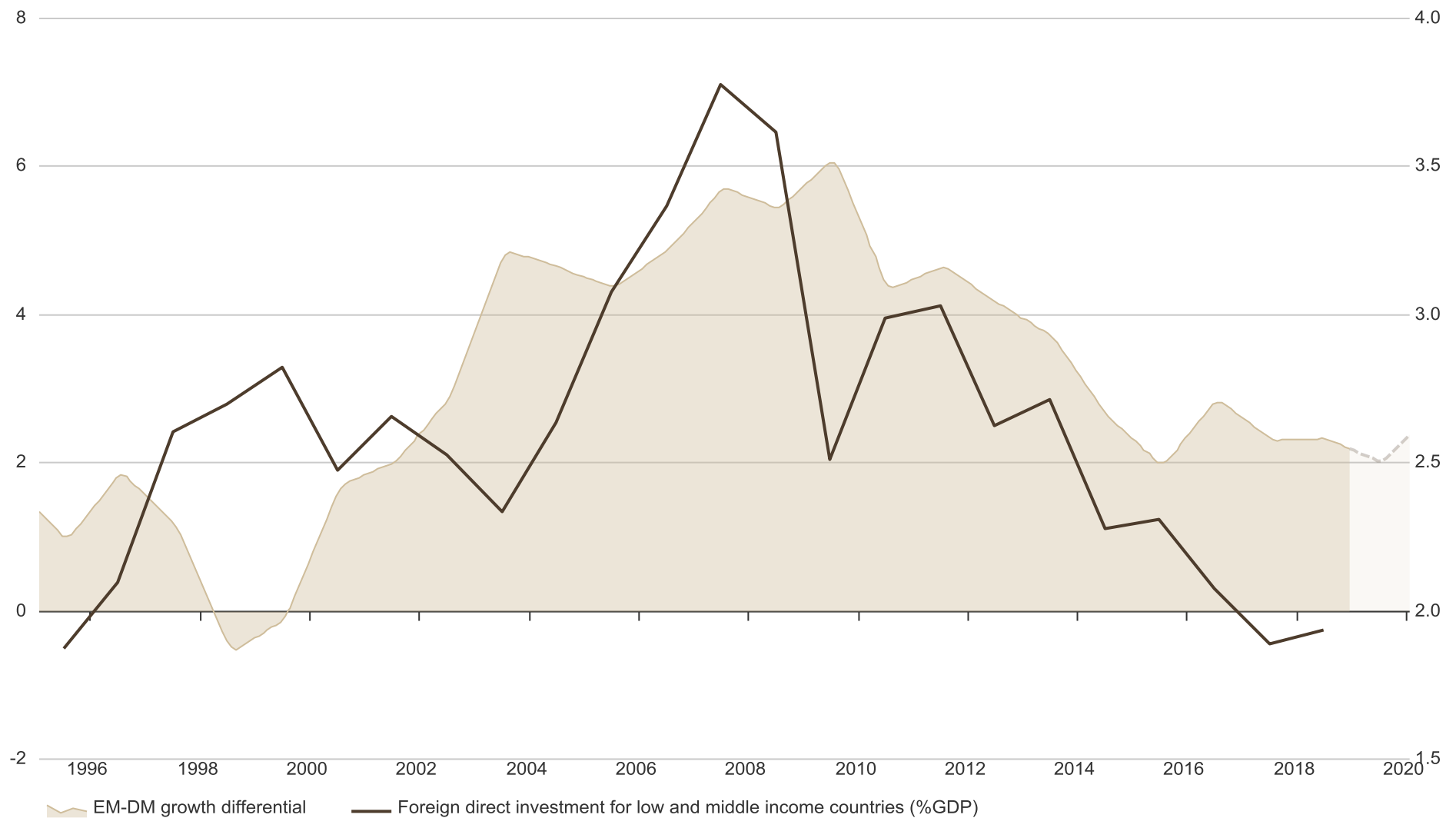
# Earnings recovery is driven by Asian tech

Extensively driven by improvements in Taiwan, Korea and China



# Emerging market growth and FDI

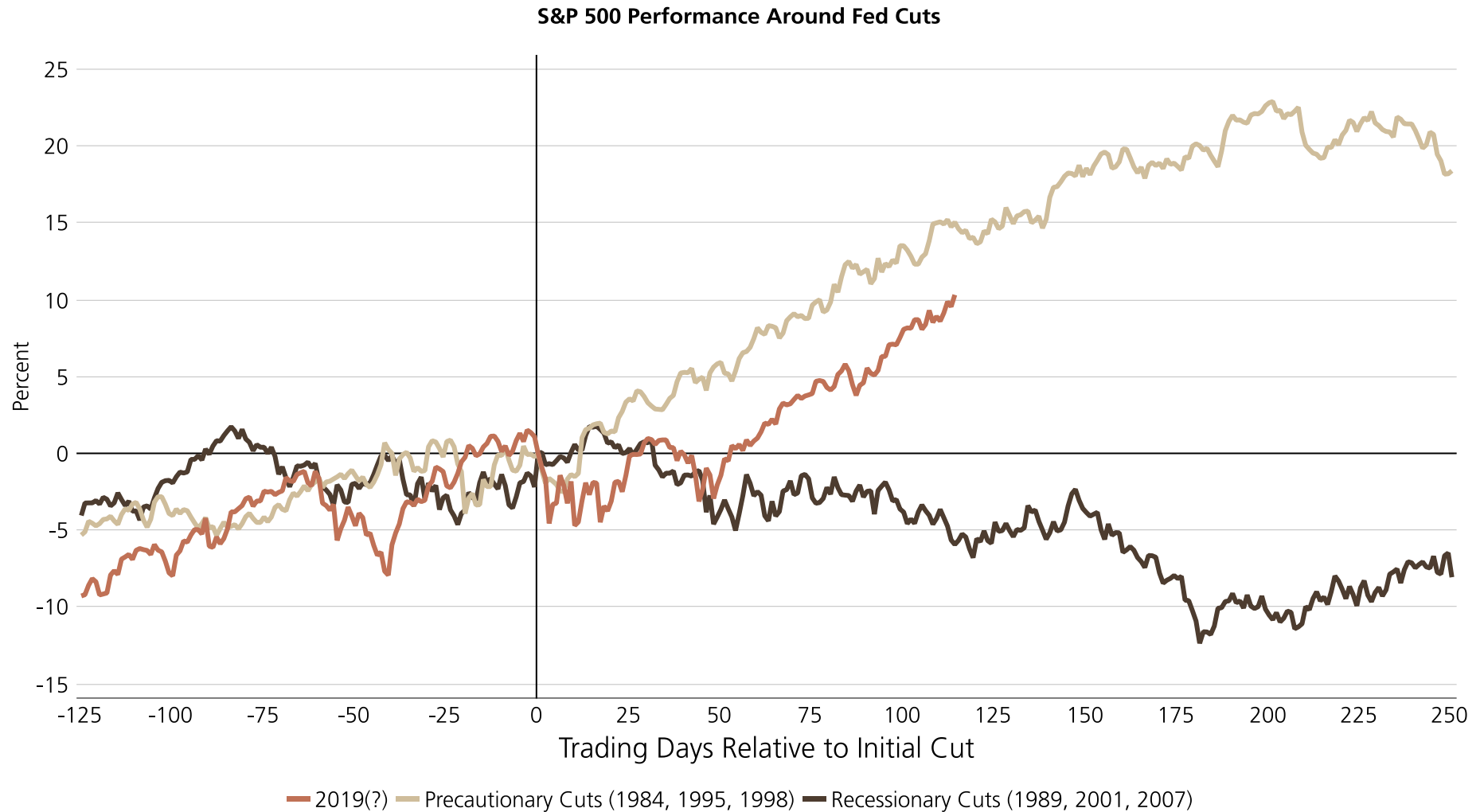
While still outgrowing other regions, the EM-DM growth differential has been declining since 2011



Source: Refinitiv Datastream

# S&P 500 Performance around Fed easing cycles

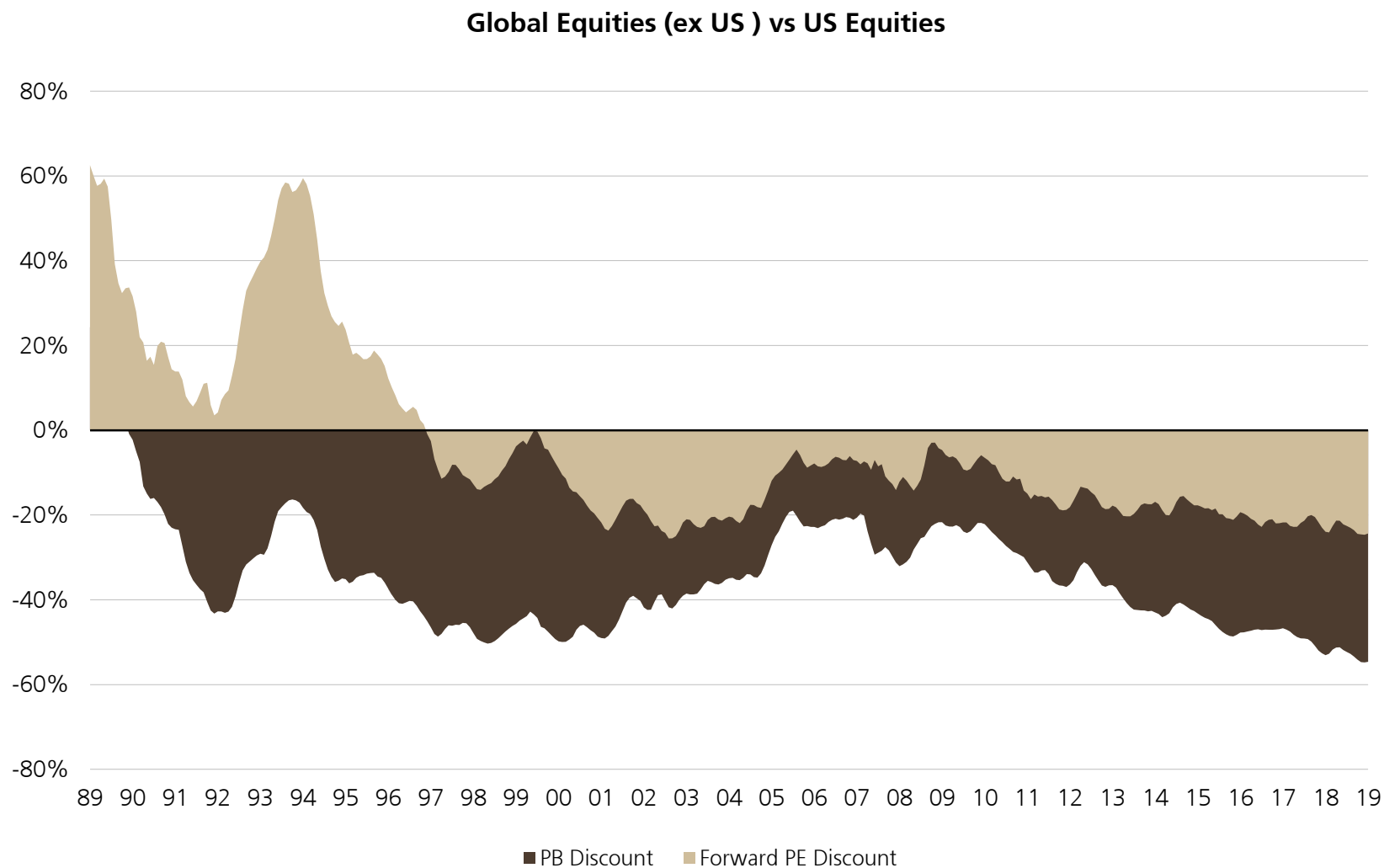
When the Fed has eased and the economy avoided recession, equities have performed well



Source: UBS Asset Management, Macrobond, Bloomberg. Data as of 1/13/2020.

# Valuation Discount ex-US equities to US

If not now, when?



Source: UBS Asset Management, Macrobond as of November 15, 2019

# Asset class attractiveness

January 2019

The chart below shows the views of our Asset Allocation team on overall asset class attractiveness, as well as the relative attractiveness within equities, fixed income and currencies, as of 28<sup>th</sup> January 2019.

