



# Global Market Outlook

## In-brief

### H2 Outlook

## Adapting to shifting winds

The start of major central bank rate cuts marks a key turning point for investors as policymakers switch their focus towards supporting growth.

We see it as a good time to adapt to these shifting winds by (i) staying Overweight equities over bonds and cash, (ii) favouring US equities globally and Indian equities in Asia and (iii) owning gold and EM USD bonds as diversifiers.

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In this environment, balanced foundation allocations comprising equities, bonds and alternative assets are likely to outperform allocations that are solely aimed at generating income.

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Our opportunistic allocations continue to favour growth sectors in the US, a barbell-like strategy in Europe and select government policy beneficiaries in China.

Important disclosures can be found in the Disclosures Appendix.

This contains the highlights of our H2 Outlook 2024 views. Please contact us for the full H2 Outlook 2024 which contains our detailed macroeconomic and asset class views.

# Investment strategy and key themes

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## Our top preferences

### Foundation Allocations

- OW Global equities
- *In equities: US*
- *In bonds: EM USD bonds*

### Opportunistic Allocations

#### Equity BUY ideas

- *US technology sector*
- *US comms. services sector*
- *India large cap equities*
- *China non-financial divi SOEs*
- *Taiwan equities*
- *Japanese banks*

#### Bond BUY ideas

- *US inflation-protected bonds*
- *Europe govt. bonds (FX-hedged)*
- *INR local currency bonds*
- *US Agency MBS*

### FX views

- Bullish bias on USD

## Adapting to shifting winds

- The start of major central bank rate cuts marks a key turning point for investors as policymakers switch their focus towards supporting growth. We see it as a good time to adapt to these shifting winds by (i) staying Overweight equities over bonds and cash, (ii) favouring US equities globally and Indian equities in Asia and (iii) owning gold and Emerging Market (EM) USD bonds as diversifiers.
- In this environment, balanced foundation allocations comprising equities, bonds and alternative assets are likely to outperform allocations that are solely aimed at generating income.
- Our opportunistic allocations continue to favour growth sectors in the US, a barbell-like strategy in Europe and select government policy beneficiaries in China.

## Investment strategies in the face of shifting winds

Our 2024 Strategy of 'Sailing with the Wind' has performed well on the back of a strong equity market rally. Our Balanced allocation has risen 6.7% year-to-date, outperforming income-oriented strategies.

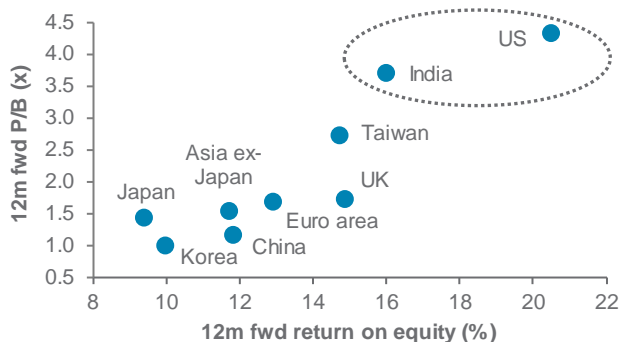
**As we approach a potential inflection point in the form of central bank rate cuts and the US election, we believe it is time for investors to 'Adapt to Shifting Winds'. We expect:** (i) equities to outperform bonds and cash, an outcome likely to result in balanced strategies outperforming income strategies; (ii) US and Indian equities to outperform global and Asian markets, respectively; and (iii) gold and EM bonds to offer diversified sources of return.

## Policy inflection point a key positive for equities

Major central bank rate cuts, which started in Q2, are likely to extend into the second half of the year. Europe is the forerunner along this path. The central banks of Sweden and Switzerland and the European Central Bank have already cut rates as growth and inflation slow. We believe the Fed has room to follow suit, albeit later in H2, as slowing rents and softening labour markets drive inflation lower.

**Fig. 1 High US and Indian equity market valuations arguably justified by high return on equity**

12m forward Price/Book vs. return on equity



Source: FactSet, Standard Chartered

For markets, this policy shift is significant as it creates the conditions for our soft-landing view to pan out. Pre-emptive rate cuts that help avoid a sharp, recessionary slowing of economic growth are likely to support an extended earnings growth cycle. These conditions should result in equities continuing to outperform bonds and cash in H2 24.

### US and Indian equities to lead

Regionally, we believe US equities offer a strong case for continued outperformance relative to other major equity markets in H2. US earnings remain a cornerstone of our view – 12-month expected earnings growth remains robust and has been revised higher since the start of the year. More significantly, these expectations show gains broadening beyond the ‘Magnificent 7’ stocks by year-end.

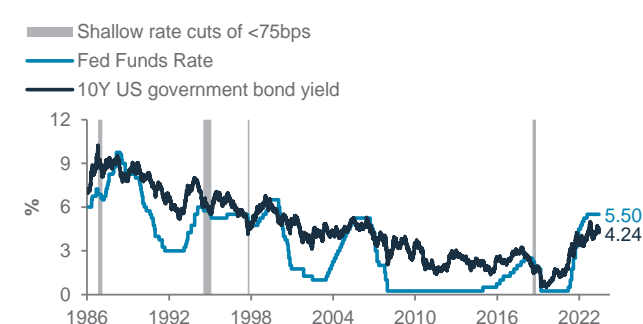
US valuations are undoubtedly high and have been one key pushback against our positive view. However, we believe these are justified by a high return on equity (ROE). In our view, this suggests valuations are unlikely to be a barrier to further gains in an environment where markets remain focused on growth assets amid likely upcoming Fed rate cuts.

After 14.8% gains YTD, though, we would balance our positive view given that further gains are unlikely to occur in a straight line. While our short-term quantitative and technical models are not flashing any warning signs, fund manager surveys note quite low levels of cash, which historically have been an indicator of short-term reversals. History also shows there is a risk of volatility in the weeks around US elections. While both are short-term factors, they warn of greater volatility in H2 than what markets experienced in H1.

Beyond the US, we have a core holding (Neutral) view on most other major markets. We have upgraded Euro area equities to core holding amid a surprise improvement in high frequency growth data, political uncertainties notwithstanding. We also now see Japan as a core holding (Neutral) as the positive case (share buybacks, shareholder-friendly reform, and higher nominal growth) runs up against an extended negative signal from our short-term technical model. We are Underweight UK equities amid low earnings expectations.

**Fig. 2 Bond yields have historically fallen near or ahead of Fed rate cuts**

10yr US govt. bond yield vs. Fed policy rate



Source: Bloomberg, Standard Chartered

In Asia ex-Japan, we are Overweight Indian equities. The basis is not dissimilar to that of US markets – the economic and earnings growth outlook remains positive and the completion of elections puts a key event risk behind us. Valuations are challenging, but we note Indian equity markets rank second highest, after the US, among major equity markets in terms of ROE. Our relative preference for large-cap equities also helps mitigate this risk, in our assessment.

We have a core holding (Neutral) view on Chinese equities. Positioning and valuations suggest the easy gains are now behind us as both have moved away from excessively negative extremes. This now puts the onus on earnings growth, which is likely to require greater policy support.

### Carry, the key theme in bonds and FX

‘Carry’, or the yield, remains the key opportunity in bond and FX markets. It is, however, much harder to find value. This balance causes us to have a core holding (Neutral) view on global bonds.

History reminds us that US dollar bond yields generally peak not far from when the Fed stops hiking rates and fall near or ahead of Fed rate cuts. While the magnitude of this decline varies depending on the size of rate cuts, history strongly argues for locking in today’s yield. Holding a core allocation to bonds is attractive, especially vs. holding cash, where reinvestment risk is considerably higher as rate cuts bring future yields lower. We have a neutral view between government and corporate bonds – while the latter offers a slightly higher yield, yield premiums over government bonds offer little value.

EM bonds offer pockets of opportunity and risk. We are Overweight EM USD-denominated government bonds as we believe the relatively high yield and better value mean it is likely to outperform global bonds. In contrast, we are Underweight EM local currency bonds as we believe the yield does not compensate for taking on currency risk. Many major EMs are also unlikely to cut rates as deeply or rapidly as Developed Market (DM) central banks, limiting price gains in EM local currency bonds.

## Gold a bright spark

Gold has been a top-performing asset class in H1 24, rising 14.4% YTD. What we find most interesting is how the gold rally continues to be driven by a tight demand/supply balance rather than falling bond yields. We see room for this to continue given central bank demand remains strong, while the direction of yields turns more supportive amid rate cuts.

While we continue to have a core holding (Neutral) view on the asset class, H1 has been a lesson on why it is important to build and maintain a core holding in gold within Foundation portfolios.

## Opportunistic allocations: A focus on growth

In the US, our equity sector Overweights are focused on the technology and communication services sectors. While we like them for their earnings outlooks and sensitivity to falling bond yields, we also like them for being growth-oriented. This, we believe, fits well with the macro and markets environment we expect for H2 24 as the Fed starts to cut rates to manage a soft landing for the US economy.

In Europe, we are Overweight the technology and healthcare sectors. We believe this more barbell-like approach is consistent with the improvement in the growth outlook, while

recognising this trend still has some distance to go, especially with election-related uncertainty in France.

In China, we are Overweight the technology, communication services and consumer discretionary sectors. We believe this more focused approach on sector-specific fundamentals looks increasingly attractive as the easy gains from broader market gains come to an end, with positioning and valuations both no longer at extremes.

We add a new equity Buy idea on Japan banks. With the short-term technical signal remaining weak for the broader Japan market, we believe this idea should offer more focused exposure to an undervalued sector exposed to a longer-term recovery in Japan's economy and rising net interest margins at banks. We close our Buy idea on South Korean equities, even as we keep our Taiwan Buy idea open, to trim our exposure to the semiconductors sub-sector (see the equity section for more details).

In bonds, we add a new Buy idea on US agency mortgage-backed securities. We believe the risk/reward is attractive given the robust yield, quasi-sovereign credit quality, contained mortgage prepayment risk and the likelihood for yields to move lower (see the bonds section for more details).

## How important are US elections for market?

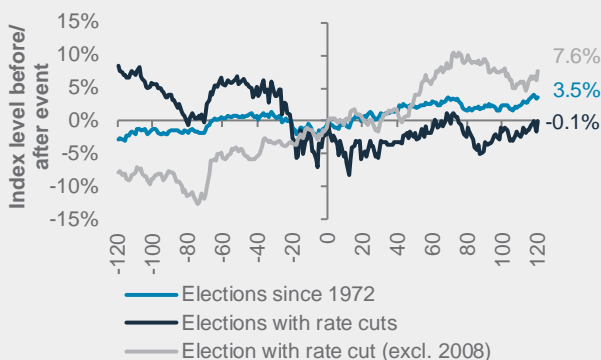
One key event in H2 24 that is firmly on investors' horizons is the US Presidential election.

Since 1972, the S&P500 has, on average, delivered positive returns six months before and after elections, with any volatility limited to the weeks around the election itself.

Today, the question is whether the presence of a Fed rate cutting cycle changes this outcome to any degree. Our analysis illustrated in the chart shows that, historically, S&P500 returns were significantly worse than average around elections when the Fed was also cutting rates.

**Fig. 3 US equities generally perform well in the 6 months before and after a US election**

S&P500 average performance around US Presidential elections across scenarios



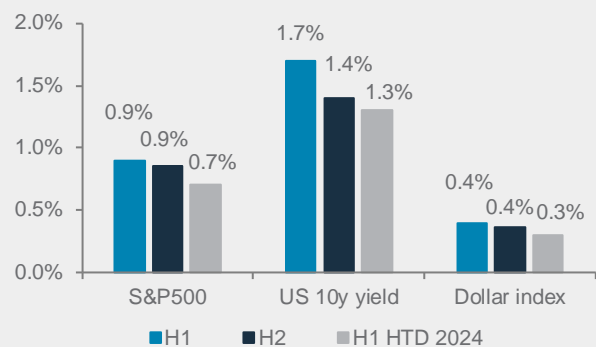
Source: Bloomberg, Standard Chartered; Data since 1972

However, this average appears to have been heavily influenced by 2008, the only US Presidential election in our period of analysis that also fell within an economic recession. Excluding 2008 from the analysis suggests the impact of whether we are in a rate hiking or rate cutting cycle makes little discernible difference to market returns.

The bottom-line: The US Presidential election is likely to dominate the headlines, but investors should pay more attention to macro and market fundamentals.

**Fig. 4 Equity, FX volatility lower than usual in 2024 compared with previous election years**

Average H1 and H2 historical\* realised volatility and actual H1 24 volatility for major US assets during election years

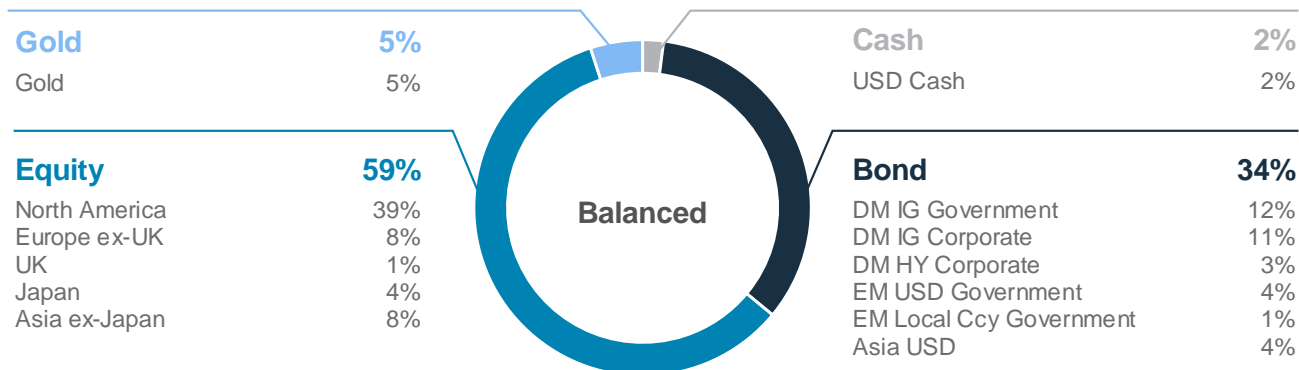


Source: Bloomberg, Standard Chartered; \*Data since 1948

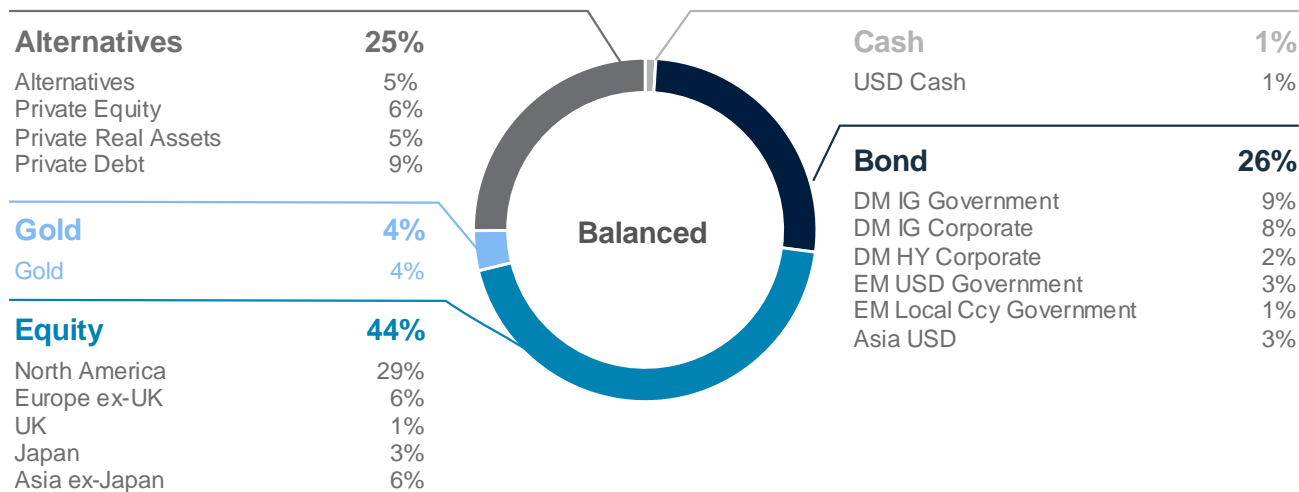
# Foundation asset allocation models

The Foundation and Foundation+ models are allocations that you can use as the starting point for building a diversified investment portfolio. The Foundation model showcases a set of allocations focusing on traditional asset classes that are accessible to most investors, while the Foundation+ model includes allocations to private assets that may be accessible to investors in some jurisdictions, but not others.

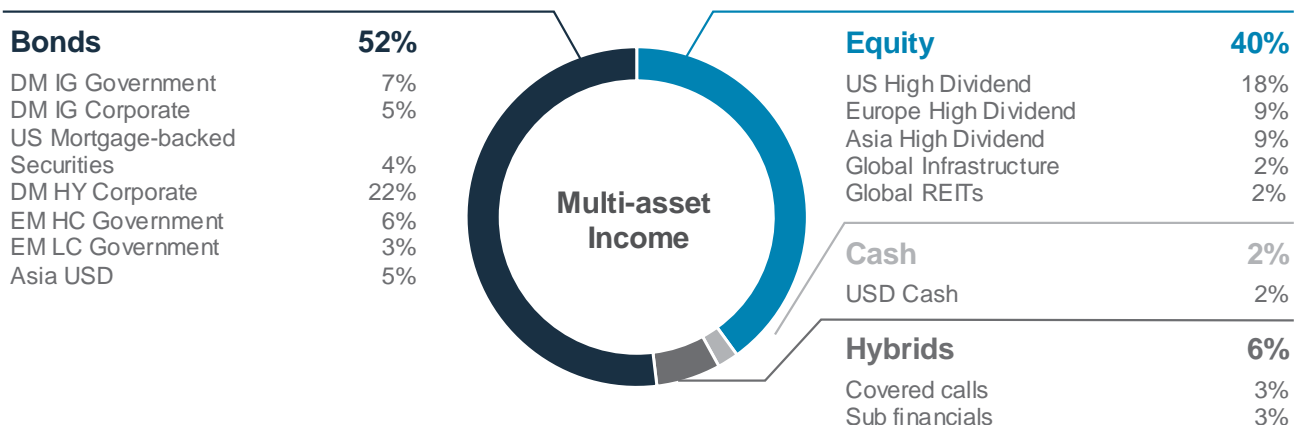
**Fig. 5 Foundation asset allocation for a moderately aggressive risk profile**



**Fig. 6 Foundation+ asset allocation for a moderately aggressive risk profile**



**Fig. 7 Multi-asset income allocation for a moderate risk profile**



Source: Standard Chartered

# Managing your wealth through the decades Today, Tomorrow and Forever

SC Wealth Select

## Time is your most precious commodity – be sure to spend it wisely

Time is valuable. The days may seem long, but the years are short. So, spend your time wisely. Whether you're setting out on your investment journey, navigating the intricacies of mid-life wealth planning, or fortifying assets for the golden years, invest time today to ensure your wealth strategy is aligned to what's right for you – Today, Tomorrow and Forever.

As we bid farewell to the first half of the year, setting aside the time now will pay dividends in the future. Markets have rallied. Your portfolio's current asset allocation may no longer be optimally positioned to maximise the opportunities ahead. Ask yourself the following. Am I holding too much cash? Am I sufficiently allocating to growth assets for the long term? Is my portfolio diversified? Am I capturing the best opportunities? And most importantly, is my wealth working hard for me, so I don't have to?

Use our SC Wealth Select framework and specialists to help guide you through this process.

## Purpose

Today,  
Tomorrow,  
Forever

Our approach to wealth management is built on your vision of Today, Tomorrow and Forever for yourself, your family and beyond. As you move through life, your needs, life goals and preferences change. However, at every stage, clearly defined goals help to anchor your investment decisions.

Using a 'Today, Tomorrow and Forever' approach, we distinguish your wealth assets intended to be used in the near term (Today) from your wealth assets that are to be used over decades (Tomorrow and Forever). This allows your portfolio to be segmented into different strategies that can help you meet your short- and long-term goals.

'Today, Tomorrow and Forever' planning is unique to you. Our specialist's partner with you to build well-diversified, long-term Foundation portfolios, aligned to your Today, Tomorrow, Forever needs. Opportunistic ideas are added to capture short term opportunities, as well as sufficient protection included to address you and your family's objectives.

## Today, Tomorrow, Forever Approach

### Planning for Today

Requires ensuring liquidity and income flows take centre stage.

### Securing Tomorrow

Entails a well-diversified investment and protection portfolio with a focus on growth, while ensuring inflation is accounted for and risks are mitigated.

### Building for Forever

Involves greater focus on long-term returns given the time horizon of your portfolio can be measured in decades, and might also include business interests, real estate, collectibles, or charitable funds.

# Principles

that stand the test of time

Adhering to time-tested Principles, to ensure your investment decisions remain robust and consistently applied, is paramount to your success Today, Tomorrow and Forever. We use five Wealth Principles to guide and guardrail your wealth decisions.



## Discipline – Ensure consistency and prudence over your emotions

- Reacting to emotions such as optimism and fear can lead to poor investment decisions at the worst times
- Have a plan and stick to it – this helps you to stay focused on the bigger picture



## Diversification – Simply put, don't put all your eggs in one basket

- Reduce risk by holding a variety of financial assets. Multi-asset diversification in your Foundation portfolio is important
- As a guide, make sure your portfolio contains a variety of asset classes and investments that have low correlation with one another



## Time in the Market – A more robust strategy than timing the market

- Predicting market sell-offs is challenging, and timing your exit and re-entry is difficult

- Missing out on the best performing days of a market can have a significantly detrimental impact on your portfolio
- 'Time in the market' and buying the market with a longer-term view provide more consistent returns that can ride out bumps along the way



## Risk and Return – Make sure the risk is worth the return

- To achieve higher investment returns, you will likely have to accept a greater level of risk in your portfolio
- Therefore, it's important to understand the risks and manage these on an ongoing basis



## Protection – Don't let the unexpected catch you unprepared

- Even though you may feel healthy, or financially stable now, protection offers the ability to overcome times of financial uncertainty and mitigate the long-term impact of unforeseen events on your wealth
- A good protection plan not only safeguards your wealth today, but also considers the value of your future earnings over your lifetime, in today's terms

# Process

Following a holistic approach to managing your wealth

We follow a rigorous process to ensure your needs and objectives are well-understood, and your portfolio is aligned and managed to deliver on these objectives.

However, markets constantly evolve and your needs change. Hence, we encourage you to undertake regular portfolio reviews to ensure your portfolio remains aligned to your Today, Tomorrow and Forever objectives. This proactive approach includes strategic rebalancing based on insights from our Chief Investment Office.

## Learn more

Scan the QR code below to learn more about our SC Wealth Select approach to growing, managing and protecting your wealth.



## The five-step process



Please be sure to reach out to your Relationship Manager today to arrange a portfolio review.

# Explanatory notes

1. The figures on page 5 show allocations for a moderately aggressive risk profile only – different risk profiles may produce significantly different asset allocation results. Page 5 is only an example, provided for general information only and they do not constitute investment advice, an offer, recommendation or solicitation. They do not take into account the specific investment objectives, needs or risk tolerances of a particular person or class of persons and they have not been prepared for any particular person or class of persons.

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