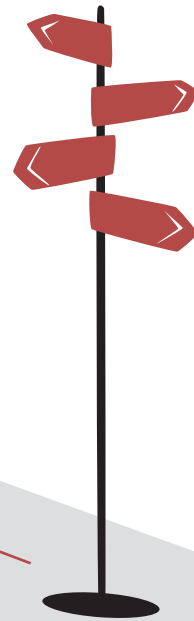


UBS Investor Watch on the Year Ahead

Decisions, decisions


Investors uncertain now,
but **optimistic for the future**



As we begin not just another year but a new decade, UBS decided to look at how investors globally are preparing for the future.

We found that, this time, the optimism that traditionally greets a new year is tempered by hesitation and a greater sense of caution.

In a world that is increasingly connected, the impact of geopolitical events—such as the global trade conflict, the upcoming US Presidential election, Brexit, political discord in multiple regions—is weighing on investors globally, causing the majority to feel uncertain. Business fundamentals that once were the backbone of how investors think about the market are now being usurped by a confusing geopolitical landscape. As a result, investors are now less likely to act.



But beyond 2020, looking toward the new decade, investors feel far more confident about the profound changes they see on the horizon.

In the next 10 years, demographic changes will have major effects. Millennials, the largest US generation, will be approaching age 50, while the last of the baby boomers will all be at retirement age. Artificial intelligence and virtual reality are expected to be mainstream. Automation will impact the labor force. Environmental disruption will likely continue, and sustainable investing will be mainstream.

Investors see these “mega-trends”—an aging population, technology and automation, diminishing resources—creating opportunities for the future. In fact, seven in 10 want to take advantage of these trends to seek better returns.

As they look ahead, investors have an opportunity to ensure they are well-positioned for the future—a future that will be here before we know it.

1

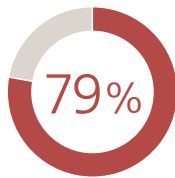
Investors look to the year ahead with greater caution ...

Investors see reasons to be cautious in the new year. Almost eight in 10 investors feel markets are moving toward a period of higher volatility. More than half of investors expect a significant drop in the markets at some point in 2020. As a result, 52% are unsure if now is a good time to invest.

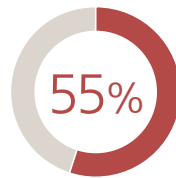
Nearly three in four investors say the investment environment is more challenging than it was five years ago. The majority (58%) feel less in control of their portfolio's performance than they used to.

Investors expect a volatile 2020 ...

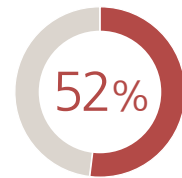
Percentage who agree with the following:



We are moving toward a period of higher volatility



There will be a significant drop in the markets before the end of 2020

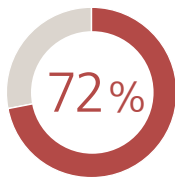


I am unsure if now is a good time to invest

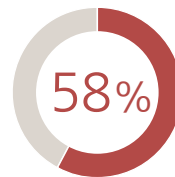


... and feel less in control

Percentage who agree with the following:



The investment environment is more challenging than five years ago



Investment returns are more out of my control

... with geopolitical events seen as driving the markets

Two in three global investors believe markets now are driven more by geopolitical events than business fundamentals such as profitability, revenue and growth potential. In a world investors see as highly interconnected, they view the US-China trade conflict, the political environment in their market and the 2020 US Presidential election as the biggest threats to portfolio performance.

Globally, 44% of investors are highly worried the US-China trade conflict will impact their portfolios in 2020. Surprisingly, investors in mainland China appear to be the least worried about the trade conflict.

Geopolitical events weigh heavily on investors

Percentage who agree with the following:



66%

Markets are driven more by **geopolitical events** than business fundamentals

Top geopolitical **concerns**:

44%

US-China trade conflict



41%

Political environment in my market

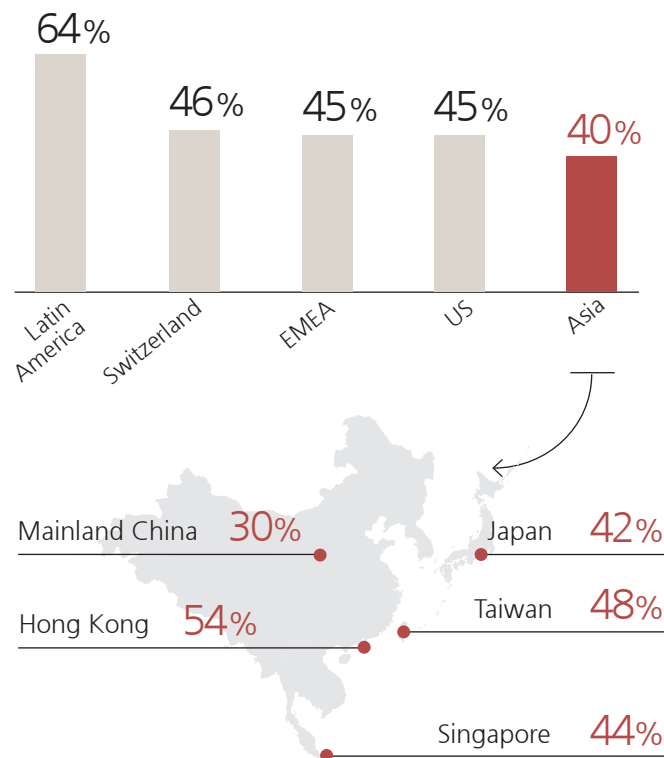


37%

2020 US Presidential election



Concern about **US-China trade conflict** by region:



2

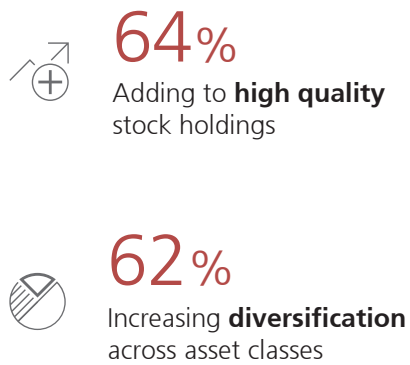
In today's challenging environment, investors seek various strategies to cope

To cope with this environment, 64% of investors are considering adding high quality stocks to their portfolios, while others would increase diversification and raise cash. Already, investors are holding 25% of their assets, on average, in cash.

There is a clear connection between investor confidence and planning. Two-thirds of investors with a long-term plan in place are highly confident they will achieve their goals, compared to only 51% of investors without a plan. In addition, eight in 10 plan to discuss the impact of the US Presidential election with their advisors.

Investors plan to diversify portfolios ...

Preferred strategies to protect their portfolios:



... and would consider increasing cash



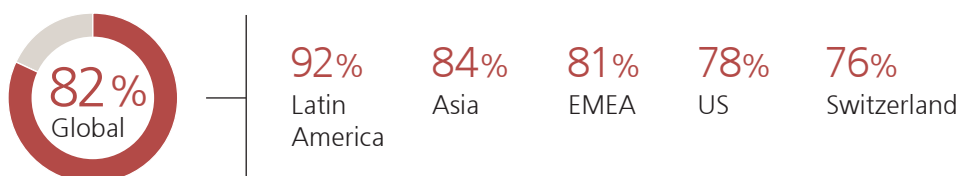
Planning increases investor confidence

Percentage highly confident in achieving long-term financial objectives:



Investors seek advice before US election

Percentage who plan to or would consider discussing election's impact:



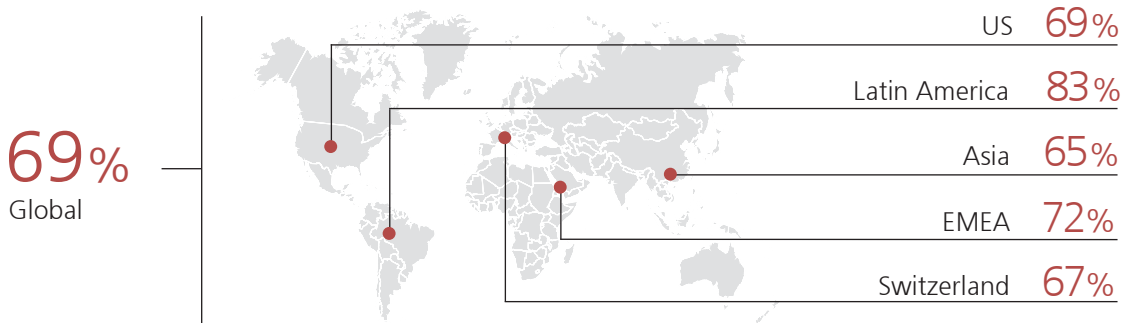
Looking to the decade ahead, investors expect key trends to fuel returns

Seven in 10 investors feel optimistic about their portfolio returns over the next decade. Investors have identified a number of “mega-trends” they see changing the world, most notably an aging population, increasing technology and diminishing natural resources.

Investors expect the technology, healthcare and energy sectors to benefit the most from mega-trends in the decade ahead. A full 88% are interested in aligning their portfolios to these trends.

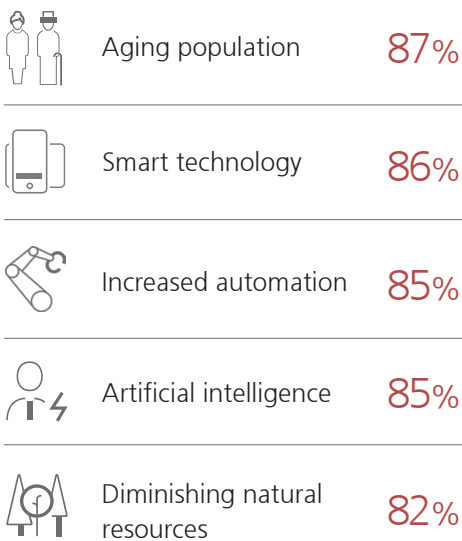
Investors are optimistic about long-term returns

Percentage optimistic about investment returns over the next 10 years:



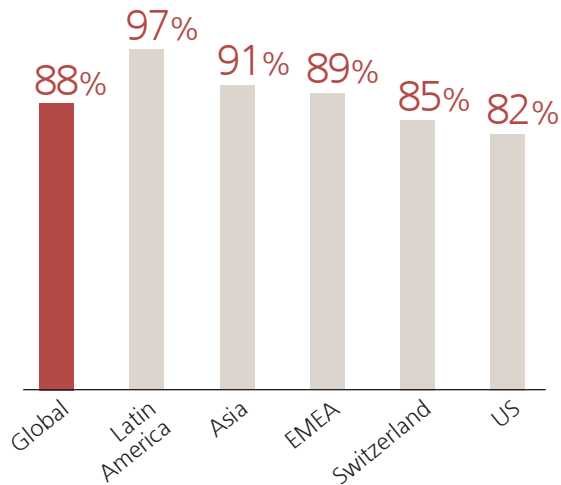
“Mega-trends” will impact the next decade

Top five trends that investors identify:



Investors want portfolios to align with trends

Percentage interested in aligning their investment portfolios with anticipated trends:



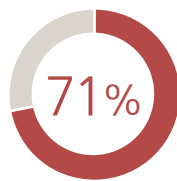
Younger investors eagerly embrace change

Younger investors embrace the changes they see occurring in the decade ahead. They are more likely than other generations to be optimistic about the investment opportunities resulting from the changes ahead.

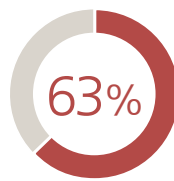
The vast majority (84%) of younger investors are interested in aligning their portfolios to take advantage of these long-term opportunities, compared to only 30% of older investors.

Younger investors are more likely to embrace change ...

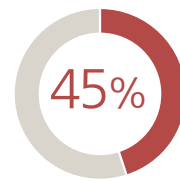
Percentage who say they embrace change:



Age: 18-34



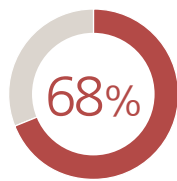
Age: 35-50



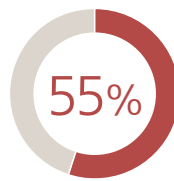
Age: 51+

... and are more optimistic about opportunities in the next decade

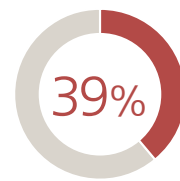
Percentage who are optimistic about the investment opportunities created by mega-trends:



Age: 18-34



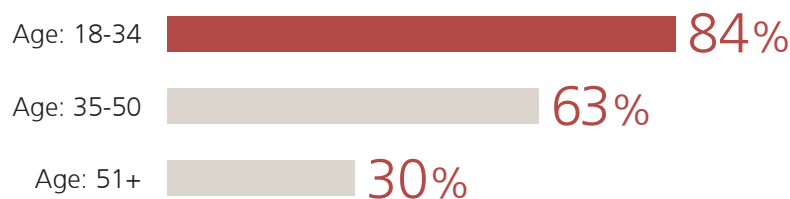
Age: 35-50



Age: 51+

Younger investors more interested in aligning portfolios with "mega-trends"

Percentage highly interested in aligning their portfolios with anticipated trends:

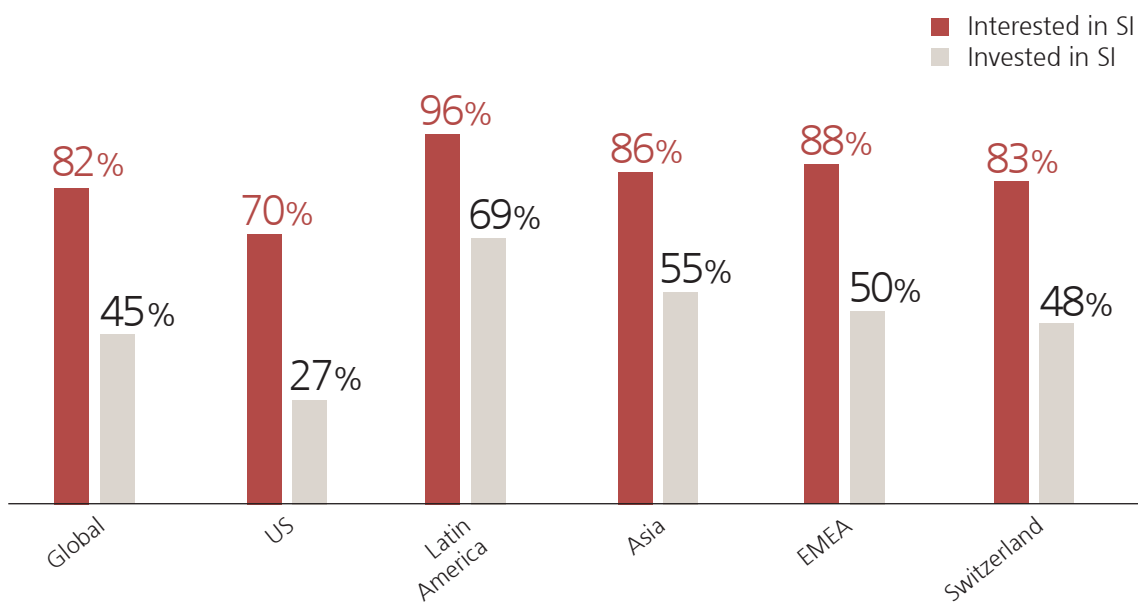


Interest in sustainable investing is high, yet adoption lags

Globally, investors believe the most important issues for the world to address in the next decade are clean water and sanitation, access to good healthcare, and pollution and environmental destruction. These issues are driving greater interest in sustainable investing (SI), though less than half of investors have SI in their portfolios today.

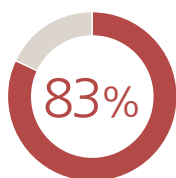
Investors have increased their allocation to SI in the last five years and expect to do so going forward. Younger investors are more interested in sustainable investing compared to older investors.

Sustainable investing adoption varies by region

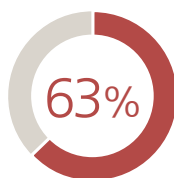


Younger investors are more interested in sustainable investing

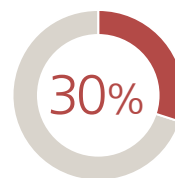
Percentage interested in sustainable investing:



Age: 18-34



Age: 35-50



Age: 51+

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UBS Investor Watch surveys cover a variety of topics, including:

- Overall financial sentiment
- Economic outlook and concerns
- Personal goals and concerns
- Key topics, like aging and retirement

For this edition of *UBS Investor Watch*, we surveyed more than 3,400 high net worth investors (with at least \$1 million in investable assets). The global sample was split across 13 markets: Brazil, mainland China, Germany, Hong Kong, Italy, Japan, Mexico, Singapore, Switzerland, Taiwan, UAE, the UK and the US. The research was conducted between August 2019 and October 2019.



Explore more insights at ubs.com/investorwatch

