

# Sustainable investing

# Investing with a gender lens - update 11 | 17 October 2018

#### Chief Investment Office Americas, Wealth Management

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- Women's role in the workplace is undergoing a dramatic shift. More women are working, and the breadth of knowledge and skills that they are bringing to market is evolving as well.
- Companies that best utilize female talent stand to benefit.
- Available evidence is supportive of a positive relationship between greater gender diversity and company profitability and stock price performance.
- We provide a list of companies that were screened based on a minimum level of female participation in corporate leadership and that our equity sector strategists view as being fundamentally attractive.
- In this update, we removed FedEx Corporation (FDX) and General Dynamics (GD) from our stock list, and added American International Group (AIG), Boeing (BA), CenturyLink (CTL), Mastercard Incorporated (MA), and Sempra Energy (SRE) to bring our sector weightings in line with our overall US equity sector strategy view.
- We also removed Alphabet (GOOGL), American Express (AXP), Ameriprise Financial (AMP), and Union Pacific (UNP) from our stock list because they no longer meet the gender criteria.

Investing with a gender lens stock list		
Company Accenture	<b>Ticker</b> ACN	<b>Price</b> \$161.20
American International Group	AIG	\$49.30
AT&T	T	\$32.39
Boeing	BA	\$368.25
CenturyLink	CTL	\$21.00
Chevron	CVX	\$117.51
Cisco Systems	CSCO	\$45.82
Colgate-Palmolive	CL	\$62.61
DowDuPont	DWDP	\$60.26
Duke Realty	DRE	\$27.47
Estee Lauder	EL	\$128.48
Home Depot	HD	\$193.58
Honeywell	HON	\$159.56
J.P. Morgan Chase	JPM	\$108.62
KeyCorp	KEY	\$18.58
Mastercard Incorporated Class A	MA	\$207.78
McDonald's	MCD	\$164.07
Microsoft	MSFT	\$111.00
Mylan +	MYL	\$33.11
Pioneer Natural Resources	PXD	\$173.56
Salesforce.com	CRM	\$147.44
Schlumberger	SLB	\$59.68
Sempra Energy	SRE	\$115.76
Visa	V	\$141.74
Walt Disney	DIS	\$116.19

Source: UBS, Bloomberg as of 16 October 2018

Note: Stocks that are only covered by UBS

Investment Research are annotated as such
with a "+" sign. These socks have a 12-month
Buy or Neutral recommendation. UBS IR is
part of the UBS Investment Bank (the UBS
business group that includes, among others,
UBS Securities LLC).

# Theme update

In our last update, we discussed the widening of the gender equality gap indicated by the World Economic Forum's Global Gender Gap report. The findings of the report were disappointing, especially in light of the increased focus on gender equality that we've observed in the headlines, and were a powerful reminder that talk is not enough when it comes to eliminating gender inequality.

Recently, we are encouraged to see political leaders and investors taking action to address gender inequality, specifically in corporate board rooms. On 30 September, Governor of California, Jerry Brown, signed a bill requiring publicly traded companies headquartered in the state to have at least one woman on their board by the end of 2019. By the end of 2021, companies with five or more board members will be required to fill at least two of their board seats with women. For companies with 6 or more board members, the requirement increases to at least three women on the board. Many companies in California will need to take swift action to meet these requirements or face hefty fines. According to the data referenced within the bill text, 26% of the companies in the Russell 3000 headquartered in California have no women directors serving on their boards. For the other companies within the same universe, women hold only 15.5% of seats.

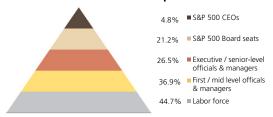
Pension funds are using their shareholder voting power to take a stance on gender inequality as well. Both the New York State Common Retirement Fund and the Rhode Island State Pension Fund are actively advocating for more gender diverse corporate boards. Thomas DiNapoli, Comptroller for the State of NY, announced the fund would vote against the re-election of directors on all male boards. Similarly, the Rhode Island Treasury has voted against proposed directors at over 200 companies so far this year that didn't meet their diversity criteria. Their efforts are starting to pay off. According to Bloomberg News, the number of companies in the Russell 1000 with all male boards has fallen from 176 in 2009 to 47. We still have a long way to go to reach parity but it appears we are starting to move in the right direction.

We continue to believe that companies that recognize the benefits of gender diversity in leadership positions will outperform their peers. Given the downward trend in all-male boards, we believe a greater number of companies are starting to take note of the benefits women can bring to the table, in terms of their diversified skill sets, knowledge, and life experiences.

#### Introduction

A dramatic shift in women's role in the workplace is underway. Currently, women make up 45% of the workforce in the US, up from just 38% in 1970.¹ Not only are more women working, but the breadth of knowledge and skills that they are bringing to market is evolving as well. In fact, in 2015, among 25- to 34-year-olds, there were 20% more women than men with at least a bachelor's degree.² Women

Fig. 1: Women are underrepresented in the most senior ranks of S&P 500 companies



Source: Catalyst, Women CEOs of the S&P 500 as of 2018, EY Center for Board Matters as of 2016, Catalyst, 2016 Catalyst Census: Women and Men Board Directors as of 2017, U.S. Equal employment Opportunity Commission (EEOC), unpublished 2015 S&P EEO-1 data.

now account for almost half of all students in JD, MBA, and MD programs, up from less than 10% in the 1960s.<sup>3</sup>

Despite the influx of highly skilled women into the workforce, women remain underrepresented in key leadership positions. Currently, women occupy just 21% of S&P 500 board of directors' seats and 26.5% of executive management positions (see Fig. 1).<sup>4</sup>

There are many reasons why gender equality remains elusive in the workplace – ranging from discriminatory practices and cultural biases to the often disproportionate share of childcare and household responsibility that women undertake. But the changing demographics of the talent pool, along with the growing acknowledgment of the need for greater gender parity in the workplace, is starting to shift the balance.

Companies that rise to the challenge of adapting to a changing workforce not only will contribute to reducing inequality but also will best utilize female talent. This brings us to our central question as investment professionals: will those companies that more successfully incorporate women into their organizations offer better returns to shareholders than those that fail to do so?

The answer is not straightforward. However, we argue that available evidence is supportive of a positive impact of greater gender diversity on performance and that investors may benefit from factoring such insights into their investment decisions.

#### The business case

#### The "best" person for the job

Skeptics argue that, while they have nothing against the empowerment of women, companies that consistently choose the "best" people, regardless of gender, for management and board positions are most likely to outperform. However, the question of the best person for the job cannot be answered in isolation; instead, it must be considered within the context of the organization or group that the new member will join. What experiences, skills, and knowledge will the next board member or executive manager bring to the table that is not already represented by the incumbents?

Insights from the field of social psychology find important benefits of diversity in group decision making processes. Studies have shown that diverse groups yield superior outcomes with respect to decision making and problem-solving tasks relative to homogeneous groups, which are more vulnerable to "groupthink," the psychological phenomenon whereby the desire for conformity and harmony overrides rational decision making.

A 2010 study of group performance found that groups exhibit a level of *collective intelligence* that can predict their ability to complete a variety of tasks, and this collective intelligence level is more than merely the sum of the people within the group. Interestingly, collective intelligence was found not to be correlated with the average or maximum individual intelligence of group members but with the average

social sensitivity of group members, equality in conversational turntaking, and the number of women in a group. These factors were not mutually exclusive. Female participants scored higher on the social sensitivity measure – which partially explains the positive correlation found between women and group intelligence.<sup>5</sup>

Another study found that informational diversity – the differences in knowledge bases and perspectives arising from education, experience, and expertise – is positively related to group performance, and that the effect was more pronounced when tasks were complex. The same study also showed, however, that higher levels of value diversity – differences among participants' ideas of what the group's real task, goal, or mission should be – was positively and significantly related to increased conflict within the group. So, while diversity of skills and perspectives has the potential to lead to better outcomes, caution must be taken to mitigate conflict that may arise as a result.

The benefits of diversity in groups can logically be applied to the question of how women may influence the performance of corporate boards and management teams. Women in leadership broaden the diversity of skillsets and perspectives, and also influence the overall functioning of the boards and teams in which they operate.

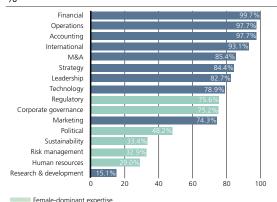
#### Skills: increasingly an advantage for women

The underrepresentation of women on corporate boards is often blamed on the shortage of eligible female candidates. Board seats are often filled with former chief executives, and currently women hold only 4.8% of CEO positions at S&P 500 companies (see Fig. 1). Despite the very small proportion of women with experience in the highest ranks, many women are qualified for board service under a broader set of selection criteria. Compared to male directors, female directors tend to have more university degrees and are more likely to hold advanced degrees. They are also more likely to have strengths in marketing and sales, and to come from international and non-business backgrounds.

Women have the potential to fill skill gaps on boards. A 2015 study examined 16 critical skillsets and found that of the 594 directors appointed to S&P 600 Small Cap boards between 2010 and 2013, the addition of new skills was larger for female than male appointments. In fact, four out of six female director-dominant traits were represented in only a small proportion of the boards studied: human resources (29%), risk management (33%), sustainability (33%), and political/government (48%) as seen in Fig. 2.8

Finally, women tend to possess differentiated leadership skills. McKinsey studies of female leadership qualities found that women (relative to men) tend to more frequently exhibit five of nine leadership behaviors linked to stronger organizational performance. For example, women more frequently demonstrated participative decision making, while men were more apt to employ individualistic decision making. These differences make the case not only for having more females in managerial positions but also for having them occupy more board seats.

**Fig. 2: Female-dominant expertise in short supply** Proportions of US boards possessing each expertise, in %



Source: Daehyun Kim, Laura T. Starks, Gender Diversity and Skill Contribution to Corporate Boards, forthcoming in American Economic Review, May 2016, UBS

#### Women bring diversity of experience

Women's life experiences outside of the office are another factor that serves to differentiate their perspective. As more women enter the workforce and earn more income, they are becoming increasingly important players in the economy. It is estimated that women drive over 70% of consumer purchase decisions in the US.<sup>10</sup> As a result, female leaders and board members are likely to be more attuned to consumer spending decisions. It is not surprising that female board representation is highest in consumer-facing sectors.

#### Strengthening of board functioning and oversight activities

The presence of female directors has been found to positively influence the way boards operate. For example, one study found US firms with a higher representation of women on their boards hold more meetings, have higher attendance rates (not only do women have higher attendance rates, male directors have fewer absences on gender-balanced boards), experience greater participation in decision making, engage in tougher monitoring, and are more likely to replace a CEO when a stock performs poorly.<sup>11, 12</sup>

The finding that gender-balanced boards engage in more diligent monitoring has been corroborated by a number of other studies. MSCI ESG Research found that developed market companies with gender-balanced boards had fewer cases of bribery, corruption, and fraud. <sup>13, 14</sup> Further, a study of US companies found that those with a higher representation of women in the top management team faced fewer lawsuits overall, particularly lawsuits related to product liability, environment, medical liability, labor and contracts. <sup>15</sup>

The extent to which female directors are able to influence board efficacy is dependent on a number of variables. For example, the failure to include a *critical mass* of women may reduce the benefits of diversity. A study of US companies found that once a board includes at least three women directors, the women directors no longer represent the "woman's point of view," and directors notice the women directors' opinions rather than their gender. At this threshold of female representation, women are no longer viewed as outsiders and their opinions are given equal consideration in boardroom discussions.

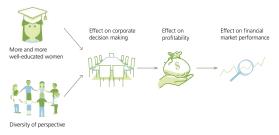
#### The investment case

Our analysis so far is supportive of the business case for having a greater representation of women in leadership positions, whether at the board or senior executive level. And the notion that it is fair for women to be better represented on corporate boards and in executive management is no longer controversial. But, should investors expect higher returns from companies with greater gender parity in their upper echelons?

#### The bottom line: Does gender diversity improve profitability?

A key consideration in assessing whether gender-balanced companies will outperform over the long term is the potential link between gender diversity and firm profitability. The positive effects of diversity on board operations (such as increased monitoring and wider skill vari-

Fig. 3: How gender diversity may influence investment returns



Source: UBS

Fig 4: Gender-diverse companies exhibit higher profitability

Five-year average, in %
return on assets

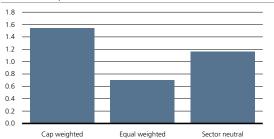
return on invested capital
return on equity
0 5 10 15 20

Gender-diverse companies
Other companies

Note: Based on Russell 1000 companies. Gender-diverse companies defined as at least 20% women on the board and in senior management. Source: UBS, Bloomberg as of 15 October 2018

# Fig. 5: Gender lens investing strategy outperformed

Annual outperformance vs. broad US equity market, 2010-2015, in %



Note: Tested S&P 500 companies with at least 3 women on board or 30% women in executive management

Source: UBS, as of 17 February 2016

ety) have the potential to increase profitability through loss prevention and enhanced strategic decision making. In fact, a 2016 study from the Peterson Institute for International Economics found a substantial correlation between the presence of women on corporate boards and in the C-suite and firm performance. For profitable firms, a move from no female leaders to 30% representation is associated with a 15% increase in the net revenue.<sup>17</sup>

Other studies have found a similarly positive relationship between gender diversity and firm profitability. For example, a 2011 Catalyst study found that US companies with three or more women on their boards delivered a higher return on sales, return on invested capital, and return on equity compared to those companies with zero women on their boards. 18 Our own research yielded a similar result: We found that, in the US, Russell 1000 companies with women making up at least 20% of the board and senior management had higher profitability across various metrics relative to their less gender-diverse peers (see Fig. 4).

But there is a chicken and egg problem at work here. Isolating women as the cause of outperformance is a difficult task that involves disentangling the "female factor" from a host of other variables that may lead to financial outperformance. Studies that attempted to correct for this problem have yielded inconclusive results. What we can state with some degree of confidence is that greater female representation in corporate leadership is associated with higher profitability.

#### Gender balance: an indicator of future returns?

Regardless of causal links, at the end of the day, what matters for investors is whether gender balance is an indicator of future stock returns. Fortunately, considerable research has addressed this question.

A greater proportion of female executives and directors has generally been found to correlate with higher returns. While women in leadership may not necessarily be the direct cause of outperformance, gender balance may be a reliable proxy indicator for better-performing companies. For example, it may be that female leaders are effective at choosing to work for more successful companies. Or a strong and inclusive corporate culture may lead to better results and better female representation in senior leadership. Finally, the causality may even be reversed with well-performing companies having more flexibility to focus on diversity initiatives.

UBS CIO conducted a regression analysis of returns over a six-year period to independently assess whether more gender-balanced S&P 500 companies outperformed the broader market. We attempted to control for size, style, and sector biases, since larger companies and consumer-facing businesses, for example, tend to have more female directors.

Gender-balanced companies yielded positive outperformance after controlling for company size and style. This holds true across different stock weighting schemes. In particular, when taking sector effects into account, results were also positive. While the results were not statistically significant, they seem to suggest at least some positive relationship between gender-balanced companies and financial returns (see Fig. 5).

Such results are quite common. A Credit Suisse study of 2,360 companies globally found that companies with at least one female director outperformed those with none. However, the overwhelming majority of the outperformance was in the post-2008 crisis period, meaning that stocks with a greater degree of gender diversification appear to be more defensive and may not outperform in cyclical upturns. <sup>19</sup> This suggests that the time period under study may influence findings as the performance of different companies varies throughout the business and financial market cycle.

While a causal relationship between women in leadership and higher returns is difficult to establish, some indications do exist. For instance, studies focused on dividend payout policy lend some credibility to the claim that diversity at the board level can enhance total returns. Unlike studies of firm performance which may be influenced by a number of external factors, dividend payout policy is a directly measurable corporate decision that is approved by the board of directors. A 2013 study found that firms with diverse boards are more likely to pay dividends and tend to pay larger dividends than those with non-diverse boards, even after taking other relevant explanatory variables into account.<sup>20</sup> Similarly, our own analysis of Russell 1000 companies found that gender-balanced companies have higher dividend yields, on average.

# Investing with a gender lens

We distinguish between three different approaches that investors can rely on to invest with a gender lens within listed financial markets. In practice, these are not mutually exclusive but rather can be combined.

# 1) Screening for companies based on their gender diversity performance.

First, investors can construct a portfolio consisting of corporate securities (stocks or bonds) that meet certain minimum criteria with respect to female participation in leadership positions. Such screens may be based on female participation on the board of directors and/or executive management. They may be expressed as a minimum percentage or a minimum number. With available tools and databases, such numeric screens have become quite straightforward to run. Investors wishing to incorporate additional qualitative factors, such as female-friendly human resource policies and corporate culture, may have to rely on greater knowledge of the underlying companies, often through a professional investment manager.

The **list of gender-based screened companies** included in this report relies on such an approach. To derive this list, we start from the universe of stocks that are ranked Most Preferred or Bellwether by CIO WM equity sector strategists (see Fig. 6). If a sector is not covered by a CIO WM equity sector strategist, we will include stocks that are rated Buy by UBS Investment Research. In a second step, we applied a screen to this universe that selected companies with at least three women on their board or at least 30% women in their executive

CIO WMR most preferred stocks

Gender lens screen

Adjustments to limit sector biases

CIO WMR

Gender lens screen

CIO WMR

Source: UBS

management team. In a third step, we made adjustments to the list to align with our equity sector strategy views.

We would like to point out that given its construction methodology, the relative performance of this stock list is likely to be influenced at least as much by the quality of the equity selection conducted by our sector strategists as by the mere application of the gender lens screen.

#### 2) Shareholder engagement on gender diversity.

Investors may find that companies that they deem attractive on other grounds do not meet their standards as far as gender diversity is concerned. Rather than eliminating such companies from their portfolios, an alternative approach involves remaining invested but seeking to effect change through shareholder engagement.

Female representation in boards and senior management is in fact a significant area of engagement activities. The Interfaith Center on Corporate Responsibility (ICCR) estimates that in 2018, diversity and inclusiveness resolutions became the second most popular proxy filing category. Twenty of the filings dealt with workplace diversity, while another eleven addressed the lack of diversity in boardrooms. For the second consecutive year, investors filed on the gender and racial pay gap prevalent in most US workplaces.

For private investors, shareholder engagement is typically delegated to the investment managers represented in the individual's portfolio.

# 3) Integrating gender diversity into a broader sustainable investing framework.

Rather than focusing exclusively on gender diversity, sustainability-oriented investors may instead decide to incorporate diversity alongside other environmental, social and governance (ESG) criteria as part of their investment framework. This holistic approach is the hallmark of specialized ESG or sustainable investment managers, but increasingly also of traditional managers who see value in integrating sustainability factors into their security selection.

#### Stock List

Laura Kane, CFA, CPA, Head of Investment Themes Americas, UBS FS.

**Accenture** is a leading professional and IT services company, providing management consulting, technology and outsourcing services to clients across a broad range of industries. The company has a broadly diversified client base across all major economic sectors. Consulting services account for approximately 52% of revenue and outsourcing accounts for approximately 48%.

**American International Group** engages in the provision of a range of property casualty insurance, life insurance, retirement products, and other financial services to commercial and individual customers. It operates through the following segments: General Insurance, Life and Retirement, Other Operations, and Legacy Portfolio.

**AT&T** provides DSL and broadband services, local and long-distance voice services and data services. Its main segments include business, consumer wireline, and wireless.

**Boeing** is an aerospace company, which engages in the manufacture of commercial jetliners and defense, space and security systems. It operates through the following segments: Commercial Airplanes; Defense, Space and Security; Global Services; and Boeing Capital.

**CenturyLink** is an investment holding company, which engages in the provision of integrated communications to residential and business customers. It operates through the Business and Consumer segment. The Business segment offers local and long-distance voice, VPN data network, private line, Ethernet, information technology, wavelength, broadband, colocation and data center services, managed services, professional and other services provided in connection with selling equipment, network security, and various other ancillary services to small, medium and enterprise business, wholesale and government customers, and other communication providers. The Consumer segment provides broadband, local and long-distance voice, video, and other ancillary services to residential customers.

**Chevron** is an integrated energy company with operations in countries located around the world. The company produces and transports crude oil and natural gas. Chevron also refines, markets, and distributes fuels, as well as is involved in chemical and mining operations, power generation, and energy services.

**Cisco Systems** is the leader in data networking equipment sold to Enterprise, telecom and cable service providers, and Web 2.0 companies. Switching remains the majority of Cisco revenue at ~30%, followed by routing (~15%), collaboration products and services (~10%), data center (~8%), wireless (~5%), cable equipment (~5%), security (~5%), and services (~24%).

**Colgate-Palmolive** is a consumer products company that markets its products throughout the world. The company's products include toothpaste, toothbrushes, shampoos, deodorants, bar and liquid soaps, dishwashing liquid, and laundry products, as well as pet nutrition products for cats and dogs.

**DowDuPont** operates as a holding company. The company, through its subsidiaries, produces agricultural chemicals, material science, and specialty chemical products. DowDuPont serves clients globally.

**Duke Realty** owns interests in industrial, office, and medical office properties across the Southeastern, Midwestern, and Southern United States. The company provides leasing, property and asset management, acquisition, development, construction, build-to-suit, and other related services.

**Estée Lauder** manufactures and markets skin care, makeup, fragrance, and hair care products. Its brands include Estée Lauder, Clinique, Aramis, Lab Series, Prescriptives, Origins, and numerous acquired and licensed brands. The company distributes its products

through department stores, specialty retailers, perfumeries, pharmacies, salons, and spas in 140 countries and territories.

**Home Depot** operates as a home improvement retailer in the United States, Canada, and Mexico. The company provides its products and services through Home Depot and EXPO Design Center stores. Its Home Depot stores sell a range of building materials, home improvement products, and lawn and garden products. They also provide various installation services. The company was founded by Bernie Marcus and Arthur Blank in 1978 and is headquartered in Atlanta, GA.

**Honeywell** is a worldwide diversified technology and manufacturing company. The company provides aerospace products and services, control, sensing and security technologies, turbochargers, automotive products, specialty chemicals, electronic and advanced materials, process technology for refining and petrochemicals, and energy efficient products and solutions.

JP Morgan Chase provides global financial services and retail banking. The company provides services such as investment banking, treasury and securities services, asset management, private banking, card member services, commercial banking, and home finance. JP Morgan Chase serves business enterprises, institutions, and individuals. JPMorgan Chase Bank operates 5,385 retail branches in 23 states. The majority of its revenue comes from the US, but it offers its financial services to customers across the globe.

**KeyCorp** provides a wide range of retail and commercial banking, commercial leasing, investment management, consumer finance, and investment banking products and services to individual, corporate, and institutional clients.

**Mastercard** is a technology company, which engages in the payments industry that connects consumers, financial institutions, merchants, governments, and business. It operates through United States and Other countries geographical segments. It offers payment solutions that enables the development and implementation of credit, debit, prepaid, commercial, and payment programs and solutions.

**McDonald's** operates and franchises a food restaurant chain. Its food products include World Famous French Fries, Big Mac, Quarter Pounder, Chicken McNuggets and Egg McMuffin. McDonald's is a food-service retailer with local restaurants serving nearly 50 million people in more than 118 countries each day.

**Microsoft** is the well-known provider of the Windows operating system and Office productivity suite, and is a leading provider of enterprise software. The company has continued to expand into the hardware market through its development of the Xbox franchise, its Surface offerings, and the acquired Nokia Devices and Services handset business. Facing secular challenges in its Windows client franchise, Microsoft is doing a better job than most, in our view, in transitioning its commercial products to the cloud. It is now the No. 2 provider of cloud services behind Amazon.

**Mylan** has recently redomiciled in the Netherlands. It is a global generic drug manufacturer, with half its sales in North America. The company also markets some specialty branded products, namely EpiPen for emergency allergic reactions. Mylan has made an acquisition bid for Abbott's developed markets branded generics business.

**Pioneer Natural Resources** is an independent oil and gas exploration and production company. The company engages in onshore oil and gas drilling, exploration, and production in the United States. Pioneer Natural Resource operations are primarily the liquid-rich West Panhandle fields Wolfcamp/Spraberry) in Texas; the Raton gas field in Colorado; and the Edwards gas field in South Texas. It also has assets in the Texas Panhandle.

**Salesforce.com** provides software on demand. The company supplies a customer relationship management service to businesses worldwide providing a technology platform for customers and developers to build and run business applications. Clients use salesforce.com to manage their customer, sales and operational data. The geographic spread of Salesforce's revenue has remained fairly consistent in recent years, with 72% coming from customers in the Americas, about 18% from European customers, and those in the Asia/Pacific region accounting for about 10%.

**Schlumberger** is an oilfield services company that supplies technology, project management and information solutions for the oil and gas industry. The company's services include seismic surveys, drilling, wireline logging, well construction and completion, and project management.

**Sempra Energy** is an energy-service holding company, whose operating units invests in, developing and operating energy infrastructure, and provide gas and electricity services to their customers in North and South America.

**Visa** is the largest provider of payment and network services for transactions connecting consumers, businesses, banks, governments and territories to one-another. V provides the payments backbone that connect consumers, financial institutions and merchants enabling convenient plastic and electronic forms of payments instead of cash and checks. The company also offers a wide range of solutions that support the development and implementation of credit, debit, prepaid and commercial payments programs for consumers and merchants.

**Walt Disney** produces entertainment experiences based on creative content and storytelling. DIS has four business segments: 1) media networks; 2) parks and resorts; 3) studio entertainment; and 4) consumer products and interactive media. The company also engages in retail and online distribution of products through The Disney Store and Disney Shopping.com.

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#### Statement of Risk

**Equities -** Stock market returns are difficult to forecast because of fluctuations in the economy, investor psychology, geopolitical conditions and other important variables.

#### **Required Disclosures**

#### **Analyst Certification**

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#### Companies mentioned in this report (17 October 2018):

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