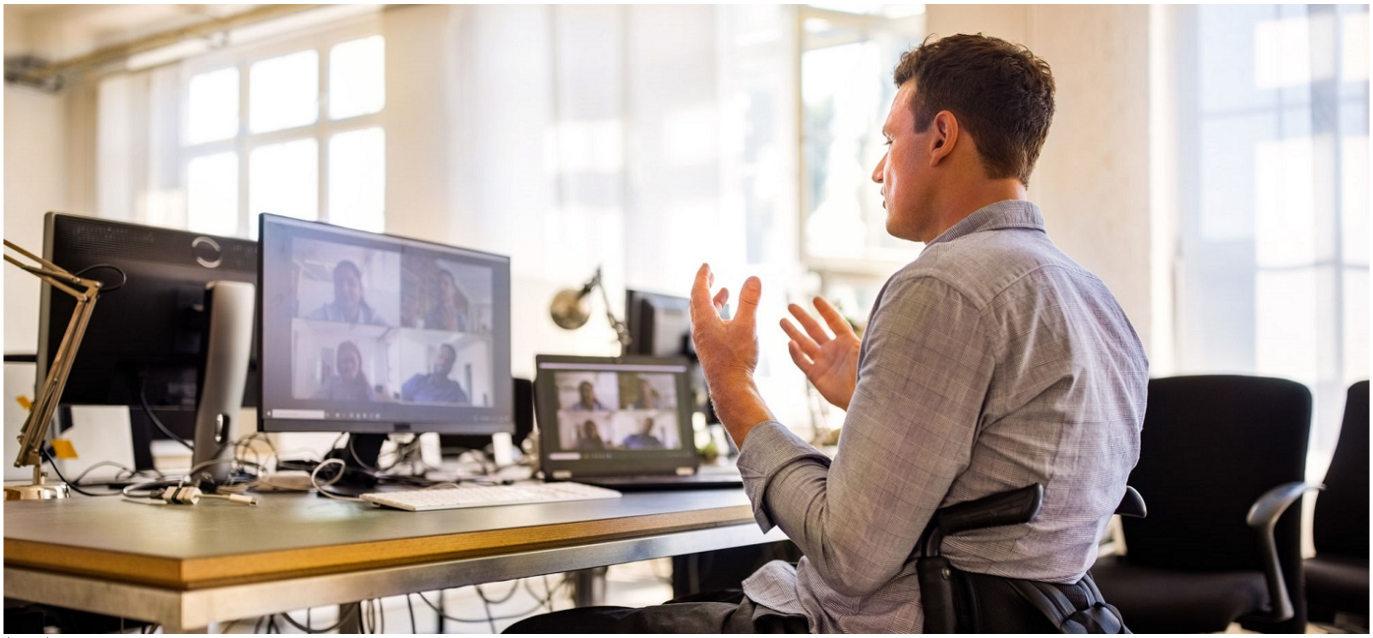

(UBS)

Can the AI investment cycle withstand calls for restraint?

14 September 2026, 14:35 UTC, written by UBS Editorial Team

Recent cloud results provided striking evidence that demand for AI computing capacity remains robust.

Oracle reported more than USD 30 billion of additional AI cloud contracts in its fiscal first quarter, lifting its revenue backlog to USD 664 billion, while cloud infrastructure revenue rose 121%. The resulting optimism was tempered over the weekend, however, when several prominent AI executives also publicly acknowledged that oversight may need more time to catch up with model development.

Investors will closely follow whether the debate changes the pace or composition of AI investment. A broad voluntary slowdown appears difficult while competition between companies and countries remains intense. Even so, greater spending on safety, monitoring, and governance could redirect some investment without reducing its overall scale. Meanwhile, economic data from around the world this week will provide a test of whether AI-led investment strength is part of broader economic resilience. Chinese industrial production and retail sales are due on Tuesday, US retail sales on Wednesday, and US housing starts and building permits on Thursday.

Our base case is that AI investment will remain robust and continue to support economic growth and corporate earnings. We project global AI-related capital expenditure to rise from around USD 900 billion in 2026 to USD 1.2 trillion in 2027. Rapid growth in AI usage and cloud revenue provides encouraging evidence on demand and monetization. Investors should retain selective and diversified exposure to AI, including semiconductors and cloud computing, while also considering more defensive technology segments. More broadly, robust investment and earnings growth support our Attractive view on equities and our expectation that market participation can broaden beyond a narrow group of technology leaders.

Original report – **What to watch in the week ahead 14th September 2026**

Disclaimer

Hong Kong / Singapore: For Global Wealth Management clients of UBS AG Singapore / Hong Kong branch, please refer to the HK/SG Marketing Material Disclaimer .

This document is prepared and published by the Global Wealth Management business of UBS Switzerland AG (regulated by FINMA in Switzerland), its subsidiaries or its affiliates ("UBS"), part of UBS Group AG ("UBS Group"). UBS Group includes former Credit Suisse AG, its subsidiaries, branches and affiliates. In the USA, UBS Financial Services Inc. is a subsidiary of UBS AG and a member of FINRA/SIPC.

This document and the information contained herein are provided solely for your information and UBS marketing purposes. Nothing in this document constitutes investment research, investment advice, a sales prospectus, or an offer or solicitation to engage in any investment activities. This document is not a recommendation to buy or sell any security, investment instrument, or product, and does not recommend any specific investment program or service.

Information contained in this document has not been tailored to the specific investment objectives, personal and financial circumstances, or particular needs of any individual client. Certain investments referred to in this document may not be suitable or appropriate for all investors. In addition, certain services and products referred to in the document may be subject to legal restrictions and/or license or permission requirements and cannot therefore be offered worldwide on an unrestricted basis. No offer of any product will be made in any jurisdiction in which the offer, solicitation, or sale is not permitted, or to any person to whom it is unlawful to make such offer, solicitation, or sale.

Although all information and opinions expressed in this document were obtained in good faith from sources believed to be reliable, no representation or warranty, express or implied, is made as to the document's accuracy, sufficiency, completeness or reliability. All information and opinions expressed in this document are subject to change without notice and may differ from opinions expressed by other business areas or divisions of UBS Group. UBS is under no obligation to update or keep current the information contained herein. **The views and opinions expressed in this material by third parties are not those of UBS**. Accordingly, UBS does not accept any liability over the content shared by third parties or any claims, losses or damages arising from the use or reliance of all or any part thereof.

All pictures or images ("images") herein are for illustrative, informative or documentary purposes only and may depict objects or elements which are protected by third party copyright, trademarks and other intellectual property rights. Unless expressly stated, no relationship, association, sponsorship or endorsement is suggested or implied between UBS and these third parties.

Any charts and scenarios contained in the document are for illustrative purposes only. Some charts and/or performance figures may not be based on complete 12-month periods which may reduce their comparability and significance. Historical performance is no guarantee for, and is not an indication of future performance.

Nothing in this document constitutes legal or tax advice. UBS and its employees do not provide legal or tax advice. This document may not be redistributed or reproduced in whole or in part without the prior written permission of UBS. To the extent permitted by the law, neither UBS, nor any of it its directors, officers, employees or agents accepts or assumes any liability, responsibility or duty of care for any consequences, including any loss or damage, of you or anyone else acting, or refraining to act, in reliance on the information contained in this document or for any decision based on it.

Important Information About Sustainable Investing Strategies: This terminology refers to definitions in the UBS Sustainable Investing Framework and does not refer or relate to any product-specific regulatory labelling regime or naming conventions. Sustainable investing strategies aim to consider and incorporate environmental, social and governance (ESG) factors into investment process and portfolio construction. Strategies across geographies approach ESG analysis and incorporate the findings in a variety of ways. Incorporating ESG factors or sustainable investing considerations may inhibit UBS's ability to participate in or to advise on certain investment opportunities that otherwise would be consistent with the Client's investment objectives. The returns on a portfolio incorporating ESG factors or sustainable investing considerations may be lower or higher than portfolios where ESG factors, exclusions, or other sustainability issues are not considered by UBS, and the investment opportunities available to such portfolios may differ.

Except as otherwise specified herein and/or depending on the local entity from which you are receiving this document, this document is distributed by UBS Switzerland AG, authorised and regulated by the Swiss Financial Market Supervisory Authority (FINMA).

Please visit https://secure.ubs.com/global/en/wealthmanagement/insights/chief-investment-office/disclaimers/marketing-material-disclaimer.html to read the full legal disclaimer applicable to this document.

Important information

Disclaimer

This material is published solely for informational purposes, may be distributed only under such circumstances as may be permitted by applicable law, and is not to be construed as a solicitation or an offer to buy or sell any securities or related

financial instruments. This information is general in nature and does not take into account the specific investment objectives, financial situation or particular needs of any recipient.
All information and opinions represent our current views on the topics covered which are based, in part, on information and data obtained from third party and/or publicly available sources. While we believe those sources to be reliable, no representation or warranty, express or implied, is made as to its accuracy or completeness (other than disclosures relating to UBS and its affiliates) of that information.
The information presented is not intended to be a complete statement or summary of the securities, markets or developments referred to in the materials. It should not be regarded by recipients as a substitute for the exercise of their own judgment. Any opinions expressed in this material are subject to change without notice and may differ or be contrary to opinions expressed by other business areas or groups of UBS as a result of using different assumptions and criteria. UBS is under no obligation to update or keep current the information contained herein.
Cautionary statement regarding forward-looking statements. This report contains statements that constitute "forward-looking statements", including but not limited to statements relating to the current and expected state of the securities market and capital market assumptions. While these forward-looking statements represent our judgments and future expectations concerning the matters discussed in this document, a number of risks, uncertainties, changes in the market, and other important factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to (1) the extent and nature of future developments in the US market and in other market segments; (2) other market and macro-economic developments, including movements in local and international securities markets, credit spreads, currency exchange rates and interest rates, whether or not arising directly or indirectly from the current market crisis; (3) the impact of these devel-opments on other markets and asset classes. UBS is not under any obligation to (and expressly disclaims any such obligation to) update or alter its forward-looking statements whether as a result of new information, future events, or otherwise.
There are two sources of UBS research. Reports from the first source, UBS CIO Global Wealth Management, are designed for individual investors and are produced by UBS Global Wealth Management (which includes UBS Financial Services Inc. and UBS International Inc.). The second research source is UBS Group Research, whose primary business focus is institutional investors. The two sources operate independently and may therefore have different recommendations. The various research content provided does not take into account the unique investment objectives, financial situation or particular needs of any specific individual investor. If you have any questions, please consult your Financial Advisor. UBS Financial Services Inc. is a subsidiary of UBS AG and an affiliate of UBS International Inc.

About Our Wealth Management Services

As a firm providing wealth management services to clients, UBS Financial Services, Inc is registered with the U.S. Securities and Exchange Commission (SEC) as an investment adviser and a broker-dealer, offering both investment advisory and brokerage services. Investment advisory services and brokerage services are separate and distinct, differ in material ways and are governed by different laws and separate agreements. It is important that investors understand the ways in which UBS conducts business, that they carefully read the agreements and disclosures that UBS provides to them about the products or services offered. A small number of UBS financial advisors are not permitted to offer advisory services to you, and can only work with investors directly as UBS broker-dealer representatives. Your financial advisor will let you know if this is the case and, if you desire advisory services, will refer you to another financial advisor who can help you. UBS' agreements and disclosures will inform investors about whether we and our financial advisors are acting in our capacity as an investment adviser or broker-dealer. For more information, please see www.ubs.com/workingwithus. In providing financial planning services, UBS may act as a broker-dealer or investment adviser, depending on whether we charge a fee for the service. The nature and scope of the services are detailed in the documents and reports provided to you as part of the service.