



## CIO Strategy Bulletin

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# Pleasure and Perils of Concentrated Portfolios

## Key Takeaways

- **Mid-year market turbulence:** With scattered signs of economic softening and rising global political risk at mid-year, interest rates have fallen and most equity markets have stalled in the past month. We've routinely cautioned of the pattern of mid-year equity market weakness and bond market strength (please see our June 8<sup>th</sup> [CIO Bulletin](#)). In contrast, markets view large cap tech as impervious to slowing, a view that wasn't prevalent as recently as 2022.
- **AI will be transformative, but what's already priced in?** Artificial Intelligence (AI) breakthroughs are a technological development that hint at a faster trend rate of economic growth and an economy that, in time, may be unrecognizable from the present. For equities, the impact is most reminiscent to the late 1990s internet boom. Let's recall, however, that top-10 market cap companies of the 1999 included IBM, Intel, Cisco Systems, Lucent and GE, firms that all eventually suffered very deep share price declines.
- **Surprise! Elections are unpredictable.** A populist swing in European parliamentary elections, heavy protest votes in India and cemented-left leadership wins in Mexico were all surprises for markets this year. This should remind us of the often-futile efforts to align investments to election poll results. This is ahead of looming contests in the UK, France and the US in coming weeks and months.

## Potential Portfolio Implications

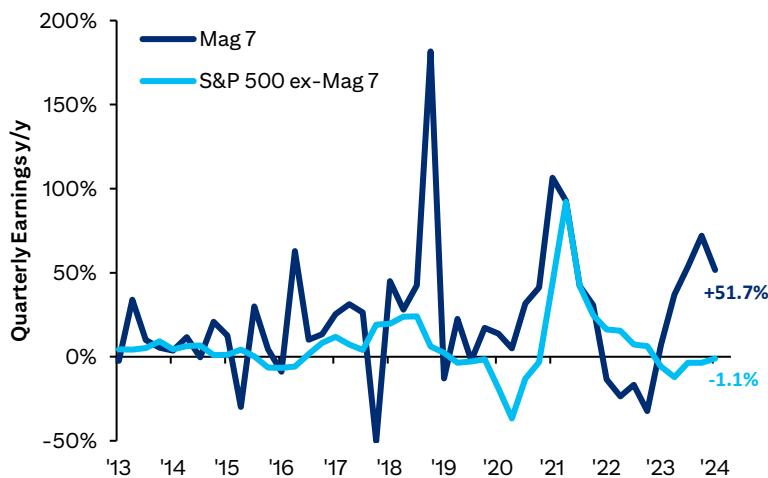
- Past performance is no guarantee of the future. However, the past shows most firms that have grown to be the market's largest by market cap have routinely underperformed when measured five years later.
- We continue to see US large cap tech EPS moderating to a still-robust pace near +25% in 2024, down from +43% in 2023. The world's most valuable semiconductor designer is "sold out" on AI strength through at least 2025. We continue to view semiconductor equipment producers as our favored potential narrow market opportunity. Conversely, AI investment spending by service providers might not deliver results fast enough for markets (i.e. recall investment spending on the "Metaverse?")
- Timing an investment in strong innovators with surging share prices is particularly hard. Investors can overpay for any investment, even those with positive fundamentals. We believe investors have to balance continued exposure to highly valued, growing market leaders with management of concentration risk.

# Pleasures and Perils of Concentrated Portfolios

Can a technological innovation be profound, “unstoppable,” and also overpriced by investors? History is unequivocal: it can. Yet that single observation is the mere starting point for a very difficult set of questions for investors with their long-term portfolio success in the balance.

First, we’ll briefly revisit current market context and history. We’re not sure if 2022 counts as the “recent past” amid ever-shorter attention spans, but the Nasdaq 100 tech-laden index fell 33.0% that year, underperforming the S&P 500’s 19.4% drop. In fact, tech powered the decline. Today’s Magnificent 7 (or FANG, FAANG before it), saw EPS declines of 32.3% in 4Q22 with the economy adjusting to a post-pandemic period less centered in tech services like “video conferencing” and e-commerce (see **FIGURE 1**). This was before the words “artificial intelligence” thundered.

**FIGURE 1: Mag-7 EPS vs remaining S&P 493 EPS**



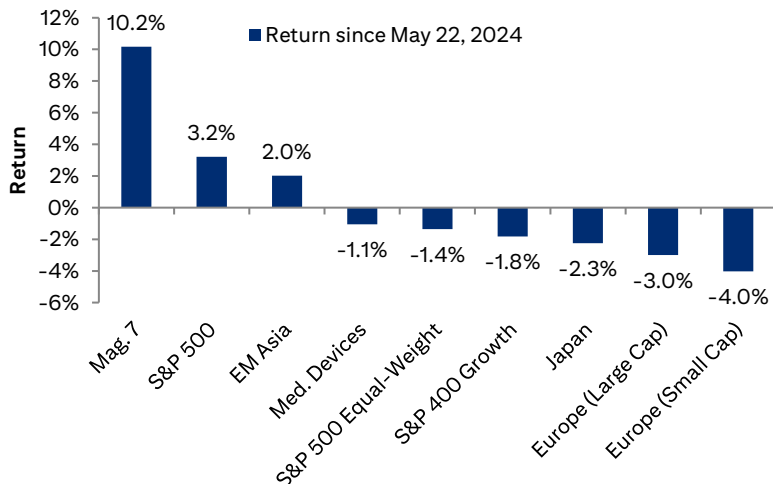
Source: Bloomberg as of June 17, 2024. The Magnificent 7 stocks include Amazon.com (AMZN), Apple (AAPL), Google parent Alphabet (GOOGL), Meta Platforms (META), Microsoft (MSFT), Nvidia (NVDA) and Tesla (TSLA). Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees, or sales charges, which would lower performance. Past performance is no guarantee of future results. Real results may vary.

With the demonstration of Chat-GPT’s human-like yet super-human qualities in 2023, trillions of dollars of market cap were quickly added for potential “hyper-scaler” AI service providers and the single semiconductor designer with the most advanced AI chips.

Tech platforms have each spent many billions of dollars on specialized semiconductors and broader AI data infrastructure. They will spend much more going forward to provide ever-improving new services. With this spending, EPS gains of magnificent scale returned for the Mag 7 in 2023, gaining 43.7% while shares rose 75.7%. The rest of the S&P 500 (non-magnificent 493) saw EPS fall 7.4% in that same time.

The story doesn’t end there. In the first quarter 2024, these largest US tech leaders grew EPS 51.7% year-over-year and seem poised for a 25% EPS gain for this year. Markets at present seem to view them as immune to any slowing. They’ve risen in value since 4Q 2022, while other shares have gained much less. During this time, bond yields have dropped as investors have feared for the economic and global political outlook (see **FIGURE 2**).

**FIGURE 2: Market performance since May 22, 2024**



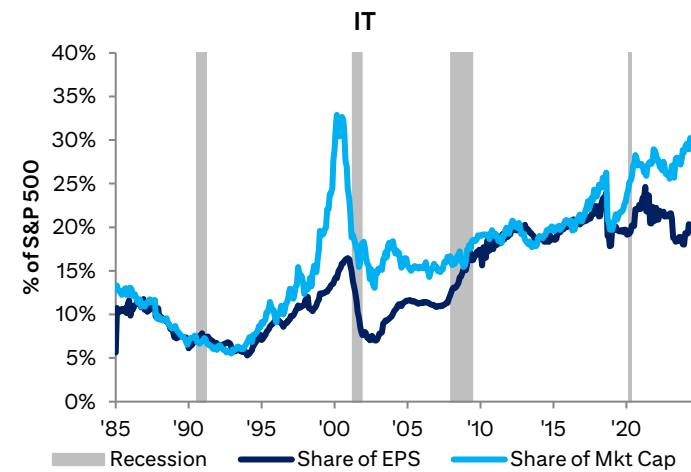
Source: Bloomberg as of June 17, 2024. The Magnificent 7 stocks include Amazon.com (AMZN), Apple (AAPL), Google parent Alphabet (GOOGL), Meta Platforms (META), Microsoft (MSFT), Nvidia (NVDA) and Tesla (TSLA). Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees, or sales charges, which would lower performance. Past performance is no guarantee of future results. Real results may vary.

AI is raising existential questions for humanity. The demonstration of AI’s power to produce and eliminate labor – ideally allowing it to be redeployed making the economy grow larger – has also generated an optimism for future tech profits not seen since the second half of the 1990s (see **FIGURE 3**).

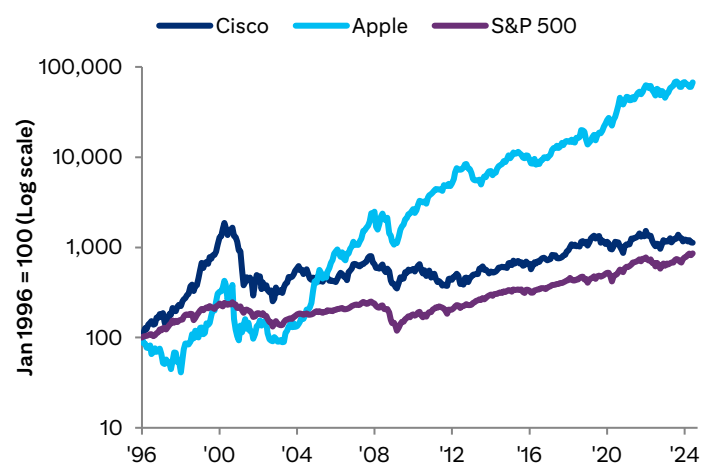
It should be quite apparent from Figure 3 that the mismatch between tech profits and market cap has not risen near the profound levels of the late 1990s peak. Will it rise again to such levels? Or what might mark an end to the optimism?

An inconvenient truth for investors is that innovation doesn’t follow easily predictable patterns sometimes seen elsewhere in the economy. The sustainability of tech leaders’ returns has varied widely. Only hindsight can make it seem easy to judge how well a firm would profit from its invention and critically, which firm, among competitors, would ultimately succeed. For example, 1990s tech highflyers Cisco Systems and Apple had very different returns. These were unforeseeable by investors until there was hindsight (see **FIGURE 4**).

**FIGURE 3: IT sector EPS and market cap as % of S&P 500**



**FIGURE 4: Cisco, Apple, and S&P 500 indexed return**



Source: Bloomberg and Factset as of June 17, 2024. Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees, or sales charges, which would lower performance. Past performance is no guarantee of future results. Real results may vary.

Our guesswork on the future of AI and US tech is as follows: 1) AI technology is merely at an incipient stage which has yet to result in an aggregate stock market bubble; 2) Like the advent of the internet, an explosion of market gains may come and go in exaggerated fashion.

This is indeed similar to the 1990s. An 82% drop in the Nasdaq 100 from 2000–2002 did not stop innovation and growth that followed (see **FIGURE 5**). The internet of course remained a long-term driving force in the economy and the backbone of incipient AI services.

**FIGURE 5: Innovations from 2002 following the dot-com bubble**

Bluetooth Wireless	Private Space Industry
Text Messaging	Advanced Artificial Heart, Liver
Camera Phone	Consumer GPS
USB Flash Drive	Action Camera
Plug-in Hybrid Autos	Online Furniture Retail
Microprocessor	MP3 Player
First Telesurgery	Human Genome Project Draft
Online Gaming	Smartphone

Source: Citi Wealth Outlook 2023. Past performance is no guarantee of future results. Real results may vary.

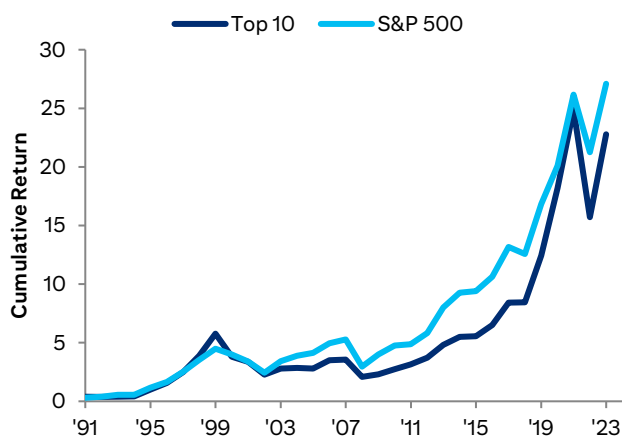
In our view, innovation that enables economic growth is the equity market’s strongest driver of long-run returns. Investors need to temper this with knowledge that most firms that grow to become the market’s largest may ultimately underperform within five years (see **FIGURE 6**). When the shares of firms that are seeing strong confidence in their future might peak is not knowable in advance.

Apple and Microsoft – firms founded in the 1980s – are now two of the largest three firms in the world by market cap. Other leaders of the late 1990s such as IBM, Cisco, GE, Intel and AT&T are worth less today than their value 25 years ago (see **FIGURE 7**).

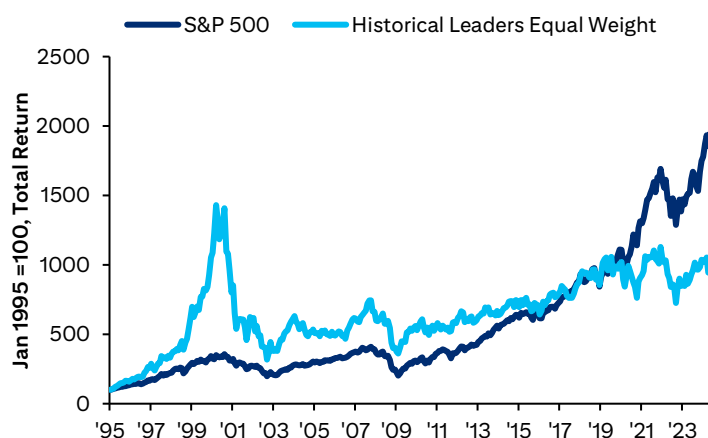
The irony of this analysis is that every firm that rose to the top 10 enjoyed higher returns than the broad market to get to that level. But seeking future outperformance is different from simply assuming the past innovators will continue to outperform.

As already witnessed a mere year after the demonstration of Chat-GPT, the firms that have the potential to grow and sustain profits from AI development have the possibility to be the firms that become the world’s market cap leaders. But who will they be and how long will individual firms sustain their leadership? It’s fiction to believe this can be predicted with great confidence in advance. With this knowledge, we believe investors should seek to balance the reward against the idiosyncratic risk endemic in portfolio concentration.

**FIGURE 6:** Top 10 stocks by market cap and subsequent performance vs S&P 500



**FIGURE 7:** Top market caps of 1999 from 1995 to date vs S&P 500



Source: Bloomberg as of June 17, 2024. Left: Chart shows the cumulative total returns of the top ten S&P 500 firms by market capitalization at the end of each year over the following 12 months alongside the cumulative total return of the S&P 500. Each point on the chart shows the cumulative return between that point and one year later. Right: the Historical Leaders Equal Weight is an equal-weighted basket of the top names by market capitalization at the beginning of 1995. Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees, or sales charges, which would lower performance. Past performance is no guarantee of future results. Real results may vary.

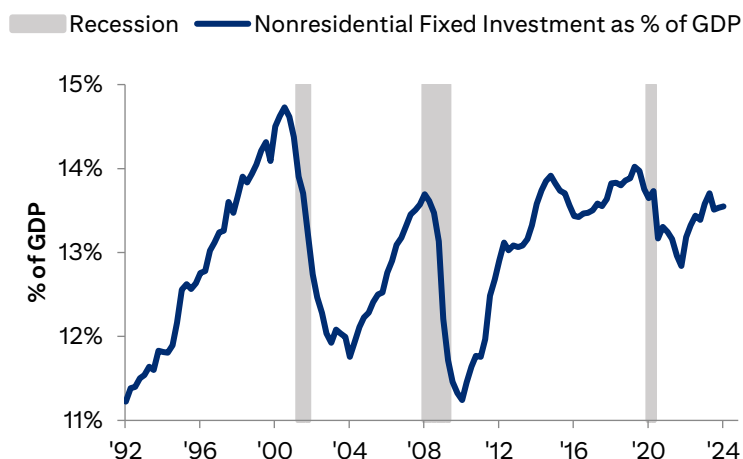
## Conclusion

Our lessons about portfolio outcomes five years ahead will likely be ignored if the next five years looks like the 1995-1999 period. Over those five years, the Nasdaq 100 annualized a 55.8% return while the S&P 500 returned 26.2%.

A repeat of that period is hardly a guarantee. What catalyzed the collapse of the late 1990s period was not ineffective technology, but the unwinding of excessive, wasteful capital spending of the time. Scarcity of capital improves returns. A surplus of capital undermines returns.

Experiments in AI will yield both successes and failures. At an individual firm level, some of these gains and losses will be significant. With optimism, we would note that the aggregate gains in capital spending in the US economy have not shown any unusual excesses even as AI booms within (see **FIGURE 8**).

**FIGURE 8:** US nonresidential fixed investment as % of GDP



Source: Haver Analytics as of June 17, 2024.

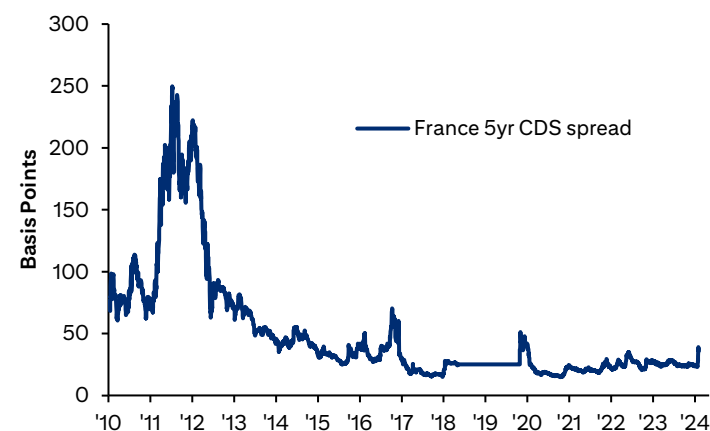
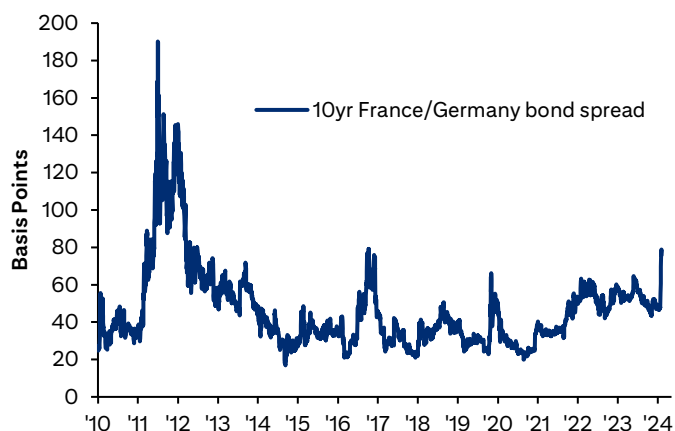
## Surprise! Elections Are Unpredictable

Just as it seemed as though the US election would win awards for surreal disharmony, France has grabbed headlines with shocking dual movements of left-wing and right-wing populism, sure to rock centrist sensibilities. As discussed in the New York Times<sup>1</sup> and other media (see our [Europe: Electoral Implications](#) report), President Macron has called to dissolve the lower house of parliament. France will now hold new elections after a surge in support for French nationalists in European Parliamentary votes this month. His call to battle the right has helped unify the French left. Either extreme could potentially build a coalition to govern after second round elections on July 7.

Typically, EU parliament votes are not market moving issues likely to impact the outlook for the economy. However, the surprise unification of left-wing parties, including communists, has rocked Europe's markets. This is just as its economies are coming to grips after a very weak 2023.

Some spokesmen for the French centrists have made strident warnings that France would fail to adhere to European budget conventions, sending it spiraling out of the Eurozone. This has caused a sharp rise in French sovereign risk premia and pummeled French banks, though much less than during the European sovereign debt crisis of 2011-2013. That event centered on discord over the potential for Greek default which caused contagion throughout the south of Europe (see **FIGURE 9-10**).

<sup>1</sup> New York Times "[Battered by Far Right in E.U. Vote, Macron Calls for New Elections in France](#)"

**FIGURE 9: French CDS****FIGURE 10: France/German cash bond spread**

Source: Bloomberg as of June 17, 2024. Past performance is no guarantee of future results. Real results may vary.

The notion that rising far-right or far-left parties would quickly default on French debt or jettison Eurozone membership seems wildly exaggerated. The Greek crisis ushered in a plethora of EU solidarity measures including central bank bond purchases to limit sovereign credit divergence and even fiscal transfers between EU states. None of this was in place as the crisis of 2011-2013 took hold.

Nonetheless, the costs of moving France away from centrist policies will be a market factor for the time being. Investors will have to live with French uncertainty until at least July 7 when second round votes conclude. It is possible that political concerns impacting European and global markets will increase if certain parties take action that threatens growth, profits, and sustainable government finance. It is also possible, however, that just as in the case of Italy, a political shift in power – once unthinkable – fades into the background as a market concern.

The recent EU parliamentary vote surprises – with elections in Mexico and India before it – should remind investors that comfortable polling data should not be taken for granted. Every election of note this year has generated surprises.

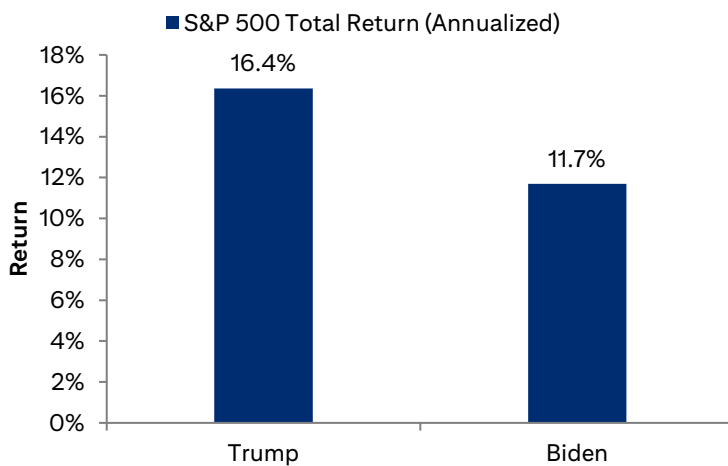
The UK general election looms on July 4, and the US Presidential and Congressional election of November 5 follows. There are industry implications to consider, but also the larger observation that politics alone will not determine the economic and market outlook in economies with significantly free markets like the UK and US (see **FIGURE 11-12**).

**FIGURE 11:** Forecast of industries that may benefit from Democrat or Republican sweep in November’s elections

Headwind Neutral Tailwind	Democratic White House		Republican White House	
	Split Congress	Democratic Congress	Split Congress	Republican Congress
Consumer Discretionary	Grey	Red	Grey	Green
HMOs & Hospitals	Grey	Green	Grey	Red
Healthcare Equip & Med Devices	Green	Grey	Green	Green
Pharma & Biotech	Grey	Red	Grey	Grey
Platform Technology	Red	Red	Grey	Grey
“Critical & Emerging” Tech	Grey	Green	Green	Grey
Financial Services	Red	Red	Grey	Green
Traditional Energy	Grey	Red	Green	Green
Renewable Energy	Green	Green	Red	Red
Infrastructure	Grey	Green	Grey	Green
Defense	Grey	Green	Green	Green

Source: Citi Global Wealth Investments as of June 17, 2024. The results are opinions of headwinds and tailwinds for the future, not a statement of equity sector returns or any historic analysis. Each sub-sector was analyzed for a split congress or swept congress for either a democratic or republican White House. Key elements of potential legislative change – or lack thereof – coupled with executive office policy or perceived policy were input for portfolio management assessment of potential sector headwinds or tailwinds. Some of the analysis is based on past outcomes of political office and others is based on forward looking statements by candidates. This is a qualitative analysis and reflects the views of the authors. All forecasts are expressions of opinion and are subject to change without notice and are not intended to be a guarantee of future events. Past performance is no guarantee of future results. Real results may vary.

**FIGURE 12:** Equity returns under Trump vs Biden



Source: Bloomberg as of May 31, 2024. Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees, or sales charges, which would lower performance. Past performance is no guarantee of future results. Real results may vary.



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<b>Credit risk</b>			
<b>Investment Grade</b>			
Highest quality	Aaa	AAA	AAA
High quality (very strong)	Aa	AA	AA
Upper medium grade (Strong)	A	A	A
Medium grade	Baa	BBB	BBB
<b>Not Investment Grade</b>			
Lower medium grade (somewhat speculative)	Ba	BB	BB
Low grade (speculative)	B	B	B
Poor quality (may default)	Caa	CCC	CCC
Most speculative	Ca	CC	CC
No interest being paid or bankruptcy petition filed	C	D	C
In default	C	D	D

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(MLP's) - Energy Related MLPs May Exhibit High Volatility. While not historically very volatile, in certain market environments Energy Related MLPS may exhibit high volatility.

Changes in Regulatory or Tax Treatment of Energy Related MLPs. If the IRS changes the current tax treatment of the master limited partnerships included in the Basket of Energy Related MLPs thereby subjecting them to higher rates of taxation, or if other regulatory authorities enact regulations which negatively affect the ability of the master limited partnerships to generate income or distribute dividends to holders of common units, the return on the Notes, if any, could be dramatically reduced. Investment in a basket of Energy Related MLPs may expose the investor to concentration risk due to industry, geographical, political, and regulatory concentration.

Mortgage-backed securities ("MBS"), which include collateralized mortgage obligations ("CMOs"), also referred to as real estate mortgage investment conduits ("REMICs"), may not be suitable for all investors. There is the possibility of early return of principal due to mortgage prepayments, which can reduce expected yield and result in reinvestment risk. Conversely, return of principal may be slower than initial prepayment speed assumptions, extending the average life of the security up to its listed maturity date (also referred to as extension risk).

Additionally, the underlying collateral supporting non-Agency MBS may default on principal and interest payments. In certain cases, this could cause the income stream of the security to decline and result in loss of principal. Further, an insufficient level of credit support may result in a downgrade of a mortgage bond's credit rating and lead to a higher probability of principal loss and increased price volatility. Investments in subordinated MBS involve greater credit risk of default than the senior classes of the same issue. Default risk may be pronounced in cases where the MBS security is secured by, or evidencing an interest in, a relatively small or less diverse pool of underlying mortgage loans.

MBS are also sensitive to interest rate changes which can negatively impact the market value of the security. During times of heightened volatility, MBS can experience greater levels of illiquidity and larger price movements. Price volatility may also occur from other factors including, but not limited to, prepayments, future prepayment expectations, credit concerns, underlying collateral performance and technical changes in the market.

An investment in alternative investments can be highly illiquid, is speculative and not suitable for all investors. Investing in alternative investments is for experienced and sophisticated investors who are willing to bear the high economic risks associated with such an investment. Investors should carefully review and consider potential risks before investing. Certain of these risks may include:

- loss of all or a substantial portion of the investment due to leveraging, short-selling, or other speculative practices;

- lack of liquidity in that there may be no secondary market for the fund and none is expected to develop;
- volatility of returns;
- restrictions on transferring interests in the Fund;
- potential lack of diversification and resulting higher risk due to concentration of trading authority when a single advisor is utilized;
- absence of information regarding valuations and pricing;
- complex tax structures and delays in tax reporting;
- less regulation and higher fees than mutual funds; and
- manager risk.

Individual funds will have specific risks related to their investment programs that will vary from fund to fund.

Asset allocation does not assure a profit or protect against a loss in declining financial markets.

Diversification does not guarantee a profit or protect against loss. Different asset classes present different risks.

The indexes are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance.

Past performance is no guarantee of future results.

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