

Prospects

Q1 | 2014



INSIDE

Global Investment Review and Outlook:
Can This Year be as Good as Last Year?

'The Mark Carney Effect'

Addressing the Corporate Savings Glut

European Fund Sector Review: A Very European Europe

CANACCORD | Genuity
Wealth Management

To us there are no foreign markets.™

Contents

Contributors

Neil Darke
Chief Executive - Europe

Nigel Cuming
Chief Investment Officer

Ryan Harrison
Chairman of Stock Selection Committee

Paul Philp
Senior Investment Manager

Ed Smith
Global Strategist

Joe Paul
Investment Director

Marc Pullen
Stockbroker

Q1 Views for 2014

Global Investment Review and Outlook	4
UK Equity Market Review and Outlook	10
'The Mark Carney Effect'	13
Addressing the Corporate Savings Glut	14
European Fund Sector Review: A Very European Europe	16
Deere & Co.	18
Latest News	20

Prospects is a marketing communication under the FCA rules. It has not been prepared in accordance with the legal requirement designed to promote the independence of Investment Research and we are therefore not subject to any prohibition on dealing ahead of the dissemination of Investment Research. In practice, however, our conflicts management policy prohibits Canaccord Genuity Wealth Management and its personnel from dealing ahead of recommendations intended for external communication.

Investment involves risk. The investments discussed in this document may not be suitable for all investors. **Past performance is not necessarily a guide to future performance. The value of investments and the income from them can go down as well as up and investors may not get back the amount originally invested.** The information provided is not to be treated as specific advice. It has no regard for the specific investment objectives, financial situation or needs of any specific person or entity. Investors should make their own investment decisions based upon their own financial objectives and resource and, if in any doubt, should seek specific advice from an investment advisor.



Neil Darke
Chief Executive - Europe
neil.darke@canaccord.com

Welcome

What will your memories be of 2013? For the investment world it has been a peculiar 12 months, with unusually large performance variations between different regional equity markets amidst generally rising indices. Emerging markets have particularly suffered.

Our CIO, Nigel Cuming, reviews global markets and considers whether this run of five successive years of positive returns from equity markets can continue into 2014 in his article 'Can This Year be as Good as Last Year'?

For us, 2013 has also been a year of positive change with our rebrand to Canaccord Genuity Wealth Management (CGWM) and the coming together of our company as part of a global investment group. As part of the rebrand, we have developed a new creative theme that features a range of possible investment outcomes and asks the question 'Where will your investments take you?'. The theme, which can be seen across our marketing materials and our website, verbalises that by protecting and growing your clients' wealth, we can help them achieve their long term goals - be it educating their children, buying that second home or ensuring they have enough time to maintain their current lifestyle in the future.



2013 has also enabled us to listen and act upon our clients feedback, which has helped us win several prestigious industry awards. For the second consecutive year, our discretionary portfolio management service received a Gold Standard Award from leading industry publisher, Incisive Media. Our Risk Enhanced Multi-Asset Portfolio service, known as REMAP, was also awarded a 5-Star Rating by the independent ratings agency, Defaqto, endorsing REMAP as "one of the highest quality offerings in the market".

As part of the brand alignment, we also renamed our integrated portfolio management and wealth planning proposition from The 360° Service to Complete Canaccord. However, the proposition and service to clients remains completely unchanged.

Finally, I am delighted that our new owners have committed to a significant investment in CGWM which we believe will enhance our client service and digital offering to you and your clients. This exciting programme, which includes a major new IT system, is expected to go live towards the end of 2014.

These developments and investments, together with our continued commitment to understanding and serving your client's investment and planning needs, fill me with confidence we can continue to earn the privilege of managing and advising on your clients' wealth into 2014 and beyond.

If you have any comments or feedback on any aspect of our services, positive or negative, I would be keen to hear from you. I can be reached on neil.darke@canaccord.com.

Can This Year be as Good as Last Year?

2013 will be remembered as a rewarding year for investors, but also as a somewhat peculiar one.



Nigel Cuming
Chief Investment Officer

Equity markets continued their rally from early 2009 but there were significant variations in performance amongst the various markets. Japan led the way (figure 1) as hopes increased that 'Abenomics' will finally put the era of deflation to an end, but there were also strong performances in the US, allowing the S&P 500 to make a succession of new highs throughout the course of the year (figure 2) as investors responded favourably to a perception the recovery in the US economy was gathering momentum. Europe's performance was also impressive (figures 3 and 4) as the major markets rallied as investors increased exposure both because valuations, relative to other developed markets, were attractive and because a Greek meltdown had been averted. The UK, whilst also posting double-digit returns was therefore somewhat overshadowed by events and better performance elsewhere (figures 3 and 4).

“
The challenge for investors in 2014 will be balancing growing evidence that global growth is picking up, with the knowledge that equities have already risen a long way.
”

What makes 2013 an unusual year is that these impressive equity market gains were somewhat patchy and mostly restricted to developed markets. Continuing fears concerning the Chinese economy, specifically the potential for a shadow-banking crisis, meant sentiment was, for most of the year, quite nervous and, with the exception of Japan, most of the Asian region posted lacklustre returns. Dull performance also occurred across Emerging Markets (figure 5) where uncertainties over the timing of any US tapering, damaged sentiment.

Another abnormality of 2013 was the severe weakness of commodity prices across the board. Whilst it could be argued that gold had rallied far too fast, the speed and extent of the set back surprised us (figure 6) especially as the devaluation of fiat money continued with the metaphorical printing presses still running.

“
The last quarter
of 2013 started
excellently for
risk assets with
a variety of
factors providing
encouragement
for equity markets.
”

As we see commodities continue to struggle there are now some commentators feeling the likely pickup in global growth in 2014, especially in China, will not be sufficient to boost prices. Capacity has increased significantly in many markets and the next leg of China's economic development will not be as resource dependant as it was previously.

Equities also rallied in 2013 against a backdrop of extreme bond market nervousness witnessing yields rising sharply over the year (figures 7 and 8).

We have previously written at length on how quantitative easing (QE) has driven bond yields to levels, which will not be sustainable when policy normalises. Given we expect growth to pick up in 2014, it would seem the best case scenario for developed bond markets is for a continued upward bias for yields, with occasional rallies in moments of equity market stress.

The last quarter of 2013 started excellently for risk assets with a variety of factors providing encouragement for equity markets. In the US, the decision by the Federal Reserve not to begin tapering the amount of monthly asset purchases was welcomed and the S&P 500 rallied to an intra-month high. This was some achievement as the month started with a partial government shutdown and the possibility of a US default on its maturing T Bills as no progress was being made on the negotiations to increase the debt ceiling.

This weighed heavily on the markets until a last minute deal was done to “kick the can down the road again”, this time up to February 7 until the debt ceiling is reached and to January 15 before there is any chance of a government shutdown.

Equities were predictably strong in the UK following the Fed decision with the FTSE 100 rising 4.3%. Economic data was rather mixed with another set of poor trade figures (a deficit for August of £3.3 billion) and a fall in the industrial production figures of 1.1%. More encouraging news came from an unchanged inflation number of 2.7% and a rise in economic output in Q3 of 0.8% with reasonable performance across all sectors.

European equities continued their progress with the peripheral markets outperforming. Spain posted positive gross domestic product (GDP) figures for the first quarter since Q1 2010, albeit a modest

Q3 rise of 0.1% and unemployment continued to decline in many of the weaker economies. In Germany there was a modest decline in business confidence, perhaps reflecting some short-term uncertainty as Chancellor Merkel continued to struggle to form a new government.

Elsewhere, sentiment in Asia was mixed with Japan broadly unchanged despite generally positive corporate earnings and a further improvement in domestic economic indicators. With an eventual 2% inflation rate now being targeted, it was encouraging to see a further increase to 1.1% for September, suggesting the deflationary era may now be over. Retail sales and consumer confidence were also quite strong. In China Q3 GDP grew 7.8% year on year and both retail sales and industrial production were quite robust.

November was a patchy month for markets with quite mixed performance. The US once more led the way allowing the S&P 500 to reach another all time high, breaching the 1800 level for the first time. It was particularly pleasing to see one of our favourite sectors, healthcare, leading the way, making it the best performing sector over the year.

Sentiment was helped by a variety of factors. The 3Q GDP figure of 2.8% annualised was better than expected, the jobs data was strong and retail sales also exceeded expectations. Europe was much more subdued. Whilst the European Central Bank (ECB) cut interest rates by 0.25%, the need for this reduction was shown by weak 3Q GDP figures which showed a still negative annual growth rate of -0.3%, largely due to a slow down in France and Germany where Chancellor Merkel was finally able to announce the formation of a coalition government.

Response was also positive in China following the announcement of a series of far reaching reforms, which were detailed at the Third Plenum. Proposals included an end to the one child policy and a general shift to a more market orientated economy with a variety of changes made concerning state owned businesses.

The UK was something of an exception, declining over November. Once again, the “good news is bad news” syndrome was evidenced by a negative response to the Q3 GDP figure, which at 0.8% was the best figure for three years. With house prices starting to pick up, there is also talk of this reasonably solid recovery gaining further momentum in 2014.

Key Indices during 2013

Fig 1: Nikkei

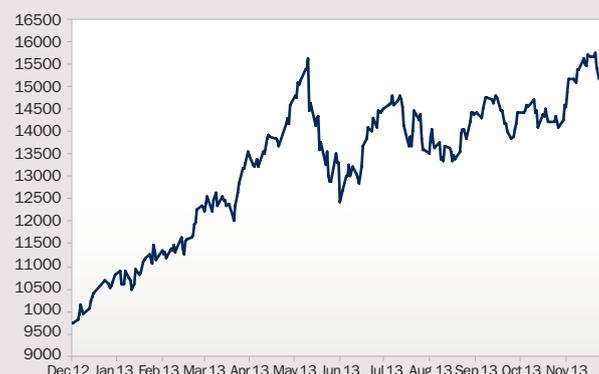


Fig 2: S&P 500

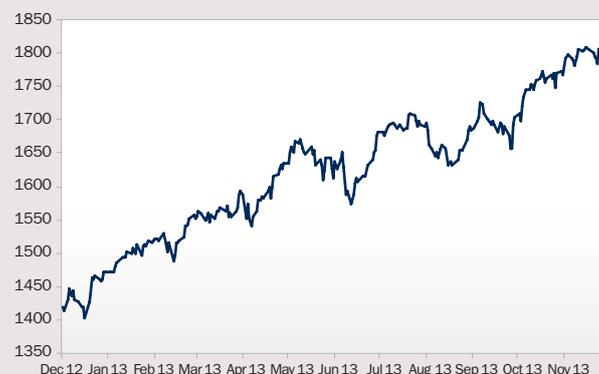


Fig 3: DAX

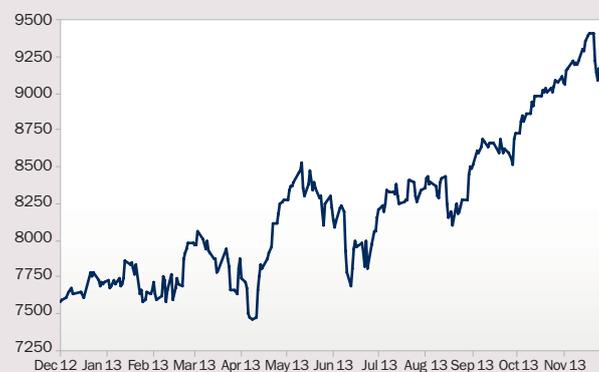
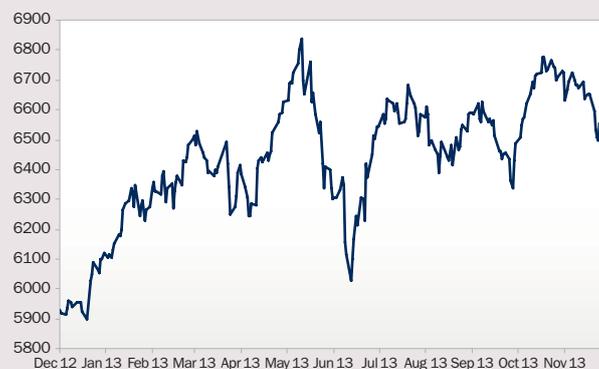


Fig 4: FTSE



Source: Bloomberg

So what is the market outlook for 2014?

The challenge for investors in 2014 will be balancing growing evidence that global growth is picking up, with the knowledge that equities have already risen a long way. Some markets, such as the US, appear to be well up with events. We will also have to contend with the “good news is bad news” interpretation that is now placed on every release of economic data because as growth picks up, fears of an eventual policy normalisation will increase. During 2013 we have seen market sensitivity to this issue repeatedly, with tapering fears producing moments of extreme market volatility.

It is not unreasonable to expect equities to continue to make progress in 2014, especially in the first half of the year, however, the rate at which they appreciate is unlikely to be anything similar to the impressive as the gains achieved this year.

It will soon be the five year anniversary of the zero interest rate policy and there is no reason why this cannot be extended for another few years. The ECB’s November interest rate cut can be seen in this context, as it was made to stress low rates will be with us for a considerable period of time in Europe, especially as there is a continuing whiff of deflation on the continent.

So, as asked above, has this combination of accelerating global growth and a continuation of the highly accommodative global policy been discounted by the markets? The answer has to be, yes to a certain extent in certain markets. The US where the S&P 500 now trades on nearly 19 times trailing earnings is looking a little rich and is unlikely to perform as well in 2014. The Wall Street Journal recently reported that the average return in the year following an S&P 500 rise of in excess of 20% is 6.4% and that is a sensible expectation for 2014. It is therefore likely that we will be making some meaningful asset allocation changes in the New Year, diversifying into markets which still offer good relative value such as Europe, possibly China where there would appear to be scope for continuing strength following the favourable market response to recent policy changes, and also more generally to Emerging Markets.

We gradually increased equity exposure throughout the course of 2013 but in light of the strength of the markets in Q1 2013, our underweight to equities

Key Indices during 2013

Fig 5: MSCI

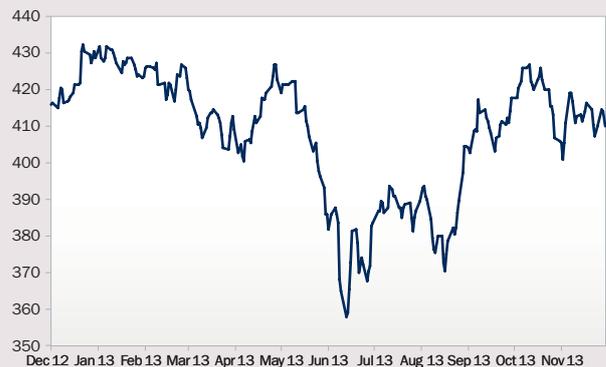


Fig 6: Gold

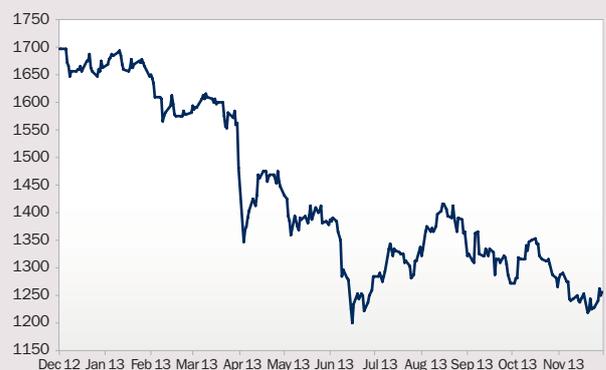


Fig 7: UK 10yr Yield

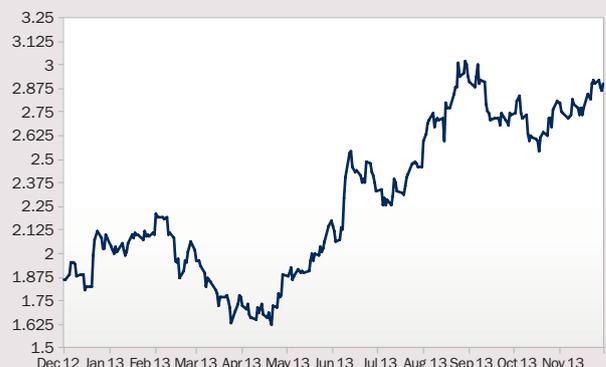
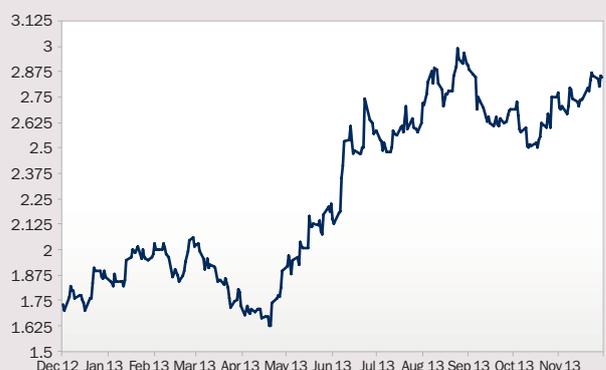
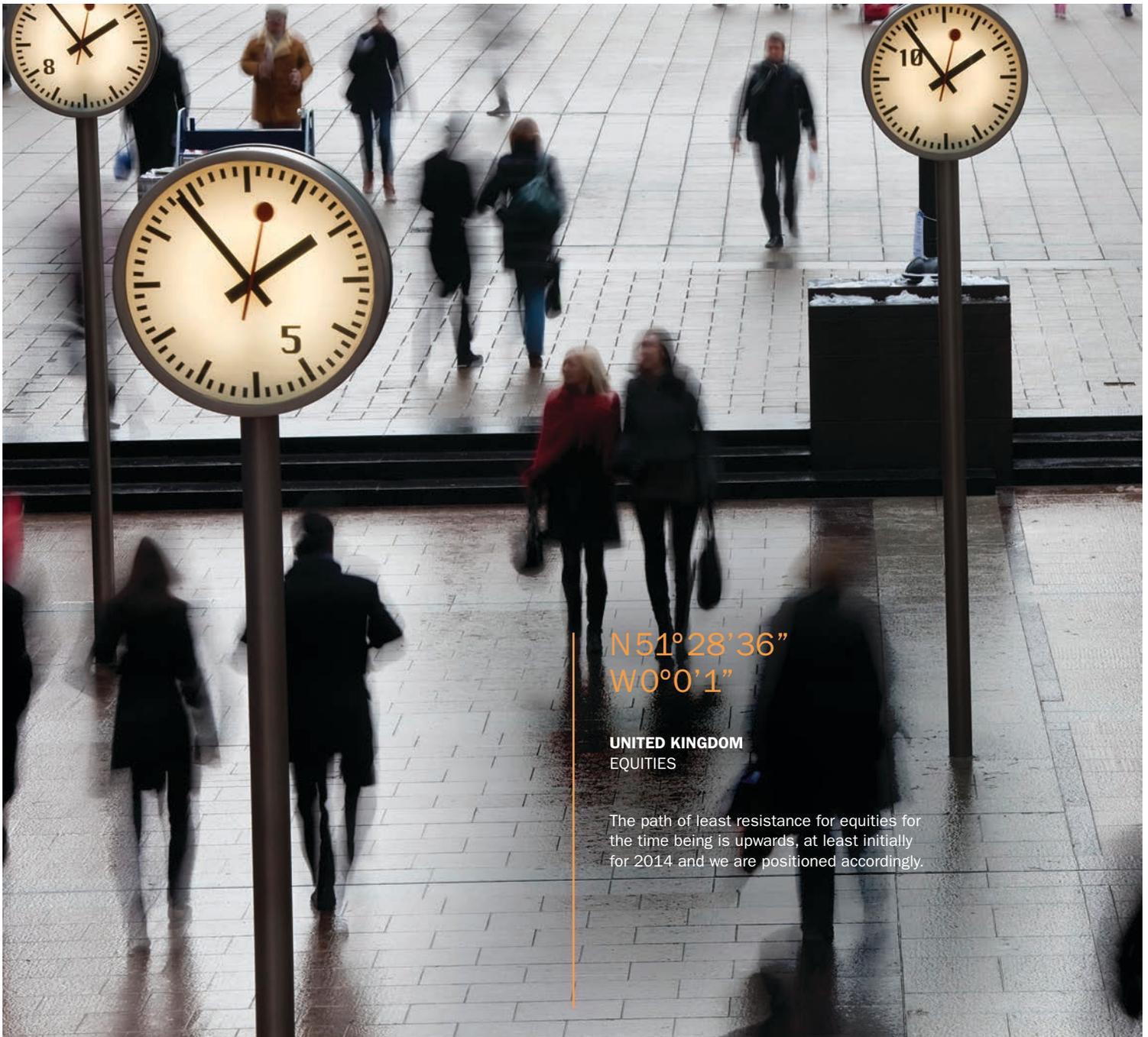


Fig 8: US 10yr Yield



Source: Bloomberg



N51°28'36"
W0°0'1"

**UNITED KINGDOM
EQUITIES**

The path of least resistance for equities for the time being is upwards, at least initially for 2014 and we are positioned accordingly.

which we had in the first half did adversely impact performance. We have grown more constructive in our attitude towards equities, as the economic outlook has improved and have positioned ourselves accordingly, but we still feel that some caution is merited and there is a continuing need to have some diversification or counter balance to equity market risk in portfolios. Whilst we share the consensus cautious longer term view for developed market government bonds, there are still trading opportunities there and we are still finding value in other bond markets. We remain cautious on commodities and are standing aside from gold at present because it is at a critical level.

Whilst it may be attempting to bottom around present levels, a failure to hold these levels would point to further significant short-term weakness.

In conclusion, the outlook for 2014 is constructive but likely returns from many markets will be less than 2013. Despite the rally there are still pockets of value to be found and the underperformance until recently of cyclical stocks relative to defensive shows there are still opportunities to position for the anticipated growth pick up in 2014. The path of least resistance for equities for the time being is upwards, at least initially for 2014 and we are positioned accordingly.

N51°30'51"
W0°5'17"

UNITED KINGDOM
LONDON

We are of the view that the prevailing economic background will continue to support the market.



Ryan Harrison
Chairman of Stock Selection Committee

UK Equity Market Review and Outlook

At the end of Q3 2013 we wrote of our surprise at the strong performance delivered by the FTSE 100 over what are traditionally the quieter summer months. The driving force behind this strong performance was largely the sharp recovery from the fall in the market in June, which came on the back of the comments made by the June Federal Open Markets Committee by Federal Reserve Chairman, Ben Bernanke, relating to the anticipation of a tapering in quantitative easing (QE). During Q4 2013 the recovery in the market from that low point saw the FTSE 100 rally close to the 6,800 level last seen in May, although at the time of writing the market stands at approximately 6,500 points, reflecting a gain over the quarter of some 3.8% and a gain for the year to date of just over 10%.

The higher levels witnessed in May last year, showed a year to date gain of some 15% and as such, the market has set back somewhat since that time. Much of this is due to continuing concerns relating to QE and, in addition, the difficult question as to when the Bank of England (BOE) might raise interest rates. A potential of a change in Government is also beginning to concern

investors. Overall however, the year to date returns have been stronger than anticipated, with equities remaining buoyed by the fact that good quality bonds remain expensive and indeed bond yields are rising putting investors' capital at risk.

On interest rates, our view is we will not see a meaningful rise in the UK in 2014. Mark Carney, the Governor of the BOE, has sent a clear policy message that interest rates will not be further considered until unemployment falls to 7% and, whilst we are close to that level, currently we do not anticipate a major breach of this target. As such, with interest rates remaining low and the outlook for bonds remaining bleak, investors are forced to accept the fact that equities remain the asset class of choice although, having enjoyed a strong year, UK equities could not be considered cheap at current levels.

We are not of the view that the QE tapering will be used aggressively at any point in the near future therefore, equity markets currently enjoy a comfortable level of support. However, the market will remain



nervous on any speculation of this happening. It is therefore, important that investors seek out where the best opportunities lay in equity markets and for those seeking income, opportunities still abound. Corporate balance sheets remain in better shape than they have done in the past few years and there are many FTSE 100 stocks currently returning well-covered dividends in excess of 5%. This level of return remains handsomely above the ten year UK Government gilt yield and will prove an additional support for equity markets.

We continue to subscribe to the sector rotation theory and investors seeking value in the UK market, in our opinion, should look to shift from defensive sectors into cyclical stocks which have underperformed the index for the majority of this year. We have undertaken this shift for our discretionary clients and in Q4 2013 have added to our mining positions through BHP Billiton and Rio Tinto. This sector has been under pressure for some time, but we believe as doubts regarding Chinese consumption fade, an overdue rebound will occur.

In the financial sector we have taken some profits from our positions in Aviva and Legal and General, (whilst retaining the parent holdings), and reinvested increasing our exposure to the banking sector. Our core position here remains HSBC and we have been encouraged by the strong recovery witnessed in Lloyds. In addition, whilst acknowledging this may prove an early move, we have shifted our position on the banking sector from underweight to neutral and have recently been adding to Royal Bank of Scotland.

Our closing message for 2013 remains very much as it was at the end of the last quarter. We are of the view that the prevailing economic background will continue to support the market and this will make it very difficult for investors to be underweight equities in favour of cash or other asset classes such as bonds at this time, which continue to remain an unattractive investment. There will however, remain a nervous undercurrent on any speculation surrounding easing in the governmental stimulus that has so far fuelled progress this year.



Paul Philp
Senior Investment Manager

“
The new Bank of
England Governor,
Mark Carney,
surprised and
impressed in
equal measure...
”

‘The Mark Carney Effect’

The UK economy has continued to flourish and not only versus low expectations that prevailed at the outset of 2013, but also against the rest of Europe. At +1.5% gross domestic product (GDP), the UK is now only just behind the US for the year at +1.6%. Hardly exceptional numbers versus the long term average of +2.6%, but given the low expectations as a starting point, the strengthening economy has been reflected in the recent recovery of sterling, the outperformer amongst G7 currencies.

UK house price growth has generally slowed but values are still going higher. The new Bank of England (BOE) Governor, Mark Carney, surprised and impressed in equal measure with the decision to restrict the funding for lending (FLS) scheme for mortgages a year early and to refocus the FLS where it is most needed – “to underpin the supply of credit to small businesses over the next year - without providing further broad support to household lending that is no longer needed.” This underlines that such stimulus can be implemented to ‘kick-start’ specific sectors of the economy but it can also be removed with little notice. There had been prominent concerns from all quarters that the effect would lead to an unhealthy housing bubble. The measures were suspected to have been driven by political short-term gain ahead of the election in 17 months time, so this change in policy was a

positive for the monetary policy committee’s (MPC) credibility and a further boost for sterling.

Undoubtedly the scheme has had the desired effect of stimulating demand in the housing market, which seems to have begun to filter through to the broader economy as we have subsequently seen positive data across the board. Growth for Q4 and on to 2014 is looking like it will be improved and close to an annualised +2%. The forward-looking indicators such as the PMI manufacturing and PMI construction data advanced strongly over the last month, although PMI services slowed but still indicates a very positive backdrop for growth for Q4 2013. Unemployment figures have also continued to improve with the latest reading at 7.6%. Monetary policy committee (MPC) members have regularly commented the 7% level will purely be a review point for monetary policy rather than a definite action point and we expect the base rate to be left well alone for the foreseeable future.

As sterling has been one of the strongest currencies and the above positive news is priced into markets, we are now seeing some interesting opportunities to consider holding foreign currencies again in our sterling based fixed interest portfolios and conceivably this may enhance performance into year-end and subsequently 2014.



Ed Smith
Global Strategist

Addressing the Corporate Savings Glut

Rather than discuss a theme that might colour macro strategy and markets over the next few months, I thought I might discuss a theme that will likely make an impact over the next ten years. Dependent on policy-making efficacy, this theme is inextricably linked to solving the imbalanced economies of the last decade.

Figure 9 shows a phenomenon that economists refer to as the jaws of the snake – the widening disparity between productivity growth and wage growth in developed economies. The result has been a redistribution of national incomes away from labour and towards capital owners. A recent Organisation for Economic Co-operation and Development (OECD) study observed that the share of labour in national incomes declined in 26 out of 30 developed economies between 1990 and 2009.

A lower labour share of income is reducing aggregate demand. The propensity to consume out of labour income is higher than the propensity to consume out of capital income, not least because the ‘financialisation’ of capital ownership (the emphasis on maximising

shareholder value and the short-termism that this has bred) has set a preference for dividends and share buybacks. These dividends accrue largely to the wealthiest decile, who themselves have a lower marginal propensity to spend additional units of income. Moreover, companies are not investing: the corporate investment share of gross domestic product (GDP) has declined in the majority of countries (figure 11). Studies by the OECD and the International Labour Organisation have shown that, instead, they are saving more.

The polarisation of incomes between the wealthiest and the poorest should be seen as one in the same problem as a declining labour share. President Obama has called inequality the ‘defining issue of our time’. “For the rest of my presidency, that is where you should expect my administration to focus all of our efforts.” Income inequality is not just a matter of what people perceive to be fair, and thereby an opportunity for political point-scoring; it is a more directly fiscal problem. Lower aggregate demand lowers government tax receipts and sets off a spiral that further disincentivises companies to invest.

Fig 9: The jaws of the snake

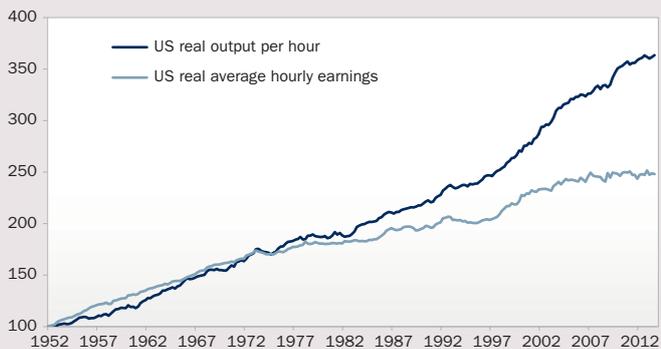


Fig 11: Declining private investment shares of GDP

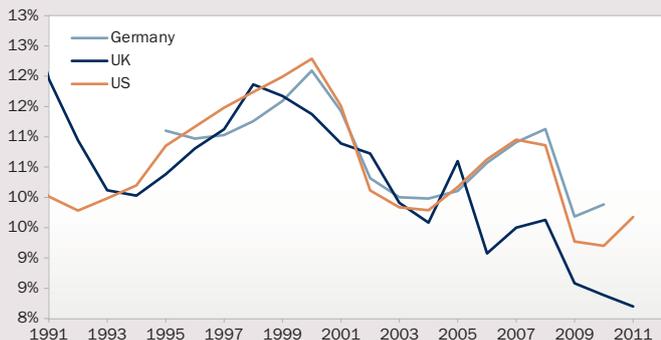


Fig 10: Gross operating surplus % national income

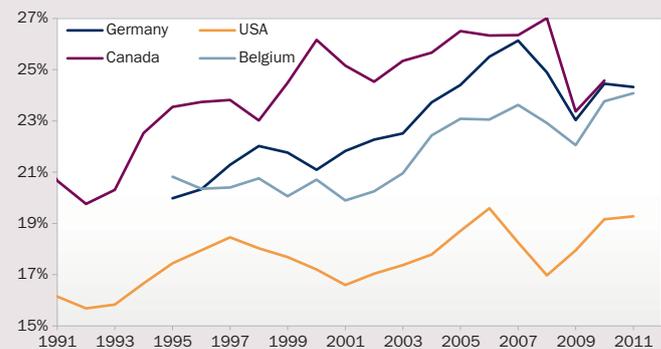
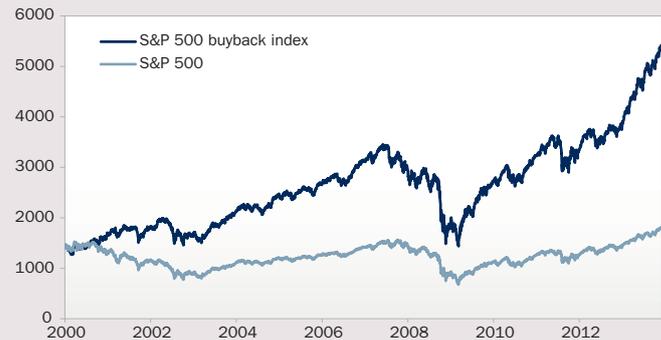


Fig 12: Outperformance of 'buyback stocks' to end



Source: Datastream, Bloomberg, CGWM Global Strategy

Current account surplus nations have pursued growth policies that have aggressively expanded their export share, and have funded the non-productive government and household debt binges of deficit nations. Deficit nations have tried to stem the effects of declining or stagnant real wages among the masses with tax credits, labour subsidies, increased welfare transfers and, of course, cheap credit. The cessation of policy provisions since the financial crisis has caused income inequality to increase.

We believe that 2014 may be the year that policymakers begin to address the negative corollaries of higher corporate saving, addressing the 'global imbalances' that have formed a large part of their rhetoric but have yet to really make it on to their agendas. At a very broad level, we believe the wealthy, exporting nations should encourage wage inflation, while deficit economies such as the US and the UK should pursue policies that encourage greater corporate investment as well as public/private investment in education and retraining (as technology has made capital a more

pervasive substitute for labour, a skills mismatch has developed – there aren't enough people equipped for highly skilled jobs and previously middle-income workers displaced by technology have depressed wages at the less-skilled end). Such policies should help economies battle the deflationary forces still present in a world of sub-trend demand growth. Boosting aggregate demand is broadly positive for equity markets, but those stocks that have benefited from a thirst for dividend growth and the ability to undertake buybacks (figure 12) will likely underperform.

In 2014, German consumer oriented stocks should do well - the European Central Bank's (ECB) harmonised competitiveness indicators plainly state that Germany is still overly competitive, and we believe that its government will make a genuflection to the European Commission, diplomatic pressure and internal popular opinion and facilitate real wage growth.

For more detail on this theme please see [two forthcoming Global Strategy notes to be published in January 2014.](#)



Joe Paul
Investment Director

European Fund Sector Review: **A Very European Europe**

Over the past couple of years we have seen the very best and worst of Europe. A region, as complex in its bureaucracy as it is diverse in its nationality, which taken as a whole can be difficult to understand, but scratch under the surface, there's no denying many of the best economies and companies in the world, are European.

It is not my intention to rake over the various issues that led to the near collapse of the Euro dream in 2012, but more to focus on investing in Europe and illustrate a process for harnessing the potential that exists. That said, it would be remiss of me not to set the scene so let me begin by stating the obvious.

Europe is a much healthier and happier place than it was 12 months ago. The Achilles heel was the massive debt burden that many European nations faced – some of which were simply unsustainable and yet, remarkably, with a wave of his magic wand, Mario Draghi was able to neutralise many of the concerns and the hangover, that was the result of years of reckless borrowing and expenditure, seemed to disappear overnight.

Now in saying that, I don't mean to suggest that all is forgotten, as many issues remain to be addressed, but Draghi, in providing a back-stop, gave Europe the luxury of time to get its house in order. The process of healing is under way and global investors, evidenced by the

“ Global investors have been swift to capitalise on this change of sentiment towards Europe. ”

Fig 13: Global Equity Cumulative ETF Flows

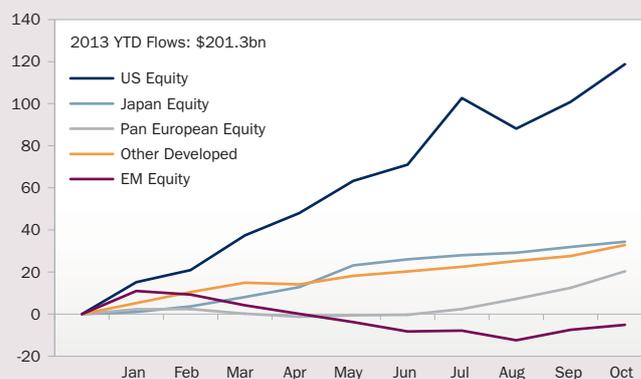
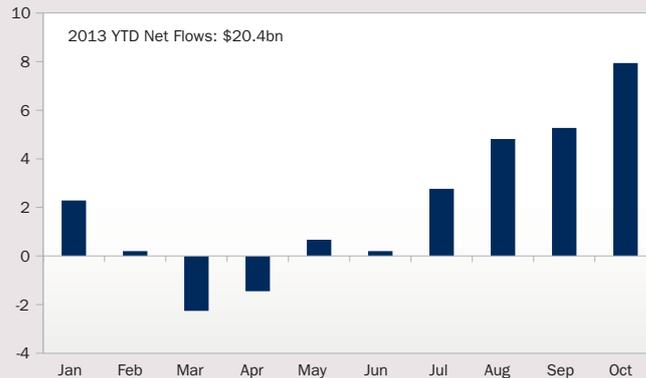


Fig 14: Pan European Equity Flows



Source: iShares BlackRock - Global Equity EFT Flows

turnaround in investment flows (figures 13 and 14), have been swift to capitalise on this change of sentiment. Outflows at the start of 2013 turned into considerable inflows and as of Q4 2013, Europe is attracting a significant proportion of monies flowing into equity markets.

We invest in Europe via a range of funds, each of which has a distinct character or focus. Our objective, aside from seeking to harness some of the best investment talent in the world, is to create a blend that will perform throughout the economic cycle. For example, we currently blend ‘quality’, ‘dynamic’ and ‘value’ components, each of which seeks to capitalise on differing opportunity sets. Schroder European Alpha Plus, with its focus on ‘quality’ companies (call them world class companies with global franchises and robust international earnings), performed very well when conditions were challenging but, more recently, as peripheral markets and poorer quality companies

have joined the recovery, has been a little off the pace. By contrast, Paul Wild, manager of J O Hambro Continental European thrives on market turning points and this ‘dynamic’ approach. This willingness to engage in the market rotation has enabled him to participate fully as different sectors and countries took up the running. Edinburgh Partners European Opportunities, provides the final factor of the mix - ‘value’. To identify and invest in companies that will release significant value, manager Dale Robertson seeks to look further into the future, with a focus on target five-year forward price earnings. Not surprisingly there are periods when this style is unrewarded, but over time, the potential exists for excellent long-term performance.

By blending the three styles, to benefit from the manager’s individual strengths during different stages of the market cycle, we seek to deliver robust performance with controlled levels of risk and, if judged on this basis, we have been successful in our strategy.



Marc Pullen
Stockbroker

Deere & Co.

Marc Pullen, based in our Geneva office since 2006, was previously a Canaccord Quest™ analyst and is now an equity specialist in our stockbroking team. Here he demonstrates the use of Canaccord Quest™ in profiling Deere & Co.

As one of the world's largest and best known manufacturers of agricultural equipment, we believe Deere & Co. is ideally placed to benefit from the growth in emerging markets and the resultant pressure on world food supplies. 75% of sales are from Europe and North America however, the fastest growing regions are all Emerging Markets. Latin America has grown by a compound annual growth rate (CAGR) of 18% over the last six years whilst the Asia/Africa/Middle East region has seen a 17% CAGR over the same period. When analysing companies on Canaccord Quest™, we like to ask three fundamental questions:

1. Is it a good quality company?
2. Are the shares attractively priced?
3. Is now the right time to buy?

According to Canaccord Quest™, the answer to the first two is yes, however, as the shares have underperformed the market this year, the answer to the third question is less clear. Nevertheless, we believe that it won't be long before all that 'quality' and 'value' translates into improved 'momentum'.

A quick glance at the Canaccord Quest™ summary page is all that is needed for us to appreciate the quality of this company. Deere has a great (albeit cyclical) returns profile, with a cash flow return on capital (CFROC) averaging 10.4% over the last ten years and importantly, (given the cyclicity of the returns) has never dipped below the cost of capital. For the record, the ten year average CFROC for the North American market as a whole is significantly lower, at 6.9%. Not only does Deere have a solid returns profile, it also has been reinvesting in its

“ Not only does Deere have a solid returns profile, it also has been reinvesting in its business in real terms. ”

Fig 15: Cash Flow Returns

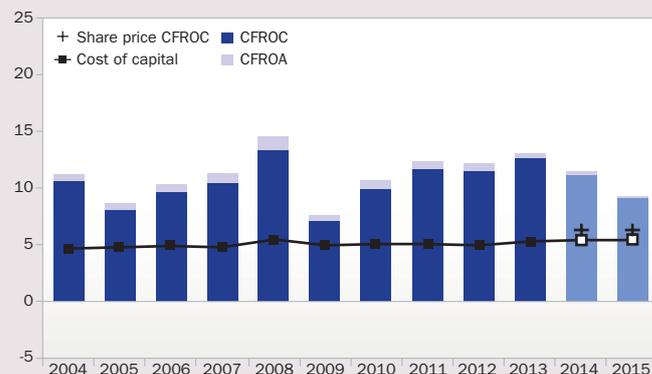
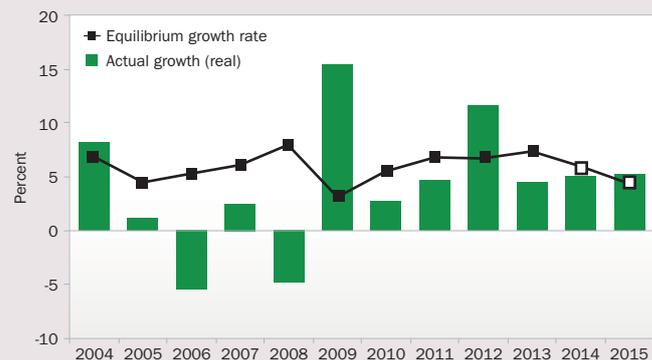


Fig 16: Growth in Invested Capital



Source: Canaccord Quest™

business in real terms. This compounding effect of reinvesting value creating returns, has led to significant value creation with the company's Canaccord Quest™ value per share more than doubling over the last ten years to over \$100 today. However, so far during 2013 the shares have underperformed the wider market, in fact for the past three years they have largely traded sideways. This means they have become increasingly cheap in the face of the company's continued value creation. At the time of writing, the shares were 23% below the fair value on Canaccord Quest™ and trading on a 12-month forward P/E of just 10.4x, compared to 16.1x for the wider North American market.

So why have the shares underperformed the S&P 500 this year? Principally following a bumper 2013, the market is concerned that the farm machinery

investment cycle is turning i.e. North American farmers are expected to buy less kit over the next few years. Whilst we do not disagree with this scenario (our valuation is already based on a 13% deterioration in CFROC over the next 12-months), we believe the market has over reacted, with the current share price already discounting returns below the recent 2009 cyclical low.

Therefore, it appears a US slowdown is more than priced in and with the market seemingly ignoring the longer-term emerging market growth story, we believe this stock makes for an interesting play in this sector.

This is for your general information only and is not intended to be relied upon in making an investment decision.

Latest News

2013 ended on a high for the Intermediary Team following further industry recognition for REMAP and the addition of two new team members.

CGWM Wins Gold Standard Award for Second Year in a Row!



Robert Jukes (left) collects the Gold Standard Award from Cardiff North MP, Jonathan Evans

For the second consecutive year, CGWM has won the Gold Standard Award for Discretionary Portfolio Management. Winners were announced at a ceremony in the House of Commons on 27 November where Robert Jukes, Global Strategist and Head of Onshore Intermediaries at CGWM collected the award.

Incisive Media's Gold Standard Awards are designed to identify UK financial services companies that have strong structures and procedures in place and are going above and beyond standard business practices to promote confidence in the sector. The judges assess financial strength, capability, service, fair value and trust.

CGWM has a long-term track record of successfully managing discretionary portfolios. For financial advisers seeking to outsource their discretionary portfolio management, CGWM provides an innovative, proprietary suite of risk-targeted portfolios known as REMAP (Risk Enhanced Multi Asset Portfolios).

Neil Darke commented: "Receiving this Award for the second year running endorses our firm's innovative and high-quality approach to risk, and our dedication to enhancing service levels and clients' risk-adjusted returns".

Intermediary Team Welcomes New Team Members

We are delighted to welcome two new additions to our Intermediary Team.

Tom Byatt has recently joined as a Database Analyst and Developer, having previously worked at CERN as a particle physicist. His extensive experience in software development, statistical analysis and banking is instrumental in the ongoing development of our proprietary portfolio risk management framework.

Carla Keenan has also joined as an Intermediary Team Assistant with a focus on business development. Carla is a recent graduate of Accounting and Finance from Warwick Business School. Since graduating she has been heavily involved in two successful start-up companies and she will be bringing this entrepreneurial drive and experience to the team.



Contact

United Kingdom

41 Lothbury
London
EC2R 7AE

T: +44 (0)20 7523 4600
F: +44 (0)20 7523 4599

Jersey

PO Box 3
37 Esplanade
St Helier
Jersey
JE4 0XQ

T: +44 (0)1534 708090
F: +44 (0)1534 708050

Guernsey

PO Box 45
2 Grange Place
The Grange
St Peter Port
Guernsey
GY1 4AX

T: +44 (0)1481 712889
F: +44 (0)1481 713460

Isle of Man

Anglo International House
Bank Hill
Douglas
Isle of Man
IM1 4LN

T: +44 (0)1624 690100
F: +44 (0)1624 690101

Switzerland

7, Avenue
Pictet-de-Rochemont
1207 Geneva

T: +41 (0)22 707 0080
F: +41 (0)22 707 0088

canaccordgenuity.com

Investment involves risk. The investments discussed in this document may not be suitable for all investors. Past performance is not necessarily a guide to future performance. The value of investments and the income from them can go down as well as up and investors may not get back the amount originally invested. The information provided is not to be treated as specific advice. It has no regard for the specific investment objectives, financial situation or needs of any specific person or entity. Investors should make their own investment decisions based upon their own financial objectives and resource and, if in any doubt, should seek specific advice from an investment advisor. Tax treatment depends on the individual circumstances of each client and may be subject to change in the future.

Prospects is a marketing communication under the FCA rules. It has not been prepared in accordance with the legal requirement designed to promote the independence of Investment Research and we are therefore not subject to any prohibition on dealing ahead of the dissemination of Investment Research. In practice, however, our conflicts management policy prohibits Canaccord Genuity Wealth Management and its personnel from dealing ahead of recommendations intended for external communication.

This document has been produced for information purposes only and is not to be construed as a solicitation or an offer to purchase or sell investments or related financial instruments. The information contained herein is based on materials and sources that we believe to be reliable, however, Canaccord Genuity Wealth Management makes no representation or warranty, either express or implied, in relation to the accuracy, completeness or reliability of the information contained herein. All opinions and estimates included in this document are subject to change without notice and Canaccord Genuity Wealth Management is under no obligation to update the information contained herein. None of Canaccord Genuity Wealth Management, its affiliates or employees shall have any liability whatsoever for any indirect or consequential loss or damage arising from any use of this document.

Canaccord Genuity Wealth Management and/or connected persons may, from time to time, have positions in, make a market in and/or effect transactions in any investment or related investment mentioned herein and may provide financial services to the issuers of such investments.

Canaccord Genuity Wealth Management does not make any warranties, express or implied, that the products, securities or services mentioned are available in your jurisdiction. Accordingly, if it is prohibited to advertise or make the products, securities or services available in your jurisdiction, or to you (by reason of nationality, residence or otherwise) such products, securities or services are not directed at you.

Canaccord Genuity Wealth Management is a trading name of Canaccord Genuity Wealth Limited (CGWL) and Canaccord Genuity Financial Planning Limited (CGFPL), both of which are authorised and regulated by the Financial Conduct Authority. Both are wholly owned subsidiaries of Canaccord Genuity Group Inc. and have their registered office at 41 Lothbury, London, EC2R 7AE. CGWL is registered in England no. 03739694, CGFPL is registered in England no. 02762351.

Canaccord Genuity Wealth Management ("CGWM") is a trading name of Canaccord Genuity Wealth (International) Limited ("CGWI") which is licensed and regulated by the Guernsey Financial Services Commission, the Isle of Man Financial Supervision Commission and the Jersey Financial Services Commission and is a member of the London Stock Exchange and the Channel Islands Securities Exchange, CGWI is registered in Guernsey no. 22761 and is a wholly owned subsidiary of Canaccord Genuity Group Inc. Registered office: 2 Grange Place, The Grange, St. Peter Port, Guernsey, GY1 2QA.

CGWM is also a trading name of Canaccord Genuity Wealth (Suisse) SA ("CGWS"), which is member no.554 of the Organisme D'Autorégulation des Gérants de Patrimoine, Genève. CGWS is registered in Geneva, Switzerland and is a wholly owned subsidiary of Canaccord Genuity Group Inc. Registered office: 7, Avenue Pictet-de-Rochemont, 1207 Geneva, Switzerland. The Geneva Representative Office is a representative office of CGWI.

Investment Outcome **Room to Roam, Tuscany, Italy**

N 43°28'0"
E 10°58'1"

Where will your investments take you?

Your world isn't confined to a single set of geographic coordinates. Neither should your investments be. We search the globe to find outstanding investment ideas, wherever they happen to be. Contact us to learn about the wealth management services we offer. | canaccordgenuity.com

Investments can fall in value and you might get back less than you invested.

CANACCORD Genuity
Wealth Management

To us there are no foreign markets.™

In the UK, this advert is communicated by Canaccord Genuity Wealth Management (CGWM) which is a trading name of Canaccord Genuity Wealth Ltd (CGWL) and Canaccord Genuity Financial Planning Limited (CGFPL), which are authorised and regulated by the Financial Conduct Authority. In the Channel Islands CGWM is a trading name of Canaccord Genuity Wealth International Limited (CGWI) which is licensed and regulated by the Guernsey Financial Services Commission, the Isle of Man Financial Commission and the Jersey Financial Services Commission. In Switzerland, CGWM is also a trading name of Canaccord Genuity Wealth (Suisse) SA (CGWS). CGWS is registered in Geneva, Switzerland. CGWL, CGWI and CGWS are wholly owned subsidiaries of Canaccord Genuity Group Inc. Canaccord Genuity Wealth Management does not make any warranties, express or implied that the products, securities or services mentioned are available in your jurisdiction. Accordingly, if it is prohibited to advertise or make the products, securities or services available in your jurisdiction, or to you (by reason of nationality, residence or otherwise) such products, securities or services are not directed at you.