

## **Equity Strategy**

Trigger to reduce risk is missing; earnings momentum and quality to re-emerge as drivers of stock selection

On the heels of one of the sharpest market rebounds ever, the widely expected correction could even be seen as healthy. However, we believe the following points still hold:

- **Asset Allocation:** One should remain OW stocks and be buying the dips. Provided that the macro dataflow does not begin to disappoint again, we believe that the technical headwinds and the profit-taking will be transitory. The more "fundamental" trigger to take some risk off the table, in our view, would be when data confirms economic stabilisation. For example, when or if we get the first few ISM prints above 50, the "2nd derivative" story will be over, as per the table on the right.
- Still underweight bonds and cash: Even though the potential inflation end game is probably overly discounted for now, government bond yields could continue to grind higher, reflecting better dataflow momentum, and this should be taken positively by stocks. In addition, just through income generation alone, equities are beating both cash and bonds.
- Sectorwise, Cyclicals have lost a chunk of their performance in the past few days, but this is on the back of a dramatic recent run. We believe there will be one more leg of cyclicals performance and think it would be a mistake to start wholesale rotation into Defensives now.
- At stock level, low-quality names did very well during the rally (broadly defined as the most leveraged, the biggest underperformers, lower ROE and "value" stocks). The fundamental factors, such as earnings momentum, did badly, actually showing an inverse correlation with stocks' relative performance.
- As volatility edges lower, we believe this will start to change, and we expect investors to become more selective, looking for "higher quality" stocks. In addition, we see earnings momentum becoming an important positive driver of relative stock performance again with the stocks of companies showing upgrades to earnings starting to outperform.
- In the report, we screen for the stocks that have underperformed in the latest rally but have seen outright EPS upgrades or have higher ROE than their peer group.

**European Equity Strategy** 

Mislav Matejka, CFA<sup>AC</sup>

(44-20) 7325-5242 mislav.matejka@jpmorgan.com

**Emmanuel Cau, CFA** 

(44-20) 7325-1684 emmanuel.b.cau@jpmorgan.com

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## Forward S&P500 performances\* in different ISM ranges

	Avera	ge S&P50	0 Fwd
ISM		Returns*	
ranges	+3m	+6m	+12m
25-30	12.6%	21.8%	13.5%
30-35	5.5%	7.8%	15.2%
35-40	4.3%	8.9%	18.5%
40-45	0.2%	0.6%	0.7%
45-50	-0.5%	-0.4%	2.4%
50-55	0.4%	0.5%	0.1%
55-60	-0.3%	-0.7%	-2.2%
60-65	-1.9%	-3.7%	-7.2%
65-70	-1.2%	-3.2%	-7.1%
70-75	-5.8%	-8.9%	-15.3%
75-80	5.9%	11.4%	13.0%

Source: Datastream, Bloomberg, \*relative to long term average 3, 6 and 12 months S&P500 performance

## European equities vs. government bonds — total returns and IFO



Source: Datastream, MSCI

## See page 22 for analyst certification and important disclosures, including non-US analyst disclosures.

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# Trigger to reduce risk is missing; earnings momentum and quality to reemerge as drivers of stock selection

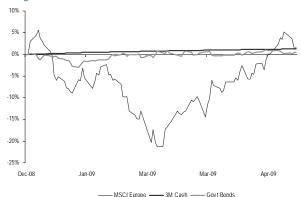
Table 1: European/Global asset class return and JPM expectation

			Ytd Tota	l Returns
	J.P. Morgan Weightings	Deviations from benchmark	Global	Europe
Equities	Overweight	10	1.7%	1.7%
Cash (3m)	Underweight	-5	1.1%	1.3%
Bonds (10y)	Underweight	-5	-1.0%	0.4%

Source: Datastream

Year to date, the performances of equities, bonds and cash have been bunched together. Equities are marginally beating cash with government bonds lagging somewhat.

Figure 1: Year-to-date total returns for European equities, cash and government bonds



Source: Datastream

This result is hiding a significant inflection point that took place in March when in the first two months of the year equities were dramatic underperformers only to make it all up in the rally in the past two months.

A number of commentators started looking for a rollover, but it appears that the negative arguments are mostly based on technical and valuation grounds. Clearly the dramatic equity run in the past few months is pushing the asset class into "overbought" territory, and a pullback could even be seen as healthy, but we think that the fundamental trigger is missing.

We remain overweight stocks but see the risk-reward as getting less supportive

Table 2: Forward S&P500 performances\* in different ISM ranges

	Average S&P500 Fwd Returns*							
ISM ranges	% of time	+3m	+6m	+12m				
25-30	0.1%	12.6%	21.8%	13.5%				
30-35	1.5%	5.5%	7.8%	15.2%				
35-40	4.7%	4.3%	8.9%	18.5%				
40-45	7.4%	0.2%	0.6%	0.7%				
45-50	18.5%	-0.5%	-0.4%	2.4%				
50-55	28.7%	0.4%	0.5%	0.1%				
55-60	23.5%	-0.3%	-0.7%	-2.2%				
60-65	10.7%	-1.9%	-3.7%	-7.2%				
65-70	4.1%	-1.2%	-3.2%	-7.1%				
70-75	0.4%	-5.8%	-8.9%	-15.3%				
75-80	0.4%	5.9%	11.4%	13.0%				

Source: Datastream, Bloomberg, \*relative to long term average 3, 6 and 12 months S&P500 performance

Table 2 shows the average performances that the S&P500 delivered on top of the normalised 3, 6 and 12 months rolling return in different ISM regimes (which were 2%, 4%, and 8% capital appreciation respectively over the sample period of the past 70 years). It clearly shows how the risk-reward profile for stocks changes given different ISM backdrops:

- With ISM readings below 40, it hasn't paid to be bearish as equities have tended to deliver abnormally high returns.
- With ISM in the 40-55 range, stocks still appreciated on average, but one would not have been receiving extra compensation for owning them beyond the normalised 3, 6, and 12 months rolling averages.
- When ISM were above 50, or 55, then typically one should have been taking risk off the table.

The latest ISM print is at 40.1 so we are exiting the range of abnormal equity returns, but we think the "2nd derivative" trade is not exhausted yet and would look for the following triggers to reduce our exposure to equities:

- If/when we see 1-2 readings of ISM above 50. At that
  point there is no additional mileage in talking about
  "2nd derivative" as the "1st derivative" will become
  more relevant.
- 3-4 months of steady upgrades to GDP forecasts by economists as evidenced in Blue Chip data. We have had only 1 month of upgrades so far.
- a few months of strong inflows into developed equity funds. AMG data show only a very recent pickup.



 if/when developed world equities are up double digit on the year. Our MSCI Europe target remains 1080, offering 20% upside from current levels.

Naturally, all this is predicated on the ongoing steady improvements in macro dataflow, on further stabilisation in credit fundamentals and on no disorderly sell-off in government bond yields.

If the economic dataflow in particular turns lower again, the market will likely not be able to shrug it off, but this is not our base case view as reflation and credit stabilisation catalysts continue to track.

#### **UW Bonds/Cash**

In the past few months, government bond yields started to move higher. In our meetings, this is often raised as a concern for the performance of equities.

Table 3: Recent bond yields move in historical context

10-yr Bond yield	Latest	Jan-09	5-yr average
US	3.1%	2.3%	4.2%
Japan	1.5%	1.2%	1.5%
Germany	3.3%	2.9%	3.8%
UK	3.5%	3.1%	4.6%

Source: Datastream

We agree that a potential bond sell-off is the key risk to this grand experiment of "money illusion/reflation" that developed world governments and central banks are performing, and it could derail what ultimately is a great carry trade (please see our February report for more on this).

However, the reason for the move up in bond yields is the key to decide the impact on stocks, in our view:

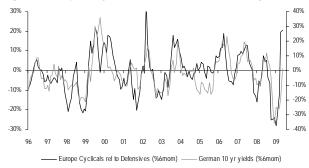
We believe that the 1. inflation driven and/or 2. "credibility" driven bond sell-off (loss of confidence in governments' ability to pay off the accumulated debts in a manner that preserves the real value of the debt holders claims) will be seen as negative for stocks.

It is too early in our view to push bond yields higher on the inflation concerns when for at least the next 6-12 months, inflation dataflow will be printing lower.

We think that the market could be prepared to tolerate the debt overhang in the short term as long as the cyclical picture appears to be stabilising.

Chronic US current-account deficits are a good example here; investors are not really concerned about them as long as the economy appears to be growing/improving, but as soon as the cyclical weakness arrives, the structural imbalances could come to fore.

Figure 2: European Cyclicals vs. Defensives and bond yields



Source: Datastream

This leaves us with the change in growth outlook as a driver of bond yields, and this we believe should be seen as a positive for now.

As the chart above shows, the move up in bond yields is just starting to reflect what the sector rotation has already indicated — that global activity is troughing.

According to this relationship, bond yields should move up further just to catch up with the performance of cyclical sectors.

Figure 3: European equities vs. Government bonds — total returns and IFO



Source: Datastream, MSCI

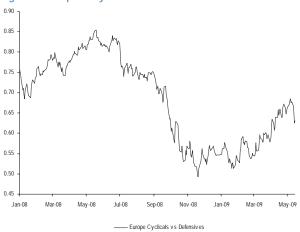
The bottom line is that we would not interpret a pickup in bond yields as a constraint for the time being but merely as a reflection of an improved growth outlook.

This would start to change if bond yield sell-offs exceed 100bp from here (bunds above 4-4.5%, treasuries above 4-4.5%, gilts above 4.5%, in our view), or if the driver behind this move morphs into credibility concerns, as opposed to an improving dataflow.

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## At the sector level

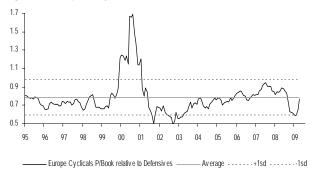
Figure 2: European Cyclicals vs. Defensives



Source: Datastream

Cyclicals have taken a beating in the past few days as many investors appear to be seeing Cyclicals' strong relative performance in the past six months as overdone. It is hard to disagree with the view that the relative valuations, sentiment and positioning are not as attractive as they were a few months ago, but we believe that Cyclicals as a group will continue to outperform on a 3-month horizon.

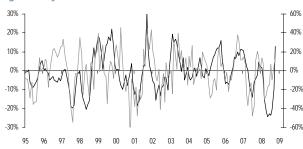
Figure 3: European Cyclicals — Price/Book relative to Defensives



Source: Datastream

We acknowledge that on some valuation measures Cyclicals appear stretched, but we still see them as reasonably priced.

Figure 4: Cyclicals vs. Defensives and relative EPS revisions



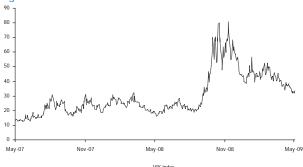
Cyclicals rel to Defensives (%6mom) —— Cyclicals rel to Defensives revisions ratio (%6mom, rhs)

Source: Datastream, MSCI, IBES, J.P. Morgan

Ultimately, the valuation argument should be secondary to the call for which momentum dynamics are the key. As long as macro dataflow continues to move higher, Cyclicals should be supported.

#### At the stock level

Figure 5: VIX index



Source: Datastream

With a fall in volatility we would expect that stock picking becomes more relevant again. Up to now, the market has been predominantly macro focused.

Table 4: Factors that worked for European outperformers during the recent rally

		Best	Perfo	rmance vs	. sector	Worst
		Q1	Q2	Q3	Q4	Q5
	Trough to Peak	46.7%	14.8%	1.0%	-10.4%	-23.8%
	MV weight	13%	18%	29%	19%	20%
5	Peak to Trough	-14.3%	-6.8%	2.7%	9.9%	23.3%
Factors at March market low	ND/Equity	0.46	0.45	0.39	0.37	0.39
at N	%ch EPS	-11.9%	-6.8%	-6.1%	-4.4%	0.0%
ark	RoE	11.4%	12.6%	13.0%	13.7%	15.7%
E E	P/E	5.6	6.9	8.2	9.4	10.1
ř	P/Book	0.6	0.8	1.1	1.1	1.6
	Div Yield	6.2%	6.1%	6.0%	5.8%	4.6%

Source: J.P. Morgan



In Table 4, we split the constituents of MSCI Europe into quintiles according to their relative performances in the rally since the March low. We assessed the following characteristics of these groups: market cap weight, relative performance during the bear market, leverage (net debt/equity), change in 12-month EPS integer over the past 2 months, quality (ROE) and valuations (P/E, P/Book, dividend yield).

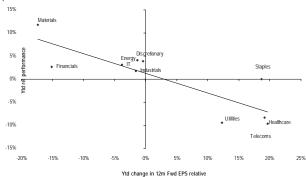
The constituents of the first quintile, which were the best performers in the rally, appear to display lower quality than the members of the fifth quintile, the relative underperformers during the rally.

The outperformers were generally smaller cap stocks within the sector, the ones that have initially fallen more (probably were more shorted). They typically had worse EPS revisions during the rally than the underperforming stocks and were from the Value group, relatively cheap on P/E and P/B metrics to start with. They also tended to display higher leverage, but the conclusions on this metric are not clear cut. Lastly, they had lower ROEs than the underperforming stocks.

These findings hold for both defensive and cyclical sectors. Please find Appendix II for breakdown of the results at sector level.

We think that the characteristics of the outperforming stocks will be changing. The initial move up was driven by the names that were affected the most by the change in risk premiums, basically the lowest-quality stocks. Going forward, we believe "higher quality" names will start to perform better. In Appendix I, we list European stocks that have high ROEs but have underperformed their peers in the rally.

Figure 6: European sectors — Year-to-date EPS revisions and performances



Source: Datastream, MSCI, IBES

In addition, we believe that earnings momentum will become an important positive driver of stock selection again, i.e., the stocks that are having EPS upgrades are likely to outperform, in contrast to the inverse correlation we have witnessed in the past few months.

Table 5 highlights the stocks that have underperformed their peers during the rally but which actually displayed rising EPS integers. Only 21% of European corporates experienced a pickup in rolling forward EPS integers vs. two months ago.

Table 5: European stocks that have underperformed their sectors since March 2009 but have had positive 12m Fwd EPS revisions

		Trough		Peak to						
·		to Peak	MV (U\$)	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
MARFIN INV.GP.HDG.	FINANCIALS	-59.5%	2,496	15.6%	n/a	66.7%	1.4%	26.4	0.4	10.5%
ASML HOLDING	IT	-2.5%	6,279	15.1%	-0.31	41.7%	-2.5%	-95.8	2.4	1.7%
ICADE	FINANCIALS	-67.8%	3,217	17.5%	n/a	38.6%	7.5%	19.4	1.5	7.1%
RYANAIR HOLDINGS	INDUSTRIALS	-10.9%	5,390	19.2%	0.26	21.1%	9.9%	15.2	1.5	0.0%
CIE.NALE.A PTF.	ENERGY	-76.3%	4,569	43.9%	n/a	15.7%	5.7%	12.1	0.7	2.5%
CABLE & WIRELESS	TELECOMS	-1.4%	4,714	12.9%	-0.03	13.3%	19.5%	9.8	1.9	6.8%
SWEDISH MATCH	STAPLES	-17.2%	3,278	14.7%	3.13	13.3%	116.9%	12.2	14.3	3.9%
CENTRICA	UTILITIES	-22.6%	16,535	27.5%	0.27	12.5%	19.7%	10.5	2.1	5.5%
GETINGE	HEALTH CARE	-26.6%	2,376	8.7%	1.47	11.5%	17.8%	10.8	1.9	2.7%
SECURITAS 'B'	INDUSTRIALS	-23.1%	2,339	27.5%	0.85	10.7%	23.4%	9.5	2.2	5.1%
COMPASS GROUP	DISCRETIONARY	-22.0%	7,486	36.1%	0.41	10.3%	21.8%	11.1	2.4	4.7%
AUTONOMY CORP.	IT	-23.8%	3,946	80.2%	-0.22	9.9%	15.5%	18.4	2.9	0.0%
REED ELSEVIER	DISCRETIONARY	-24.0%	7,328	27.1%	12.56	9.6%	140.5%	10.1	14.2	4.8%
HENNES & MAURITZ 'B'	DISCRETIONARY	-12.3%	24,726	28.0%	-0.64	9.2%	41.1%	15.5	6.4	5.4%
IBERDROLA RENOVABLES	UTILITIES	-7.8%	15,594	-2.5%	0.39	9.1%	3.7%	26.3	1.0	1.0%
PEARSON	DISCRETIONARY	-19.2%	7,042	27.9%	0.25	8.2%	12.0%	11.3	1.4	5.7%
HANNOVER RUCK. (XET)	FINANCIALS	-66.7%	3,228	37.1%	n/a	8.1%	15.4%	5.2	0.8	7.1%
CAPITA GROUP	INDUSTRIALS	-28.3%	5,508	45.3%	0.75	7.0%	43.0%	16.3	7.0	2.6%
BUNZL	INDUSTRIALS	-39.0%	2,432	39.6%	0.84	6.8%	23.5%	10.0	2.3	4.1%
SERCO GROUP	INDUSTRIALS	-31.8%	2,409	38.1%	0.10	6.7%	19.7%	13.1	2.6	1.8%
TERNA	UTILITIES	-8.6%	5,687	27.3%	2.10	6.3%	15.1%	13.9	2.1	7.2%
BRITISH SKY BCAST.GROUP	DISCRETIONARY	-21.0%	10,526	24.4%	10.78	5.9%	377.8%	14.0	52.8	4.4%
WPP	DISCRETIONARY	-4.8%	6,621	8.9%	0.37	5.5%	12.8%	7.6	1.0	4.3%
COBHAM	INDUSTRIALS	-43.4%	2,875	47.6%	0.31	5.3%	19.8%	10.5	2.1	3.0%
TELIASONERA	TELECOMS	-3.3%	17,741	2.6%	0.34	5.3%	14.3%	8.2	1.2	5.8%
SUEDZUCKER (XET)	STAPLES	-7.0%	3,174	17.7%	0.47	5.2%	6.5%	13.8	0.9	3.4%
UNITED UTILITIES GROUP	UTILITIES	-10.1%	4,349	13.9%	2.84	5.0%	22.0%	8.3	1.8	7.4%
MORRISON(WM)SPMKTS.	STAPLES	-11.9%	8,922	12.0%	0.24	5.0%	10.0%	13.4	1.3	2.6%
INVESTOR 'B'	FINANCIALS	-67.3%	4,824	34.4%	n/a	5.0%	1.4%	41.9	0.6	4.2%
NATIONAL GRID	UTILITIES	-18.2%	18,783	16.0%	3.88	4.9%	24.7%	9.9	2.4	6.8%
G4S	INDUSTRIALS	-23.8%	3,420	41.2%	0.54	4.8%	16.7%	9.1	1.5	4.2%
ERICSSON 'B'	IT	-24.6%	23,086	16.7%	-0.34	4.8%	10.6%	14.5	1.5	2.9%
GBL NEW	FINANCIALS	-70.5%	9,889	31.7%	n/a	4.5%	4.2%	10.0	0.4	5.4%
BAE SYSTEMS	INDUSTRIALS	-28.7%	16,345	43.6%	-0.14	4.3%	19.5%	8.0	1.6	4.6%
TUI TRAVEL	DISCRETIONARY	-11.8%	3,538	22.8%	0.02	3.3%	11.4%	8.3	0.9	5.6%
UNIBAIL-RODAMCO	FINANCIALS	-48.8%	8,941	23.3%	n/a	3.0%	6.4%	9.8	0.6	9.1%
INVESTEC	FINANCIALS	-0.1%	1,019	2.9%	n/a	2.4%	12.5%	4.5	0.6	8.9%
COLOPLAST 'B'	HEALTH CARE	-8.5%	2,525	9.7%	1.06	2.3%	32.5%	15.7	5.1	2.0%
BALFOUR BEATTY	MATERIALS	-22.8%	2,114	32.3%	-0.42	2.3%	22.8%	8.0	1.8	4.3%
NOVO NORDISK 'B'	HEALTHCARE	-2.0%	23,083	38.4%	-0.29	2.1%	27.8%	14.7	4.1	2.5%
BIOMERIEUX	HEALTHCARE	-10.0%	2,882	29.4%	-0.03	1.8%	16.8%	17.0	2.9	1.8%
NOVOZYMES	MATERIALS	-47.5%	3,778	42.5%	0.32	0.8%	22.2%	21.7	4.8	1.4%
TITAN CEMENT CR	MATERIALS	-11.5%	1,315	9.9%	0.80	0.5%	11.4%	6.8	0.8	4.4%

Source: J.P Morgan, Datastream, MSCI, IBES, stock performance relative to sector since March 2009 sector low, data is 12 months forward IBES estimates, ranked by descending order of EPS revisions



# Appendix I

Table 6: European stocks that have underperformed their sectors during the rally since March but have higher ROEs than their peers

Energy	Trough to Peak	MV (U\$m)	Peak to Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
sector median	-	4,750	-	0.32	-8.7%	14.6%	7.3	1.0	6.9%
TOTAL	-6.8%	102,965	2.9%	0.21	-8.3%	18.7%	7.4	1.4	6.9%
ENI	-2.3%	70,508	-4.9%	0.34	-9.2%	15.5%	6.8	1.1	9.6%
LIVI	-2.370	70,300	-4.770	0.34	-7.270	13.370	0.0	1.1	7.070
Materials	Trough to Peak	MV (U\$m)	Peak to Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
sector median		3,657	-	0.46	-23.3%	9.4%	7.7	0.8	5.8%
BHP BILLITON	-0.3%	32,171	12.1%	0.36	-25%	23.2%	7.5	1.7	5.7%
SYNGENTA	-45.2%	19,572	38.6%	0.21	-6%	22.6%	11.7	2.6	2.8%
NOVOZYMES	-47.5%	3,778	42.5%	0.32	1%	22.2%	21.7	4.8	1.4%
GIVAUDAN 'N'	-39.5%	4,032	29.0%	0.92	-15%	16.8%	9.6	1.6	3.2%
AIR LIQUIDE	-33.2%	18,547	30.1%	0.72	-3%	16.6%	11.7	1.0	4.3%
	-33.2% -9.7%								3.8%
YARA INTERNATIONAL		5,650	-1.9%	0.37	-1%	16.5%	7.1	1.2	
REXAM	-25.7%	2,217	17.7%	0.98	-9%	13.1%	6.1	0.8	8.8%
JOHNSON MATTHEY	-7.8%	2,736	11.5%	0.40	-6%	12.5%	11.7	1.5	4.2%
TITAN CEMENT CR	-11.5%	1,315	9.9%	0.80	0%	11.4%	6.8	0.8	4.4%
CRH	-18.8%	10,401	27.9%	0.63	-13%	11.0%	8.5	0.9	4.2%
BASF (XET)	-5.7%	24,022	9.2%	0.64	-18%	10.9%	9.2	1.0	9.0%
UMICORE	-2.1%	1,792	-2.0%	0.23	-31%	10.2%	9.6	1.0	5.7%
THYSSENKRUPP (XET)	-12.9%	8,708	-6.3%	0.44	-33%	10.0%	5.5	0.5	7.6%
	Trough		Peak to						
Industrials	to Peak	MV (U\$m)	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
sector median	-	3,071	-	0.42	-5.5%	15.5%	8.2	1.3	5.1%
CAPITA GROUP	-28.3%	5,508	45.3%	0.75	7%	43.0%	16.3	7.0	2.6%
ALSTOM	-8.0%	13,303	14.3%	-0.54	-5%	31.9%	8.4	2.7	3.5%
SGS 'N'	-20.2%	7,478	36.2%	-0.25	-1%	26.9%	13.8	3.7	3.1%
ATLAS COPCO 'A'	-6.0%	5,665	11.9%	0.88	0%	26.6%	10.9	2.9	4.9%
SMITHS GROUP	-41.3%	4,108	29.4%	0.62	1%	26.4%	9.6	2.5	4.5%
EXPERIAN	-12.0%	5,346	21.9%	0.83	0%	24.9%	9.4	2.3	3.6%
ALFA LAVAL	-12.5%	2,992	17.4%	-0.04	0%	24.3%	8.8	2.1	3.8%
BUNZL	-39.0%	2,432	39.6%	0.84	7%	23.5%	10.0	2.3	4.1%
SECURITAS 'B'	-23.1%	2,339	27.5%	0.85	11%	23.4%	9.5	2.2	5.1%
SCHINDLER 'P'	-21.1%	2,227	26.6%	-1.34	-4%	23.4%	10.7	2.5	3.5%
GEBERIT 'R'	-3.5%	3,431	5.9%	-0.17	-5%	23.4%	9.9	2.3	5.2%
BALFOUR BEATTY	-22.8%	2,114	32.3%	-0.42	2%	22.8%	8.0	1.8	4.3%
ABB 'R'	-2.5%	27,197	7.7%	-0.47	-14%	20.7%	9.9	2.0	3.5%
COBHAM	-43.4%	2,875	47.6%	0.31	5%	19.8%	10.5	2.1	3.0%
SERCO GROUP	-31.8%	2,409	38.1%	0.10	7%	19.7%	13.1	2.6	1.8%
BAE SYSTEMS	-28.7%	16,345	43.6%	-0.14	4%	19.5%	8.0	1.6	4.6%
G4S	-23.8%	3,420	41.2%	0.54	5%	16.7%	9.1	1.5	4.2%
ACS ACTIV.CONSTR.Y SERV.	-4.7%	12,015	20.8%	2.43	-13%	16.7%	8.9	1.5	5.9%
	Trough		Peak to						
Discretionary	to Peak	MV (U\$m)	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
sector median	-	3,726	-	0.31	-3.4%	12.9%	8.7	1.2	5.2%
HENNES & MAURITZ 'B'	-12.3%	24,726	28.0%	-0.64	9%	41.1%	15.5	6.4	5.4%
UNITED BUSINESS MEDIA	-12.2%	1,351	5.2%	0.11	0%	32.0%	7.1	2.3	6.6%
WOLTERS KLUWER	-14.8%	4,166	7.4%	1.02	1%	29.1%	7.5	2.2	6.3%
SES FDR (PAR)	-35.8%	8,868	44.4%	1.77	-3%	27.6%	11.9	3.3	5.1%
COMPASS GROUP	-22.0%	7,486	36.1%	0.41	10%	21.8%	11.1	2.4	4.7%
SODEXO	-22.4%	6,685	17.8%	0.27	0%	17.0%	12.9	2.2	4.0%
					1%	15.3%	15.8		4.3%
FLITEL SAT COMMUNICATIONS									
EUTELSAT COMMUNICATIONS PUBLICIS GROUPE	-23.7% -4.3%	4,352 4,723	43.4% 14.3%	1.77 0.19	-1%	14.9%	9.2	2.4 1.4	3.4%

Continued on next page



	Trough		Peak to						
Staples	to Peak	MV (U\$m)	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
sector median	_	8,235		0.52	1.2%	14.8%	10.5	1.3	3.7%
BRITISH AMERICAN TOBACCO	-13.1%	47,290	20.4%	0.81	3%	34.5%	11.4	3.9	5.7%
IMPERIAL TOBACCO GP.	-12.2%	22,045	2.0%	1.76	3%	25.7%	9.2	2.4	5.4%
COLRUYT	-18.5%	7,327	43.1%	-0.36	2%	25.6%	16.9	4.3	2.3%
BEIERSDORF (XET)	-6.1%	9,801	-5.5%	-0.56	-18%	19.4%	13.5	2.6	2.7%
NESTLE 'R'	-2.6%	118,813	4.8%	0.27	-7%	19.0%	11.1	2.1	4.0%
AHOLD KON.	-8.7%	12,524	23.6%	0.27	3%	17.4%	10.6	1.9	2.8%
KERRY GROUP 'A'	-11.0%	3,425	6.8%	0.56	3%	16.9%	9.7	1.6	1.6%
KEMIT GROOF A	-11.070	3,423	0.070	0.30	370	10.770	7.1	1.0	1.070
	Trough		Peak to						
Healthcare	to Peak	MV (U\$m)	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
sector median	-	4,604	-	0.03	-3.5%	17.9%	11.9	2.2	2.3%
GLAXOSMITHKLINE	-5.6%	75,073	9.0%	0.82	-1%	59.4%	8.8	5.2	6.0%
NOBEL BIOCARE HOLDING	-1.4%	1,971	-38.6%	0.04	-3%	35.0%	13.8	4.8	3.3%
ORION 'B'	-22.4%	1,399	11.0%	-0.17	0%	34.5%	11.2	3.9	7.6%
COLOPLAST 'B'	-8.5%		9.7%	1.06	2%	32.5%	15.7	5.1	2.0%
		2,525							
NOVO NORDISK 'B'	-2.0%	23,083	38.4%	-0.29	2%	27.8%	14.7	4.1	2.5%
GRIFOLS	-6.7%	2,962	30.6%	0.58	-3%	27.4%	13.9	3.8	2.0%
ACTELION	-6.0%	5,354	20.4%	-0.75	-7%	26.7%	14.0	3.7	0.0%
SMITH & NEPHEW	-12.3%	5,688	12.6%	0.50	0%	26.7%	10.6	2.8	2.4%
SHIRE	-3.0%	6,196	12.3%	-0.14	-6%	23.0%	11.1	2.5	0.9%
	0.070	2,1,70		2111	3,0			_,0	21770
Fig. 1.	Trough	M / / (1 / h )	Peak to	ND/E	0/ 1 EDC	D. F.	D/F	D/D I	D' M' II
Financials	to Peak	MV (U\$m)	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
sector median	-	3,483	-	n/a	-12.1%	9.2%	5.0	0.4	8.6%
TOPDANMARK	-59.9%	1,351	26.2%	n/a	-10.5%	36.2%	5.3	1.9	0.0%
DEUTSCHE BOERSE (XET)	-12.5%	7,550	16.4%	n/a	-8.6%	34.2%	6.4	2.2	8.4%
TRYGVESTA	-78.8%	3,131	39.0%	n/a	-11.2%	22.1%	8.0	1.8	6.3%
MEDIOLANUM	-19.7%	1,972	13.2%	n/a	-12.5%	20.7%	8.9	1.8	8.4%
MAN GROUP	-36.7%	3,654	6.5%	n/a	-27.9%	19.1%	3.9	0.8	19.5%
STANDARD LIFE	-45.4%	3,949	17.1%	n/a	-7.1%	16.3%	5.1	0.8	9.7%
MAPFRE	-23.1%	4,926	17.3%	n/a	-8.3%	15.9%	3.9	0.6	9.9%
					0.0%				
RSA INSURANCE GROUP	-93.0%	5,774	52.6%	n/a		15.7%	8.1	1.3	6.6%
NATIONAL BK.OF GREECE	-1.7%	5,611	1.0%	n/a	-15.2%	15.7%	3.4	0.5	9.5%
ZURICH FINANCIAL SVS.	-24.2%	15,614	12.8%	n/a	-7.2%	15.5%	4.1	0.6	10.1%
HANNOVER RUCK. (XET)	-66.7%	3,228	37.1%	n/a	8.1%	15.4%	5.2	0.8	7.1%
GENERALI	-24.1%	17,800	10.5%	n/a	-16.1%	15.2%	5.7	0.9	8.1%
			9.8%						9.3%
ALLIANZ (XET)	-38.2%	28,068		n/a	-13.0%	15.0%	4.1	0.6	
BANCO SANTANDER	-8.1%	41,222	10.6%	n/a	-12.1%	13.6%	3.7	0.5	15.3%
SAMPO 'A'	-24.7%	6,264	18.3%	n/a	-4.4%	13.3%	6.6	0.9	11.1%
ALLEANZA	-20.2%	3,415	9.6%	n/a	-4.3%	13.3%	6.9	0.9	10.0%
STANDARD CHARTERED	-20.2%	19,567	32.8%	n/a	-11.2%	12.5%	7.0	0.9	6.6%
	-66.2%		39.1%			11.7%	5.9	0.7	7.0%
MUENCHENER RUCK. (XET)		21,134		n/a	-5.7%				
BALOISE 'R'	-23.4%	2,306	21.1%	n/a	-12.1%	11.7%	5.0	0.6	7.9%
SCOR SE	-80.6%	3,436	52.3%	n/a	-5.3%	11.0%	7.1	0.8	5.4%
POHJOLA PANKKI A	-22.6%	958	12.1%	n/a	-23.1%	10.9%	4.9	0.5	9.9%
BANCO ESPIRITO SANTO	-37.4%	2,938	6.8%	n/a	-1.6%	10.6%	4.7	0.5	8.5%
CNP ASSURANCES									
	-36.8%	7,442	20.1%	n/a	-7.6%	10.6%	5.0	0.5	7.6%
BANCO DE VALENCIA	-57.4%	3,055	31.7%	n/a	0.0%	10.5%	18.9	2.0	0.6%
BANCO DE SABADELL	-35.3%	4,671	14.0%	n/a	-4.7%	10.5%	7.0	0.7	7.3%
BANKINTER 'R'	-49.7%	3,416	29.9%	n/a	-5.6%	10.4%	12.3	1.3	3.6%
SVENSKA HANDBKN.'A'	-30.0%	6,260	25.0%	n/a	-12.3%	10.3%	7.1	0.7	6.8%
FONDIARIA-SAI									
	-32.9%	1,306	0.9%	n/a	-19.0%	10.1%	3.7	0.4	11.1%
HSBC HDG. (ORD \$0.50)	-2.0%	58,313	16.7%	n/a	-50.8%	9.6%	5.1	0.5	17.2%
SCHRODERS	-62.5%	2,237	31.2%	n/a	-13.1%	9.3%	12.8	1.2	4.5%
	Trough		Peak to						
IT	to Peak	MV (U\$m)	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
sector median	-	3,312	-	-0.10	0.0%	14.5%	10.4	1.7	4.2%
NEOPOST	-22.3%	2,214	19.4%	1.1	-0.6%	30.6%	11.5	3.5	6.7%
SAP (XET)	-14.4%	38,804	27.2%	-0.1	2.1%	24.3%	13.2	3.2	2.2%
INDRA SISTEMAS	-29.8%	2,861	33.2%	0.1	0.9%	21.3%	11.8	2.5	4.6%
DASSAULT SYSTEMES	-19.5%	3,848	16.6%	-0.6	-0.9%	16.3%	11.9	1.9	2.2%
SAGE GROUP	-31.1%	3,122	32.2%	0.3	0.0%	16.1%	10.4	1.7	4.8%
AUTONOMY CORP.	-23.8%	3,946	80.2%	-0.2	9.9%	15.5%	18.4	2.9	0.0%
	-23.070	3,770	JU.Z/0	U.Z	7.770	10.070	10.4	4.7	0.070

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	Trough		Peak to						
Telecoms	to Peak	MV (U\$m)	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
sector median	-	7,803	-	0.94	1.1%	21.8%	8.5	1.7	7.5%
MOBISTAR	-4.5%	3,515	24.7%	0.52	-0.5%	48.1%	10.6	5.1	8.6%
KPN KON	-12.9%	21,552	18.4%	3.13	1.0%	48.0%	10.3	4.9	7.1%
BELGACOM	-8.1%	9,495	12.1%	0.55	-3.2%	33.9%	8.8	3.0	8.9%
PORTUGAL TELECOM SGPS	-2.7%	6,661	10.6%	3.20	3.2%	32.6%	9.3	3.0	8.5%
SWISSCOM 'R'	-12.2%	14,655	17.9%	1.30	-5.6%	26.7%	8.9	2.4	6.9%
	Trough		Peak to						
Utilities	to Peak	MV (U\$m)	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
sector median	-	6,548		1.25	-0.4%	14.2%	9.2	1.4	6.8%
DRAX GROUP	-15.3%	2,302	30.9%	0.37	-2.5%	40.4%	6.6	2.7	8.9%
SCOT.& SOUTHERN ENERGY	-13.7%	13,274	13.3%	1.21	4.1%	27.3%	9.2	2.5	6.7%
RWE (XET)	-4.7%	32,680	-0.9%	0.26	-4.4%	25.7%	6.8	1.7	8.3%
NATIONAL GRID	-18.2%	18,783	16.0%	3.88	4.9%	24.7%	9.9	2.4	6.8%
RED ELECTRICA DE ESPANA	-4.3%	4,728	17.9%	2.34	1.6%	22.2%	11.3	2.5	5.3%
UNITED UTILITIES GROUP	-10.1%	4,349	13.9%	2.84	5.0%	22.0%	8.3	1.8	7.4%
SEVERN TRENT	-9.3%	3,113	13.5%	3.43	1.8%	21.3%	9.5	2.0	7.6%
CENTRICA	-22.6%	16,535	27.5%	0.27	12.5%	19.7%	10.5	2.1	5.5%
ENAGAS	-2.6%	3,379	7.4%	1.93	2.5%	18.5%	9.2	1.7	6.5%
FORTUM	-4.7%	15,706	-6.2%	0.69	-5.2%	15.4%	9.1	1.4	6.9%
TERNA	-8.6%	5,687	27.3%	2.10	6.3%	15.1%	13.9	2.1	7.2%

Source: J.PMorgan, Datastream, MSCI, IBES, stock performance relative to sector since March 2009 sector low, data is 12 months forward IBES estimates, sorted by descending order of ROE



# Appendix II

Table 7: Factors that have worked for European outperformers during the rally since March — Sector breakdown

	Trough		Peak to						
Europe	to Peak	MV weight	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	46.7%	13%	-14.3%	0.46	-11.9%	11.4%	5.6	0.6	6.2%
Q2	14.8%	18%	-6.8%	0.45	-6.8%	12.6%	6.9	0.8	6.1%
Q3	1.0%	29%	2.7%	0.39	-6.1%	13.0%	8.2	1.1	6.0%
Q4	-10.4%	19%	9.9%	0.37	-4.4%	13.7%	9.4	1.1	5.8%
Q5	-23.8%	20%	23.3%	0.39	0.0%	15.7%	10.1	1.6	4.6%
_	Trough		Peak to	ND/F	0/ 1 500	5.5	D/E	D/D 1	D: \( \( \)   1
Energy	to Peak	MV weight	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	46.3%	4%	-25.7%	0.43	-11.1%	16.7%	5.2	0.9	4.3%
Q2	18.1%	3%	-20.1%	0.39	-5.6%	15.0%	7.3	1.2	6.9%
Q3	6.4%	32%	-12.0%	0.30	-13.2%	13.9%	7.3	1.3	7.1%
Q4	-0.2%	22%	-4.9%	0.47	-8.5%	14.6%	8.3	1.1	7.1%
Q5	-6.8%	40%	2.9%	0.20	-8.3%	14.0%	7.4	1.2	8.3%
Materials	Trough to Peak	MV weight	Peak to Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	53.7%	24%	-17.0%	0.50	-28.2%	9.01%	4.8	0.6	5.9%
Q2	12.3%	12%	-1.3%	0.30	-26.4%	7.8%	6.7		6.1%
Q2 Q3	-0.2%	31%	9.7%	0.46	-24.5%	10.2%	9.2	0.5 1.0	5.7%
Q4 Q5	-11.5% -33.2%	9% 24%	9.9% 28.5%	0.40 0.63	-10.7% -8.1%	9.05% 14.8%	8.0 9.6	0.8 1.3	4.7%
QJ	-33.270	24 /0	20.3 //	0.03	-0.176	14.0 /0	9.0	1.3	3.9%
Industrials	Trough to Peak	MV weight	Peak to Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	51.6%	7%	-14.5%	0.42	-16%	15%	5.4	0.7	7.1%
Q2	19.3%	16%	-7.3%	0.52	-11%	13%	6.7	0.8	6.2%
Q3	3.6%	18%	-0.7%	0.71	-6%	16%	7.4	1.3	5.8%
Q4	-7.7%	39%	11.7%	0.28	-2%	17%	10.5	1.6	4.9%
Q5	-25.4%	19%	28.4%	0.34	1%	20%	9.6	1.8	4.1%
	Trough		Peak to						
Discretionary	to Peak	MV weight	Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	57.9%	8%	-20.3%	0.39	-11%	8%	6.5	0.6	5.1%
Q2	19.6%	18%	-8.1%	0.09	-7%	14%	8.9	1.2	4.8%
Q3	6.5%	29%	-2.0%	0.31	-4%	12%	8.8	1.1	5.0%
Q4	-6.1%	17%	5.2%	0.19	-3%	13%	8.9	1.2	6.3%
Q5	-23.1%	28%	17.8%	0.36	0%	16%	11.2	2.2	4.7%
Staples	Trough to Peak	MV weight	Peak to Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	26.5%	16%	-20.4%	0.59	-5%	12%	8.6	1.0	3.4%
Q2	8.6%	15%	-17.0%	0.63	-4%	16%	9.1	1.1	4.7%
Q3	1.4%	19%	1.7%	0.83	1%	15%	10.5	1.5	3.8%
Q4	-6.1%	32%	4.8%	0.27	0%	15%	13.8	2.1	3.4%
Q5	-12.1%	18%	13.4%	0.66	3%	22%	11.0	2.1	3.4%

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Healthcare	Trough to Peak	M// waight	Peak to	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	13.0%	MV weight 18%	Trough -3.9%	ND/Equity -0.23	-4%	24%	11.1	2.1	2.2%
Q2	1.7%	30%	-3.9% -8.9%	0.03	-4% -4%			2.1	3.8%
						20%	13.3		
Q3 Q4	-3.7%	41%	15.0%	0.17	-2%	19%	10.0	2.3	3.5%
	-9.3%	6%	25.2%	0.13	-3%	22%	15.3	3.3	1.4%
Q5	-15.8%	5%	9.9%	0.74	0%	16%	10.8	1.8	2.5%
Financials	Trough to Peak	MV weight	Peak to Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	84.3%	12%	-10.8%	-	-29%	8%	2.7	0.2	11.3%
Q2	15.9%	22%	0.6%	-	-10%	10%	4.3	0.4	9.5%
Q3	-5.2%	34%	2.9%	-	-15%	9%	5.8	0.5	8.5%
Q4	-35.3%	17%	12.5%	-	-11%	11%	5.3	0.6	9.5%
Q5	-62.5%	14%	31.7%	-	0%	9%	9.8	0.8	6.3%
Tech	Trough to Peak	MV weight	Peak to Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	32.3%	30%	-11.4%	-0.05	-12%	-3%	8.2	0.4	5.5%
Q2	15.6%	7%	-8.9%	-0.31	-1%	14%	7.6	2.2	1.7%
Q3	-8.8%	33%	8.2%	-0.15	2%	10%	7.9	0.8	2.2%
Q4	-21.7%	9%	18.0%	0.00	0%	16%	11.7	2.4	3.8%
Q5	-29.8%	22%	32.2%	0.10	1%	16%	11.8	1.7	4.6%
Telecoms	Trough to Peak	MV weight	Peak to Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	15.3%	7%	-18.1%	1.48	1%	17%	7.2	1.2	8.0%
Q2	11.0%	25%	-0.7%	0.65	4%	17%	8.4	1.4	5.8%
Q3	-0.8%	24%	7.7%	1.32	3%	29%	8.7	2.2	7.6%
Q4	-3.9%	18%	5.5%	0.62	1%	17%	9.6	1.4	8.0%
Q5	-10.9%	25%	15.0%	1.14	-2%	30%	8.8	2.7	8.0%
Utilities	Trough to Peak	MV weight	Peak to Trough	ND/Equity	%ch EPS	RoE	P/E	P/Book	Div Yield
Q1	11.9%	22%	-9.7%	1.17	-10%	11%	7.5	0.8	8.2%
Q2	4.3%	25%	-15.6%	1.31	-5%	16%	8.0	1.0	6.8%
Q3	-4.7%	31%	4.5%	0.54	-1%	14%	9.5	1.3	6.7%
Q4	-10.1%	8%	13.5%	2.47	3%	14%	10.3	1.6	6.5%
Q5	-19.2%	14%	21.7%	0.79	4%	22%	10.2	2.3	6.3%

Source: J.P. Morgan, Datastream, MSCI, IBES, quintile performance relative to sector since March 2009 sector low, data is 12 months forward IBES estimates



# European Equity Strategy Key Calls and Drivers

Although the scepticism abounds, macro momentum is stabilising as inventories are run down, and substantial policy initiatives start to gain traction. Equity valuations appear undemanding, where it pays to be in the market vs. cash and bonds. We believe that "Money Illusion" could work again, at least temporarily, through improving disposable incomes, and therefore, we advocate overweighting Cyclicals — in particular, Materials, Industrials, Discretionary. Regionally, we believe European equities offer more value than their US counterparts.

Table 8: J.P. Morgan Equity Strategy — Factors driving our medium-term views

Driver	Impact	Our Core Working Assumptions	Recent Developments
Global Growth	Neutral	Global recession to end mid-year	ISM showing some stabilisation
European Growth	Neutral	Europe recession to end mid-year	IFO rebounded in April
Inflation	Positive	Disinflation for a long time	Latest US headline CPI at -0.4%, core at 1.8%
Monetary Policy	Positive	All key central banks in maximum dovish mode	Central banks moving further into QE
Currency	Positive	European currencies to remain weak	
Earnings	Neutral	Looking for 30% EPS fall in Europe, but market is there	Q1 reporting season accepted well
Valuations	Positive	We expect some P/E rerating	Valuation models in cheap territory
Technicals	Neutral	Equities not oversold anymore	

Source: J.P. Morgan estimates.

Table 9: J.P. Morgan Equity Strategy — Scenarios: Base Case and Risks

Scenario	Macro environment in 2009E	
Uncido conorio	Govt. action works with US growth rebound in 2H	
Upside scenario	Modest multiple expansion	
Base-case scenario	Global recession, but no structural distress	
	Profit margins to cyclically fall, but not structurally	
	P/E expansion as "money illusion" works	
	Govt. response to credit crisis insufficient	
Daymaida acamada	Deep global recession	
Downside scenario	Systemic financial crisis	
	Structural fall in profit margins	

Source: J.P. Morgan estimates

## Table 10: J.P. Morgan Equity Strategy — Key sector calls\*

Sector	Recommendations	J.P. Morgan Views
Materials	Overweight	Upgraded on 2nd Dec, cheap on trend earnings, favoured by sector rotation
Industrials	Overweight	Cycle adjusted undemanding valuations, should respond to stabilisation in macro dataflow
Pharma	Underweight	Political risk, structural risks remain
Utilities	Underweight	Expensive, regulatory risks, lack of pricing power, over leverage

Source: J.P. Morgan estimates. \* Please see the back page for full list of our calls and sector allocation.

## Table 11: J.P. Morgan Equity Strategy — Key regional calls

Region	Recommendations	J.P. Morgan Views
Global	OW Europe vs. US	Europe cheaper, central bank support is here, supportive currency
Within Europe	Underweight Eurozone	Eurozone is more cyclically geared than the UK
Within Europe	Overweight UK	Currency support, UK ULCs in line with Eurozone for the first time in 5 years

Source: J.P. Morgan estimates



# **Top Picks**

Table 12: J.P. Morgan European Strategy: Top European Picks

					IBES con	sensus esti	mates	Performance		
			Fundamental		'09/08e		'09e			
Name	Price	Ticker	Rating	Sector	EPS	'09eP/E	Div Yield	YTD	-3m	-12m
BG Group	1096.0 £	BG/ LN	OW	Energy	-18.7%	14.7	1.1%	14.5%	2.6%	-15.9%
Air Liquide	61.7 E	AI FP	OW	Materials	-3.8%	13.6	3.8%	-5.8%	2.4%	-28.3%
Syngenta	251.5 SF	SYNN VX	N	Materials	13.3%	13.6	2.7%	25.5%	5.3%	-22.6%
BASF	27.5 E	BAS GR	OW	Materials	-49.2%	17.3	5.3%	-0.1%	11.7%	-39.9%
Voestalpine	17.0 E	VOE AV	OW	Materials	-27.9%	5.0	5.5%	13.0%	2.5%	-68.4%
Rio Tinto	2594.0 £	RIO LN	N/A	Materials	-55.8%	11.1	3.4%	74.1%	30.4%	-62.3%
BHP Billiton	1392.0 £	BLT LN	OW	Materials	-32.4%	11.3	3.7%	7.6%	8.9%	-34.3%
Titan Cement	18.3 E	TITK GA	OW	Materials	-27.0%	9.9	2.5%	31.3%	30.7%	-40.0%
Deustsche Post	9.5 E	DPW GR	OW	Industrials	65.6%	11.9	6.4%	-20.1%	-7.4%	-54.3%
HHLA	27.1 E	HHFA GR	OW	Industrials	-38.5%	19.9	2.7%	14.8%	26.5%	-51.2%
MAN	44.6 E	MAN GR	OW	Industrials	-64.5%	15.0	2.9%	15.3%	22.3%	-54.9%
Siemens	50.5 E	SIE GR	OW	Industrials	147.1%	10.7	3.2%	-4.3%	9.0%	-32.9%
Schneider	53.1 E	SU FP	N	Industrials	-39.5%	12.5	4.5%	0.1%	0.1%	-29.9%
Atlas Copco	72.8 SK	ATCOA SS	N	Industrials	-36.2%	15.1	3.8%	9.0%	11.5%	-30.7%
ABB	16.5 SF	ABBN VX	N	Industrials	-20.1%	13.7	2.7%	6.0%	5.2%	-50.8%
LVMH	57.4 E	MC FP	OW	Discretionary	-11.2%	15.1	2.7%	20.1%	18.1%	-23.5%
M&S	321.8 £	MKS LN	OW	Discretionary	-36.2%	11.6	5.0%	49.8%	20.8%	-18.3%
PPR	55.4 E	PP FP	OW	Discretionary	-23.6%	10.4	5.4%	19.0%	30.3%	-34.0%
Publicis	23.1 E	PUB FP	OW	Discretionary	-6.8%	11.2	2.6%	25.6%	16.4%	-9.8%
ITV	31.0 £	ITV LN	OW	Discretionary	-66.7%	35.0	0.0%	-22.0%	10.7%	-50.7%
JCDecaux	11.0 E	DEC FP	OW	Discretionary	-71.1%	46.0	0.4%	-10.3%	-4.9%	-41.1%
Daimler	25.2 E	DAI GY	OW	Discretionary	-176.6%	-23.3	2.4%	-5.7%	4.3%	-51.1%
Renault	23.6 E	RNO FP	UW	Discretionary	-509.9%	-2.6	1.6%	27.3%	44.5%	-65.8%
Ahold	8.6 E	WKL NA	N	Staples	9.2%	11.3	2.5%	-2.6%	-2.4%	-11.7%
BAT	1714.0 £	BATS LN	OW	Staples	12.9%	11.7	5.5%	-4.8%	-6.1%	-14.0%
Britvic	267.5 £	BVIC LN	OW						11.1%	
	207.5 E 317.5 DK	CARLB DC	OW	Staples	4.7% 9.0%	10.3	5.0% 1.1%	1.2% 85.4%		-20.3% -40.9%
Carlsberg				Staples		13.1			67.8%	
Grifols	13.2 E	GRF SM	OW	Healthcare	27.8%	18.1	1.8%	7.2%	1.2%	-30.3%
Roche	147.0 SF	ROG VX	OW	Healthcare	9.7%	12.9	3.6%	-9.5%	-1.1%	-15.3%
Credit Suisse	44.2 SF	CSGN VX	OW	Financials	-147.7%	11.8	2.8%	55.1%	34.7%	-22.3%
Intesa	2.3 E	ISP IM	OW	Financials	-47.7%	12.2	1.7%	-9.0%	-1.7%	-49.8%
ZFS	196.5 SF	ZURN VX	OW	Financials	3.1%	7.3	5.9%	-13.4%	-1.1%	-37.4%
National Bank of Greece	16.0 E	ETE GA	OW	Financials	-28.7%	7.2	2.2%	21.0%	24.4%	-53.8%
Unibail-Rodamco	111.3 E	UL FP	OW	Financials	5.6%	12.4	7.2%	4.5%	-0.3%	-34.9%
Nokia	10.2 E	NOK1V FH	N	IT	-51.5%	15.5	3.1%	-8.1%	6.8%	-44.7%
ASML	14.0 E	ASML NA	OW	IT	-165.2%	-25.4	1.2%	9.6%	0.4%	-26.9%
SAP	29.9 E	SAP GR	N	IT	-6.3%	16.8	1.8%	18.3%	4.5%	-8.3%
KPN	9.6 E	KPN NA	OW	Telecoms	22.1%	10.2	7.2%	-7.6%	-10.7%	-16.9%
Telefonica	14.7 E	TEF SM	OW	Telecoms	3.1%	8.7	7.8%	-7.6%	1.1%	-24.2%
E.ON	24.1 E	EOAN GR	N	Utilities	-9.2%	8.8	6.3%	-15.4%	5.0%	-44.4%
IPR	267.8 £	IPR LN	OW	Utilities	-8.8%	9.0	4.4%	11.4%	1.6%	-37.5%

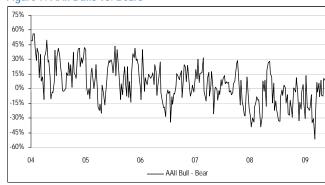
Source: Datastream, MSCI, IBES, J.P. Morgan, Prices and Valuations as of COB 14 May 2009

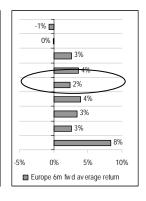
Please see the most recent company-specific research published by J.P. Morgan for an analysis of valuation methodology and risks on companies recommended in this report. Research is available at http://www.morganmarkets.com, or you can contact the covering analyst or your J.P. Morgan representative.



## **Technical Indicators**

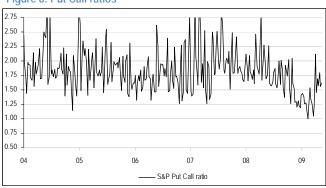
Figure 7: AAII Bulls vs. Bears

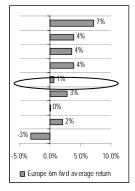




Source: Datastream, Bloomberg, J.P. Morgan

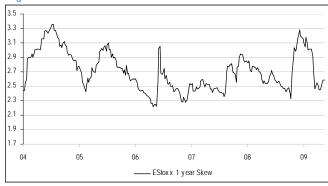
Figure 8: Put Call ratios

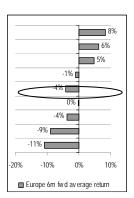




Source: Datastream, Bloomberg, J.P. Morgan

Figure 9: Skew





Source: Datastream, Bloomberg, J.P. Morgan



## **Performances**

Table 13: Sector Index Performances — MSCI Europe

(%change)		Loc	al currency	
Industry Group		4week	12m	09YTD
Energy		11.5	(26.2)	1.3
Materials		1.7	(51.0)	11.1
	Chemicals	0.4	(36.9)	5.2
	Construction Materials	5.3	(43.2)	5.9
	Metals & Mining	0.9	(59.1)	20.2
Industrials		4.0	(38.7)	2.1
	Capital Goods	4.0	(40.1)	2.7
	Transport	2.8	(44.0)	(4.0)
Consumer Discretionary	·	0.9	(30.7)	3.7
•	Automobile	(3.5)	(39.1)	1.9
	Consumer Durables	4.0	(33.5)	11.6
	Media	3.3	(26.1)	(4.2)
	Retailing	2.4	(10.0)	22.3
	Hotels, Restaurants & Leisure	(0.6)	(30.6)	0.1
Consumer Staples		7.0	(21.0)	(1.3)
·	Food & Drug Retailing	4.4	(22.2)	1.4
	Food Beverage & Tobacco	8.3	(20.6)	(1.7)
	Household Products	2.4	(21.3)	(3.8)
Healthcare		3.2	(12.8)	(9.4)
Financials		6.2	(50.3)	2.8
	Banks	7.2	(52.0)	6.2
	Diversified Financials	7.8	(53.2)	16.9
	Insurance	4.6	(42.9)	(11.2)
	Real Estate	(5.8)	(54.1)	(10.7)
Information Technology		(4.5)	(35.9)	2.8
0,	Software and Services	2.9	(18.5)	12.4
	Technology Hardware	(8.7)	(40.7)	(2.0)
	Semicon & Semicon Equip	(5.5)	(50.7)	`0.9
Telecommunications Services		(1.8)	(27.1)	(10.9)
Utilities		`4.9	(33.9)	(10.8)

Source: MSCI, Datastream, as at cob May 14, 2009.

**Table 14: Country and Region Index Performances** 

(%change)		Loca	al Currency	•	US\$			
Country	Index	4week	12m	09YTD	4week	12m	09YTD	
Austria	ATX	4.4	(55.9)	10.9	7.5	(61.2)	8.4	
Belgium	BEL 20	5.6	(48.4)	3.7	8.8	(54.6)	1.3	
Denmark	KFX	13.6	(35.4)	15.9	17.1	(43.1)	13.2	
Finland	HEX 20	4.8	(43.6)	2.4	8.0	(50.5)	0.1	
France	CAC 40	3.9	(37.6)	(1.9)	7.0	(45.1)	(4.1)	
Germany	DAX	2.8	(33.1)	(1.5)	5.9	(41.2)	(3.7)	
Greece	ASE General	7.6	(50.3)	18.9	10.9	(56.3)	16.2	
Ireland	ISEQ	5.7	(60.0)	9.2	8.8	(64.8)	6.7	
Italy	MIB 30	7.0	(42.7)	0.1	10.2	(49.6)	(2.2)	
Japan	Topix	3.7	(37.2)	0.4	7.5	(30.9)	(4.9)	
Netherlands	AEX	4.4	(49.0)	1.3	7.6	(55.2)	(1.0)	
Norway	OBX	14.0	(45.2)	21.6	17.2	-	31.0	
Portugal	BVL GEN	8.3	(33.4)	16.8	11.6	(41.5)	14.2	
Spain	IBEX 35	1.2	(36.7)	(2.3)	4.3	(44.3)	(4.5)	
Sweden	OMX	1.6	(25.2)	14.4	7.2	(42.9)	14.6	
Switzerland	SMI	3.8	(29.4)	(3.2)	7.4	(32.8)	(7.0)	
United States	S&P 500	3.2	(36.6)	(1.1)	3.2	(36.6)	(1.1)	
United States	NASDAQ	1.1	(32.3)	7.1	1.1	(32.3)	7.1	
United Kingdom	FTSE 100	7.6	(29.8)	(1.6)	9.3	(45.3)	3.6	
EMU	MSCI EMU	2.6	(41.2)	(1.7)	5.7	(48.3)	(3.9)	
Europe	MSCI Europe	4.5	(36.2)	(0.8)	7.3	(45.8)	(0.8)	
Global	MSCI AC World	3.6	(36.5)	0.2	5.2	(39.8)	0.1	

Source: MSCI, Datastream, as at cob May 14, 2009.



# Earnings

Table 15: IBES Consensus EPS Sector Forecasts — MSCI Europe

		EPS Growth (%)		
	2008E	2009E	2010E	2011E
Europe	-21.9	-16.7	18.0	15.6
Energy	19.0	-44.9	27.1	17.2
Materials	3.3	-57.4	28.7	27.6
Chemicals	8.9	-30.1	20.8	15.5
Construction Materials	-26.7	-35.4	2.9	15.9
Metals & Mining	11.2	-69.7	40.4	37.3
Industrials	-9.3	-18.6	7.3	16.7
Capital Goods	-5.3	-18.5	3.8	14.4
Transport	-38.9	-21.8	38.1	33.5
Discretionary	-19.2	-42.5	40.2	24.8
Automobile	-39.0	-111.0	-	75.6
Consumer Durables	-19.5	-18.8	8.4	14.4
Media	2.8	-5.9	5.5	10.5
Retailing	-12.0	-12.9	11.1	16.9
Hotels, Restaurants & Leisure	11.5	-12.7	4.2	12.5
Staples	7.8	0.5	10.0	10.0
Food & Drug Retailing	4.4	1.7	9.4	11.4
Food Beverage & Tobacco	7.4	1.2	10.5	9.7
Household Products	19.9	-8.0	6.2	10.0
Healthcare	12.1	5.4	7.7	9.3
Financials	-67.2	32.1	24.2	19.4
Banks	-42.6	-39.7	21.5	33.7
Diversified Financials	-176.4	-	44.5	2.3
Insurance	-55.7	36.4	19.3	10.2
Real Estate	0.0	-14.9	-1.8	11.8
IT	-4.4	-44.3	57.2	19.6
Software and Services	14.8	-4.5	11.4	11.7
Technology Hardware	-5.6	-48.8	59.6	18.2
Semicon & Semicon Equip	-45.1	-205.2	-	126.0
Telecoms	3.5	2.0	6.3	7.1
Utilities	-0.1	-4.1	6.3	5.0

Source: IBES, MSCI, Datastream. As at May 14, 2009

Table 16: IBES Consensus EPS Country Forecasts

			EPS Growth (%)		
Country	Index	2008E	2009E	2010E	2011E
Austria	ATX	(51.5)	5.5	24.3	16.3
Belgium	BEL 20	9.0	6,592.7	21.7	(24.3)
Denmark	Denmark KFX	(18.4)	(43.0)	26.1	48.2
Finland	MSCI Finland	(29.1)	(44.5)	27.8	17.8
France	CAC 40	(141.0)	(23.7)	21.9	15.9
Germany	DAX	(46.8)	6.0	29.1	13.1
Greece	MSCI Greece	(15.0)	(15.5)	4.2	22.8
Ireland	MSCI Ireland	(84.8)	(28.8)	5.8	19.8
Italy	MSCI Italy	(9.7)	(33.9)	14.2	18.1
Netherlands	AEX	(141.0)	(37.6)	42.4	21.1
Norway	MSCI Norway	4.5	(37.9)	28.9	22.5
Portugal	MSCI Portugal	(15.9)	3.6	11.0	0.4
Spain	IBEX 35	(1.9)	(13.0)	5.6	8.3
Sweden	OMX	(4.8)	(40.3)	14.5	26.8
Switzerland	SMI	(44.9)	279.6	15.3	12.0
United Kingdom	FTSE 100	(23.5)	(33.5)	18.1	21.1
EMU	MSCI EMU	(66.2)	(15.5)	19.8	13.3
Europe ex UK	MSCI Europe ex UK	(51.2)	(6.4)	19.3	14.3
Europe	MSCI Europe	(23.0)	(16.7)	18.0	15.6
United States	S&P 500	(23.1)	(13.4)	27.6	23.5
Japan	Topix	(106.7)	-	85.9	22.0
Emerging Market	MŚCI EM	(8.0)	(18.3)	26.2	29.5
Global	MSCI AC World	(15.3)	(15.9)	21.2	20.5

Source: IBES, MSCI, Datastream. As at May 14, 2009 \*\* Japan refers to the period from March in the year stated to March in the following year – EPS post-goodwill.

## **Valuations**

Table 17: IBES Consensus European Sector Valuations

	•	P/E	•	Div	idend Yields	•	E	V/EBITDA	•	Price to Book		
	2009E	2010E	2011E	2009E	2010E	2011E	2009E	2010E	2011E	2009E	2010E	2011E
Europe	11.8	10.0	8.7	4.3%	4.7%	5.2%	5.8	5.2	4.6	1.3	1.2	1.2
Energy	11.0	8.6	7.4	5.7%	6.0%	6.4%	4.1	3.4	2.9	1.4	1.3	1.2
Materials	15.4	12.0	9.4	3.2%	3.4%	3.8%	6.0	5.3	4.3	1.2	1.1	1.0
Chemicals	14.7	12.2	10.5	3.8%	4.2%	4.4%	7.0	6.1	5.4	1.6	1.5	1.4
Construction Materials	12.2	11.8	10.2	3.1%	3.4%	3.9%	6.8	6.4	5.6	0.9	8.0	0.8
Metals & Mining	16.4	11.7	8.5	2.7%	2.9%	3.4%	5.3	4.6	3.5	1.1	1.0	1.0
Industrials	13.3	12.3	10.6	3.5%	3.6%	3.9%	6.7	6.3	5.6	1.5	1.4	1.3
Capital Goods	12.7	12.2	10.7	3.5%	3.6%	3.9%	6.8	6.5	5.7	1.4	1.3	1.2
Transport	17.7	12.8	9.6	3.6%	3.9%	4.3%	6.1	5.5	4.9	1.4	1.3	1.3
Discretionary	18.3	13.1	10.5	3.6%	4.0%	4.5%	5.2	4.6	4.2	1.4	1.3	1.2
Automobile	-	16.3	9.3	1.9%	2.6%	3.8%	3.1	2.6	2.5	0.6	0.6	0.6
Consumer Durables	15.6	14.4	12.6	2.3%	2.5%	2.8%	6.9	6.4	5.5	1.9	1.8	1.7
Media	10.8	10.3	9.3	5.2%	5.4%	5.8%	5.8	5.3	4.9	1.7	1.6	1.5
Retailing	16.6	14.9	12.8	4.1%	4.3%	4.8%	8.0	7.4	6.4	2.3	2.1	2.0
Hotels, Restaurants & Leisure	13.0	12.5	11.1	4.6%	5.0%	5.4%	5.7	5.4	4.9	1.9	1.8	1.7
Staples	12.4	11.3	10.3	3.5%	3.8%	4.1%	7.6	6.9	6.4	2.2	2.0	1.9
Food & Drug Retailing	12.0	11.0	9.9	3.4%	3.7%	4.1%	6.1	5.7	5.2	1.7	1.5	1.5
Food Beverage & Tobacco	12.3	11.1	10.2	3.6%	3.9%	4.3%	7.9	7.1	6.7	2.4	2.2	2.0
Household Products	14.7	13.8	12.6	2.8%	3.0%	3.3%	9.2	8.5	7.8	2.8	2.5	2.4
Healthcare	10.0	9.2	8.5	4.1%	4.5%	4.9%	6.6	6.1	5.5	2.1	1.9	1.7
Financials	11.3	9.1	7.6	3.8%	4.7%	5.5%	-	-	-	0.8	0.8	0.8
Banks	13.5	11.1	8.3	3.2%	4.0%	4.9%	-	-	-	0.8	0.8	0.7
Diversified Financials	11.2	7.7	7.5	3.6%	5.0%	5.9%	_	-	-	0.8	0.8	0.9
Insurance	7.9	6.6	6.0	5.0%	6.0%	6.5%	-	-	-	0.9	0.9	0.8
Real Estate	13.3	13.6	12.1	7.0%	6.9%	6.9%	-	-	-	0.8	0.9	0.8
IT	21.0	13.4	11.2	2.5%	2.8%	3.0%	8.5	6.3	5.3	2.0	1.9	1.8
Software and Services	14.4	12.9	11.6	2.0%	2.2%	2.5%	8.6	7.6	6.5	2.5	2.3	2.1
Technology Hardware	20.0	12.5	10.6	2.9%	3.4%	3.7%	7.5	5.3	4.5	1.8	1.7	1.7
Semicon & Semicon Equip	-	33.6	14.9	2.0%	2.0%	2.1%	32.8	7.2	5.3	1.3	1.3	1.3
Telecoms	8.8	8.3	7.7	7.1%	7.6%	8.1%	4.8	4.6	4.4	1.4	1.3	1.2
Utilities	10.1	9.5	9.1	5.6%	5.8%	6.2%	6.6	6.2	5.9	1.4	1.3	1.3

Source: IBES, MSCI, Datastream. As at COB 14 May 2009



Table 18: IBES Consensus P/E and 12-Month Forward Dividend Yields — Country Forecasts

	•		P/E							
Country	Index	12-Mth Fwd	2009E	2010E	2011E	12-Month Forward				
Austria	ATX	-	12.1	9.7	8.3	-				
Belgium	BEL 20	7.4	8.1	6.6	8.6	4.6%				
Denmark	Denmark KFX	15.6	17.3	13.7	9.3	-				
Finland	MSCI Finland	14.7	16.4	12.9	10.9	4.3%				
France	CAC 40	10.8	11.8	9.7	8.3	6.1%				
Germany	DAX	11.1	12.5	9.7	8.5	4.5%				
Greece	MSCI Greece	9.2	9.4	9.0	7.0	4.9%				
Ireland	MSCI Ireland	15.7	16.0	15.1	12.6	3.7%				
Italy	MSCI Italy	10.4	11.0	9.7	8.1	4.2%				
Netherlands	AEX	11.3	13.3	9.3	7.7	5.4%				
Norway	MSCI Norway	10.0	11.3	8.7	7.1	2.4%				
Portugal	MSCI Portugal	11.2	11.7	10.5	10.5	5.2%				
Spain	IBEX 35	9.4	9.7	9.1	8.4	7.4%				
Sweden	OMX	14.9	15.8	13.8	10.9	4.5%				
Switzerland	SMI	11.2	11.9	10.4	9.2	2.9%				
United Kingdom	FTSE 100	11.7	12.5	10.6	8.7	5.5%				
EMU	MSCI EMU	10.6	11.5	9.6	8.4	5.1%				
Europe ex UK	MSCI Europe ex-UK	11.0	11.9	10.0	8.7	4.5%				
Europe	MSCI Europe	11.0	11.8	10.0	8.7	4.9%				
United States	S&P 500	14.5	16.2	12.7	10.3	2.7%				
Japan	Topix	27.6	31.9	17.1	14.4	2.2%				
Emerging Market	MŚCI EM	12.4	13.7	11.0	8.7	2.8%				
Global	MSCI AC World	13.7	14.9	12.0	9.9	3.4%				

Source: IBES, MSCI, Datastream. As at COB May 14 2009; \*\* Japan refers to the period from March in the year stated to March in the following year – P/E post goodwill



# Economic, Interest Rate and Exchange Rate Outlook

Table 19: Economic Outlook in Summary

	Real GDP % oya			Real GDP % oqa, saar						Ĺ	Consumer prices % oya			
	2008	2009E	2010E	4Q08E	1Q09E	2Q09E	3Q09E	4Q09E	1Q10E	2Q10E	4Q08E	2Q09E	4Q09E	4Q10E
United States	1.1	-2.5	2.7	-6.3	-6.1	-0.5	1.0	2.0	3.0	4.0	1.5	-1.0	0.3	0.7
Eurozone	0.7	-3.1	1.2	-6.3	-6.0	-1.5	0.0	1.0	1.5	2.0	2.3	0.4	0.8	1.1
United Kingdom	0.7	-4.0	0.5	-6.1	-7.4	-2.5	-1.0	-0.5	1.0	1.5	3.9	2.0	1.4	2.1
Switzerland	1.6	-2.0	1.1	-1.2	-6.0	-2.0	0.5	1.0	1.5	1.5	1.6	-1.0	-0.7	0.5
Japan	-0.7	-6.4	2.3	-12.1	-15.5	0.0	2.0	4.5	3.5	-0.5	1.0	-0.7	-1.3	-0.4
Emerging markets	4.9	0.2	4.7	-6.3	-4.2	3.3	6.1	4.8	4.7	4.8	6.5	3.9	3.8	4.3
Global	1.6	-2.6	2.5	-6.8	-6.9	-0.1	1.8	2.5	2.9	2.9	2.9	0.7	1.1	1.5

Source: J.P. Morgan economic research, J.P. Morgan estimates, as of 14 May 2009.

## Table 20: Official Rates Outlook

%				Forecast	Forecast for				
	Official interest rate	Current	Last change (bp)	next change (bp)	Jun 09E	Sep 09E	Dec 09E	Mar 10E	Jun 10E
United States	Federal funds rate	0.125	16 Dec 08 (-87.5bp)	on hold	0.125	0.125	0.125	0.125	0.125
Eurozone	Refi rate	1.00	7 May 09 (-25bp)	2 Jul 09 (-25bp)	1.00	5.00	0.50	0.50	0.50
United Kingdom	Repo rate	0.50	5 Mar 09 (-50bp)	on hold	0.50	0.50	0.50	0.50	0.50
Switzerland	3-month Swiss Libor	0.25	12 Mar 09 (-25bp)	on hold	0.25	0.25	0.25	0.25	0.25
Japan	Overnight call rate	0.10	19 Dec 08 (-20bp)	on hold	0.10	0.10	0.10	0.10	0.10

Source: J.P. Morgan estimates, Datastream, as of 14 May 2009.

## Table 21: 10-Year Government Bond Yield Forecasts

%		Forecast for end of				
	14 May 2009	Jun 09E	Sep 09E	Dec 09E	Mar 10E	
United States	3.11	3.00	2.90	2.75	3.00	
Eurozone	3.30	3.35	3.20	3.30	3.35	
United Kingdom	3.47	3.65	4.00	4.20	4.40	
_Japan	1.43	1.35	1.50	1.45	1.40	

Source: J.P. Morgan estimates, Datastream, as of 14 May 2009.

## Table 22: Exchange Rate Forecasts vs. US Dollar

		Forecast for end of				
	14 May 2009	Jun 09E	Sep 09E	Dec 09E	Mar 09E	
EUR	1.36	1.30	1.32	1.34	1.35	
GBP CHF	1.51	1.37	1.38	1.43	1.47	
CHF	1.10	1.15	1.14	1.13	1.15	
JPY	96	92	95	99	102	

Source: J.P. Morgan estimates, Datastream, forecasts as of 14 May 2009



## Sector, Regional and Asset Class Allocations

Table 23: J.P. Morgan Equity Strategy — European Sector Allocations

	MSCI Europe Weights	J.P. Morgan Allocations	Deviation From MSCI	J.P. Morgan Recommendation
Energy	11.8%	11%	-0.8%	Underweight
Materials	7.7%	11%	3.3%	Overweight
	Chemicals			=
	Construction Materials			=
	Metals & Mining			+
Industrials	9.7%	12%	2.3%	Overweight
	Capital Goods			+
	Transport			+
Consumer Discretionary	8.1%	9%	0.9%	Overweight
	Automobile			+
	Consumer Durables			=
	Media			+
	Retailing			=
	Hotels,Restaurants&Leisure			=
Consumer Staples	11.9%	10%	-1.9%	Underweight
	Food & Drug Retailing			-
	Food Beverage & Tobacco			-
	Household Products			=
Healthcare	10.9%	9%	-1.9%	Underweight
Financials	21.6%	22%	0.4%	Neutral
	Retail Banks			=
	Diversified Financials			=
	Insurance			+
	Real Estate			=
Information Technology	3.4%	3%	-0.4%	Neutral
	Software and Services			+
	Technology Hardware			=
	Semicon & Semicon Equip			=
Telecommunications Services	7.9%	8%	0.1%	Neutral
Utilities	6.9%	5%	-1.9%	Underweight
	100%	100%	0%	Balanced

Source: MSCI, Datastream, J.P. Morgan

Table 24: J.P. Morgan Equity Strategy — European Regional Allocations

	MSCI Europe Weights	J.P. Morgan Allocations	Deviation From MSCI	J.P. Morgan Recommendation
Eurozone	50%	47%	-3%	Underweight
United Kingdom	33%	36%	3%	Overweight
Others*	17%	17%	0%	Neutral
	100%	100%	0%	Balanced

Source: MSCI, J.P. Morgan estimates  $^{\star}$  Switzerland, Sweden, Norway and Denmark.

Table 25: J.P. Morgan Equity Strategy — European Asset Class Allocations

	Benchmark Weightings	J.P. Morgan Allocations	Deviation From MSCI	J.P. Morgan Recommendation
Equities	60%	70%	+10%	Overweight
Bonds	30%	25%	-5%	Underweight
Cash	10%	5%	-5%	Underweight
	100%	100%	0%	Balanced

Source: J.P. Morgan. Note: We use the MSCI Europe Developed index as the benchmark against which to determine our sector and regional allocations. Our Overweight/Underweight recommendations reflect our belief that the relevant sector/region will out- / underperform the index in the next 6 to 12 months



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