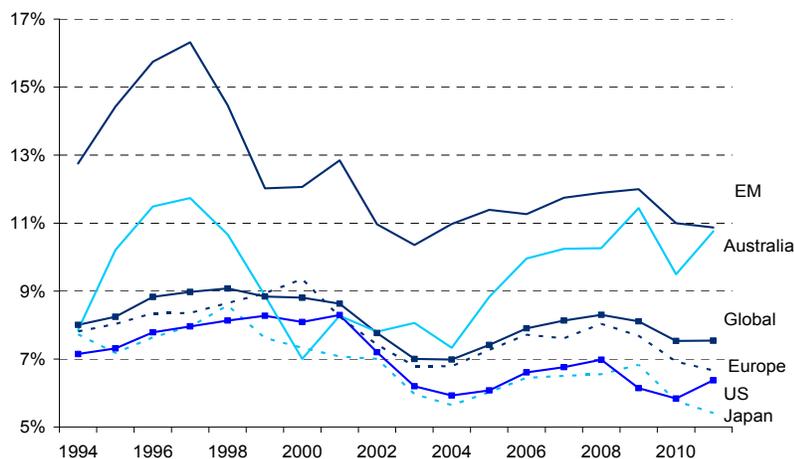


## Global Equity Strategist

### QE Isn't Working: An Equity Perspective

- **Ultra-low Interest Rates** — Policy-makers have adopted aggressive methods to push interest rates and bond yields down to unprecedented levels. It is hoped that these low rates will trigger a stronger recovery in corporate capex and jobs. Evidence of this remains sketchy.
- **Global Search For Yield** — Unprecedented monetary policy has created a global search for yield. Reasonable dividend yields have attracted some of this income-seeking capital into the global equity market.
- **Implications For Policy-Makers** — Income-seekers are more interested in dividends and share buybacks than financing capex and job creation. They may be reducing the pro-growth impact of QE.
- **Implications For Companies** — Those CEOs who do not give this income-seeking capital what it wants may find themselves replaced by a CEO who does.
- **Implications For Investors** — While the outlook for future economic growth remains uninspiring, global equities should remain supported by dividend yields and share buybacks. Subdued capex means that profitability mean-reversion is not imminent. Within the equity market, income strategies should remain popular.

**Figure 1. Four Years of QE and Still No Meaningful Increase in New Capex. Listed Company Capex to Sales (Non-Financials)**



Source: Factset, Citi Research

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#### See Appendix A-1 for Analyst Certification, Important Disclosures and non-US research analyst disclosures.

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## QE Isn't Working: An Equity Perspective

We think that QE may be having the opposite impact to that intended. Instead of encouraging capex and job creation, ultra low interest rates are bringing yield-starved capital into the global equity market. These investors are more interested in dividends and share buybacks than corporate expansion. Those CEOs who give them what they want should be rewarded by share price outperformance. Those who do not may find themselves replaced.

## Financial Repression

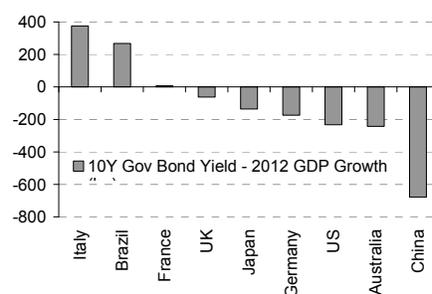
### Race to the bottom for global interest rates

With inflationary pressures waning and the world economy slowing, the race to the bottom for global interest rates continued in 2012. Many of those countries with policy rates still high enough to make it worth cutting have done so. Those where rates were already rock-bottom have resorted to increasingly creative means to lower borrowing costs.

An old rule of thumb used to be that the equilibrium level for interest rates in any one country should be equal to nominal GDP growth. If a central bank wanted to slow the domestic economy then it would set rates above nominal GDP growth. If they wanted to speed it up then they would set rates below. Those days now seem a long way away. For example, US nominal GDP is growing by 4% but the Fed Funds rate is just 0-0.25% and 10 year yields are 1.7%. On this simple measure US treasury yields are 230bp too low. This is common across most major economies (Figure 2). One part of the world where policy looks tight on this measure is the EMU periphery.

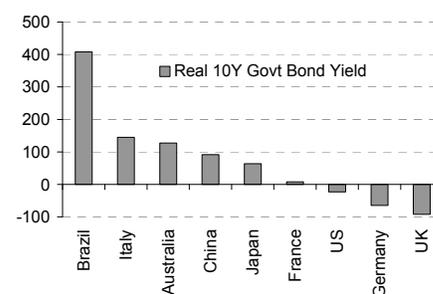
### Government bond yields are less than nominal GDP and inflation

Figure 2. 10Y Govt Bond Yield less GDP (bps)



Source: Citi Research, Datastream

Figure 3. Real 10Y Govt Bond Yield (bps)



Source: Citi Research, Datastream

This “financial repression” helps governments inflate away the real value of their debt. It played an important part in reducing US government debt following WWII ([Fiscal Deleveraging, Financial Repression, and Central Bank Independence—Lessons from the U.S. Experience after World War II](#)). US real 10 year bond yields were negative for 10 years back then. They have only been negative for 18 months this time round. This is seen across much of the developed world (Figure 3).

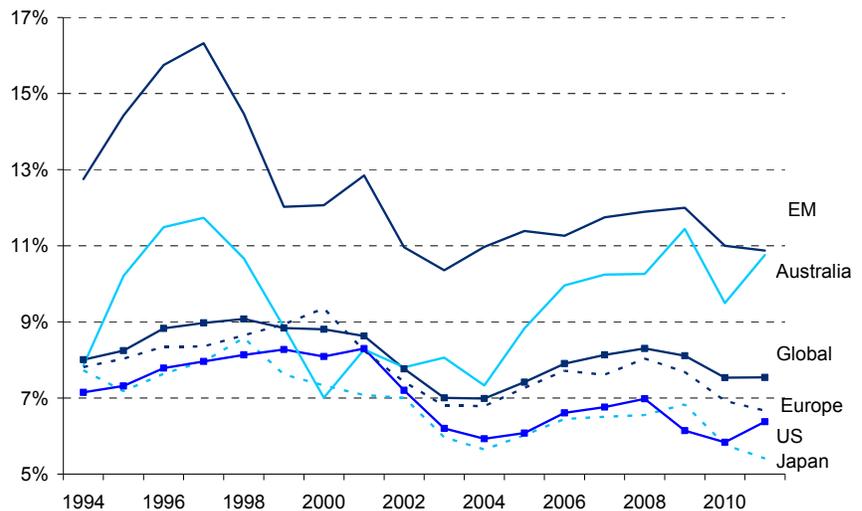
Low interest rates should help to support consumer spending through reduced mortgage and credit card costs. By purchasing sovereign debt, Quantitative Easing (QE) policies help to reduce market pressures for governments to pursue growth-sapping austerity policies. But lower rates for overleveraged consumers and governments look more like damage limitation than growth promotion.

## But Capex Subdued

Lower rates have not boosted capex/sales

That leaves the corporate sector as policymakers' best hope. This is where the scope for re-leveraging looks greatest. Balance sheets are strong, profitability is high and the cash is piling up. Add ultra-low rates to the mix and surely CEOs will kick off a capex and hiring binge. But this has not really been happening, in the listed corporate sector at least. In fact, capex/sales ratios for publicly listed companies across the world have been heading downwards for much of the past decade (Figure 4). This is against a backdrop of progressively lower interest rates. It seems that the sensitivity of CEO investment decisions to a given level of interest rates has been falling for some time. Perhaps an exception here is the rise in US investment in 2011. This was fuelled by government incentives to bring forward capex, but the growth rate does not look likely to be sustained in 2012 (see report from Tobias Levkovich [Monday Morning Musings - Tending to Capital Spending](#)). Australian capex has been boosted by the Mining sector.

Figure 4. Listed Company Capex To Sales (ex Financials)



Source: Citi Research, Factset, Worldscope

Corporate caution is usually blamed on global economic uncertainties. Amongst these, the US fiscal cliff, China slowdown and the ongoing EMU crisis look most obvious. But we can't help feeling that there is something more fundamental going on here. The economic outlook is always uncertain at weak points in the cycle. Nevertheless, low interest rates usually prod CEOs into action.

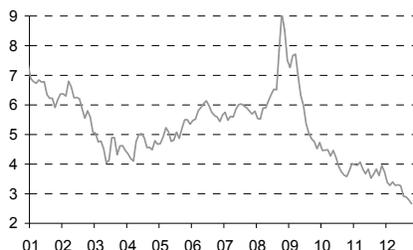
## Transmission Mechanisms

That got us thinking about the transmission mechanisms. Could these help us understand why CEOs don't seem to be acting in the way that policymakers would like them to?

As central banks pour freshly minted cash into their domestic government bond markets via QE, so it is hoped that private sector capital will be flushed out into riskier assets in search of higher returns. These markets should then, in theory, provide risk-taking capital to risk-taking corporates who will use it to build factories and, most importantly of all, employ staff to work in those factories.

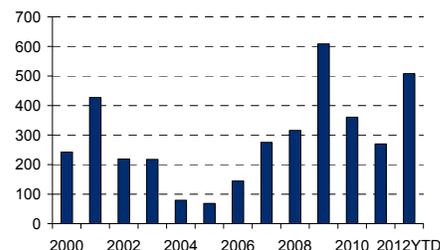
QE has clearly helped to push corporate bond borrowing costs down to all-time lows (Figure 5). This has triggered a wave of new issuance (Figure 6). So far, so good – this part of the transmission mechanism seems to be working well enough.

Figure 5. US Inv Grade Bond Yield (%)



Source: Citi Research, Datastream

Figure 6. Non-fins Inv Grade Net Issuance (\$bn) \*



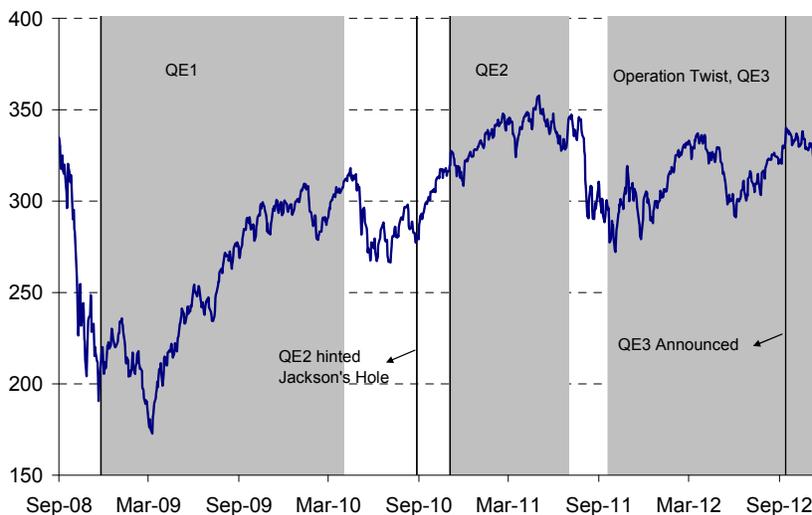
Source: Citi Research, Dealogic \*Europe + US

Refinancing not expansion

However, our fixed income colleagues point out that much of this issuance reflects companies refinancing existing bank loans. CFOs were shocked by the virtual disappearance of bank financing back in 2008. Ultra-low corporate bond yields offer an opportunity to reduce future dependence. This burst of issuance doesn't seem to reflect a confident corporate sector borrowing heavily to fund expansionary capex.

It also seems that one of the Fed's indirect aims for QE is to boost the equity market. Indeed, it looks like QE policies have helped to boost equity prices (Figure 7). Again, this part of the transmission mechanism seems to have worked. The subsequent wealth effect should help to support consumer spending.

Figure 7. MSCI AC World Performance During US QE



Source: Citi Research, MSCI, Datastream

## Equity Now The Yield Asset

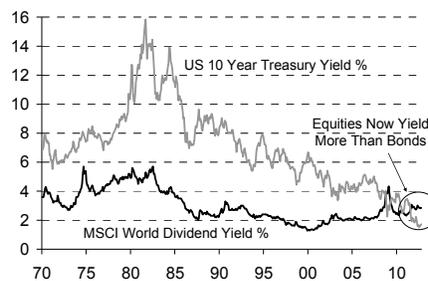
While there is evidence that low interest rates/QE have boosted riskier asset prices, including equities, this does not seem to have fed into more expansive corporate behaviour. Why should this be?

We think one answer to this conundrum can be found in considering the transmission mechanisms through which low interest rates affect equity markets. Most importantly, equities now look like an increasingly attractive income asset. With aggressive monetary policy having pushed interest rates to all-time lows, the global equity market now consistently trades on a dividend yield above treasuries for the first time in over 50 years (Figure 8). The eight largest global equity markets now all trade on dividend yields higher than their government bond markets ([Global Equity Strategist - Historic Yield Crossover](#)).

Accordingly, dividend funds have taken over from more growth-oriented EM funds as the best-selling equity products (Figure 9). These new equity investors are more interested in dividends and share buy-backs than sponsoring CEO growth aspirations. They'll take a bigger dividend over a new factory, anytime. Policymakers may succeed in forcing capital into equities but, from their perspective, it is the wrong kind of capital: income-seeking rather than growth-seeking.

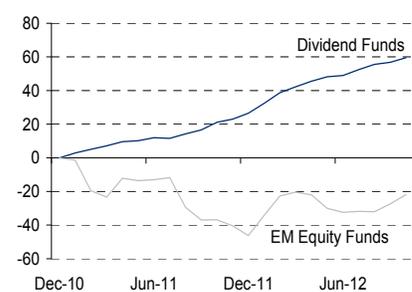
### Rise of the yield investor

Figure 8. Dividend Yield and US 10Y Treasury



Source: Citi Research, Datastream, MSCI

Figure 9. Dividend and EM Equity Fund Flows



Source: Citi Research, EPFR, Cumulative \$bn

A beleaguered equity asset management industry is unlikely to complain. There is now a great opportunity to sell equity income product to yield-starved investors. Any fresh inflows represent a lifeline compared to the ongoing outflows of recent years. The importance of this opportunity is reflected in requests from clients this year. Our most popular charts are those that show equities yield more than bonds. Our most popular global stock screen has been for CDS-adjusted dividend yields. All Citi's regional strategists report strong demand for equity income ideas.

This should all be seen in the context of the extreme pressures on the equity asset class over the past decade. For a number of reasons which we have covered in previous reports ([Global Equity Strategist - Equity Cult Still Dying](#)), trillions of dollars of capital have left global equities for global bonds. The equity cult that peaked with the Tech bubble of the late 1990s has now been replaced by a bond cult. Equities have derated and bonds have rerated. Extreme monetary policy since the 2008-09 financial crisis has exacerbated these trends.

## Throw Out The Text Books

So the current focus on income and capital return looks like a logical response from a global equity market that has been struggling to remain relevant in the wake of two devastating global bear markets. The survival instinct has kicked in. The absence of yield opportunities elsewhere means that the equity market has reinvented itself as an alternative bond market.

### Equities used to be the growth asset class

This has profound implications for companies and, ultimately, policymakers. The text books suggest that investors should buy equities for growth and bonds for income. But low rates and QE have turned that traditional mantra on its head. Investors are increasingly looking to equities to fulfill their income requirements. And as the global equity market becomes dominated by these income-seeking investors so we would expect companies to become increasingly sensitive to their requirements.

The text books also say that the equity market exists to bring those who have and those who require capital together. Equity investors provide the riskiest capital to a company. They give up security of return in order to participate in the future growth of the business. Again that looks less appropriate in current capital markets. Rather than providing new capital to companies, equity investors now seem more interested in extracting existing capital.

Another basic premise of financial theory – that lower discount rates should put a higher value in future corporate cashflows – is also being questioned by present circumstances. Low interest rates should encourage companies to invest more for the future because shareholders will value the resultant cashflows more highly. It is partly why policymakers have now set rates so low. But, again, these theoretical transmission mechanisms do not seem to be working. For the past ten years, a rising equity risk premium (ERP) has negated the supposedly positive impact of lower interest rates. The ERP has now risen so far that equities have become an income asset, so attracting investors who are more interested in the next dividend than funding a new mine, drug or microchip.

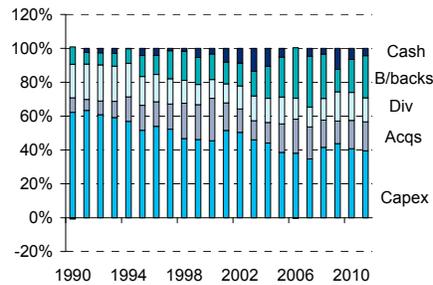
### Shareholders want income, not growth

This brings us to the basic point of this report: companies remain reluctant to expand because increasingly income-obsessed shareholders don't want them to. If anything, ultra-low interest rates have exacerbated this theme. Policy-makers should take note.

## Distributions Crowd Out Capex

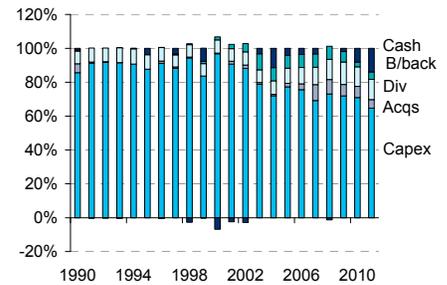
As we have already seen, listed company capex (as % of sales) has been on a downward trend for many years. This is also shown in Figure 10 which breaks the annual cashflow statements of the US listed corporate sector into its five key constituents. Two reflect capital retention within the company (capex and cash). The other three represent a distribution (acquisitions, dividends and buybacks). Despite the structural drop in interest rates over the period, there has been a clear shift away from capex towards distributions since 1990.

Figure 10. US Corporate Uses of Cashflow



Source: Citi Research, Factset, Worldscope

Figure 11. Japan Corporate Uses of Cashflow



Source: Citi Research, Factset, Worldscope

This is not just about dividends. US companies have also chosen to return capital through share buybacks. This partly reflects investor and CEO frustration with low valuations. CEOs have also returned cash to other companies' shareholders through acquisitions. In effect, they are choosing to buy another factory rather than build their own. Share buybacks and bids have helped to soak up some of the institutional equity selling as the equity cult has waned. While this is supportive of share prices, it does not help other stakeholders who would presumably prefer the capital to be spent on new investment and jobs. Our US strategy team highlight that in 2011, US companies spent \$650bn on share buybacks and dividends compared to \$580bn on capex.

**Japan model is good for workers, bad for shareholders**

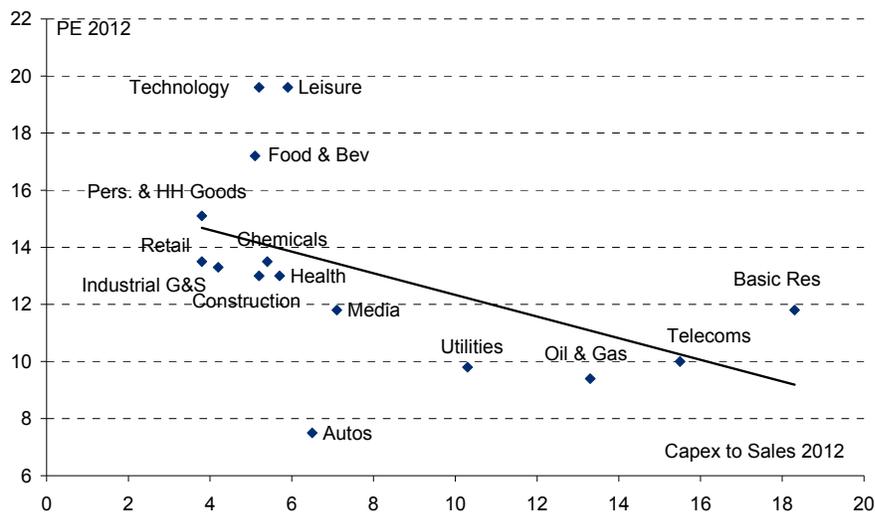
Maybe policymakers would prefer to see a cashflow statement more like Japan (Figure 11). Here, capex has stayed higher and distributions lower relative to cashflow. This has added excess capacity and depressed shareholder returns. But it also helps to support employment. Even after two decades of depressed economic growth, Japanese unemployment is still only 4.2%. Capex and jobs have been protected even as shareholder returns have languished. By contrast, US unemployment was 4.4% at the peak of the economic boom in 2006, rose rapidly to 10% by 2009 and is still high at 8%.

Excess shareholder-funded capex in Japan has attracted the interest of activist investors. Surely cutting back on that capex would help enhance returns but also free up capital for dividends or buybacks. In effect, activists want to make Figure 11 look more like Figure 10. But they have found that the transmission mechanisms between share prices and corporate strategy work very differently in Japan. Changing management behaviour is especially difficult.

## Suspicious Of Capex

In markets where shareholder requirements have a greater influence upon companies, the suspicion of capex and preference for distributions is evident. Our European strategists identified an intriguing relationship between capex and valuations in their market. Those sectors that invested the most were given lower valuations (Figure 12). In the US, share buyback and dividend ETFs have outperformed handsomely in recent years. It seems that the market is sending clear signals to companies: "if you want your shares to outperform then distribute, don't invest."

Figure 12. PE vs Capex to Sales (Europe)



Source: Citi Research, Datastream

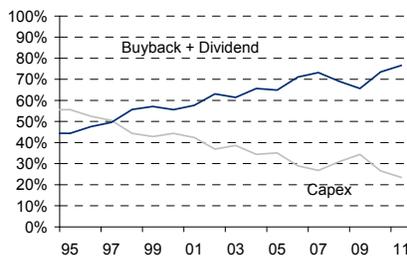
## Reshaping Industries

### Healthcare moves from capex to cash cow

This pressure is reshaping whole industries. Figure 13 shows the capex (R&D) and distribution profile of the global Healthcare industry. Back in the glory days, big Pharma invested heavily amounts in R&D. But disappointing returns on that spending have led to cutbacks. This has freed up cashflow to fund dividends or share buybacks. The change in corporate strategy has helped to turn around the share price performance of the stocks. Big Pharma companies have also spent some of this cash on acquisitions, a form of ready-made R&D but not new job creation.

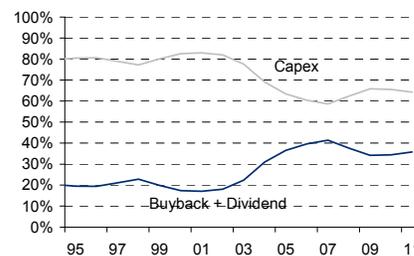
The global Telecom sector looks similar (Figure 14). Telecom companies spent heavily a decade ago as they purchased licenses and built infrastructure to support new spectrum. However, since then shareholders have pressured them to cut new investment in favour of returning capital. The Global Telecoms sector now has the world's highest dividend yield and payout ratio. The TMT boom seems a very long time ago.

Figure 13. Global Health Care Use Of Cashflow



Source: Citi Research, Factset, Worldscope

Figure 14. Global Telco Use Of Cashflow

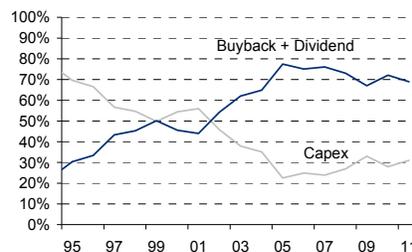


Source: Citi Research, Factset, Worldscope

We can also look at the different behaviour of the US and Asian tech stocks. US companies have actually seen their capex fall as a percentage of cashflow. They

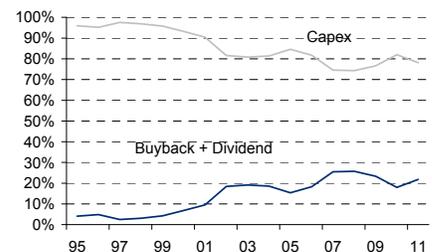
have returned large amounts of cash to shareholders via buybacks. By contrast, the Asian tech sector seems to be pursuing a more capital-intensive Japan-style strategy consistent with their sales maximising business models. Again, this may support stronger employment growth but can produce weaker returns for shareholders.

Figure 15. US Tech Use Of Cashflow



Source: Citi Research, Factset, Worldscope

Figure 16. EM Asia Tech Use Of Cashflow

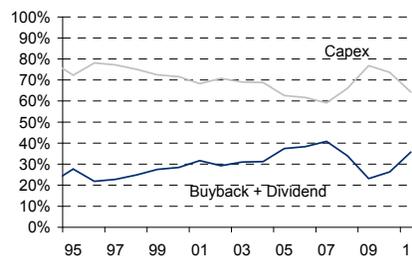


Source: Citi Research, Factset, Worldscope

Could commodity stocks be next?

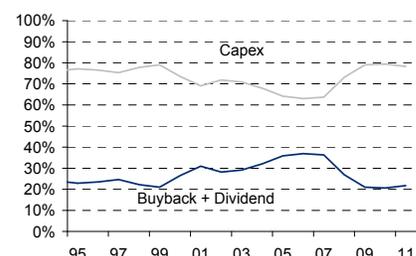
Of course, the global stock market has not become totally dividend and buyback-obsessed. There are still areas where the growth opportunities look better. In recent years, the commodity sectors have defied the general pressure to raise distributions to shareholders (Figure 17 and Figure 18). However, recent evidence that the commodity supercycle is waning has led to a derating, especially for the mining stocks. Accordingly, the pressure is now building on management to cut back on capex and increase distributions. This might be tough to swallow for many incumbent CEOs who are more used to pro-growth shareholders. If previous capex-hungry sectors such as Telecom or Pharma are good examples, then it might take significant management change before the mining companies adopt a more market-friendly cash-distributive strategy.

Figure 17. Global Materials Use Of Cashflow



Source: Citi Research, Factset, Worldscope

Figure 18. Global Energy Use Of Cashflow



Source: Citi Research, Factset, Worldscope

There is still enough growth-oriented capital around to give higher multiples (and therefore competitive equity financing) to select EM-exposed companies. In developed markets, mid-cap tech and mid-cap healthcare can trade on meaningful multiples. But the largest companies that make up most of the capitalisation in the key equity markets may increasingly be seen as a source of income by investors. Those CEOs who do not accept this might find themselves replaced by someone who does.

## What Does This Mean For Policymakers?

If policy-makers really do want to encourage stronger economic growth (and especially higher employment) then we would suggest that they take a closer look at the equity market's part in driving corporate behaviour. Despite high profitability, strong balance sheets and ultra-low interest rates, any stock market observer can see daily evidence of why the listed sector is unlikely to kick-start a meaningful acceleration in the global economy. A recent Reuters headline says it all: "P&G Plans to Cut More Jobs, Repurchasing More Shares".

**Maybe central banks should buy the stock market**

If anything, low interest rates are increasingly part of the problem rather than the solution. Perversely, they may be turning the world's largest companies into capital distributors rather than investors. Perhaps rates should be allowed to rise back to more natural levels. This might be painful at first, but it could stop equity investors being so income-obsessed. Or maybe the real problem here is depressed equity valuations. Low PEs and high dividend yields reflect the long slow death of the equity cult. At the margin, current valuations encourage CEOs to distribute through buybacks or dividends. They discourage capex and job creation. Perhaps instead of buying government bonds, the next round of freshly minted QE cash should be used to buy the stock market instead.

This still seems a very long way off. The Bank Of Japan has bought ETFs and J-Reits but not in a significant way. The ideological barriers to direct intervention in the equity market seem insurmountable. It looks too much like nationalization. Despite our misgivings outlined in this report, for now it seems that policy will remain focused on keeping rates low. Purchases of riskier assets will remain confined to the fixed income markets in our view.

Alternatively, and more menacing for equity markets, policymakers might use the tax system to clamp down on capital returns to shareholders. "Investors are forcing companies to overdistribute and underinvest" has a certain populist ring to it. This was exactly the argument used to justify the removal of the dividend tax credit for UK investors back in 1997. Another, more equity-friendly, policy might be to give greater tax breaks to capex.

**Unlisted companies may be different**

Even if economic uncertainties and shareholder constraints mean that listed companies are unlikely to embark on a capex binge soon, maybe low rates can have a more text-book impact upon unlisted companies. Having no stock listing could make them less aware of investor pressures and more willing to adopt expansive strategies. Perhaps these are the companies that offer the best hope for a pick-up in employment.

## What Does This Mean For Investors?

If policymakers hope that listed companies can help drive down current high levels of unemployment then it could be a long wait. Corporate expansion plans are likely to remain constrained by uncertainties about the global economy and a shareholder base that is more interested in share buybacks and dividends than capex and job creation. Despite our misgivings about their effectiveness, interest rates are likely to remain very low for some time. What are the implications for investors?

### 1. Equity markets supported despite weak growth

While subdued corporate activity might be discouraging for the performance of the world economy, it is not necessarily bad news for equity returns. Income-seeking

capital should help to support global equities. De-equitisation through share buybacks and cash bids should help to shrink global equity supply back down towards demand. With borrowing rates so low, buybacks and bids should be accretive. This means that even if earnings growth is held back by weak economic growth, EPS can still expand.

Another positive impact of capex constraint could be that a much-predicted collapse in profitability is not imminent. Of course, profit margins should ultimately be mean-reverting but that will only occur if the conventional transmission mechanisms are able to work. We would normally expect a combination of high profitability and low interest rates to drive a sharp increase in capacity. This would eventually compete those high profits away. However, in the listed sector at least, shareholders are not allowing that to happen.

## **2. Inflation may come back sooner than expected**

Shareholder reluctance to sponsor corporate expansion may lead to output gaps closing faster than many expect. Just as equity-market sponsored over-investment during the Tech bubble created deflationary excess capacity, so perhaps under-investment may now be creating the potential for future inflation. Bond investors should take note. They clearly benefited from equity investor profligacy back then, they may eventually suffer from frugality now. Bond investors would clearly prefer a deflationary capex profile like in Japan. But shareholders are unlikely to let that happen in other markets.

## **3. Equity income and de-equitisation strategies still key**

Premium yields relative to bonds should continue to attract income-seeking investors to the equity asset class. This will keep the appetite for equity income strategies strong. Those companies that offer progressive dividend policies should be rewarded by outperformance, in our view. Those companies, especially amongst the big caps, which cannot or will not attract income investors may see their share prices languish.

In the absence of top-line growth, companies will need to find other ways to boost returns to shareholders. This might be through cash or debt-funded buybacks or bids, which should be highly accretive with share valuations low and financing cheap. Alternatively, with valuations staying low companies that issue equity will be treated with suspicion.

## **4. Smaller growth stocks can trade at premiums**

It's not all gloom for growth investing. Despite current strange circumstances, equity financing is still best suited to fund longer term growth projects. But the limited amount of capital available to sponsor these projects means that growth premiums are likely to remain focused in companies down the market cap scale. The current fashionable idea that we may see a reincarnation of the "nifty fifty" seems unlikely to us. Back in the early 1970s bull market, the largest US stocks moved to trade at big premiums. But we don't see that happening this time round. The capital coming into this equity market is more interested in buying big cap stocks for their dividend yields than their growth characteristics.

## **5. Activism here to stay**

Expansionary strategies will continue to be treated with suspicion by the market. Subsequent share price underperformance may attract the attentions of activist shareholders. Activist proposals invariably involve a corporate contraction. They

may suggest cost-cutting, capex reduction or spin-offs with the funds returned to shareholders. Those CEOs, particularly at the largest companies, who do not give this income-seeking market what it wants may find themselves replaced by a CEO who does.

## Could this change?

Our analysis helps explain the impact that shifts in capital markets are having upon corporate behaviour and the global economy. But could that all change if markets move again?

### If the bond bubble bursts

For example, many investors think that bonds are in a bubble and ready to burst. We suspect that a sharp upturn in yields would initially be painful for the global equity market, but may help to reverse capital flows over the longer run. A bear market in bonds may be the equity market's best hope of attracting back some of the capital lost over recent years. Higher bond yields might eventually reduce the income obsession and make equity investors more sympathetic to corporate growth strategies. Bond yields would need to move quite a lot higher to cross back above equity yields.

For now, we think that this outcome is unlikely. Policymakers remain committed to keeping bond yields artificially low. If private sector selling were to put upward pressure on yields, then the public sector could use further QE to absorb that selling. Yields seem likely to remain low for now.

And maybe our analysis is wrong. Perhaps it is just a matter of time before ultra-low interest rates do have the intended impact and growth accelerates. This seems more likely in the less indebted EM economies. In these circumstances, we might expect policymakers to allow rates to drift up. A better global economy might even encourage a more growth-oriented outlook from CEOs and investors.

## Strategy Outlook

Global corporate balance sheets are strong and profitability is high. When combined with ultra-low interest rates, this should be driving a capex and job creation boom. But that is not happening. This is partly because CEOs remain cautious about the economic outlook. It is also occurring because increasingly income-obsessed equity investors prefer to see share buybacks and dividends. They remain suspicious of more growth-oriented corporate strategies.

For policymakers, this may help to explain why QE is not working as intended. For companies, it helps to explain why CEOs are under pressure to return more capital to shareholders. For investors, it helps to explain why the global equity market has found support despite ongoing EPS downgrades. With interest rates likely to remain very low, income-seeking equity investors are likely to remain a powerful force for some time to come.

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# Global Market Intelligence

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Figure 19. Global Market Intelligence by Region

16 Nov 12	Free MC		P/E			EPS YoY %			P/B	ROE	Div Yld	EV/ Sales	EV/ EBITDA	CAPE	Perf % (local)	
	US\$bn	Wgt %	12E	13E	14E	12E	13E	14E	13E	13E	13E	11	11	10Yr	Weekly	YTD
<b>Global</b>	<b>27,469</b>	<b>100</b>	<b>12.6</b>	<b>11.4</b>	<b>10.2</b>	<b>3.4</b>	<b>12.2</b>	<b>11.7</b>	<b>1.5</b>	<b>13.0</b>	<b>3.1</b>	<b>1.5</b>	<b>7.4</b>	<b>16.8</b>	<b>-1.5</b>	<b>6.4</b>
Developed World	23,970	87.3	12.9	11.6	10.5	3.9	12.0	11.8	1.5	12.9	3.2	1.5	7.6	16.8	-1.5	6.4
Emerging World	3,499	12.7	11.3	10.0	8.9	0.6	13.8	11.0	1.4	13.6	3.1	1.4	6.3	17.2	-1.6	6.3
<b>North America</b>	<b>13,998</b>	<b>51.0</b>	<b>13.4</b>	<b>12.2</b>	<b>11.0</b>	<b>5.8</b>	<b>10.2</b>	<b>11.6</b>	<b>1.8</b>	<b>15.0</b>	<b>2.5</b>	<b>1.7</b>	<b>8.0</b>	<b>19.8</b>	<b>-1.6</b>	<b>7.4</b>
USA	12,806	46.6	13.4	12.2	11.0	6.6	9.8	11.6	1.9	15.3	2.5	1.7	8.1	20.0	-1.5	8.2
Canada	1,192	4.3	13.9	12.1	11.6	-2.2	14.5	10.8	1.5	12.6	3.2	2.4	7.7	18.4	-2.6	-0.5
<b>Europe</b>	<b>6,472</b>	<b>23.6</b>	<b>11.6</b>	<b>10.5</b>	<b>9.4</b>	<b>-1.4</b>	<b>11.2</b>	<b>10.8</b>	<b>1.3</b>	<b>12.6</b>	<b>4.3</b>	<b>1.3</b>	<b>6.7</b>	<b>13.2</b>	<b>-2.6</b>	<b>4.7</b>
<b>United Kingdom</b>	<b>2,283</b>	<b>8.3</b>	<b>10.9</b>	<b>10.1</b>	<b>9.2</b>	<b>-5.3</b>	<b>8.4</b>	<b>9.1</b>	<b>1.5</b>	<b>14.5</b>	<b>4.4</b>	<b>1.3</b>	<b>6.7</b>	<b>13.2</b>	<b>-2.8</b>	<b>0.6</b>
<b>Europe ex UK</b>	<b>4,189</b>	<b>15.3</b>	<b>11.9</b>	<b>10.7</b>	<b>9.6</b>	<b>1.1</b>	<b>12.9</b>	<b>11.8</b>	<b>1.3</b>	<b>11.7</b>	<b>4.3</b>	<b>1.3</b>	<b>6.7</b>	<b>13.3</b>	<b>-2.4</b>	<b>7.2</b>
France	927	3.4	11.1	10.1	9.0	-5.6	12.0	11.9	1.1	10.4	4.4	1.1	5.9	12.8	-2.3	6.9
Switzerland	879	3.2	13.9	12.3	11.2	7.5	13.4	9.8	1.9	15.7	3.9	2.3	10.4	18.5	-3.0	9.5
Germany	840	3.1	10.1	9.9	8.9	14.8	2.1	11.2	1.2	12.3	3.9	1.0	6.1	16.0	-3.0	14.4
Sweden	309	1.1	13.5	12.0	10.7	-0.7	12.7	11.8	1.7	14.0	4.6	1.5	8.1	17.4	-2.4	4.4
Spain	288	1.0	13.0	9.7	8.5	-37.1	51.1	13.0	1.0	10.2	7.0	1.7	6.9	8.7	-0.4	-11.7
Netherlands	249	0.9	12.1	10.2	9.3	1.0	18.5	9.6	1.3	12.5	3.5	1.3	8.6	12.9	-3.1	7.8
Italy	220	0.8	9.7	8.7	7.5	13.3	11.6	15.1	0.7	7.7	4.9	1.3	5.7	7.9	-1.9	-1.2
Denmark	117	0.4	17.7	14.5	12.3	27.4	22.1	17.6	2.2	14.9	2.4	1.7	6.7	25.9	-2.7	23.1
Belgium	114	0.4	14.2	12.9	11.6	40.7	10.1	11.3	1.5	12.0	3.4	2.8	8.2	11.6	-1.4	26.6
Norway	95	0.3	10.2	9.6	8.7	6.6	6.6	10.4	1.3	13.8	5.2	1.2	3.7	13.2	-1.0	4.2
Finland	75	0.3	20.6	14.1	11.4	-43.8	46.1	23.1	1.4	9.7	5.1	1.6	7.7	9.7	-2.1	-2.2
Austria	28	0.1	10.3	9.2	8.0	86.8	11.4	15.1	0.8	9.2	3.8	0.7	5.7	8.8	-1.2	8.4
Ireland	26	0.1	22.8	16.2	13.2	-10.8	41.5	22.5	1.5	9.1	2.6	1.1	11.0	5.8	-3.2	-4.0
Portugal	17	0.1	12.3	11.3	9.5	6.3	9.4	18.9	1.1	9.5	5.6	1.5	7.1	9.3	-3.5	-11.2
Greece	6	0.0	9.2	15.0	11.5	-11.9	-38.5	30.4	1.8	11.7	2.9	0.8	5.3	2.3	-0.8	-8.8
<b>Japan</b>	<b>2,019</b>	<b>7.3</b>	<b>13.4</b>	<b>11.7</b>	<b>10.1</b>	<b>21.4</b>	<b>32.5</b>	<b>18.2</b>	<b>0.9</b>	<b>7.5</b>	<b>2.8</b>	<b>1.0</b>	<b>7.9</b>	<b>16.5</b>	<b>3.1</b>	<b>3.5</b>
<b>Asia Pac ex Jp</b>	<b>3,557</b>	<b>12.9</b>	<b>12.5</b>	<b>11.1</b>	<b>10.0</b>	<b>3.0</b>	<b>13.1</b>	<b>11.4</b>	<b>1.4</b>	<b>12.8</b>	<b>3.5</b>	<b>1.4</b>	<b>7.0</b>	<b>17.9</b>	<b>-1.9</b>	<b>8.2</b>
<b>Pacific ex Jp</b>	<b>1,422</b>	<b>5.2</b>	<b>14.0</b>	<b>12.8</b>	<b>11.7</b>	<b>-3.5</b>	<b>8.9</b>	<b>9.8</b>	<b>1.5</b>	<b>11.3</b>	<b>4.6</b>	<b>1.8</b>	<b>8.3</b>	<b>17.1</b>	<b>-2.2</b>	<b>10.1</b>
Australia	898	3.3	13.6	12.3	11.3	-1.6	10.3	8.9	1.6	13.0	5.3	1.8	8.0	16.1	-2.8	7.1
Hong Kong	325	1.2	15.8	14.5	13.0	-12.1	8.4	12.4	1.2	8.3	3.1	2.1	10.0	21.9	-0.3	19.2
Singapore	186	0.7	13.1	12.7	11.5	1.7	2.8	9.6	1.3	10.4	3.9	1.6	8.4	16.0	-2.2	10.3
New Zealand	13	0.0	16.3	14.6	12.9	-2.4	11.5	13.3	1.6	11.0	5.4	1.2	6.6	15.2	-0.2	13.2
<b>Em Asia</b>	<b>2,135</b>	<b>7.8</b>	<b>11.8</b>	<b>10.2</b>	<b>9.1</b>	<b>7.0</b>	<b>15.4</b>	<b>12.3</b>	<b>1.4</b>	<b>13.7</b>	<b>2.7</b>	<b>1.3</b>	<b>6.6</b>	<b>18.2</b>	<b>-1.7</b>	<b>7.1</b>
China	648	2.4	10.1	9.1	8.2	0.4	10.8	11.0	1.3	14.6	3.4	1.4	6.0	18.4	-1.7	8.8
Korea	531	1.9	9.4	8.1	7.2	17.2	18.4	12.3	1.0	12.8	1.4	0.9	6.4	15.8	-2.0	2.7
Taiwan	375	1.4	17.2	13.6	11.8	-0.2	26.2	14.9	1.5	11.2	3.6	1.7	7.7	17.3	-2.3	0.7
India	238	0.9	15.1	13.4	11.7	10.4	12.8	14.8	2.1	15.8	1.7	1.7	9.0	26.8	-1.4	20.4
Malaysia	132	0.5	15.0	13.9	12.7	8.5	8.9	9.2	1.9	13.6	3.6	2.2	9.4	22.5	-0.7	3.8
Indonesia	101	0.4	15.7	13.7	11.9	5.3	14.2	15.8	3.0	21.9	2.8	2.3	7.9	29.5	0.4	10.6
Thailand	78	0.3	12.3	10.7	9.6	12.8	15.7	11.2	1.9	17.5	4.0	1.1	6.9	19.6	-1.1	16.5
Philippines	33	0.1	18.1	16.1	14.7	10.7	12.3	9.3	2.5	15.5	2.5	2.5	9.7	27.7	-0.2	25.4
<b>Latin America</b>	<b>739</b>	<b>2.7</b>	<b>13.9</b>	<b>11.8</b>	<b>10.4</b>	<b>-11.6</b>	<b>17.8</b>	<b>12.9</b>	<b>1.5</b>	<b>12.8</b>	<b>3.2</b>	<b>1.9</b>	<b>6.8</b>	<b>17.9</b>	<b>-1.6</b>	<b>2.1</b>
Brazil	428	1.6	11.9	10.1	9.0	-18.8	17.6	12.8	1.3	11.9	3.9	1.8	6.2	14.2	-2.3	-1.1
Mexico	178	0.6	18.4	15.6	13.6	29.2	18.2	14.6	2.6	16.5	1.9	2.1	8.4	29.1	0.2	10.3
Chile	65	0.2	19.6	15.6	13.8	-14.4	26.2	12.7	2.0	12.8	2.8	2.2	10.3	27.1	-1.5	-5.2
Colombia	45	0.2	18.9	17.4	14.7	-3.9	8.8	10.7	1.9	11.9	2.8	3.0	8.6	36.4	-0.1	13.4
Peru	23	0.1	12.6	11.0	10.2	-5.3	14.5	8.2	2.5	22.0	2.8	4.7	8.7	24.2	-3.4	5.1
<b>CEEMEA</b>	<b>625</b>	<b>2.3</b>	<b>8.3</b>	<b>7.8</b>	<b>7.3</b>	<b>-4.0</b>	<b>6.9</b>	<b>6.1</b>	<b>1.1</b>	<b>13.9</b>	<b>4.1</b>	<b>1.2</b>	<b>4.3</b>	<b>14.8</b>	<b>-1.3</b>	<b>9.6</b>
South Africa	269	1.0	13.6	11.5	10.5	10.6	18.0	10.1	2.0	17.6	4.0	1.6	7.2	24.1	-1.6	13.7
Russia	201	0.7	4.9	4.8	4.7	-10.4	2.2	2.4	0.6	12.8	4.2	1.0	3.0	8.7	-1.6	-1.9
Turkey	65	0.2	11.4	10.1	9.0	11.1	12.3	12.4	1.5	14.8	3.1	1.2	7.9	17.9	-1.7	38.0
Poland	52	0.2	10.1	11.0	10.4	-18.8	-8.2	6.0	1.2	10.7	4.8	1.3	3.5	13.1	1.6	9.5
Egypt	13	0.0	10.9	9.7	8.4	14.0	20.8	15.0	1.4	14.5	4.2	1.7	5.2	17.4	0.9	58.8
Hungary	11	0.0	9.6	8.0	6.8	8.9	20.6	17.6	0.8	10.5	4.4	0.8	5.9	9.4	-3.3	9.8
Czech Republic	10	0.0	10.1	10.3	10.2	8.2	-1.4	1.3	1.5	14.9	7.2	2.6	6.2	13.3	-2.1	-4.7
Morocco	3	0.0	12.2	11.0	10.1	3.5	10.7	8.5	2.2	19.8	4.8	4.2	7.8	18.5	1.3	-13.3
<b>Israel</b>	<b>60</b>	<b>0.2</b>	<b>8.2</b>	<b>7.7</b>	<b>7.2</b>	<b>3.5</b>	<b>6.3</b>	<b>6.0</b>	<b>1.3</b>	<b>16.6</b>	<b>2.5</b>	<b>2.6</b>	<b>9.3</b>	<b>15.7</b>	<b>-3.0</b>	<b>-2.8</b>

Source: Citi Research, MSCI, Worldscope, Factset Consensus Estimates

Figure 20. Global Market Intelligence by Sector

16 Nov 12	Free MC		P/E			EPS YoY %			P/B	ROE	Div Yld	EV/ Sales	EV/ EBITDA	CAPE	Perf % (local)	
	US\$bn	Wgt %	12E	13E	14E	12E	13E	14E							13E	13E
<b>Global</b>	<b>27,469</b>	<b>100</b>	<b>12.6</b>	<b>11.4</b>	<b>10.2</b>	<b>3.4</b>	<b>12.2</b>	<b>11.7</b>	<b>1.5</b>	<b>13.0</b>	<b>3.1</b>	<b>1.5</b>	<b>7.4</b>	<b>16.8</b>	<b>-1.5</b>	<b>6.4</b>
<b>Sectors Level 1</b>																
Energy	2,973	10.8	10.0	9.4	8.8	-6.4	6.0	6.9	1.2	13.0	3.4	1.2	5.1	13.0	-2.2	-4.8
Materials	2,029	7.4	13.8	11.2	9.7	-21.6	23.7	15.3	1.4	12.4	2.9	1.5	7.0	15.7	-3.5	-1.9
Industrials	2,824	10.3	13.1	11.7	10.4	5.3	11.3	12.4	1.7	14.1	3.0	1.3	8.2	17.6	-1.7	5.4
Consumer Disc.	2,906	10.6	13.9	12.5	10.7	17.1	18.9	16.6	1.9	15.1	2.3	1.3	7.8	22.3	-0.4	13.2
Consumer Staples	2,936	10.7	16.4	14.9	13.6	6.0	9.7	10.0	2.8	18.9	3.2	1.5	10.1	24.1	-1.1	8.0
Health Care	2,622	9.5	13.1	12.3	11.3	3.7	7.2	8.2	2.3	18.9	2.9	2.0	8.7	21.5	-1.4	11.1
Financials	5,635	20.5	11.3	10.0	9.0	10.8	13.3	10.7	0.9	9.4	3.7	NA	NA	11.2	-1.1	14.6
IT	3,364	12.2	13.1	11.5	10.3	8.5	13.8	14.2	2.1	18.1	1.9	1.8	7.8	25.2	-1.6	7.0
Telecoms	1,219	4.4	12.8	11.7	10.7	1.5	8.8	9.6	1.6	13.9	5.5	1.8	6.0	15.9	-1.6	-0.3
Utilities	961	3.5	13.3	13.5	11.7	8.4	11.5	20.0	1.2	8.6	4.9	1.6	8.9	13.6	-1.3	-5.3
<b>Sectors Level 2</b>																
Energy	2,973	10.8	10.0	9.4	8.8	-6.4	6.0	6.9	1.2	13.0	3.4	1.2	5.1	13.0	-2.2	-4.8
Materials	2,029	7.4	13.8	11.2	9.7	-21.6	23.7	15.3	1.4	12.4	2.9	1.5	7.0	15.7	-3.5	-1.9
Capital Goods	2,056	7.5	12.2	11.2	10.0	3.0	9.2	11.6	1.6	14.6	3.1	1.2	8.2	17.1	-1.6	5.6
Comm Svc & Supp	226	0.8	17.2	15.2	13.6	7.9	13.0	11.2	2.3	15.1	2.8	1.7	8.8	19.2	-1.8	7.6
Transport	541	2.0	15.7	13.0	11.2	17.3	20.8	16.2	1.6	12.1	2.6	1.6	8.2	19.3	-2.1	3.5
Autos	686	2.5	8.8	8.1	7.0	15.6	12.3	15.4	1.0	12.8	2.7	0.9	6.3	15.8	1.2	11.4
Consumer Durables	380	1.4	17.7	15.3	11.9	147.8	147.4	29.4	1.8	11.5	2.2	1.7	10.2	21.2	-0.6	7.6
Consumer Services	398	1.4	17.7	15.9	14.1	3.4	11.3	13.6	3.1	19.4	2.8	2.1	9.7	24.6	-1.7	1.2
Media	666	2.4	14.7	13.5	11.7	22.2	8.9	14.8	2.3	17.9	2.1	2.1	8.0	27.7	-1.2	23.0
Retailing	776	2.8	18.5	16.1	13.9	8.8	15.0	15.8	3.0	19.1	1.8	1.1	9.0	25.4	-0.3	17.0
Food & Staples	630	2.3	14.3	13.0	11.8	9.2	9.9	10.6	1.9	14.5	3.0	0.7	7.8	20.8	-2.6	5.4
Food Bev & Tobac.	1,818	6.6	16.8	15.3	13.9	5.1	10.1	10.0	3.2	21.0	3.3	2.3	11.0	25.2	-0.8	8.7
Household Products	488	1.8	18.0	16.7	15.3	4.9	7.8	9.1	3.4	20.5	3.0	2.0	11.0	25.3	-0.4	8.5
Health Care	633	2.3	13.6	12.4	11.3	10.3	9.8	10.0	1.9	15.4	1.4	1.2	8.1	22.3	-1.0	10.7
Pharma & Biotech	1,989	7.2	13.0	12.2	11.3	1.9	6.4	7.6	2.5	20.4	3.3	2.6	9.0	21.1	-1.5	11.2
Banks	2,527	9.2	9.9	9.0	8.0	3.3	11.3	10.8	1.0	10.7	4.4	NA	NA	9.7	-0.8	11.0
Div Financials	1,180	4.3	11.8	9.6	8.4	9.7	23.7	13.1	0.8	8.1	2.5	NA	NA	10.4	-2.1	19.8
Insurance	1,092	4.0	10.7	9.6	8.9	46.2	10.9	8.4	0.9	9.4	3.6	NA	NA	12.5	-1.1	14.5
Real Estate	835	3.0	20.1	18.9	17.1	-2.2	6.6	9.9	1.3	6.9	3.7	NA	NA	22.0	-0.8	19.3
Software & Services	1,477	5.4	14.6	13.1	11.6	10.9	11.8	12.7	3.0	23.1	1.4	2.8	9.7	29.7	-1.9	10.8
Tech	1,287	4.7	11.9	10.3	9.3	7.8	15.2	14.8	1.6	15.9	2.2	1.5	7.2	22.9	-0.9	5.3
Semi & Semi Equip	600	2.2	12.7	11.1	9.5	5.3	14.8	16.2	1.8	15.8	2.4	1.6	6.0	21.4	-2.4	1.9
Telecom	1,219	4.4	12.8	11.7	10.7	1.5	8.8	9.6	1.6	13.9	5.5	1.8	6.0	15.9	-1.6	-0.3
Utilities	961	3.5	13.3	13.5	11.7	8.4	11.5	20.0	1.2	8.6	4.9	1.6	8.9	13.6	-1.3	-5.3

Source: Citi Research, MSCI, Worldscope, Factset Consensus Estimates

Figure 21. 2012 P/E Estimates by Region and Sector

16 Nov 12 P/E 13E	Global	DM	GEM	US	Eur ex UK	UK	Jap	Dev Asia	Em Asia	Lat Am	CEEMEA
<b>Region</b>	<b>11.4</b>	<b>11.6</b>	<b>10.0</b>	<b>12.2</b>	<b>10.7</b>	<b>10.1</b>	<b>11.7</b>	<b>12.8</b>	<b>10.2</b>	<b>11.8</b>	<b>7.8</b>
<b>Sectors Level 1</b>											
Energy	9.4	10.2	6.7	10.7	8.3	7.8	9.0	13.8	9.4	8.9	4.5
Materials	11.2	11.4	10.3	12.0	12.3	9.4	12.9	11.6	11.1	10.4	8.9
Industrials	11.7	11.8	11.4	12.2	12.0	12.0	9.7	13.9	10.9	16.6	9.8
Consumer Disc.	12.5	12.8	10.4	14.3	10.1	12.1	11.2	15.1	8.9	15.5	16.2
Consumer Staples	14.9	14.5	20.3	14.6	15.1	13.5	13.9	14.3	19.4	21.7	19.2
Health Care	12.3	12.2	19.2	12.3	12.3	10.0	15.8	19.0	20.2	23.7	16.2
Financials	10.0	10.2	8.9	10.7	8.3	9.5	10.8	12.2	8.5	10.6	8.8
IT	11.5	11.7	10.5	11.3	17.0	25.8	12.5	18.3	10.4	15.4	9.3
Telecom Services	11.7	11.6	12.0	16.9	8.9	9.7	8.3	13.4	13.1	11.0	11.1
Utilities	13.5	14.0	10.8	14.1	9.0	12.3	-20.8	15.4	12.7	10.2	8.4
<b>Sectors Level 2</b>											
Energy	9.4	10.2	6.7	10.7	8.3	7.8	9.0	13.8	9.4	8.9	4.5
Materials	11.2	11.4	10.3	12.0	12.3	9.4	12.9	11.6	11.1	10.4	8.9
Capital Goods	11.2	11.2	10.4	11.9	11.7	10.7	8.9	12.0	10.3	13.2	10.0
Comm Svc & Supp	15.2	15.2	18.7	15.2	15.7	14.9	14.7	14.4	15.8	22.9	
Transport	13.0	12.8	15.4	12.2	12.4		12.3	17.1	14.0	19.2	8.8
Autos & Components	8.1	8.1	7.8	7.8	6.7	7.5	9.5		7.7		8.8
Consumer Durables	15.3	16.0	10.0	14.9	14.2	16.0	31.3	9.4	11.8	7.1	8.6
Consumer Services	15.9	16.0	13.8	16.3	15.5	14.6	16.4	16.4	13.4	17.4	
Media	13.5	13.2	20.1	13.6	11.8	11.6	15.8	13.9	21.7	16.8	21.9
Retailing	16.1	16.2	15.3	16.8	18.2	10.9	12.9	13.6	12.8	21.9	15.2
Food & Staples Retailing	13.0	12.3	21.4	13.0	10.6	9.3	11.7	14.6	19.6	22.4	21.8
Food Bev & Tobacco	15.3	15.0	19.1	14.8	15.7	14.6	14.0	13.1	17.8	21.4	14.4
Household Products	16.7	16.2	24.8	16.2	16.4	14.9	18.1		25.7	22.3	
Health Care Equip & Svc	12.4	12.3	20.2	11.5	17.0	12.9	16.3	17.5	22.4	23.7	15.7
Pharma & Biotech	12.2	12.1	18.6	12.7	11.9	9.9	15.7	19.8	19.4		16.5
Banks	9.0	9.3	8.1	9.3	8.1	9.1	8.1	11.0	7.8	9.7	7.9
Div Financials	9.6	9.4	12.0	9.2	8.8	9.7	12.0	16.1	11.3	18.2	10.4
Insurance	9.6	9.4	12.7	9.5	7.7	9.4	15.4	12.8	13.2	10.4	11.7
Real Estate	18.9	20.4	10.3	31.0	14.9	18.5	20.4	13.8	9.0	21.0	12.4
Software & Services	13.1	12.9	16.5	12.7	15.2	13.4	14.6	14.7	16.8	15.4	9.3
Tech Hardware & Equip	10.3	10.2	11.7	9.6	21.3		11.7	270.5	11.7		
Semi & Semi Equip	11.1	13.7	9.0	12.5	17.5	40.3	29.5	18.0	9.0		
Telecom	11.7	11.6	12.0	16.9	8.9	9.7	8.3	13.4	13.1	11.0	11.1
Utilities	13.5	14.0	10.8	14.1	9.0	12.3	-20.8	15.4	12.7	10.2	8.4

Source: Citi Research, MSCI, Worldscope, Factset Consensus Estimates

Notes

**Notes**

**Notes**

## Appendix A-1

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