

Strategy Matters

The Great Rate Debate

"The risk of higher inflation creeping into the system after several years of uninterrupted global economic growth is making equity investors nervous." Strategy Matters: Inflation risks to sectors and margins, July 12, 2007.

Some concerns keep coming around. **The foremost question we hear currently is 'will rising bond yields damage equities'?** A number of factors matter for the reaction of stocks, in our view:

- The point of the **cycle**: equities tend to be more immune earlier in the cycle. We are not early-cycle, so for equities to rise as bond yields rise, we find EPS needs to be the driver, not P/E.
- The **speed** of adjustment: slower is better: hence the difficulty in digesting the recent move. Our Rates strategists expect a continued sell-off but the pace to slow, with UST 10-year yields at 3.25% and German Bunds at 1.0% at end-2018.
- The **level** of yields at the time: historically, UST 10Y at 5% or more has been definitively 'bad' for equities; but the crossing point is likely earlier this cycle, at 3% or 4%, and we are close to that level.
- **Valuation** of equities: the gap between equity and bond valuation still favours equities, particularly in Europe, where bond yields remain low and 80% of companies offer a better dividend yield than the yield on corporate debt.
- The **drivers** of the yield rise: real or nominal; inflation-led rises are often easier for equities to digest.

We conclude that the growth/rates mix has deteriorated, which will mean lower returns on equities. These returns will need to be driven by EPS, not P/E. But we are not expecting a Bear market (see [Global Equity Strategy: Correction Detection; the risks of a drawdown within a bull market](#), Jan. 29, 2018) – the shifts up in yields are likely to slow from here and high levels of global growth should continue to boost profits. The **sector implications** of rising yields (nominal or real) are clear, in our view: we prefer Banks (SX7P) and are Underweight Consumer Staples (SX3P and SXQP). We also have a tilt towards Cyclical and Value stocks in our European allocation. We see value in some defensives, especially Utilities (SX6P).

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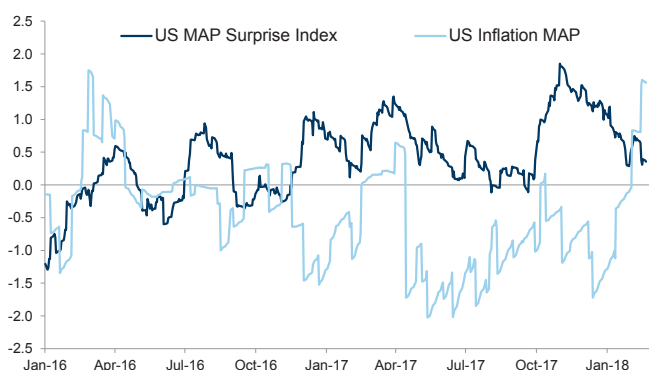
Equities in a time of rising yields

The growth/inflation mix is starting to deteriorate

We described the environment for most of last year as ‘Goldilocks’ – robust and rising growth with low inflation. Our US economists’ MAP scores for data surprises show that throughout 2017 inflation surprised on the downside, while growth surprised on the upside (Exhibit 1). But **there has been a clear change since the start of this year: while growth remains strong, surprises in inflation have been upwards and bond yields have risen globally.** See *US Daily: The 2018 Inflation Rebound*, February 12, 2018 for a detailed discussion on inflation. Also, rates of growth are likely to peak this year, both in the US and globally (see our forecasts in Exhibit 2).

Exhibit 1: Goldilocks has lost her way, for now

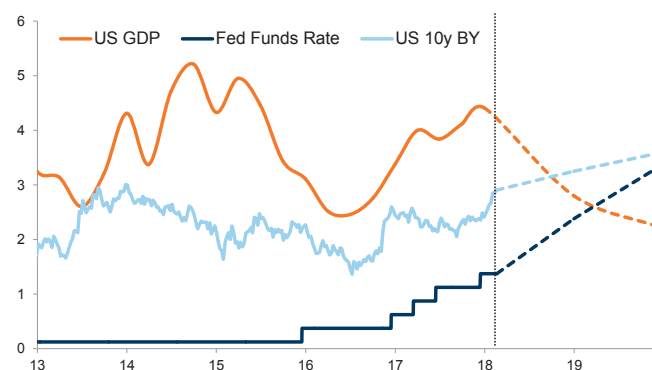
MAP Index of surprise in US economic data



Source: Goldman Sachs Global Investment Research

Exhibit 2: Strong growth, but poised to slow, meets rising yields and inflation

(%), GS forecasts for 2018 and 2019



Source: Haver, Datastream, Goldman Sachs Global Investment Research

Our Rates strategists expect the bond sell-off to continue. They have brought forward their 10-year bond yield forecasts for end-Q1 2019 to end-Q4 2018, leaving peak rates in this cycle unchanged. Our year-end 2018 forecasts are now 3.25% for US Treasuries (previously 3%), 1.0% for Bunds (previously 0.8%), 2.0% for Gilts (previously 1.8%) and 10bp for JGBs. They continue to expect a steeper Treasury curve than is priced in the forwards. The main catalyst to this move has been stronger growth and slightly higher inflation expectations. But there are other drivers as well. US Treasury yields are around 1 standard deviation below ‘fair value’ based on our Rates strategists’ ‘Sudoku’ framework. Also, central bank policy is starting to shift and the explicit subsidy for duration will slowly start to disappear, increasing the term premium (which remains at historical lows). For more details, see *Macro Rates Views: How Much Further Can Bond Yields Go?*, February 16, 2018.

Bonds and equities: the great rate debate

The foremost question we hear from investors is ‘will rising yields be damaging to equities and, if so, when?’ One problem with answering this question, at least empirically, is that the development of equities when bond yields rise differ markedly depending on a number of factors:

- The point of the **cycle** – equities tend to be more immune earlier in the cycle.
- The **speed** of adjustment – slower is better for equities.
- The **level** of yields at the time – historically, UST 10-year yields at 5% or more have been definitively ‘bad’ for equities; but the crossing point is likely earlier this cycle.
- The **valuation** of equities – this relates to the cycle, and clearly equities are less vulnerable when they are cheap.
- The **drivers** of the yield rise – real or nominal; inflation-led rises are often easier for equities to digest.

The tables below show the performance of the S&P 500 (Exhibit 3) and Europe STOXX (Exhibit 4) during periods when US bond yields have risen. What is clear is that the relationship is not clear. Occasionally equities do well, as in the 1998-2000 period when, although US 10-year Treasury yields rose from 4.2% to 6.8%, the US market rose 46% with a 29% rise in P/E (the European market was up 72%). But, other times, most notably in 1994, equities fell despite reasonably good earnings growth at the time.

Exhibit 3: US equity performance during periods of rising US 10-year bond yields

		US 10y BY				S&P 500		
Date		Level		Change	Length	Change		
Trough	Peak	Start	End	(bp)	(m)	Price	NTM PE	NTM EPS
Dec-91	Mar-92	6.7	7.7	98	2	-3%	-3%	1%
Oct-93	Nov-94	5.2	8.0	288	13	-1%	-14%	12%
Jan-96	Jul-96	5.5	7.0	153	6	7%	4%	3%
Nov-96	Apr-97	6.0	7.0	93	4	-2%	-5%	3%
Oct-98	Jan-00	4.2	6.8	262	16	46%	29%	17%
Nov-01	Apr-02	4.2	5.4	124	5	3%	-1%	4%
Jun-03	Sep-03	3.1	4.6	149	3	3%	0%	4%
Mar-04	Jun-04	3.7	4.9	119	3	1%	-6%	7%
Jun-05	Jun-06	3.9	5.2	136	13	4%	-10%	14%
Dec-06	Jun-07	4.4	5.3	86	6	6%	2%	4%
Dec-08	Jun-09	2.1	3.9	188	5	5%	22%	-16%
Oct-09	Apr-10	3.2	4.0	81	6	15%	-3%	19%
Oct-10	Feb-11	2.4	3.7	135	4	14%	7%	7%
Jul-12	Sep-13	1.4	3.0	161	13	24%	15%	8%
Jul-16	Feb-18	1.4	2.9	151	19	28%	7%	21%
Average		3.8	5.3	148	8	10%	3%	7%

Source: Datastream, I/B/E/S, Goldman Sachs Global Investment Research

Exhibit 4: European equity performance during periods of rising US 10-year bond yields

		US 10y BY				STOXX Europe 600		
Date		Level		Change	Length	Change		
Trough	Peak	Start	End	(bp)	(m)	Price	NTM PE	NTM EPS
Dec-91	Mar-92	6.7	7.7	98	2	4%	6%	-2%
Oct-93	Nov-94	5.2	8.0	288	13	-1%	-15%	15%
Jan-96	Jul-96	5.5	7.0	153	6	6%	6%	-1%
Nov-96	Apr-97	6.0	7.0	93	4	13%	11%	2%
Oct-98	Jan-00	4.2	6.8	262	16	72%	29%	43%
Nov-01	Apr-02	4.2	5.4	124	5	5%	9%	-4%
Jun-03	Sep-03	3.1	4.6	149	3	7%	6%	2%
Mar-04	Jun-04	3.7	4.9	119	3	2%	-4%	5%
Jun-05	Jun-06	3.9	5.2	136	13	15%	-6%	21%
Dec-06	Jun-07	4.4	5.3	86	6	10%	7%	3%
Dec-08	Jun-09	2.1	3.9	188	5	8%	41%	-33%
Oct-09	Apr-10	3.2	4.0	81	6	12%	-8%	20%
Oct-10	Feb-11	2.4	3.7	135	4	10%	4%	6%
Jul-12	Sep-13	1.4	3.0	161	13	22%	30%	-8%
Jul-16	Feb-18	1.4	2.9	151	19	16%	0%	17%
Average		3.8	5.3	148	8	13%	8%	6%

Source: Datastream, I/B/E/S, Goldman Sachs Global Investment Research

1. The point of the cycle – equities are more immune earlier in the cycle

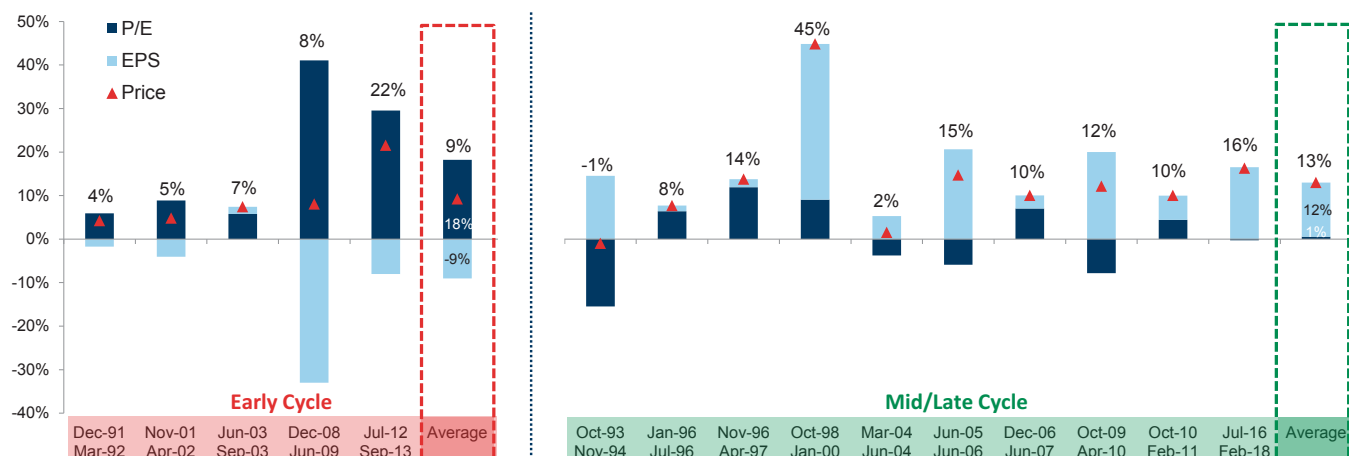
The reason it is tricky to divine the impact of higher bond yields on equities is that higher yields can happen at different points in the equity cycle – and for different reasons. Quite often the sharpest rise in bond yields is from the trough of the economic cycle. This is typically a constructive time for equity investment and it is usually when equities have a cheap starting point as well. We are clearly not at this point today. Exhibit 5 shows periods with rising bond yields and European equity returns broken down between EPS and valuation (the same data as in Exhibit 4). Some of these periods are early-cycle: 1991, 2001-2003, 2008 and 2012. While 2012 was not so much early-cycle in the US, it certainly was in Europe given the downturn after the sovereign crisis.

We find these early-cycle rises in bond yields are accompanied by sharp rises in valuation, and that EPS is not the main driver of returns – indeed, EPS is often times still falling. These are very different from mid- and later-cycle rises in bond yields, when there may be more worries about inflation, yields are starting from a higher point and equity valuations are already stretched.

Looking at the average bars on the right of the chart, these mid- or late-cycle periods of rising yields are still perfectly consistent with positive equity returns. But we find far less of the return is driven by valuation, and that more is driven by EPS improvement. We think this will be the case again this time: returns are likely to be weaker and driven by EPS, not P/E.

Exhibit 5: Market performance during periods of rising bond yields can be split between early cycle and mid/late cycle

SXXP performance split by earnings growth and valuation during periods of rising bond yields (1996-2000 data, ex-TMT)



Source: Datastream, I/B/E/S, Worldscope, Goldman Sachs Global Investment Research

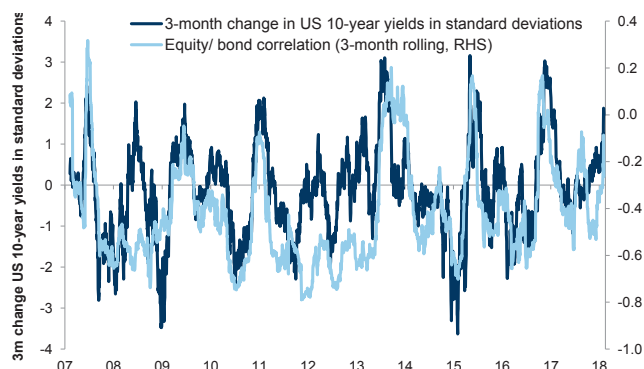
2. The speed of adjustment - slower is better

The speed of bond yield rises since the start of the year has been difficult to digest – hence the higher equity price volatility and recent market correction. Our Asset Allocation team discussed this relation in detail in *GOAL: Reflation, equity/bond correlation and diversification desperation*, November 14, 2016. **They showed that since the global financial crisis, if US 10-year yields increase by more than 2 standard deviations in a 3-month period, equities have sold off alongside bonds (Exhibit 6). When rates rise too quickly, they can weigh on growth expectations and valuations for risky assets and rate volatility can spill over to equity volatility.**

Another simple way to look at this is via the move in equities for a given absolute change in bond yields in any one-week period (Exhibit 7). When bond yields move by 20bp or more (up or down), the average move in SXXE has been -1.5%. In contrast, periods with a small move in bond yields (in either direction) are normally positive for equity performance.

Exhibit 6: Equity might struggle if yields rise more than 2 standard deviations

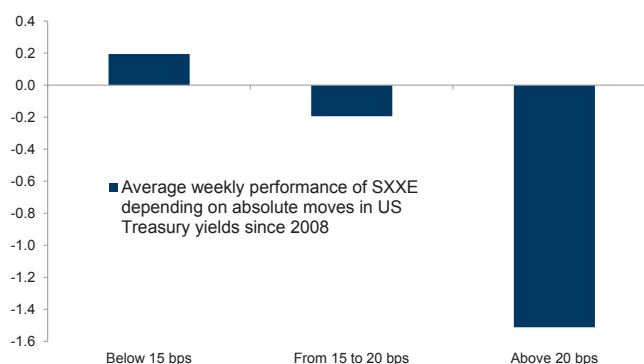
Number of standard deviations US 10y yields move in a 3m period and S&P 500 / US 10y bond return correlation (3m window)



Source: Goldman Sachs Global Investment Research

Exhibit 7: Sharp bond yield moves have coincided with negative equity returns

Average SXXE returns depending on absolute moves in US 10-year yields (weekly changes)



Source: Datastream, Goldman Sachs Global Investment Research

3. The level of yields matters

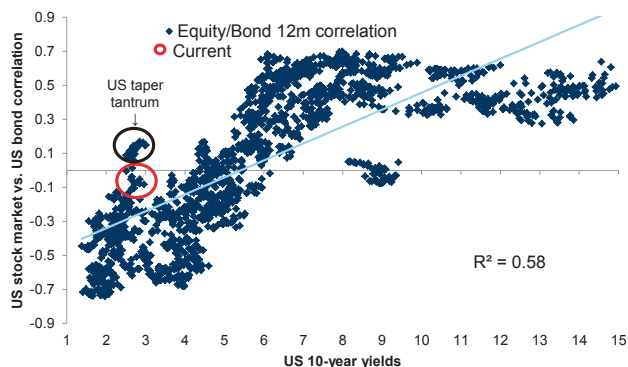
In most of the last 15 years equities have been negatively correlated to bond prices; falling bond prices (rising bond yields), have been coincident with strong equity performance. This has been especially helpful for balanced and multi-asset investors, where not only have returns over time been strong on both equities and bonds, but the negative correlation has allowed these investors to reduce overall risk and volatility in balanced portfolios. This is discussed in detail in [The Balanced Bear - Part 1: Low\(er\) returns and latent drawdown risk](#), November 28, 2017.

As we show below for the US and Europe, the correlation of equities with bond yields is loosely dependent on the level of yields. If yields are very low – as they have been in recent years – then equities will tend to be negatively correlated with bond prices.

Equities do well as bond yields rise from low levels. Similarly, they will do poorly as bond yields fall. For example, the period when investors worried about persistent deflation risks in early 2016 was not a good time for European equities. In contrast, once bond yields started to rise in mid-2016, equities enjoyed stellar performance. This is also shown in the last row in Exhibits 3 and 4. Bond yields are up over 150bp since July 2016 and European equities have rise 16% (US equities are up 28%).

Exhibit 8: Equity/bond correlation can turn positive with higher yields

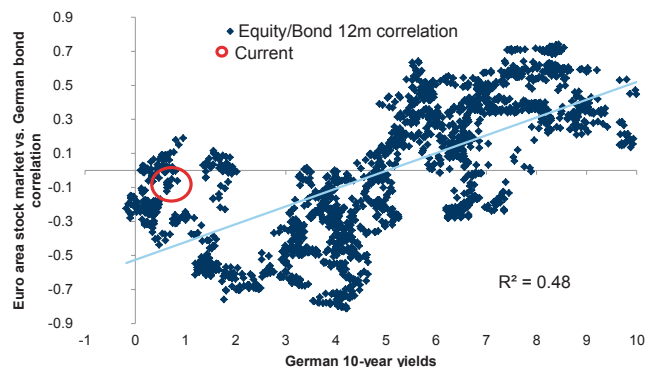
12m rolling US equity correlation with US 10-year bonds since 1981, weekly



Source: Datastream, Goldman Sachs Global Investment Research

Exhibit 9: Equity/bond correlations tend to remain negative at current low levels of bond yields

12m rolling Euro area equity correlation with German 10-year bonds since 1981, weekly



Source: Datastream, Goldman Sachs Global Investment Research

When might the turning point come? Reading from the historical scatter plots above, it looks as if bond yields at around 5% is when higher yields become a clear problem for equities – that is the point where the correlation with bond prices is no longer decisively negative. At this point, further falls in bond prices (rising yields) start to hit equities as well. This is consistent with what occurred in 1993/94. Bond yields were at 5.2% at the start of the Fed tightening cycle and rose to 8% by end-1994; equities fared better than bonds but nonetheless found the rate and yield rises difficult to digest, and this was despite strong earnings growth at the time.

Could it be earlier this time? Yes, we think this is likely. The more recent data points show the equity-bond correlation is now close to zero (see annotation in the charts). Last year really was a ‘Goldilocks’ year: not only did we have the positive combination of accelerating growth and low inflation but volatility in equities and bonds was low. So risk-adjusted returns were especially strong, particularly for US equities. We think this year will be characterised by slightly higher volatility – given the uncertainty around inflation and interest rates – and lower returns. This is not necessarily a negative environment for stocks – our Asset Allocation team continues to prefer equities as an asset class – but we expect returns to be lower from here.

4. The valuation of equities (vs. bonds) provides a cushion

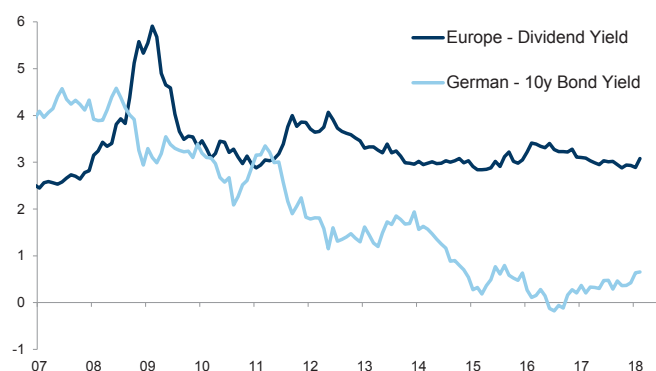
We tend to think of equities as expensive. After all, we have had a long bull market (certainly in the US). But it is worth noting that equities are not as expensive as bonds versus their own respective histories, and a substantial part of the bull market in the US was driven by earnings expansion. Indeed, we pointed out that at the trough of the recent correction that equities in Europe traded on a 14.1x 12-month forward P/E (SXXP) and this is the average valuation since 1995 (and US equity valuations were also at 20-year averages). In contrast, German 10-year Bund yields have been 3.5% on average since 1995, compared with 67bp today.

Equity yields (unlike bond yields) have been remarkably flat in recent years. The European dividend yield has been around 3-3.5% since 2009. This is despite bond yields

falling from 3% to below zero at one point. Of course, this is not a fair comparison: equities are a real asset, whereas bonds are nominal. Given that inflation was falling, real yields were falling less fast than nominal yields. Nonetheless, **even as yields rise, equities in our view offer a significant valuation buffer.**

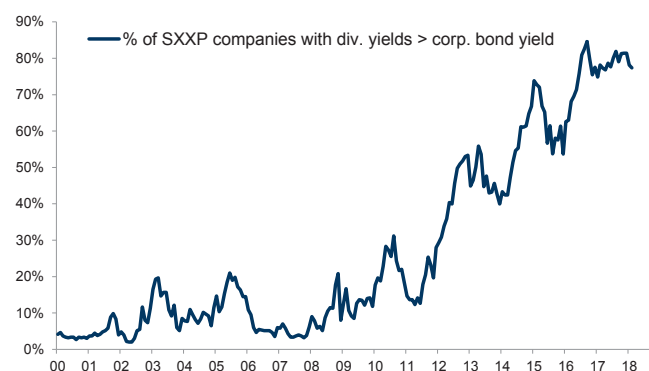
We find that 80% of European companies offer a higher dividend yield than the yield on corporate bonds. This is basically almost every company that pays a dividend, and is the case even though dividends should grow over time and are a real asset (Exhibit 11).

Exhibit 10: Equities have a substantial yield 'cushion'
% yield



Source: Datastream, Worldscoop, Goldman Sachs Global Investment Research

Exhibit 11: Almost all companies paying a dividend have a dividend yield higher than the yield on corporate bonds
% of SXXP companies with div. yields > corp. bond yield



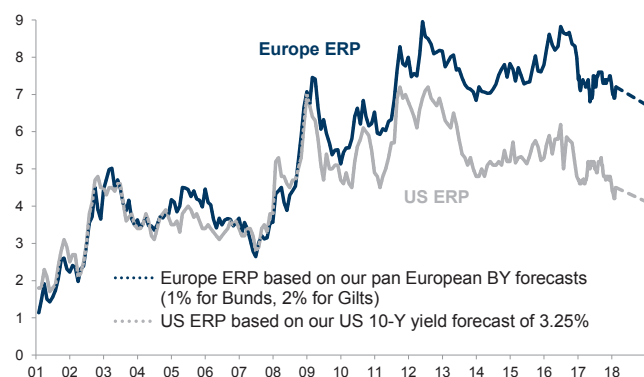
Source: Datastream, Factset, Goldman Sachs Global Investment Research

The implied equity risk premium (ERP) remains high in most regions and should provide some buffer to rising rates. Indeed, that is exactly what has been occurring: the ERP has been falling as bond yields have risen, so the net effect has been little or no move in the cost of equity. **Assuming that P/E stays at current levels and bond yields rise, as in our forecasts, this would push the ERP down to 6.7% in Europe and 4.1% in the US. In the US this would be close to the long-term average of 4.7%. For further discussion on the interplay between rates, growth and the ERP, see [Global Strategy Paper - The Equity Risk Premium when growth meets rates](#), November 13, 2017.**

We also find that valuations play a role in equity/bond performance over the subsequent period, and we believe this is part of the reason why equities have done well since mid-2016 as yields have risen. The yield gap at the moment continues to support further outperformance of equities, but only just, and there is a range of experience historically (Exhibit 13).

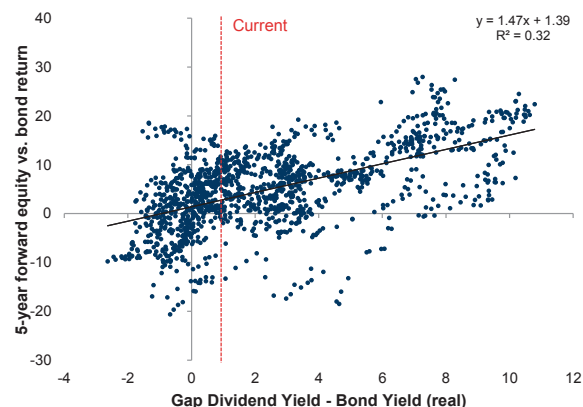
Exhibit 12: The ERP is still high and is providing a cushion as bond yields rise

Implied ERPs are calculated by each regional strategy team. While specific assumptions differ between regions, all are calculated using similar frameworks.



Source: Goldman Sachs Global Investment Research

Exhibit 13: US equities' performance relative to bonds depends in part on the valuation gap with bonds



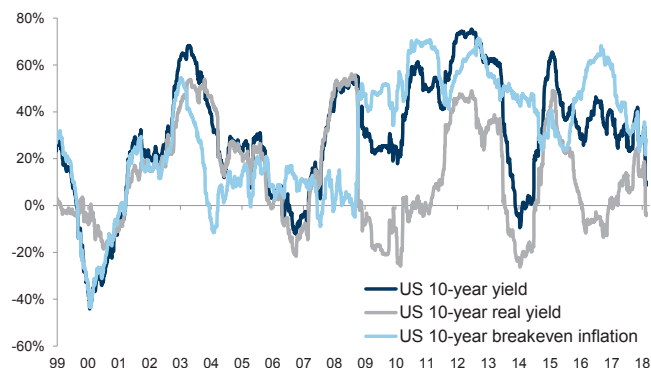
Source: Robert Shiller, Goldman Sachs Global Investment Research

5. Does it matter if it is real yields or inflation rising?

Since the start of the year, it has mainly been a rise in *real yields* which has pushed up nominal rates (although breakeven inflation has also risen). We find that equities over time have a more positive relationship with changes in breakeven inflation than with real yields. This makes sense as equities provide inflation protection and are most damaged in deflationary environments. In this case, rising inflation – from low levels – is unequivocally ‘good’ for equities.

The relationship with real yields is not strong (over any time period) but it does tend to be slightly positive still (see exhibits below for US and Europe). **At the moment, the correlation has declined and is now around zero with real yields.** We think this is reassuring, as higher real yields are not damaging for equities in general. Indeed, higher real yields are normally accompanied by higher real growth. But, as we showed in Exhibit 2, it may be that the term premium on bonds is rebuilt just as growth is moderating. In which case the modest positive relationship between real yields and equity performance could become a small negative one. See also [GOAL Kickstart: What's real\(ly\) moving in recent yield changes?](#) March 20, 2017. While this is plausible, we think much depends on earnings for medium-term equity market performance. Provided earning growth is positive, then slow and modest rises in real yields should be digestible, in our view.

Exhibit 14: S&P 500 returns have a slight positive correlation with inflation and zero correlation with real yields ...
SPX returns with US yields / inflation (1yr rolling weekly correlations)



Source: Datastream, Goldman Sachs Global Investment Research

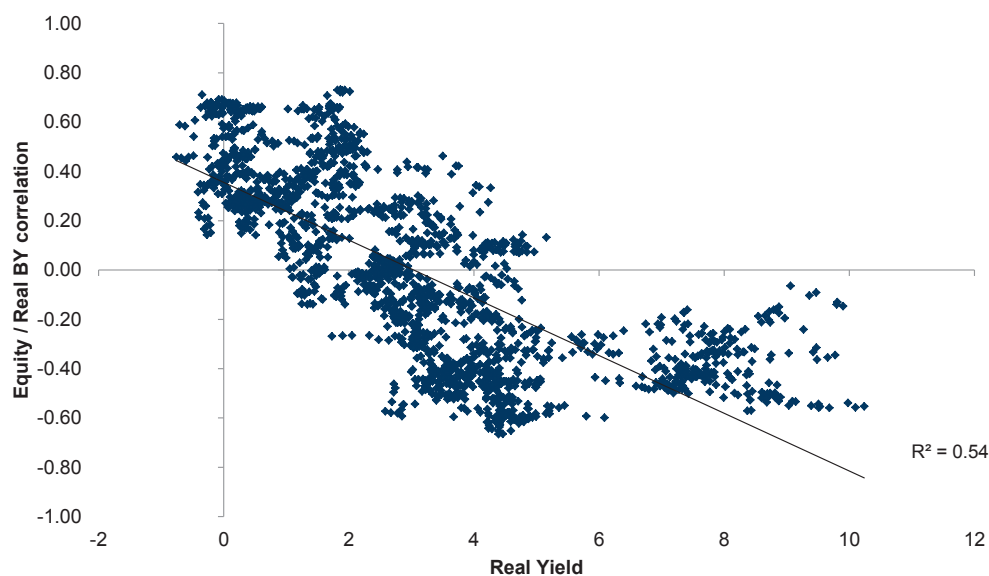
Exhibit 15: ... And the same is true for Europe STOXX (SXXP)
SXXP returns with US yields / inflation (1yr rolling weekly correlations)



Source: Datastream, Goldman Sachs Global Investment Research

Is there a level effect with real yields as well? When do they become risky? We find that a real yield above 2% in the US (the current TIPS yield is 0.8%) would historically be associated with a negative relationship between real yields and equities – i.e., higher real yields at this point becomes damaging.

Exhibit 16: Equities can still do well while real yields rise, as long as they remain below approximately 2%
1y rolling correlation of S&P weekly returns with weekly changes in Real Bond Yield - Real Bond Yield = US 10y Bond Yield minus 1y fwd inflation - Weekly data since 1981



Source: Datastream, Goldman Sachs Global Investment Research

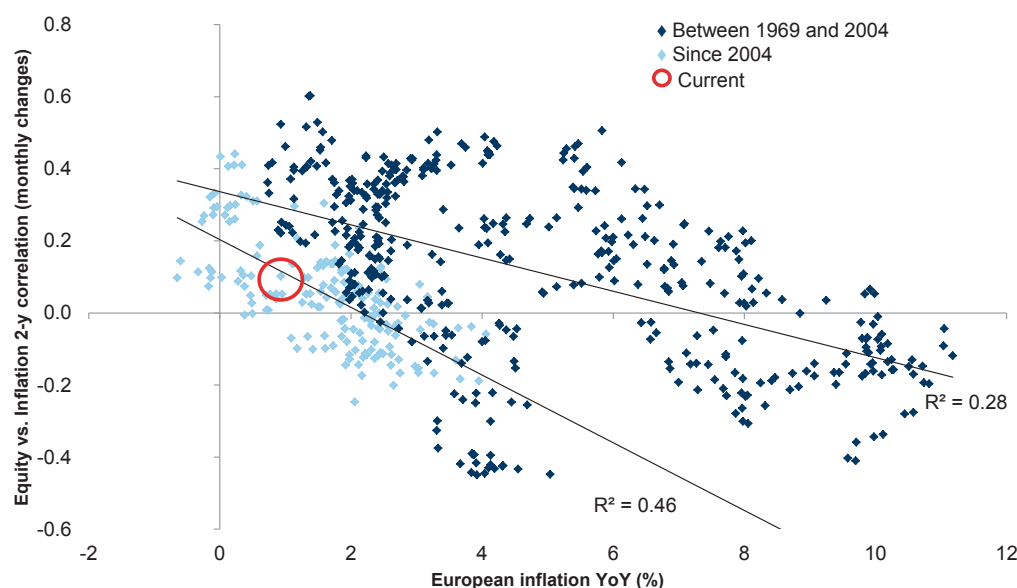
How about inflation? Is it really likely to stay 'good' for equities? For many years after the global financial crisis (GFC), inflation stayed resolutely low. We have argued that the GFC was not really one event but rather came in waves: the first one was the housing market collapse in the US, followed by the sovereign crisis in Europe and then finishing with the EM wave in late 2015/early 2016, see *Global Strategy Paper: The Third Wave*, October 7, 2015. These waves of crisis and slow global recovery, combined with other

factors such as new technology and additional oil supply from shale, have conspired to keep inflation low this cycle. Indeed, higher inflation has been precisely what most central banks have been trying to achieve with extraordinary monetary policy.

Exhibit 17 shows levels of inflation on the x-axis and the correlation between equities and inflation on the y-axis: when inflation is low, correlations between equities and inflation tend to be positive. **When inflation is high, then we start to see more negative reactions to inflation from equities. The relationship used to be that inflation of around 6-8% became a problem (an impossibly high number given experience in recent years). Since 2004, inflation levels above just 2% have been associated with a negative correlation between inflation and equity performance. So, as for nominal yields, we think the tipping point is likely to be earlier now.**

Exhibit 17: Equities tend to do well as inflation picks up from a very low level

Euro area equities and inflation correlation since 1969, monthly changes, 2-year window



Source: Datastream, Goldman Sachs Global Investment Research

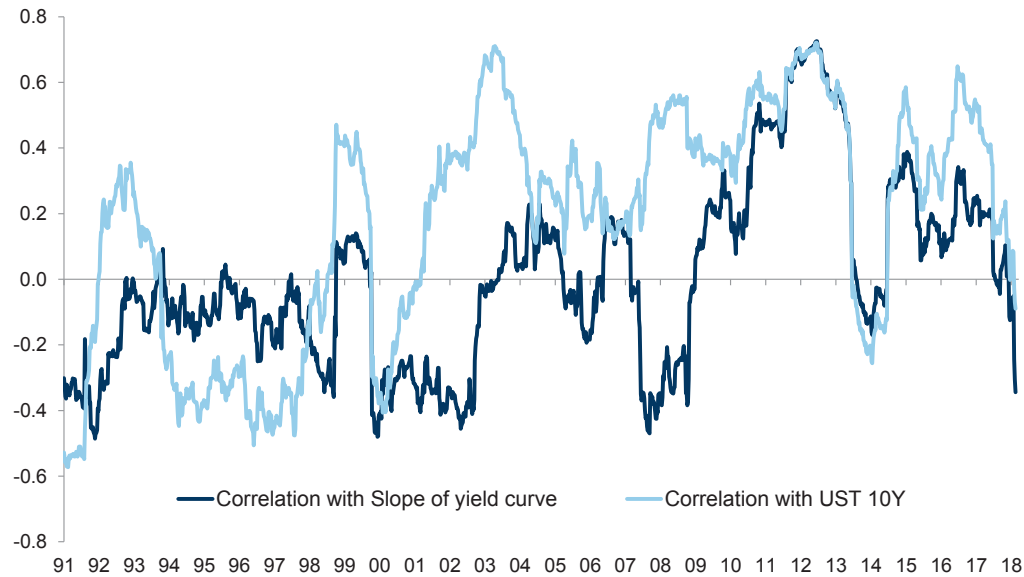
How about the yield curve? The relationship between equity performance and the yield curve has become negative recently (Exhibit 18). The very sharp rise in bond yields, pushing up the slope of the yield curve, and the speed of the move up in yields have pushed equities down. Over the past decade, this has been unusual as a steepening yield curve – given it typically signals stronger growth and modestly higher inflation – has been ‘good’ for equities. Indeed, until recently the main concern of investors has been a *flattening* yield curve given that an inversion of the yield curve often foretells a recession. Reflecting our views on the trajectory for Fed Fund rates (we expect four 25bp rate hikes in 2018, and another four in 2019), we expect the US term slope to continue to trend down, further flattening. But, unlike in 2017, our Rates strategists think a rebuild of the global term premium will likely result in a steeper (i.e., less flat) 10y-2y US slope than the forwards discount.

Our Asset Allocation team have shown that during flattening periods from current term slope levels equities have on average delivered positive returns. We believe the

sensitivity of equities to the slope of the yield curve will be similar to that to bond yields. Modestly rising bond yields, driven by slighter higher inflation and a rise in the term premium, combined with higher short rates, is a scenario consistent with more modest but positive returns on stocks, in our view. See *GOAL Post: Less aversion to yield curve inversion*, January 22, 2018.

We show the sensitivity of sectors to nominal rates, real rates, inflation and the SYC in the Appendix.

Exhibit 18: Equity performance with the slope of the yield curve has turned negative
12m correlation between SXXP and US Slope of yield curve (10Y - 2Y) and UST 10Y (weekly changes since 1990)



Source: Datastream, Goldman Sachs Global Investment Research

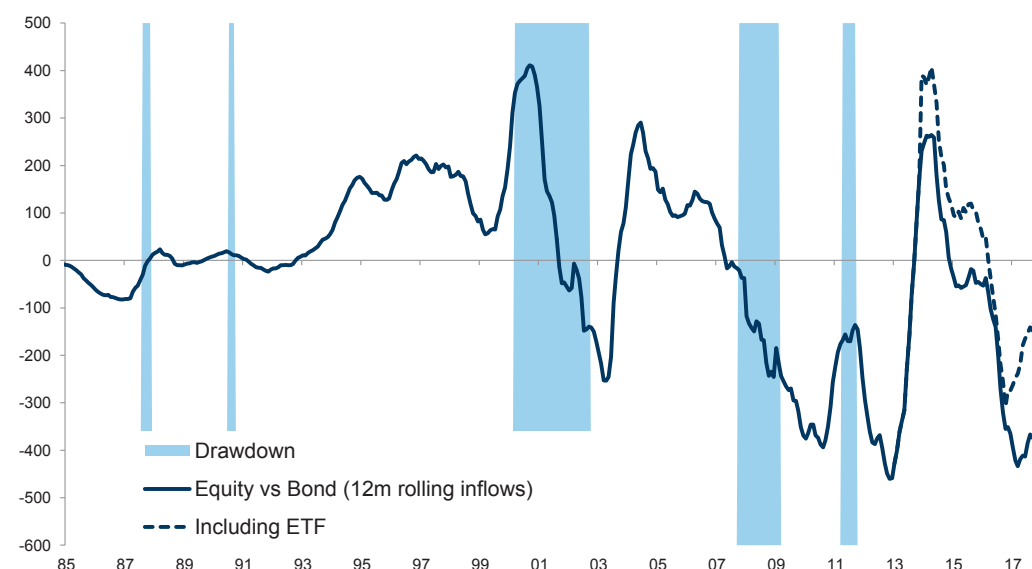
Two things are reassuring (for equities)

1. There has not been a huge reallocation towards equities in recent years

While the rotation from bonds to equities started in 2017, it is not yet as extreme as is usually the case ahead of bear markets. Compared with previous periods before equity bear markets, in the US the flows into equities in this cycle have been weak compared with flows into bonds, as shown in Exhibit 19. Even including ETF flows (a more significant part of equity investment in particular in recent years), we find flows into equities relative to bonds remain subdued this cycle. The same has been the case on a global basis.

Exhibit 19: This cycle has seen little rotation in mutual fund flows from bonds to equities, which has historically preceded a bear market

12m rolling net (equity-bond) inflows since 1984 (US mutual funds, US\$bn, +ETFs from 2013)



Source: ICI, Bloomberg, Goldman Sachs Global Investment Research

European Pension & Insurance companies have largely ignored equities in this cycle, forced to do so owing to a combination of ageing beneficiaries, regulatory change, very high capital charges for equities and risk aversion after losses in previous cycles.

2. Leverage in Europe has not increased (it has in the US)

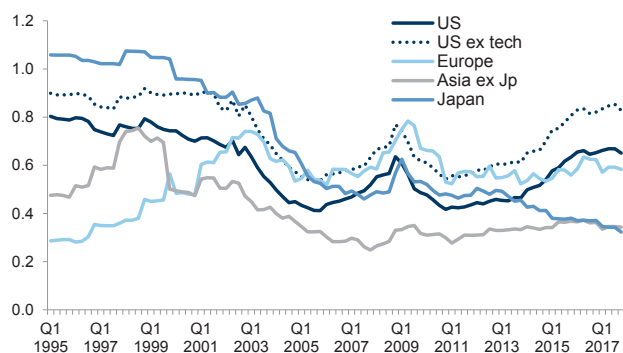
Rising yields raise the cost of borrowing for corporates. However, we are not too worried about this, especially in Europe, where a) debt ratios have not increased in recent years, and b) the cost of borrowing is still low and companies rolling over debt will (generally) be facing lower rates.

In the US there has been more active re-leveraging of balance sheets via high share buybacks in recent years and, outside of technology, debt ratios in the US are now higher than in other regions (Exhibits 20 and 21). Last year, US companies with strong balance sheets (GSTHSBAL) significantly outperformed (+11%) companies with weak

balance sheets (GSTHWBAL), despite interest rates having remained relatively anchored. Less surprisingly, given the rise in long-term rates we have seen since the beginning of the year, the outperformance of strong balance sheet companies continued, and they are now up 1.4% YTD vs. weak balance sheet companies. **Our US strategists have highlighted that the median S&P 500 stock carries nearly the highest leverage on record.** Although interest coverage remains healthy, rising rates and the potential passage of tax policies that penalise high leverage should offset the elevated valuations of strong balance sheet stocks (see *2018 US Equity Outlook: Rational Exuberance*, November 21, 2017). In the credit space, our Credit strategists are underweight HY vs. IG, both in the US and in Europe (see *The Credit Trader - The down in quality rally continues*, February 1, 2018).

Exhibit 20: Net debt to equity has risen in the US, while it is roughly flat in Europe

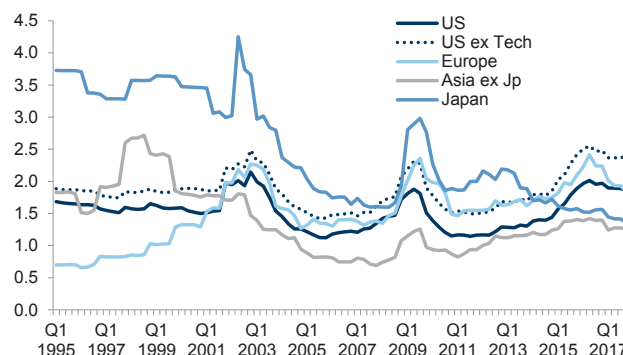
Net debt to equity



Source: Datastream, Goldman Sachs Global Investment Research

Exhibit 21: Net debt to EBITDA is also high in the US (despite strong EBITDA)

Net debt to EBITDA



Source: Datastream, Goldman Sachs Global Investment Research

Sectors/themes in a time of rising yields

Cyclicals and Financials tend to outperform as yields rise

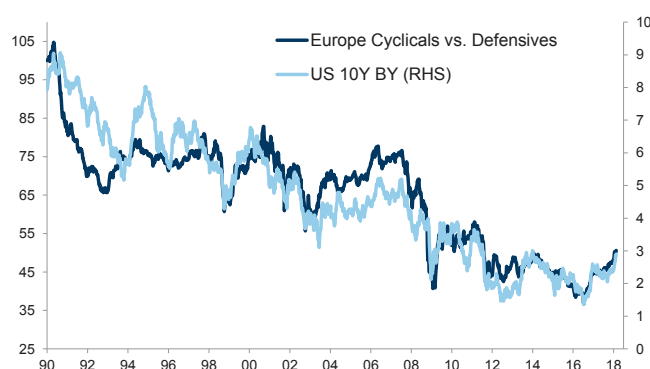
To the extent that higher yields reflect a positive growth signal, Cyclicals (and Financials in particular) and Value companies tend to perform best; bond proxies such as Consumer Staples tend to underperform. Companies with a high level of debt also tend to underperform (GSSTFNLV).

The charts below show the extent of the correlation between the performance of Cyclicals or Value companies over Defensives and bond yields. **We estimate that each 100bp rise in US 10-year yields means Cyclicals outperform Defensives by 3.5%.** Rising long rates particularly support Financials, assuming the rise involves some steepening in yield curves. Our Banks team estimates that each 10bp rise in either long or short rates adds about 2pp to Banks EPS. In addition, higher volatility in asset markets should help Investment banking businesses. We remain Overweight Banks (SX7P) and have a Cyclical and Value tilt overall in our recommended sector strategy (see *Europe Strategy 2018: Can we have some more please?* November 20, 2017).

We find that recent sector performance has been closely aligned to past relationships with bond yields (see *Europe Weekly Kickstart Rising yields: strategy below the market surface*, February 16, 2018). See the Appendix for all sectors and their correlations with bond yields, real yields and inflation.

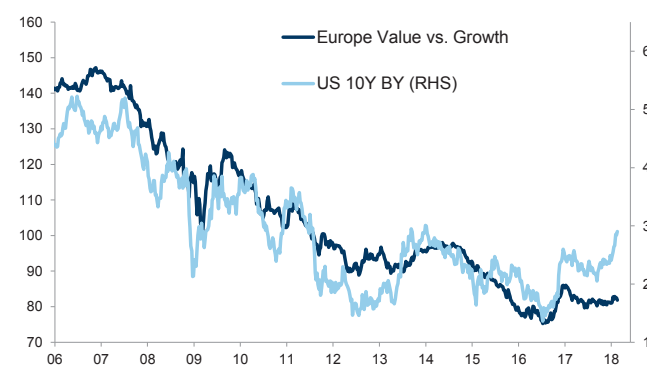
Exhibit 22: There is a close relationship between the relative performance of Cyclicals and moves in bond yields...

Cyclicals: Basic Res., Industrial Gds. & Svs., Autos, Media, Travel & Leis., Tech., Banks, Financial Svs. Defensives: Food & Bev., Pers. & HH Gds., Healthcare, Retail, Telcos, Utilities



Source: Datastream, Goldman Sachs Global Investment Research

Exhibit 23: Value tends to outperform Growth as bond yields rise MSCI Europe Indices



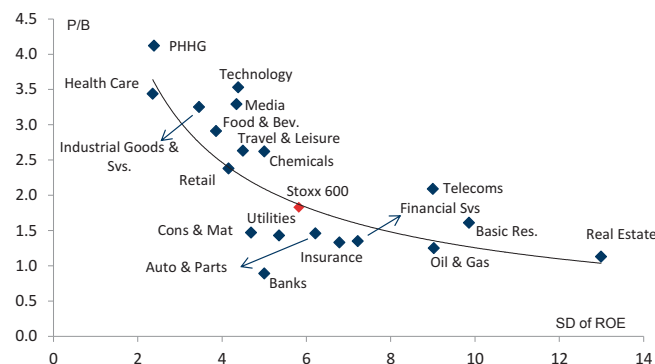
Source: Datastream, Goldman Sachs Global Investment Research

By contrast, stocks which are perceived as bond proxies, with high and stable cash flows, are typically hit by rising interest rates. Since the GFC, while growth has been scarce and bond yields have fallen, investors have rewarded stocks with stable ROE (Exhibit 24) and their multiples have risen considerably. Exhibit 25 below shows that the relative performance of stocks with low volatility characteristics is tightly linked to moves in bond yields. Also our Consumer team notes that the sector appears 2% overvalued vs. current bond yields, having not fully priced in the rise in yields over the

last 18 months (see *Europe Consumer Staples - Addressing five key investor questions*, February 6, 2018). We remain Underweight in both Food & Beverages (SX3P) and Personal & Household Goods (SXQP) in our recommended sector allocation.

Exhibit 24: Stocks rewarded for low volatility of returns

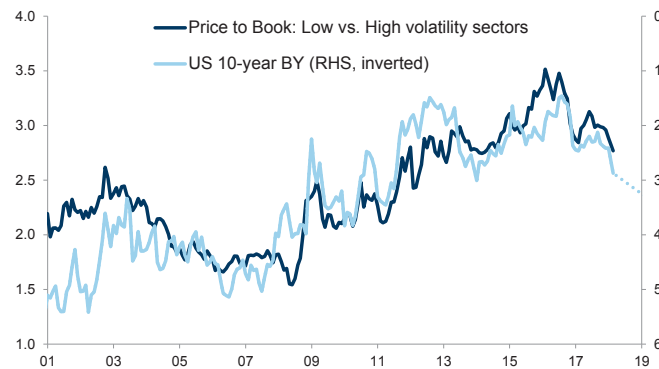
Standard deviation of ROE since 2007



Source: Datastream, Goldman Sachs Global Investment Research

Exhibit 25: Low volatility stocks have been rewarded while bond yields were low

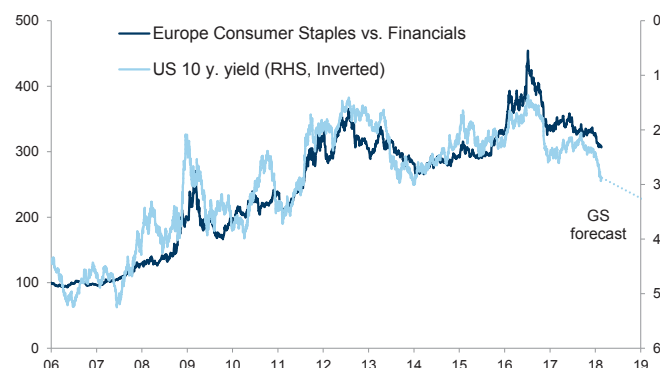
US 10-year yield (%), dotted line GS forecasts



Source: Datastream, Goldman Sachs Global Investment Research

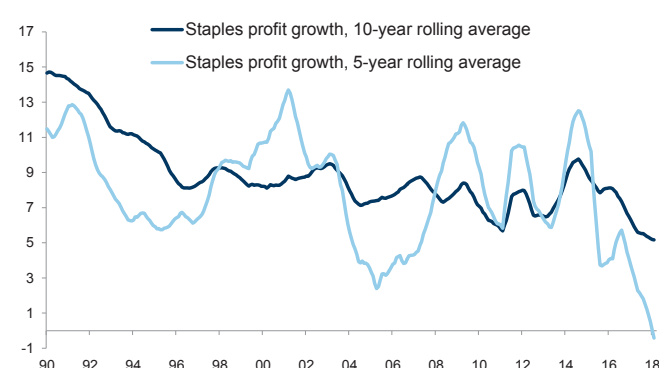
We think that these groups of stocks are vulnerable to rising bond yields, and particularly so given their rich valuation levels and the deterioration of their fundamentals. Indeed, profits generated by Consumer Staples have fallen considerably in Europe (see Exhibit 26), leaving these companies particularly vulnerable as bond yields start rising along with cost inflation. While input costs are starting to rise, European Staples face less pricing power than in the past, which will make it harder for them to pass rising costs on to consumers. The retail landscape is changing rapidly (more shelf space allocated to private label and fresh/organic produce) and new Consumer Packaged Goods entrants are emerging (both through online channels and in terms of local EM competition).

Exhibit 26: Consumer Staples underperform as bond yields rise and we think this can continue



Source: Datastream, Goldman Sachs Global Investment Research

Exhibit 27: Earnings growth of Staples is at a 20-year low and has particularly fallen over the past 5 years



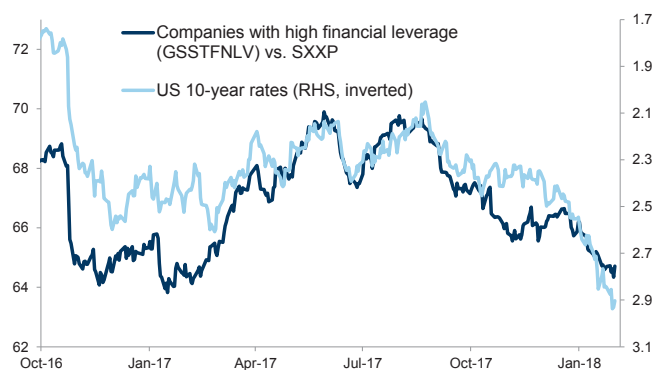
Source: Datastream, Goldman Sachs Global Investment Research

Another group of companies that we think are likely to be hit by rising interest rates are stocks with high financial leverage. Higher yields mean higher financing costs, a negative for highly levered sectors such as Utilities and Telecoms. These two sectors have a Net Debt to Equity of approximately 110% and 150%, respectively, vs. 60% for

the market. **Our basket of companies with high financial leverage (GSSTFNLV) is the second worst performing across our strategy baskets YTD and we think it is likely to underperform further as yields rise** (see Exhibit 28), and even more if credit spreads widen. While most of these companies will continue to roll over their debt at lower rates than for the debt currently on their balance sheet, rising yields will eventually have an impact on their borrowing costs, something that markets tend to price rapidly. Despite the fact that, historically, Utilities have a slight negative correlation with bond yields, we have an OW recommendation on the sector (SX6P). The sector has not outperformed as much as the fall in bond yields would have suggested for a bond proxy, which mitigates the risk that it underperforms as much as historical relationships suggest when yields rise. In addition, fundamentals are improving in this sector and we think it can cease to be a 'value trap' (self help, strong earnings growth, infrastructure investments, releveraging potential, higher power prices). To reduce duration risk on our fundamental recommendation on Utilities, we recommend a long on our subsector basket of hybrid/integrated names – GSSBUTHY (e.g., E.ON or Enel) and a short on our subsector basket of regulated names – GSSBUTRE (e.g., National Grid).

By contrast, companies with high pension risk, represented in our GSSTPENS basket, should outperform as yields rise (Exhibit 29). Indeed, higher yields should improve the solvency of many of these funds as they use the corporate bond yield as a discount rate for liabilities.

Exhibit 28: Companies with high financial leverage (GSSTFNLV) tend to underperform as interest rates climb higher



Source: Bloomberg, Datastream, Goldman Sachs Global Investment Research

Exhibit 29: Companies with high pension liabilities outperform as bond yields rise

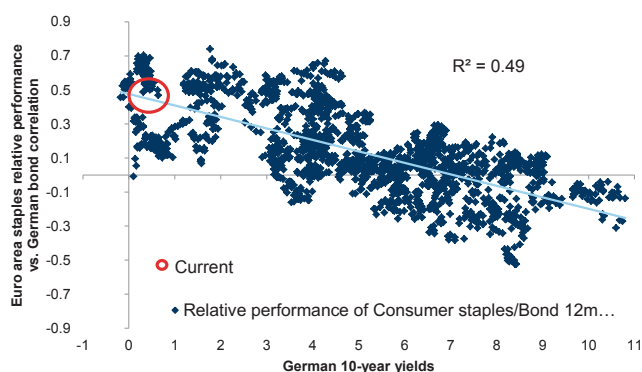


Source: Datastream, Goldman Sachs Global Investment Research

Are these sector relationships stable? No, they depend on the level of yields too

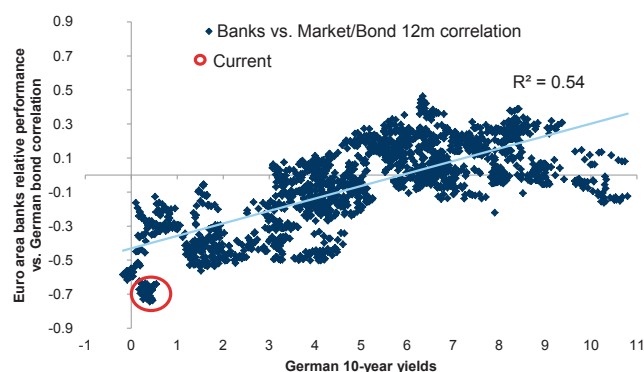
It is only when bond yields rise in a context where investors are worried about the economic growth outlook that we find that Defensives, and Consumer staples in particular, tend to outperform. The charts below show that past a certain level of German 10-year yields (about 5%), Consumer Staples outperform and Banks underperform as interest rates rise. But we are considerably away from that territory.

Exhibit 30: Consumer Staples tend to outperform only when bond yields rise above a certain level



Source: Datastream, Goldman Sachs Global Investment Research

Exhibit 31: Banks tend to benefit from rising yields as long as they do not rise past a certain level

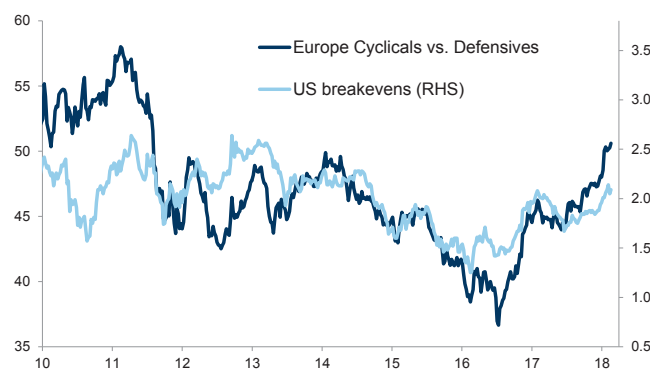


Source: Datastream, Goldman Sachs Global Investment Research

What if it is real yields which are rising; does this change the pattern of sector performance?

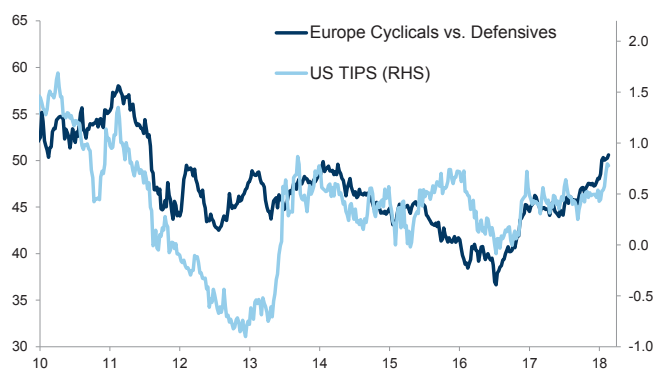
A question we have been asked frequently of late is whether it matters if real yields rise along with nominal yields. First, historically, it is common to see real yields rising in reflationary environments, when economic growth is strong. Hence, Cyclical tend to outperform in such environments. The chart below shows a strong relationship between inflation-adjusted bond yields in the US (that we use as a measure of real yields) and the relative performance of Cyclical and Defensive. The correlation charts we see in the Appendix (Exhibit 34 and 36) shows that sectors that tend to outperform when real yields rise are similar to when nominal yields rise; the difference is not noticeable.

Exhibit 32: Cyclical also tend to outperform when inflation expectations rise...



Source: Datastream, Goldman Sachs Global Investment Research

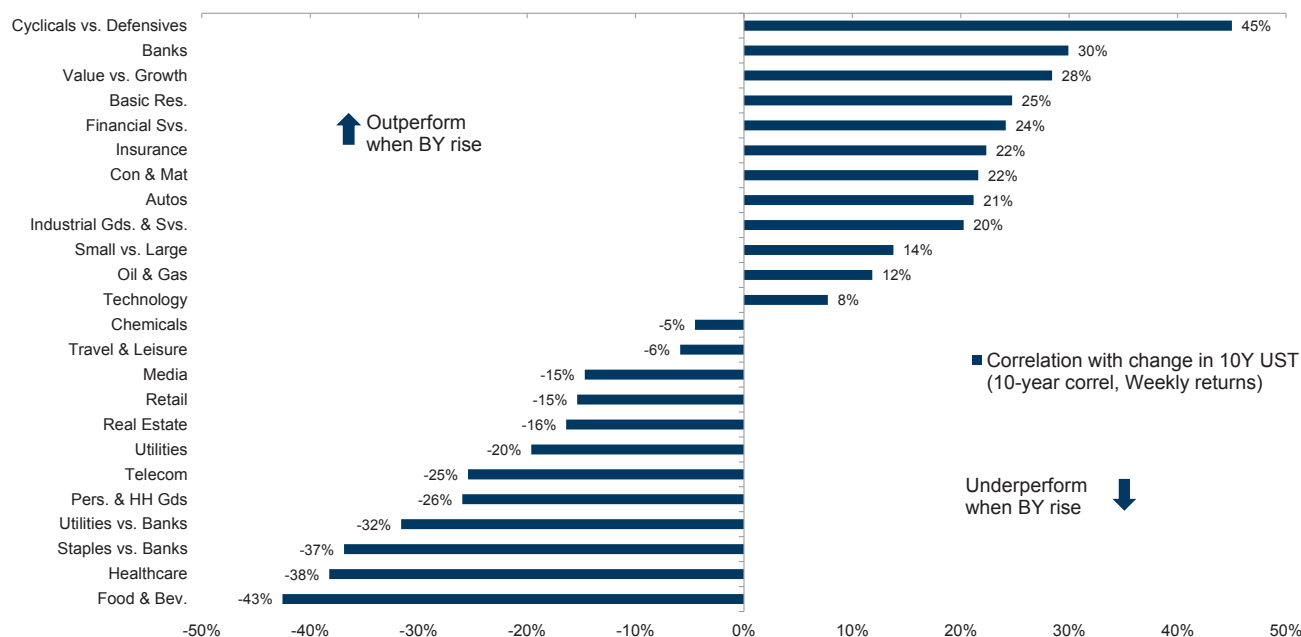
Exhibit 33: ... and when real yields rise



Source: Datastream, Goldman Sachs Global Investment Research

Appendix

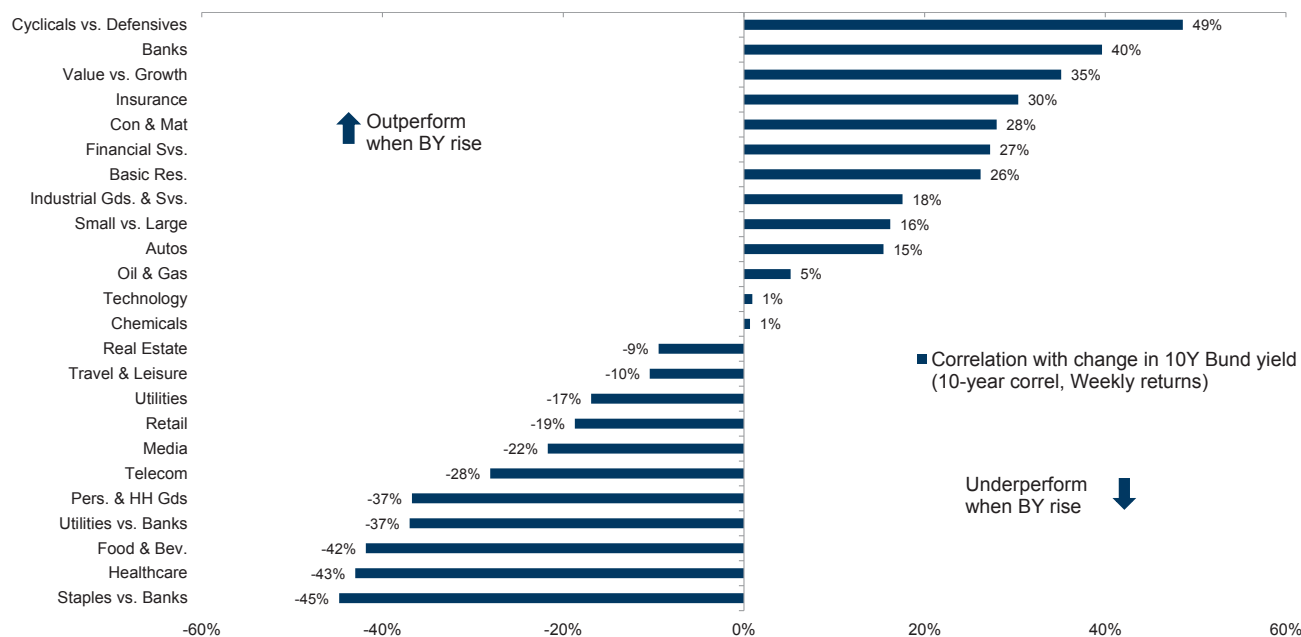
Exhibit 34: Cyclical, Financials and Value stocks tend to outperform when nominal yields rise, while Consumer Staples underperform
10-year correlations between relative performance of European sectors and style with US 10-year bond yields (weekly changes)



Source: Datastream, Goldman Sachs Global Investment Research

Exhibit 35: The same relationships apply, whether it is US or German bond yields...

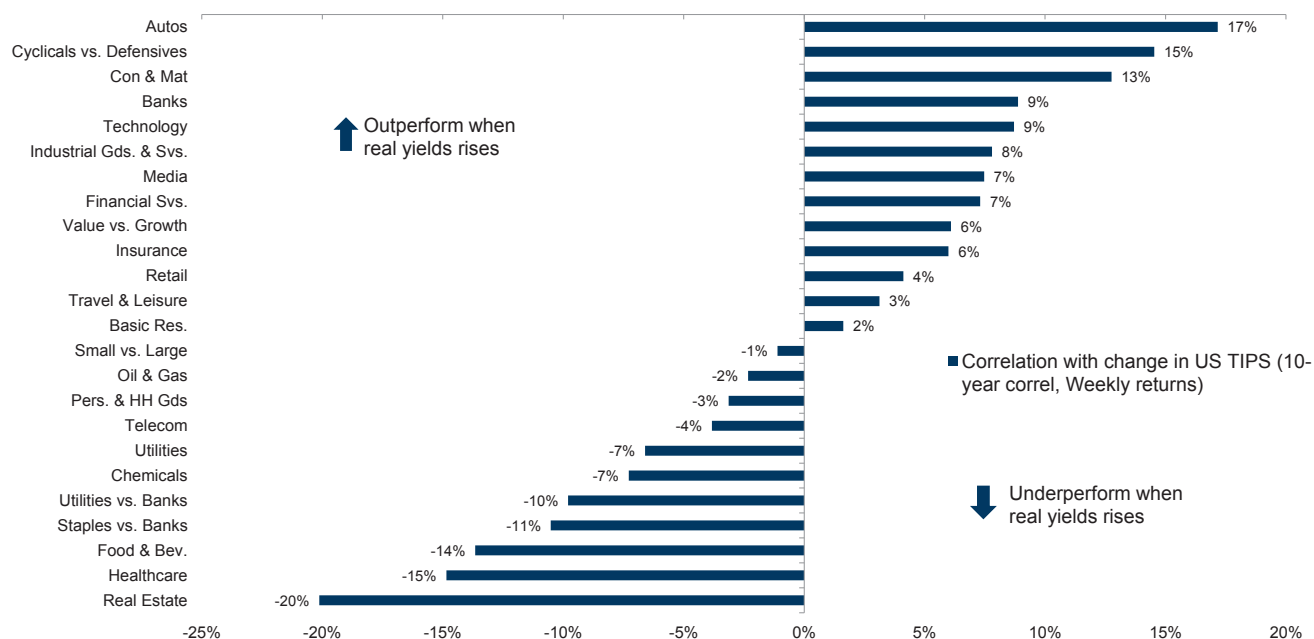
10-year correlations between relative performance of European sectors and style with German 10-year bond yields (weekly changes)



Source: Datastream, Goldman Sachs Global Investment Research

Exhibit 36: ... whether it is nominal or real yields rising...

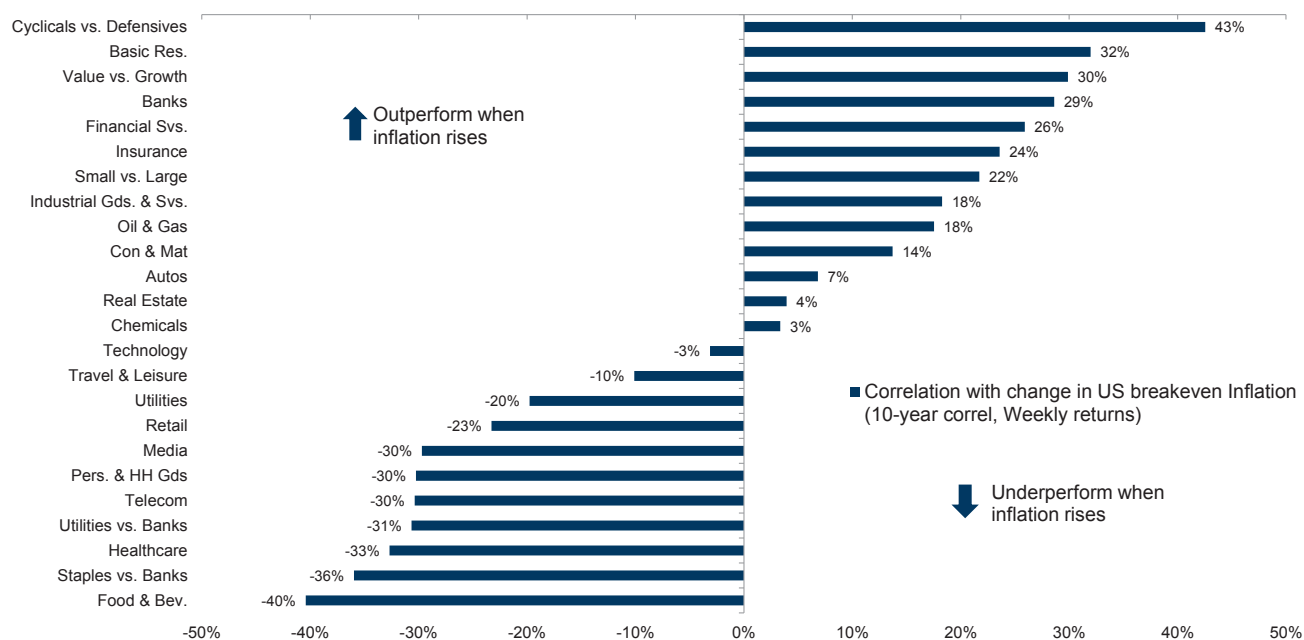
10-year correlations between relative performance of European sectors and style with US TIPS (weekly changes)



Source: Datastream, Goldman Sachs Global Investment Research

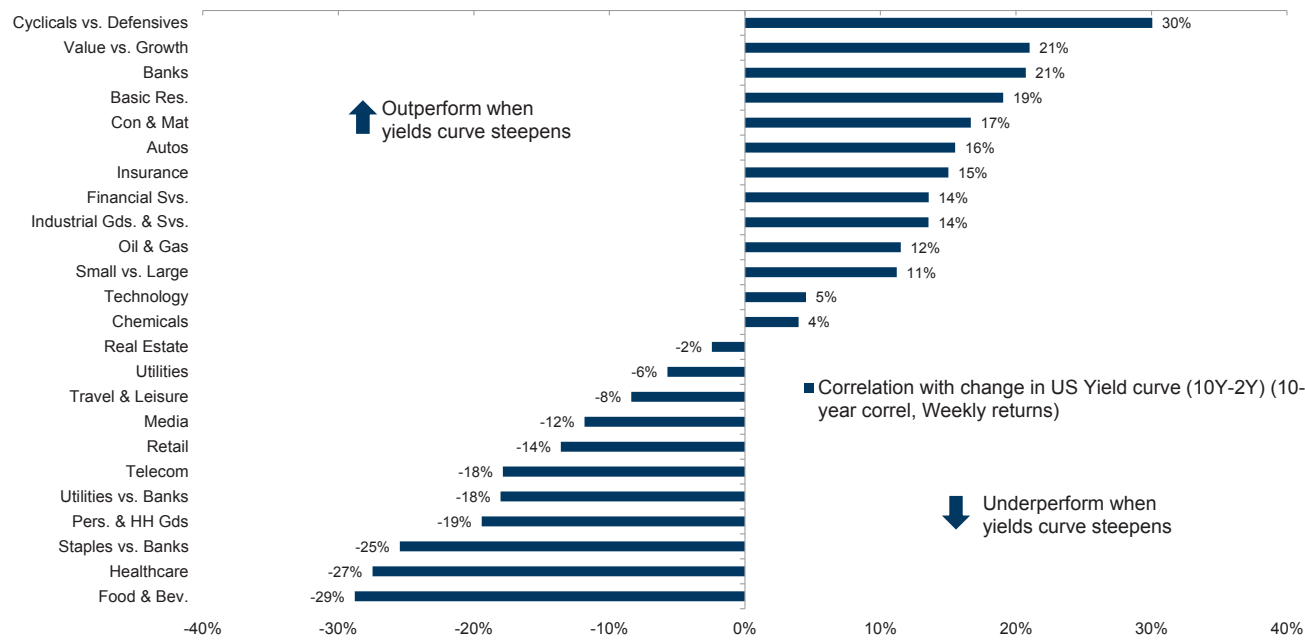
Exhibit 37: ... when inflation is rising...

10-year correlations between relative performance of European sectors and style with US breakevens (weekly changes)



Source: Datastream, Goldman Sachs Global Investment Research

Exhibit 38: ... and when the yield curve steepens
10-year correlations between relative performance of European sectors and style with the US yield curve (weekly changes)



Source: Datastream, Goldman Sachs Global Investment Research

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