# J.P.Morgan

## **Equity Strategy**

Equity P/E multiples in historical context - earnings vs bond yield spread is now below 2007 levels

- The bulk of the equity performance so far this year, and indeed in the past 18 months, was driven by multiple expansion. Globally, 12m forward earnings are up only 7% from the lows, in contrast to nearly 30% P/E upmove top table. Current US forward P/E multiple of 21.4x is up 6% ytd, up 20% since Oct '23 and 30% from Oct '22 lows. European P/Es are up by a similar magnitude, but from a lower starting point. At sector level, the consistent valuation laggards during this near 30% P/E expansion are to be seen among Defensives, such as Utilities and Staples, but also in European Banks. Within the rerating, winners are generally Semis and Industrials.
- 2024 EPS projections are again down small in the US ytd, and are more meaningfully lower in Europe. At the same time, bond yields are higher, squeezing ERPs. Global earnings yield vs bond yield differential has been moving lower, to be now below 2007 levels see middle chart. Central banks are set to deliver some cuts in 2H, but in order to justify current equity valuations, we believe that we will need to see at least some earnings acceleration, as well.
- The P/E expansion that took place is reflective of a view by investors that activity momentum is in the process of bottoming out, and that earnings growth is set to accelerate this year, and beyond. Indeed, IBES is projecting a sequential pickup in earnings growth between 2023 and 2026.
- Ultimately, equity valuations will end up responding to earnings momentum trends, as there is a clear historical correlation between P/E multiples and earnings revisions, with the last 18 months seeing an easing in the downtrend of earnings downgrades. The question is whether we will see an outright uptrend next? Our concern is that profit growth could underwhelm, for a number of reasons see our recent report for details. If the earnings acceleration fails to materialize, this could act as a constraint, in particular for Cyclical sectors, which are currently trading at price and P/E relative highs vs Defensives see report.
- Regionally, China equities showed no rerating over the past 18 months, still trading around 9x forward, which is at absolute and relative lows. Compared to past trends, Europe overall is clearly not expensive, it is US and Japan that have moved above historical ranges. Notably, Eurozone trailing buybacks yield is at present quite close to US bottom chart. At the same time, Eurozone dividend yield at 3.0% is much higher than US at 1.3%, and bond yields are meaningfully lower with these 3 together resulting in a much better total equity yield vs bond yield for Eurozone equities than for the US, of 240bp we closed US vs Eurozone OW last week.
- Overall, if central banks turn out to be more dovish than currently projected, but without this being accompanied by growth disappointments, present equity multiples could be defended. However, if activity momentum, and in particular earnings delivery, disappoints, and central banks end up more reactive than proactive, then we think that equity multiples would need to fall.



#### **Equity Strategy**

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MSCI World saw 7% earnings improvement in the past 18 months, contrasted with almost 30% P/E rerating...

Key regions	Current PE	Oct'22 PE	% change	% change in 12m Fwd EPS
Japan	16.1	12.1	33%	12%
US	21.4	16.5	30%	7%
World	18.7	14.6	28%	7%
Europe	13.8	11.1	24%	11%
Eurozone	13.4	10.7	25%	19%
UK	11.3	9.0	26%	-12%
EM	12.1	10.5	16%	1%
China	9.2	9.5	-3%	1%

...global equity earnings yield relative to government bond yield has been deteriorating in the past few years – and is now below 2007 levels...



...regionally, European buybacks yield is now almost as high as US one... this, together with much higher dividend yield and a lower bond yield helps Europe vs the US from the valuation perspective



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

## See page 23 for analyst certification and important disclosures, including non-US analyst disclosures.

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# **Table Of Contents**

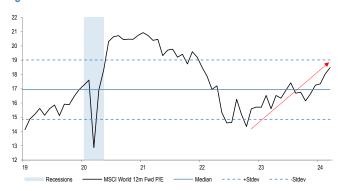
Equity P/E multiples in a historical context - earnings vs bond yield spread is now below 2007 levels	3
Equity Strategy Key Calls and Drivers	
Top Picks 1	13
Equity Flows Snapshot 1	14
Technical Indicators 1	15
Performance 1	16
Earnings 1	17
Valuations 1	18
Economic, Interest Rate and Exchange Rate Outlook 2	20
Sector, Regional and Asset Class Allocations	21



# Equity P/E multiples in a historical context - earnings vs bond yield spread is now below 2007 levels

Global equity P/E multiples have rerated strongly in the last 18 months...

Figure 1: MSCI World 12m Fwd. P/E



Source: IBES

MSCI World 12m Fwd. P/E has moved up from 14.6x in October '22 to 18.7x at present.

Table 1: Key regions - Current vs Oct '22 forward P/Es and EPS moves

	Current PE	Oct'22 PE	0/ ahansa	% change in 12m Fwd EPS
Key regions	Current PE	OCI 22 PE	% change	EFS
Japan	16.1	12.1	33%	12%
US	21.4	16.5	30%	7%
World	18.7	14.6	28%	7%
Europe	13.8	11.1	24%	11%
Eurozone	13.4	10.7	25%	19%
UK	11.3	9.0	26%	-12%
EM	12.1	10.5	16%	1%
China	9.2	9.5	-3%	1%

Source: IBES

This near 30% P/E expansion contrasts to a modest 7% increase in forward earnings. US and Japan have rerated the most. Europe is not far behind, but from a much lower starting point.

Table 2: Key regions - Current vs Jan '24 12m Fwd. P/E

	O DE	Law 10.4 DE	0/ -1	% change in 12m Fwd
Key regions	Current PE	Jan'24 PE	% change	EPS
Japan	16.1	13.9	16%	4%
Eurozone	13.4	12.4	8%	-1%
World	18.7	17.5	7%	2%
Europe	13.8	12.9	7%	-1%
US	21.4	20.2	6%	3%
UK	11.3	10.7	5%	-3%
China	9.2	8.7	5%	-1%
EM	12.1	11.6	5%	0%

Source: IBES

Nearly all the performance ytd can be attributed to multiple expansion.

Table 3: Key regions - Current vs Oct '23 12m Fwd. P/E

				% change in 12m Fwd
Key regions	Current PE	Oct'23 PE	% change	EPS
Eurozone	13.4	11.1	21%	3%
US	21.4	17.8	20%	4%
World	18.7	15.7	19%	3%
Europe	13.8	11.7	18%	2%
Japan	16.1	13.8	17%	8%
UK	11.3	10.0	13%	-6%
EM	12.1	11.2	9%	5%
China	9.2	9.2	0%	1%

Source: IBES

The same goes for the strong equity rally seen since last October.

... Cyclicals are ahead, Defensives have missed out

Table 4: MSCI US L2 sectors - Current vs Oct '22 PE

MSCI US sectors	Current PE	Oct'22 PE	% change
Semicon	30.4	15.3	99%
Met&Min	17.8	10.4	72%
Chemicals	21.7	13.8	57%
Div Fin	19.8	13.4	48%
Energy	12.8	8.7	48%
Cons Durables	17.7	12.2	45%
Software	32.6	23.4	39%
Transport	21.8	16.0	36%
Media	21.7	16.5	32%
Banks	11.6	8.8	32%
Cap Goods	21.1	16.2	30%
US	21.4	16.5	30%
Cons Mat	29.4	22.7	30%
Hotels,Rest&Leis	27.7	23.2	19%
Food Drug Ret	24.5	20.7	18%
Healthcare	18.9	16.2	17%
Tech Hardware	22.8	19.6	16%
Real Estate	36.5	32.1	14%
Insurance	13.5	12.2	11%
Prof. Services	27.8	25.1	11%
Retailing	30.8	27.8	11%
Telecoms	9.5	8.7	9%
HPC	23.5	22.1	6%
Food Bev&Tob	16.8	17.4	-3%
Utilities	15.6	18.2	-14%
Automobile	21.6	25.4	-15%

Source: IBES

At a sector level, the divergence between Cyclical sectors and Defensives is clear. Semis have seen the strongest rerating in the past 18 months, while Defensives like Staples and Utilities have lagged.

Table 5: MSCI Europe L2 sectors - Current vs Sep '22 PE

MSCI Europe sectors	Current PE	Sep'22 PE	% change
Transport	15.9	7.7	106%
Met&Min	10.0	5.4	85%
Semicon	32.6	18.9	72%
Energy	7.6	4.5	70%
Chemicals	23.2	14.1	64%
Cons Mat	13.7	8.7	57%
Software	29.8	19.0	57%
Div Fin	14.4	9.5	51%
Cons Durables	23.9	16.8	42%
Cap Goods	19.1	13.7	39%
Real Estate	13.9	10.0	39%
Automobile	6.4	4.7	35%
Tech Hardware	15.6	11.9	31%
Europe	13.8	10.6	30%
Insurance	10.7	8.5	26%
Healthcare	17.2	14.1	22%
Prof. Services	21.7	18.2	19%
Media	16.2	13.7	18%
Hotels,Rest&Leis	22.3	19.6	14%
Banks	7.0	6.2	12%
Telecoms	12.7	12.2	4%
HPC	18.9	18.9	0%
Food Drug Ret	11.6	12.1	-4%
Utilities	11.9	12.7	-7%
Food Bev&Tob	15.8	17.5	-10%
Retailing	15.1	19.0	-21%

Source: IBES

In Europe, beyond commodities which rerated, but had poor earnings delivery, Semis and Industrials were the winners, while again Staples and Utilities were among the biggest laggards.

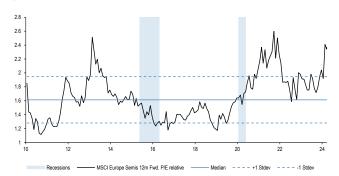
Figure 2: MSCI Europe Industrials 12m Fwd P/E relative



Source: Datastream

European Industrials are now trading at record P/E premium to the broader market.

Figure 3: MSCI Europe Semis 12m Fwd P/E relative



Source: Datastream

European Semis valuations are also near record, more than 2 standard deviations expensive.

Figure 4: MSCI Europe Utilities 12m Fwd. P/E relative



Source: Datastream

On the other hand, Utilities have derated meaningfully in the last 19 months.

Figure 5: MSCI Europe Staples 12m Fwd. P/E relative

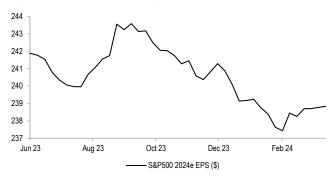


Source: Datastream

Valuations for Staples have come down significantly, as well.

# Earnings projections have failed to advance so far this year...

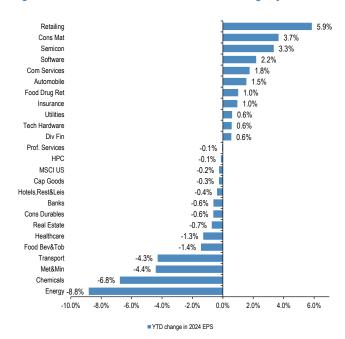
Figure 6: S&P500 2024e EPS projections



Source: IBES

Consensus US EPS projections for 2024 are small down ytd, continuing the downward trend seen last year.

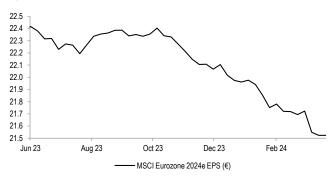
Figure 7: MSCI US L2 sectors 2024e EPS level change - ytd



Source: IBES

Sector leadership is quite mixed, with Tech generally revised up, and commodities and defensives revised down.

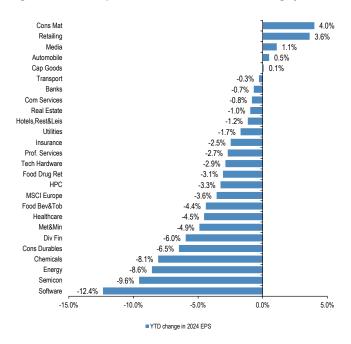
Figure 8: MSCI Eurozone 2024e EPS



Source: IBE

In Europe, the earnings cuts are even more prominent.

Figure 9: MSCI Europe L2 sectors 2024e EPS levels change ytd

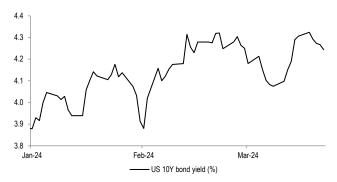


Source: IBES

The vast majority of sectors has seen net downgrades this year.

...at the same time, bond yields moved up, both ytd and in the past 18 months...

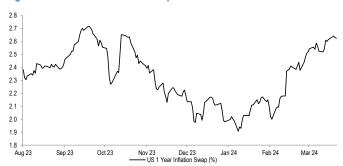
Figure 10: US 10Y bond yield



Source: Bloomberg Finance L.P.

Multiple expansion coincided with higher bond yields ytd and vs 18 months ago.

Figure 11: US 1 Year Inflation Swap



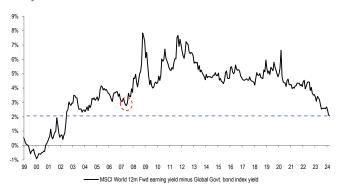
Source: Bloomberg Finance L.P.

Some of the higher bond yield is due to more optimistic growth outlook, but some has to be due to sticky inflation, as see in 1 year US inflation swap rate moving back to last October highs.

...resulting in a squeeze to ERPs... earnings yield vs bond yield has deteriorated



Figure 12: MSCI World 12m Fwd earnings yield minus Global Govt bond yield



Source: Datastream

Lagging earnings delivery and higher bond yields have squeezed ERPs. Yield on equities no longer appears attractive, compared to other asset classes. In fact, the differential between the earnings yield and bond yield has now moved below 2007 levels.

# Consensus expectation is that earnings will accelerate from here, which should plug the valuation gap...

Table 6: MSCI World consensus EPS growth projections

•		MSC	I World	MSCI World				
	2023	2024e	2025e	2026e				
Market	1.2%	7.7%	12.2%	10.7%				
Energy	-25.5%	-8.8%	9.1%	6.4%				
Materials	-31.4%	3.5%	10.7%	6.9%				
Industrials	6.7%	8.0%	12.2%	10.9%				
Discretionary	33.9%	9.1%	13.2%	13.5%				
Staples	2.2%	4.3%	8.8%	8.0%				
Healthcare	-13.6%	12.2%	13.3%	11.2%				
Financials	13.2%	6.2%	9.8%	10.7%				
IT	5.4%	14.6%	18.9%	13.9%				
Com Services	22.2%	17.9%	13.7%	11.0%				
Utilities	10.7%	5.4%	5.0%	4.7%				
Real Estate	-7.4%	1.2%	8.5%	8.4%				

Source: IBES

The bulls argue that earnings delivery will come, and that will end up justifying current multiple expansion. Indeed, IBES is projecting a meaningful acceleration in earnings growth this and next year.

...we agree that earnings delivery will be key from here...

Figure 13: MSCI World 12m Fwd PE and EPS Revisions



Source: IBES

Ultimately, the earnings momentum is key for equity valuations, as per the very strong correlation between P/Es and EPS revisions seen in the above chart. While there was an easing in the downtrend of earnings downgrades in the past year, the concern is whether this can sustain.

# ...we worry that the consensus expectations for an earnings acceleration are too optimistic

Figure 14: US NIPA Profit Margins

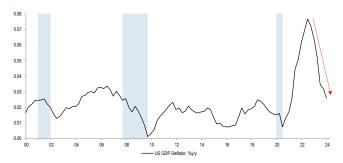


Source: Federal Reserve Economic Data (FRED)

We think that earnings delivery might underwhelm the optimistic consensus projections for the following 4 reasons: 1. hurdle rate is high, with profit margins elevated in the historical context, as seen in the above chart, 2. pricing and topline are likely to keep normalizing, 3. Net interest expense is set to normalize, 4. ULCs could pick up on higher wages and lower productivity.



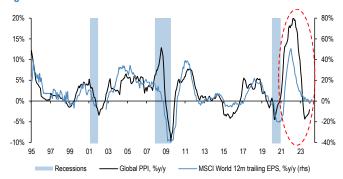
Figure 15: US GDP Deflator



Source: FRED

We note the continued unwind of COVID distortions will mean lower topline and weaker pricing power.

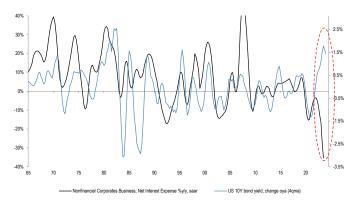
Figure 16: MSCI World EPS vs Global PPI



Source: Datastream, IBES

Earnings are likely to follow PPI lower.

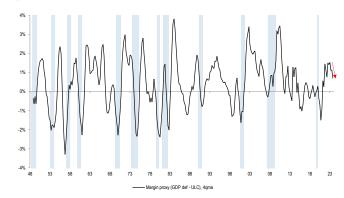
Figure 17: Nonfinancial corporates business: Net Interest Expense versus US 10Y bond yield



Source: Bloomberg Finance L.P., FRED

Net interest expense for corporates actually went down as interest rates rose. This should unwind irrespective of the future direction of interest rates.

Figure 18: US GDP Deflator minus ULC

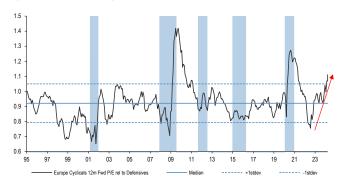


Source: J.P. Morgan

A cyclical improvement in productivity, helped by excess liquidity, pent up demand and aggressive government spending, supported margins in the past year, even with wages acceleration, keeping ULCs low. These are likely to change from here, with ULCs set to rise.

## Cyclical sectors are stretched vs Defensives

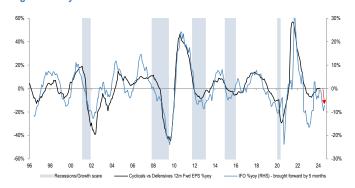
Figure 19: European Cyclicals 12m Fwd P/E rel to Defensives



Source: Datastream

Within the market, Cyclical sectors have moved from outright cheap vs Defensives at end '22 to outright expensive at present.

Figure 20: Cyclicals vs Defensives 12m Fwd EPS and IFO



Source: Datastream, J.P. Morgan

Therefore, it is key for them to show earnings acceleration, but a number of indicators such as ISM, manufacturing PMIs and IFO are staying mixed.

## Regionally, China appears very cheap...

Figure 21: MSCI China



Source: Datastream

In contrast to other markets, China had a terrible 2023, down almost 40% until recently

Figure 22: MSCI China 12m Fwd. P/E relative to MSCI World



Source: IBES

As a result, MSCI China screens attractive, at 9x forward P/E, and is trading record cheap vs MSCI World.

...Europe is attractive, as well...

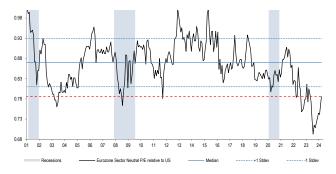
Figure 23: MSCI Eurozone 12m Fwd. P/E relative to MSCI World



Source: IBES

Eurozone equities also appear cheap, relative to MSCI World.

Figure 24: MSCI Eurozone Sector Neutral P/E relative



Source: Datastream

This is true even adjusting for sector biases.



...we have recently advised to close the UW on Eurozone vs the US...

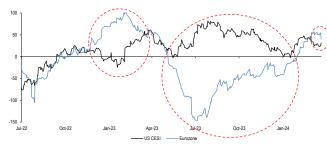
Figure 25: MSCI Eurozone vs MSCI US



Source: Datastream

After being bullish on Eurozone vs the US in the first part of 2023, we have turned UW last May. Most recently again, we have advised last week to close the UW on Eurozone vs the US.

Figure 26: Eurozone and US CESI

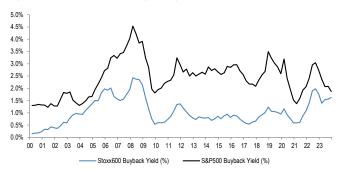


Source: Bloomberg Finance L.P.

Relative growth disappointments might be ending for Eurozone, which should help its performance.

...European total equity yield vs bond yield is very attractive, compared to the US

Figure 27: Europe and US Buyback yield



Source: Bloomberg Finance L.P.

In addition, total shareholder yield looks increasingly attractive in the region. European stocks have historically had a higher dividend yield than their US peers, but the region typically lagged the US in terms of buybacks. This is changing, the buyback yield for the US and Europe appear to be converging.

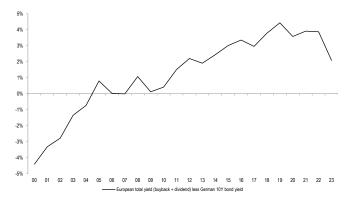
Table 7: DM Yield gap in historical context

	Dividend yield	10Y Bond yield	Dividend yield minus bond yield	Average since '00	Current vs Average (bp)
US	1.3%	4.3%	-2.9%	-1.4%	-154
Japan	1.9%	0.7%	1.2%	0.9%	28
Eurozone	3.0%	2.9%	0.1%	0.4%	-30
UK	4.0%	4.0%	0.0%	0.6%	-59

Source: Datastream

Relative to bond yields, Eurozone is not far from fair value, while the US dividend yield-bond yield gap is more negative.

Figure 28: European total yield minus bond yield

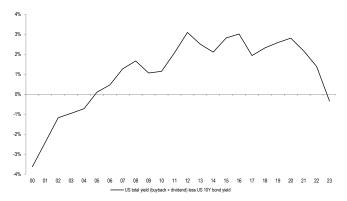


Source: Bloomberg Finance L.P.

European total equity yield vs bond yields is still around 2% positive.



Figure 29: US total yield minus bond yield



Source: Bloomberg Finance L.P.

US total yield in contrast has dipped negative vs bond yields. Put together, this gives Eurozone the advantage of around 240bp.

### ...it is US which is very expensive... Japan not so

Figure 30: MSCI US 12m Fwd. P/E relative to World ex US



Source: IBES

On the back of continuous rerating, the US is now trading more than 2 standard deviations expensive vs the World.

Figure 31: MSCI Japan 12m Fwd. P/E relative to MSCI World

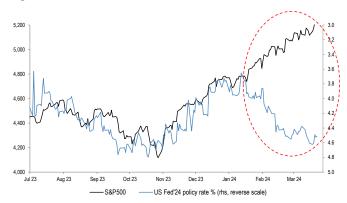


Source: Datastream

Finally, we have been OW Japan the whole of last year, and even though it has rerated, we note that it is not much above historical relative vs the World.

# If either the activity momentum, or the central banks, disappoint, equity multiples could weaken

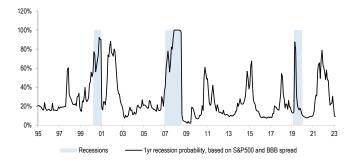
Figure 32: S&P500 and Fed funds futures



Source: Bloomberg Finance L.P.

Investors at present have a full focus on Goldilocks setup, growth to have no landing but at the same time central banks are expected to be accommodative. If either of these assumptions proves to be wrong, there is a risk of derating. The above chart shows that Fed futures have fully round-tripped to last October levels, but equities are so far ignoring this.

Figure 33: US Recession probability



Source: J.P. Morgan.

Also, recession odds implied in the market are now at record lows, which might be too optimistic, as a number of positive drivers from last year, pent up demand, excess liquidity, extremely high job opening rate, fiscal stimulus, high corporate topline growth and elevated pricing power might be waning.



## **Equity Strategy Key Calls and Drivers**

So far this year, US and Japan are ahead of other markets, Growth is outperforming Value and large caps are again beating small in all key regions. We continue to believe that this, ultimately unhealthy, high concentration and narrow leadership is set to stay for a while longer. To buy Value and International stocks one needs to see a reflationary backdrop, in our view, but we could have the opposite. in terms of bond yields, we argued last October to go long duration, but also in January to look for a tactical bounce back in bond yields, as Fed easing became overdiscounted in markets. We now think that the counter-rally in yields might be running out of steam, and would advocate to go long duration again. The move back higher in Fed futures might be getting done – they round-tripped back to October levels, and activity momentum could soften from here. The question is, why didn't equities weaken as US 10-year yields backed up 50bp during Jan-Feb? We think that this is because investors assumed that the yield upmove is reflective of economic acceleration, but we note that earnings projections for 2024 are not reacting positively – they keep coming down in most sectors. If the growth acceleration does not come through, this could act as a headwind. We last week closed UW Eurozone vs US trade, as relative growth disappointments for the region are likely at their peak and growth style in US is at a risk of a reversal given it is already so stretched.

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

Driver	Impact	Our Core Working Assumptions	Recent Developments
Global Growth	Neutral	At risk of weakening as consumer strength wanes	Global composite PMI is at 52.1
European Growth	Negative	Manufacturing and services are converging on the downside; industry data stays weak	
Monetary Policy	Neutral	Fed pivot could be accompanied by activity weakness	
Currency	Neutral	USD could strengthen again	
Earnings	Negative	Corporate pricing power is likely to weaken from here	2024 EPS projections are continuing their downtrend
Valuations	Negative	At 21x, US forward P/E is still stretched, especially vs real yield	MSCI Europe on 13.8x Fwd P/E
Technicals	Negative	Sentiment and positioning are stretched post the Nov-Dec rall	RSIs are in overbought territory

Source: J.P. Morgan estimates

Table 9: : Base Case and Risk

Scenario	Assumption	-	Dec '24	04.1404	0/
Upside scenario	No further hawkish tilt by the Fed. No landing	MCCLE	Target	21-Mar-24	% upside
Base-case scenario	Inflation to fall further, risk of downturn still elevated. Earnings	MSCI Eurozone FTSE 100	256 7,700	297 7,883	-14% -2%
Dage-cage geenand	downside from here	MSCI EUROPE	1,850	2,053	-10%
Downside scenario	Further Fed tightening and global recession to become a base	DJ EURO STOXX 50	4,250	5,052	-16%
201110100 000110110	case again	DJ STOXX 600 E	460	510	-10%

Source: J.P. Morgan estimates.

Table 11: Key Global sector calls

Table 10: Index targets

Overweight	Neutral	Underweight
Healthcare	Technology	Capital Goods ex A&D
Telecoms	Discretionary	Food& Drug Retail
Food, Beverage & Tobacco	Mining	Autos
Real Estate	Transportation	Banks
Utilities		

Source: J.P. Morgan

Source: J.P. Morgan.

Table 12: J.P. Morgan Equity Strategy — Key sector calls\*

Sector	Recommendations	Key Drivers
Healthcare	Overweight	Potential for lower yields and stronger dollar remain near term support, earnings are also holding up
Staples	Overweight	Sector is one of the best performers around the last Fed hike in the cycle, lower bond yields and better relative EPS momentum should further support
Banks	Underweight	Downgraded to UW in October after 3 years of strong performance. Bond yields and PMIs direction is the key for the potential P/E re-rating of the sector, we think both will move lower
Chemicals	Underweight	The sector trades at 70% premium to the market, well above historical norm. pricing continues to deteriorate, downside risks to current earnings and margin projections

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

Table 13: J.P. Morgan Equity Strategy — Key regional calls

Region EM	Recommendations	J.P. Morgan Views
EM	Neutral	China tactical chance for a bounce, but structural bearish call remains
DM	Neutral	
US	Neutral	Expensive, with earnings risk. Growth style at a risk of reversal
Japan	Overweight	Japan is attractively priced; diverging policy path and TSE reforms are tailwinds
Eurozone	Neutral	Eurozone trading at a record discount vs the US; Growth differential to improve
UK	Overweight	Valuations still look very attractive, low beta with the highest regional dividend yield

Source: J.P. Morgan estimates.



## **Top Picks**

Table 14: J.P. Morgan European Strategy: Top European picks

						Market Cap	l l	PS Growt	h	Dividend Yield		12m Fwd P/E		Perfor	mance
Name	Ticker	Sector	Rating	Price	Currency	(€ Bn)	23e	24e	25e	24e	Current	10Y Median	% Premium	-3m	-12m
ENI	ENI IM	Energy	OW	14	E	48.3	-35%	-13%	2%	6.4%	6.7	12.7	-47%	-6%	15%
TOTALENERGIES	TTE FP	Energy	OW	63	Ε	150.2	-33%	-3%	2%	5.0%	7.5	10.6	-29%	1%	14%
SHELL	SHEL LN	Energy	OW	31	Ε	197.8	-23%	0%	6%	3.9%	8.0	11.2	-29%	3%	17%
CRH PUBLIC LIMITED	CRH LN	Materials	OW	86	U\$	54.6	-14%	22%	8%	1.6%	15.9	15.0	6%	26%	72%
RIO TINTO	RIO LN	Materials	OW	5048	£	100.7	-11%	7%	-9%	6.8%	8.4	10.3	-18%	-13%	-5%
NORSK HYDRO	NHY NO	Materials	OW	61	NK	10.7	-60%	16%	41%	4.1%	11.2	12.9	-13%	-7%	-17%
ANGLO AMERICAN	AAL LN	Materials	OW	1924	£	27.7	-51%	-8%	6%	3.9%	10.9	9.5	14%	0%	-26%
SCHNEIDER ELECTRIC	SU FP	Industrials	OW	217	E	124.3	2%	15%	11%	1.6%	25.2	16.5	53%	20%	46%
ASHTEAD GROUP	AHT LN	Industrials	OW	5560	£	28.4	26%	1%	7%	1.4%	17.0	14.1	21%	2%	9%
RYANAIR HOLDINGS	RYA ID	Industrials	OW	21	Ε	24.0	-	33%	34%	0.0%	9.4	13.1	-28%	9%	40%
AIRBUS	AIR FP	Industrials	OW	169	Ε	135.2	10%	4%	24%	1.4%	24.1	18.4	31%	22%	39%
MTU AERO ENGINES HLDG.	MTX GR	Industrials	OW	225	Ε	12.2	24%	13%	11%	1.6%	17.7	18.1	-2%	15%	-2%
STELLANTIS	STLAM IM	Discretionary	OW	27	Е	85.4	12%	-7%	1%	5.8%	4.9	4.8	2%	27%	66%
BMW	BMW GR	Discretionary	OW	105	Е	66.2	-35%	-8%	1%	5.4%	6.4	7.7	-17%	5%	-
INDITEX	ITX SM	Discretionary	OW	46	Е	143.1	27%	-	-	-	24.0	24.3	-1%	18%	59%
ADIDAS	ADS GR	Discretionary	OW	199	Е	35.7	-154%	-	139%	0.4%	52.1	24.6	112%	2%	38%
RICHEMONT N	CFR SW	Discretionary	OW	138	SF	82.2	78%	-3%	11%	1.8%	19.8	20.4	-3%	17%	-2%
COMPASS GROUP	CPG LN	Discretionary	OW	2242	£	45.0	50%	14%	12%	1.9%	22.3	20.8	7%	6%	13%
COLRUYT GROUP	COLR BB	Staples	OW	42	E	5.4	-27%	61%	9%	1.9%	15.4	17.6	-13%	4%	72%
ANHEUSER-BUSCH INBEV	ABI BB	Staples	OW	55	Ē	111.2	-5%	9%	14%	1.4%	17.3	19.5	-12%	-5%	-4%
NOVO NORDISK 'B'	NOVOB DC	Health Care	OW	894	DK	538.6	52%	26%	22%	1.1%	36.1	22.7	59%	28%	78%
ASTRAZENECA	AZN LN	Health Care	OW	10428	£	189.2	9%	12%	13%	2.2%	15.6	17.8	-12%	-1%	-4%
SMITH & NEPHEW	SN/ LN	Health Care	OW	1033	£	10.5	1%	12%	18%	2.9%	13.4	18.4	-27%	-4%	-11%
UBS GROUP	UBSG SW	Financials	OW	28	SF	100.0	-99%	3590%	99%	2.2%	22.6	10.4	118%	7%	44%
NATWEST GROUP	NWG LN	Financials	OW	253	£	26.2	38%	-25%	9%	6.7%	6.4	10.3	-37%	17%	-7%
ING GROEP	INGA NA	Financials	OW	15	Ē	51.5	106%	-13%	9%	7.6%	7.7	9.1	-15%	7%	30%
INTESA SANPAOLO	ISP IM	Financials	OW	3	Ē	60.1	79%	15%	2%	9.0%	7.1	10.1	-30%	25%	40%
LONDON STOCK EXCHANGE GROUP	LSEG LN	Financials	OW	9560	£	59.9	2%	11%	14%	1.2%	25.3	22.7	11%	3%	24%
AMUNDI (WI)	AMUN FP	Financials	OW	63	E	12.9	4%	4%	7%	6.5%	9.7	12.7	-24%	3%	10%
DASSAULT SYSTEMES	DSY FP	IT	OW	41	Е	54.5	6%	7%	10%	0.6%	31.3	31.5	-1%	-8%	10%
ASML HOLDING	ASML NA	IT	OW	923	Е	363.3	41%	-6%	52%	0.7%	43.5	26.9	62%	35%	55%
ASM INTERNATIONAL	ASM NA	IT	OW	586	Ē	28.4	-8%	5%	38%	0.5%	43.2	16.3	165%	24%	78%
DEUTSCHE TELEKOM	DTE GR	Telecoms	OW	22	Ē	109.9	-13%	10%	12%	3.5%	12.1	14.2	-15%	1%	0%
BT GROUP	BT/A LN	Telecoms	OW	107	£	12.7	9%	-12%	-1%	7.2%	5.8	8.8	-35%	-15%	-24%
RELX	REL LN	Industrials	OW	3451	£	75.7	12%	8%	9%	1.7%	27.5	19.3	42%	12%	34%
HELLOFRESH	HFG GR	Staples	OW	7	Ē	1.2	-49%	-18%	57%	0.0%	11.6	19.0	-39%	-52%	-59%
RWE	RWE GR	Utilities	OW	31	Ē	23.3	30%	-54%	-20%	3.2%	11.6	13.0	-11%	-24%	-21%
ENEL	ENEL IM	Utilities	OW	6	Ē	61.8	22%	4%	1%	7.5%	9.0	12.0	-25%	-9%	11%
SEGRO	SGRO LN	Real Estate	OW	889	£	14.0	6%	7%	7%	3.1%	25.0	25.3	-1%	-1%	20%

Source: Datastream, MSCI, IBES, J.P. Morgan, Prices and Valuations as of COB 21st Mar, 2024. Past performance is not indicative of future returns.

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.jpmorganmarkets.com, or you can contact the cover



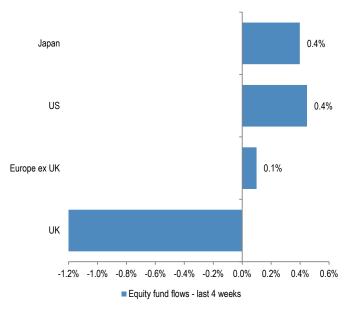
## **Equity Flows Snapshot**

**Table 15: DM Equity Fund Flows Summary** 

					Regional equi	ty fund flows				
			<u>\$mn</u>				% AUM			
	1w	1m	3m	ytd	12m	1w	1m	3m	ytd	12m
Europe ex UK	-246	329	-1,701	-1,506	-13,345	-0.1%	0.1%	-0.5%	-0.5%	-4.6%
UK	-1,011	-3,246	-6,039	-5,922	-28,862	-0.4%	-1.2%	-2.2%	-2.2%	-11.0%
US	-22,024	45,208	75,697	58,206	199,379	-0.2%	0.4%	0.8%	0.6%	2.5%
Japan	467	3,183	9,258	9,174	23,090	0.1%	0.4%	1.2%	1.2%	3.6%

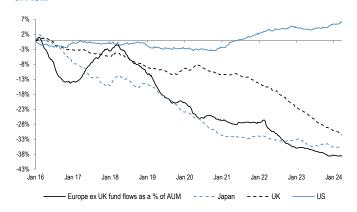
Source: EPFR, as of 20th Mar, 2024

Figure 34: DM Equity Fund flows - last month



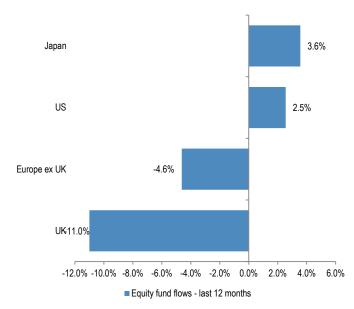
Source: EPFR, Japan includes BoJ purchases.

Figure 36: Cumulative fund flows into regional funds as a percentage of AUM



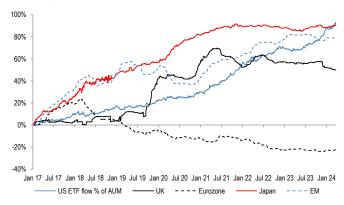
Source: EPFR, as of 20th Mar, 2024. Japan includes Non-ETF purchases only.

Figure 35: DM Equity Fund flows – last 12 months



Source: EPFR, Japan includes BoJ purchases.

Figure 37: Cumulative fund flows into regional equity ETFs as a percentage of AUM

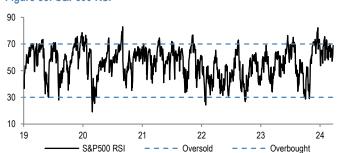


Source: Bloomberg Finance L.P. \*Based on the 25 biggest ETF's with a mandate to invest in that particular region. Japan includes BoJ purchases.



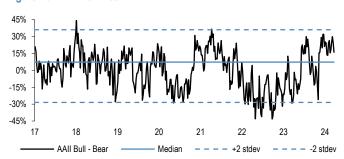
## **Technical Indicators**

Figure 38: S&P500 RSI



Source: Bloomberg Finance L.P.

Figure 40: AAII Bull-Bear



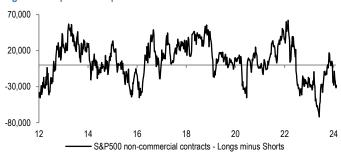
Source: Bloomberg Finance L.P

Figure 42: Sentix Sentiment Index vs SX5E



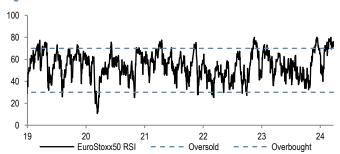
Source: Bloomberg Finance L.P.

Figure 44: Speculative positions in S&P500 futures contracts



Source: Bloomberg Finance L.P.

Figure 39: EuroStoxx50 RSI



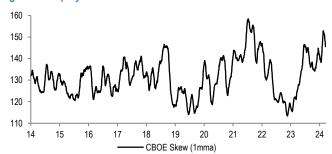
Source: Bloomberg Finance L.P.

Figure 41: Put-call ratio



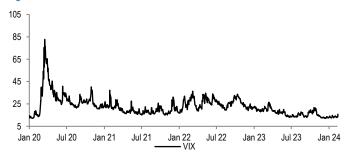
Source: Bloomberg Finance L.P.

Figure 43: Equity Skew



Source: Bloomberg Finance L.P.

Figure 45: VIX



Source: Bloomberg Finance L.P.



## Performance

Table 16: Sector Index Performances — MSCI Europe

(%change)			Local currency	
Industry Group		4week	12m	YTD
Europe		3.4	13.1	7.1
Energy		4.9	8.3	1.5
Materials		7.0	9.6	3.3
	Chemicals	6.1	13.2	5.8
	Construction Materials	12.8	53.1	23.1
	Metals & Mining	5.2	(10.2)	(8.5)
Industrials		4.8	23.6	10.4
	Capital Goods	6.8	29.1	12.9
	Transport	(7.2)	(9.4)	(10.3)
	Business Svs	(0.3)	15.4	8.6
Consumer Discretionary		2.3	10.4	12.1
	Automobile	4.4	19.7	16.3
	Consumer Durables	0.9	5.2	13.3
	Media	0.8	16.1	7.0
	Retailing	6.6	13.0	6.6
	Hotels,Restaurants&Leisure	0.1	11.1	6.8
Consumer Staples		(2.9)	(8.2)	(2.2)
	Food & Drug Retailing	(0.5)	(3.8)	(4.2)
	Food Beverage & Tobacco	(1.8)	(11.2)	(1.5)
	Household Products	(5.9)	(2.4)	(3.3)
Healthcare		1.6	12.7	7.5
Financials		7.3	21.5	9.7
	Banks	8.9	23.9	10.3
	Diversified Financials	6.5	20.9	7.3
	Insurance	5.4	18.5	11.0
Real Estate		2.7	7.8	(2.9)
Information Technology		3.7	38.4	20.1
	Software and Services	4.6	46.7	19.8
	Technology Hardware	3.3	4.8	2.0
	Semicon & Semicon Equip	3.3	41.3	23.9
Telecommunications Services	Sernicon & Sernicon Equip			23.9 <b>2.3</b>
		(0.0)	(0.9)	
Utilities		1.4	(2.4)	(7.4)

Source: MSCI, Datastream, as at COB 21st Mar, 2024.

**Table 17: Country and Region Index Performances** 

(%change)			Local Currency			US\$	
Country	Index	4week	12m	YTD	4week	12m	YTD
Austria	ATX	2.1	7.9	1.4	2.5	8.8	(0.3)
Belgium	BEL 20	2.5	2.8	2.2	3.0	3.6	0.4
Denmark	KFX	3.5	40.3	17.8	3.9	41.2	15.8
Finland	HEX 20	(0.4)	(8.1)	(2.4)	0.1	(7.3)	(4.0)
France	CAC 40	3.4	15.0	8.4	3.9	16.0	6.6
Germany	DAX	4.7	19.6	8.5	5.1	20.6	6.7
Greece	ASE General	0.8	36.3	10.6	1.2	37.4	8.7
Ireland	ISEQ	3.6	18.2	13.0	4.0	19.2	11.1
Italy	FTSE MIB	6.1	29.3	13.1	6.6	30.4	11.2
Japan	Topix	5.1	44.9	18.2	4.4	26.5	9.9
Netherlands	AEX	2.1	18.9	11.3	2.6	19.9	9.4
Norway	OBX	4.3	7.4	1.4	2.7	6.2	(3.6)
Portugal	BVL GEN	(3.3)	(9.9)	(13.0)	(2.8)	(9.2)	(14.4)
Spain	IBEX 35	7.2	20.1	7.6	7.7	21.1	5.8
Sweden	OMX	5.1	18.9	6.4	3.8	17.6	2.5
Switzerland	SMI	2.8	8.4	5.1	0.8	11.4	(1.6)
United States	S&P 500	3.0	30.9	9.9	3.0	30.9	9.9
United States	NASDAQ	2.2	38.3	9.3	2.2	38.3	9.3
United Kingdom	FTSE 100	2.6	4.6	1.9	2.9	8.6	1.3
EMU	MSCI EMU	3.7	16.1	9.1	4.2	17.1	7.2
Europe	MSCI Europe	3.4	13.1	7.1	3.4	15.0	4.6
Global	MSCI AC World	3.2	27.3	9.5	3.1	26.7	8.4

Source: MSCI, Datastream, as at COB 21st Mar, 2024.



# Earnings

Table 18: IBES Consensus EPS Sector Forecasts — MSCI Europe

		EPS Grov	vth (%yoy)	
	2023	2024E	2025E	2026E
Europe	(3.2)	3.3	10.0	9.2
Energy	(31.6)	(4.3)	3.8	8.7
Materials	(39.8)	8.4	11.3	6.3
Chemicals	(38.7)	24.8	18.7	12.1
Construction Materials	12.2	11.0	8.6	8.4
Metals & Mining	(46.2)	(5.5)	3.8	(0.5)
ndustrials	1.2	7.4	13.5	11.6
Capital Goods	22.3	11.2	13.5	11.5
ransport	(54.6)	(20.7)	17.7	13.5
Business Svs	3.2	9.0	11.0	11.1
Discretionary	8.4	1.9	10.6	9.3
Automobile	3.8	(4.0)	5.5	6.0
Consumer Durables	(5.7)	5.7	14.4	13.2
Media	(0.0)	9.3	9.8	11.1
Retailing	50.5	14.8	17.0	6.7
Hotels,Restaurants&Leisure	91.2	17.2	21.3	17.1
Staples	2.5	3.0	8.7	7.6
ood & Drug Retailing	5.3	4.1	11.4	7.2
ood Beverage & Tobacco	1.9	2.1	8.5	7.7
lousehold Products	3.0	5.4	8.0	7.5
lealthcare	3.0	3.9	14.1	11.0
inancials	15.7	5.3	7.9	9.1
Banks	28.5	0.6	4.5	5.9
Diversified Financials	(21.8)	18.4	22.8	24.9
nsurance	13.7	10.8	7.8	7.1
Real Estate	10.5	(1.7)	3.9	4.6
Т	13.9	(5.2)	29.1	15.9
Software and Services	18.5	(0.1)	20.4	14.0
echnology Hardware	(20.7)	9.4	9.0	9.2
Semicon & Semicon Equip	28.0	(12.6)	42.5	18.9
Telecoms	(8.6)	10.4	10.3	8.4
<b>Jtilities</b>	0.7	(0.6)	1.0	1.9

Source: IBES, MSCI, Datastream. As at COB 21st Mar, 2024.

**Table 19: IBES Consensus EPS Country Forecasts** 

			EPS growth	ı (%change)	
Country	Index	2023	2024E	2025E	2026E
Austria	ATX	(15.8)	(5.8)	5.0	1.8
Belgium	BEL 20	13.7	(6.5)	11.5	12.5
Denmark	Denmark KFX	(29.9)	20.2	22.3	18.2
Finland	MSCI Finland	(25.1)	4.2	11.5	8.0
France	CAC 40	(2.2)	2.8	8.8	8.3
Germany	DAX	2.2	(0.2)	11.8	10.4
Greece	MSCI Greece	6.7	0.7	3.5	21.9
Ireland	MSCI Ireland	32.5	(1.9)	2.6	6.5
Italy	MSCI Italy	9.7	1.2	2.8	2.6
Netherlands	AEX	(1.0)	(0.4)	13.2	11.2
Norway	MSCI Norway	(40.1)	3.5	6.2	3.0
Portugal	MSCI Portugal	16.9	14.8	5.5	6.1
Spain	IBEX 35	8.4	0.9	4.5	6.8
Sweden	OMX	31.6	0.2	8.4	7.1
Switzerland	SMI	(4.4)	9.5	13.9	10.2
United Kingdom	FTSE 100	(11.2)	1.3	7.9	9.3
EMU	MSCI EMU	4.3	2.6	10.0	8.6
Europe ex UK	MSCI Europe ex UK	1.0	3.9	10.9	9.1
Europe	MSCI Europe	(3.2)	3.3	10.0	9.2
United States	S&P 500	2.2	9.9	13.6	11.6
Japan	Topix	2.9	15.1	9.2	9.3
Emerging Market	MSCI EM	(5.3)	17.5	15.5	11.4
Global	MSCI AC World	0.2	9.0	12.7	10.8

Source: IBES, MSCI, Datastream. As at COB 21st Mar, 2024\*\* Japan refers to the period from March in the year stated to March in the following year - EPS post-goodwill

## **Valuations**

**Table 20: IBES Consensus European Sector Valuations** 

		P/E			Dividend Yield			EV/EBITDA			Price to Book	
	2024e	2025e	2026e	2024e	2025e	2026e	2024e	2025e	2026e	2024e	2025e	2026e
Europe	14.1	12.8	11.8	3.3%	3.5%	3.8%	8.0	7.4	7.0	1.9	1.8	1.7
Energy	7.6	7.4	6.8	5.5%	5.4%	5.6%	3.3	3.3	3.1	1.2	1.1	1.0
Materials	15.9	14.3	13.5	3.1%	3.3%	3.6%	7.4	6.7	6.5	1.7	1.6	1.5
Chemicals	24.3	20.4	18.2	2.6%	2.8%	3.0%	11.3	10.2	9.4	2.5	2.3	2.2
Construction Materials	14.0	12.9	11.9	2.7%	2.9%	3.1%	7.5	7.1	6.5	1.7	1.6	1.5
Metals & Mining	10.0	9.7	9.8	4.2%	4.4%	4.8%	4.7	4.2	4.2	1.2	1.1	1.0
Industrials	19.8	17.4	15.6	2.3%	2.6%	2.8%	10.1	9.0	8.4	3.3	3.1	2.9
Capital Goods	19.8	17.4	15.6	2.2%	2.4%	2.6%	10.5	9.3	8.6	3.5	3.3	3.0
Transport	16.6	14.1	12.4	3.5%	3.7%	3.7%	6.9	6.4	6.0	1.6	1.6	1.5
Business Svs	22.2	20.0	18.0	2.3%	2.5%	2.7%	13.0	11.9	11.0	6.2	5.7	5.1
Discretionary	13.8	12.5	11.7	2.6%	2.9%	3.1%	5.5	4.9	4.7	2.0	1.8	1.5
Automobile	6.5	6.2	6.0	4.8%	5.1%	5.3%	1.9	1.4	1.6	0.8	0.7	0.6
Consumer Durables	24.6	21.5	19.0	1.7%	1.9%	2.1%	14.4	13.0	11.7	4.5	4.0	3.6
Media & Entertainment	16.6	15.1	13.2	2.3%	2.5%	2.7%	11.8	9.7	9.1	1.8	1.8	2.0
Retailing	15.3	13.1	12.3	2.4%	2.6%	2.9%	10.0	9.3	8.1	2.9	2.8	2.2
Hotels,Restaurants&Leisure	23.7	19.5	16.7	2.1%	2.5%	2.8%	12.4	10.6	9.7	4.2	3.8	3.5
Staples	16.6	15.3	14.2	3.2%	3.4%	3.6%	10.7	10.0	9.2	2.8	2.7	2.6
Food & Drug Retailing	11.9	10.7	9.9	4.0%	4.5%	4.8%	6.0	5.6	5.4	1.5	1.5	1.4
Food Beverage & Tobacco	16.3	15.0	13.9	3.5%	3.7%	4.0%	10.5	9.8	9.0	2.6	2.4	2.3
Household Products	19.3	17.9	16.6	2.4%	2.6%	2.8%	13.8	12.8	12.3	4.2	3.9	3.9
Healthcare	17.8	15.6	14.0	2.4%	2.6%	2.8%	12.5	11.0	9.8	3.5	3.2	2.9
Financials	9.2	8.5	7.8	5.5%	5.6%	6.1%	-	-	-	1.1	1.0	0.9
Banks	7.0	6.7	6.4	7.3%	7.3%	7.7%	-	-	-	0.8	0.7	0.7
Diversified Financials	15.2	12.4	10.0	2.3%	2.6%	2.9%	-	-	-	1.4	1.5	1.4
Insurance	10.9	10.1	9.4	5.4%	5.8%	6.2%	-	-	-	1.7	1.6	1.5
Real Estate	14.0	13.5	12.9	4.1%	4.3%	4.6%	-	-	-	0.8	0.8	0.8
IT	31.0	24.0	20.7	1.1%	1.3%	1.4%	18.6	14.7	12.7	5.2	4.7	4.2
Software and Services	31.4	26.1	22.9	1.2%	1.3%	1.4%	19.7	16.1	14.1	4.7	4.3	3.9
Technology Hardware	15.9	14.6	13.3	2.6%	2.6%	2.9%	9.2	8.3	7.0	1.9	1.8	1.6
Semicon & Semicon Equip	36.5	25.6	21.5	0.8%	0.9%	1.1%	22.1	16.2	13.7	8.7	7.3	6.2
Communication Services	13.9	12.6	11.5	4.3%	4.4%	4.6%	6.6	6.1	5.7	1.4	1.3	1.3
Utilities	11.9	11.7	11.5	5.4%	5.6%	5.6%	7.9	8.0	8.2	1.5	1.4	1.4

Source: IBES, MSCI, Datastream. As at COB 21st Mar, 2024.



Table 21: IBES Consensus P/E and 12-Month Forward Dividend Yields — Country Forecasts

			P	/E		Dividend Yield
Country	Index	12mth Fwd	2024E	2025E	2026E	12mth Fwd
Austria	ATX	7.7	7.7	7.4	7.0	6.0%
Belgium	BEL 20	15.4	15.8	14.2	12.3	3.0%
Denmark	Denmark KFX	28.4	30.1	24.6	20.8	1.7%
Finland	MSCI Finland	14.4	14.8	13.3	12.3	4.6%
France	CAC 40	13.5	13.8	12.7	11.7	3.2%
Germany	DAX	12.3	12.7	11.4	10.5	3.2%
Greece	MSCI Greece	30.3	30.6	29.6	23.3	1.8%
Ireland	MSCI Ireland	11.1	11.1	10.8	10.2	3.5%
Italy	MSCI Italy	9.2	9.3	9.0	8.8	5.3%
Netherlands	AEX	15.3	15.8	13.9	12.8	2.5%
Norway	MSCI Norway	10.6	10.8	10.2	9.9	6.4%
Portugal	MSCI Portugal	13.4	13.6	12.9	12.1	4.3%
Spain	IBEX 35	11.1	11.2	10.7	10.0	4.7%
Sweden	OMX	15.8	16.1	14.9	14.0	3.6%
Switzerland	SMI	17.4	18.0	15.8	14.3	3.3%
United Kingdom	FTSE 100	11.2	11.4	10.6	9.7	4.1%
EMU	MSCI EMU	13.4	13.8	12.5	11.6	3.3%
Europe ex UK	MSCI Europe ex UK	14.8	15.2	13.7	12.6	3.2%
Europe	MSCI Europe	13.8	14.1	12.8	11.8	3.4%
United States	S&P 500	21.1	21.9	19.3	17.3	1.4%
Japan	Topix	15.4	16.9	15.5	14.2	2.2%
Emerging Market	MSCI EM	12.2	12.6	10.9	9.8	3.0%
Global	MSCI AC World	17.6	18.2	16.3	14.7	2.0%

Source: IBES, MSCI, Datastream. As at COB 21st Mar, 2024; \*\* 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 22: Economic Outlook in Summary** 

		Real GDP		Real GDP						Consumer prices			
		% oya		% over previous period, saar						% oya			
	2023E	2024E	2025E	3Q23	4Q23	1Q24E	2Q24E	3Q24E	4Q24E	3Q23	1Q24E	3Q24E	1Q25E
United States	2.5	2.3	1.6	4.9	3.2	2.2	1.5	0.8	0.8	3.6	3.1	2.9	2.5
Eurozone	0.5	0.4	1.0	-0.2	-0.2	0.5	8.0	8.0	0.8	5.0	2.6	2.2	2.0
United Kingdom	0.1	0.0	0.1	-0.5	-1.4	1.0	0.8	0.0	-0.5	6.7	3.6	1.7	2.3
Japan	1.9	0.5	0.8	-3.2	0.4	1.0	1.7	1.0	0.8	3.1	2.8	3.6	2.8
Emerging markets	4.2	4.1	3.6	5.8	3.9	4.7	3.6	3.7	3.6	3.8	3.8	3.5	3.5
Global	2.7	2.4	2.3	3.6	2.5	2.6	2.2	2.0	2.0	4.0	3.3	3.0	2.8

Source: J.P. Morgan economic research J.P. Morgan estimates, as of COB 21st Mar, 2024

**Table 23: Official Rates Outlook** 

				_	Forecast for					
	Official interest rate	Current	Last change (bp)	Forecast next change (bp)	Mar 24	Jun 24	Sep 24	Dec 24		
United States	Federal funds rate	5.50	26 Jul 23 (+25bp)	Jun 24 (-25bp)	5.50	5.25	5.00	4.75		
Eurozone	Depo rate	4.00	14 Sep 23 (+25bp)	Jun 24 (-25bp)	4.00	3.75	3.50	3.00		
United Kingdom	Bank Rate	5.25	03 Aug 23 (+25bp)	Aug 24 (-25bp)	5.25	5.25	5.00	4.50		
Japan	Pol rate IOER	0.10	19 Mar 24 (+20bp)	3Q24 (+15bp)	0.10	0.10	0.25	0.50		

Source: J.P. Morgan estimates, Datastream, as of COB 21st Mar, 2024

Table 24: 10-Year Government Bond Yield Forecasts

10 Yr Govt BY		Forecast for end of			
	22-Mar-24	Jun 24	Sep 24	Dec 24	Mar 25
US	4.24	4.15	4.05	4.00	3.90
Euro Area	2.37	2.20	2.05	1.90	1.80
United Kingdom	3.95	4.05	3.95	3.80	3.65
Japan	0.74	0.75	0.85	1.05	1.05

Source: J.P. Morgan estimates, Datastream, forecasts as of COB 15 $^{\rm th}$  Mar, 2024

Table 25: Exchange Rate Forecasts vs. US Dollar

Exchange rates vs US\$		Forecast for end of			
	21-Mar-24	Jun 24	Sep 24	Dec 24	Mar 25
EUR	1.09	1.05	1.05	1.09	1.12
GBP	1.27	1.22	1.22	1.25	1.29
CHF	0.90	0.92	0.91	0.89	0.87
JPY	152	148	146	144	142
DXY	104.0	106.3	106.0	102.8	100.2

Source: J.P. Morgan estimates, Datastream, forecasts as of COB 15th Mar, 2024



## Sector, Regional and Asset Class Allocations

Table 26: J.P. Morgan Equity Strategy — European Sector Allocation

		MSCI Europe Weights	Allocation	Deviation	Recommendation
Energy		5.6%	8.0%	2.4%	OW
Materials		7.0%	6.0%	-1.0%	N
	Chemicals				UW
	Construction Materials				N
	Metals & Mining				N
Industrials		15.8%	14.0%	-1.8%	N
	Capital Goods ex Aerospace & Defence				UW
	Aerospace & Defence				OW
	Transport				N N
	Business Services				
Consumer Discretionary		9.1%	7.0%	-2.1%	UW
	Automobile	01170	1.070	2.170	UW
	Consumer Durables				N N
	Consumer Srvcs				UW
	Speciality Retail				UW
	Internet Retail				UW
Consumer Staples		11.7%	13.0%	1.3%	OW.
•	Food & Drug Retailing		10.070	1.070	UW
	Beverages				OW
	Food & Tobacco				OW
	Household Products				OW
Healthcare		16.0%	18.0%	2.0%	OW
Financials		18.1%	14.0%	-4.1%	UW
	Banks	10.176	14.070	-4.170	UW
	Insurance				N N
Real Estate		0.9%	2.0%	1.1%	OW
Information Technology		7.1%	7.0%	-0.1%	N N
	Software and Services	1.176	1.076	-0.176	N
	Technology Hardware				N N
	Semicon & Semicon Equip				UW
Communication Services		4.5%	5.0%	0.5%	OW
	Telecommunication Services	4.3%	5.0%	U.076	
	Media				OW
Utilities	Modia	4.40/	C 00/	4.00/	N
otilities .		4.4% 100.0%	6.0% 100.0%	1.6% 0.0%	OW Balanced

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

Table 27: J.P. Morgan Equity Strategy — Global Regional Allocation

	MSCI Weight	Allocation	Deviation	Recommendation
EM	10.0%	10.0%	0.0%	Neutral
DM	90.0%	90.0%	0.0%	Neutral
US	70.9%	68.0%	-2.9%	Neutral
Japan	6.2%	8.0%	1.8%	Overweight
Eurozone	8.6%	8.0%	-0.6%	Neutral
UK	3.8%	6.0%	2.2%	Overweight
Others*	10.5%	10.0%	-0.5%	Neutral
	100.0%	100.0%	0.0%	Balanced

Source: MSCI, J.P. Morgan \*Other includes Denmark, Switzerland, Australia, Canada, Hong Kong SAR, Sweden, Singapore, New Zealand, Israel and Norway

Table 28: J.P. Morgan Equity Strategy — European Regional Allocation

	MSCI Weight	Allocation	Deviation	Recommendation
Eurozone	51.0%	48.0%	-3.0%	Neutral
United Kingdom	22.6%	25.0%	2.4%	Overweight
Others**	26.5%	27.0%	0.5%	Overweight
	100.0%	100.0%		Balanced

Source: MSCI, J.P. Morgan \*\*Other includes Denmark, Switzerland, Sweden and Norway

Table 29: J.P. Morgan Equity Strategy — Asset Class Allocation

	Benchmark weighting	Allocation	Deviation	Recommendation
Equities	60%	55%	-5%	Underweight
Bonds	30%	35%	5%	Overweight
Cash	10%	10%	0%	Neutral
	100%	100%	0%	Balanced

Source: MSCI, J.P. Morgan





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