



When the human mind is confronted with an unexpected situation or unknown event the brain suffers what is known as a “startle effect”

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Melting Ice Cubes

by Richard Parfect

When the human mind is confronted with a completely unexpected situation or an event that has not been experienced before, then the brain immediately suffers what is known as a “startle effect”. This was commented on by Sully Sullenberger; the captain of US Airways Flight 1549 that successfully ditched in the Hudson River in 2009 without the loss of a single life.

Pilots train for the loss of a single engine after take-off throughout their career; their mind is trained to expect it and repetitive training creates an almost “muscle memory” in terms of dealing with it. However, faced with complete double engine failure on climb out from LaGuardia with no apparent safe escape route to land on, Sully and First Officer Skiles’s brains had to go through a process of recognising the double bird strike on their engines, diagnosing the problem, accepting the desperate situation and deciding on a course of action.

Initial recreations on flight simulations by the NTSB (US accident investigator) suggested a 50% chance of successfully returning to the airfield. However, that was assuming a completely unrealistic immediate diagnosis and response by the pilots. Once a more realistic 35 second delay was inserted into the simulations it was shown that a successful return to any airfield was physically impossible. Sully and Skiles were found to have made the correct decision to abandon the illusion of safety of an airfield return and instead to ditch in the Hudson (technically difficult, with unknowable survivability).

How is this relevant to business and investment? Well, the COVID-19 pandemic showed authorities to be suffering that “startle effect”; delays to lockdown implementation would be partly explained by an inherent denial of the situation. Initial expectations of a rapid return to normality were also subsequently dashed by events.

Business leaders were far from immune too. Whilst pre-planned disaster recovery action plans were a significant help in terms of rapidly enabling entire work forces to work remotely, the longer-term implications still appear to be too difficult, for some to comprehend.

In investment there is always a strong tendency to “talk up your own book”. Just as one can anticipate the answer

when asking a barber whether you need a haircut; it is probably not too surprising that landlords of large portfolios of office space will be dismissive of the prospect of a permanent change to work patterns. Similarly, some office tenants have been equally sceptical; David Solomon (CEO of Goldman Sachs), described home working as an “aberration”.

Office working has its advantages where there is a specific purpose of physical attendance, however, to expect that society will return in full to routine pre-pandemic work patterns is like trying to put the genie back in the bottle. Workplace flexibility will become a key talent attraction and retention tool, in the same way as salary and medical insurance. As the work force is constantly fed from the bottom, over time the expectations of millennial workers will dilute and replace those at the top.

“ESG investing” is a movement that has gained enormous traction in the minds of business in the last couple of years. However, companies that attempt to turn the clock back and restore the business practices of life pre-COVID will be acting in direct conflict with the requirement to eliminate unnecessary CO2 emissions. This will become particularly acute as pressure increases for companies to sign up to the Financial Stability Board’s Task Force on Climate-related Financial Disclosures (TCFD); which is designed to improve and increase reporting of climate-related financial information for conducting business.

In the property market we have seen the dangers of that “startle effect”; Andrew Jones, the CEO of LondonMetric (who recently spoke at our 2021 Annual Think Tank) has referred to the owners of high street retail property as holding “melting ice cubes”. This was the case even before the pandemic took hold and e-commerce penetration in the retail sector accelerated. We could now see a repeat of the dramatic structural change witnessed in retail property, with an upending of the office market. Those landlords (and tenants) that recognise and accept this, will have a much greater chance of successfully adapting their portfolios, repurposing them to alternative uses or cutting their losses earlier rather than expensively hoping for a return to life pre-COVID. Hope, without a plan, is never a successful investment strategy.

Market Focus

- » **Global equities fell -0.8% last week**
- » **Warnings come of energy blackouts across parts of the world this winter due to supply shortages**
- » **Brent crude rose 3.3% over the week to \$75.3 a barrel**
- » **Gold fell -1.9% to \$1754.3 per ounce**

US



- » US equities fell -0.6% last week with growth and tech stocks leading the declines. Banking and energy stocks outperformed
- » Retail sales rose +0.7% in August (vs. -0.7% expected), whilst the measure excluding the volatile auto sector rose +1.8% (vs. unchanged expected)
- » Weekly initial jobless claims for the week ending September 11 rose to 332k (vs. 322k expected). The 4-week moving average fell to 335.75k, the lowest level since the onset of the pandemic
- » The Labor Department reported that core (excluding food and energy) consumer prices increased by 0.1% in August, (versus +0.3% expected)
- » The Philadelphia Fed's business outlook for September rose to 30.7 (vs. 19.0 expected).

Europe



- » Continental European equities fell -1.0% last week
- » In Germany, polls continue to show a consistent lead for the centre-left SPD, with Chancellor Merkel's CDU/CSU bloc trailing behind in the upcoming election
- » The final Euro Area CPI reading for August came in unchanged from the preliminary +3.0% year-on-year and +0.4% month-on-month
- » Reports suggest the ECB expects to meet its 2% inflation target by 2025, with interest rates expected to rise in about two years
- » Italy announced a requirement for a 'green pass' vaccine certificate for all workers, with a EUR1500 penalty for non-compliance
- » The French government recalled its ambassadors to the U.S. and Australia in a backlash over the failed nuclear powered submarine deal.

UK



- » UK equities fell -1.0% last week
- » Airline stocks gained last week as the UK government announced it will be easing travel restrictions on at least 30 countries currently on the Covid-19 red list
- » UK inflation rose to 3.2% in August – the highest level in over nine years
- » Retail sales unexpectedly fell for a fourth month in August, contracting 0.9% versus July. Economists had forecast growth of 0.5%
- » The Office for National Statistics reported that 93.6% of adults in England were estimated to have Covid antibodies in the week ending August 29th
- » UK company payrolls rose by a record 241K in August. The unemployment rate fell to 4.6% in the three months ending July 31st.

Rest of the World/Asia



- » The benchmark Global Emerging Markets index fell -2.2% last week
- » Japanese equities returned +0.4% last week
- » Chinese Equities fell by -4.8% last week
- » The People's Bank of China (PBoC) increased its cash injections into the financial system as risks associated with the debt crisis at developer Evergrande dampens investor sentiment
- » Japan's exports rose 26.2% year on year in August, less than expected and following a 37.0% gain in the previous month.

Market Summary

Cumulative returns					
Asset Class / Region	Currency	Week ending 17 September	Month to date	YTD 2021	12 months
Developed Markets Equities					
United States	USD	-0.6%	-1.9%	18.9%	33.4%
United Kingdom	GBP	-1.0%	-2.1%	11.3%	19.4%
Continental Europe	EUR	-1.0%	-1.9%	17.8%	26.5%
Japan	JPY	0.4%	7.1%	17.7%	31.0%
Asia Pacific (ex Japan)	USD	-2.5%	-2.0%	-0.1%	17.0%
Australia	AUD	0.0%	-0.9%	15.9%	30.3%
Global	USD	-0.8%	-1.4%	16.3%	31.8%
Emerging Markets Equities					
Emerging Europe	USD	0.3%	1.8%	22.2%	41.8%
Emerging Asia	USD	-2.4%	-1.9%	-1.9%	15.0%
Emerging Latin America	USD	-3.2%	-7.7%	-2.7%	20.2%
BRICs	USD	-3.2%	-2.1%	-4.9%	7.5%
China	USD	-4.8%	-2.9%	-14.8%	-5.7%
MENA countries	USD	0.3%	1.2%	27.4%	34.3%
South Africa	USD	-2.8%	-6.6%	2.1%	20.0%
India	USD	1.1%	1.8%	26.0%	54.5%
Global emerging markets	USD	-2.2%	-2.1%	0.7%	17.9%
Bonds					
US Treasuries	USD	0.0%	-0.1%	-1.8%	-2.8%
US Treasuries (inflation protected)	USD	-0.4%	0.0%	4.2%	6.0%
US Corporate (investment grade)	USD	0.1%	0.1%	-0.1%	2.2%
US High Yield	USD	0.1%	0.4%	5.0%	10.8%
UK Gilts	GBP	-1.2%	-1.2%	-5.1%	-5.0%
UK Corporate (investment grade)	GBP	-0.7%	-0.7%	-2.2%	1.2%
Euro Government Bonds	EUR	-0.4%	-0.5%	-2.3%	-0.8%
Euro Corporate (investment grade)	EUR	-0.1%	-0.3%	0.0%	1.8%
Euro High Yield	EUR	0.2%	0.4%	4.2%	8.4%
Japanese Government	JPY	0.0%	-0.2%	0.1%	0.0%
Australian Government	AUD	-0.4%	-0.8%	-0.8%	-1.0%
Global Government Bonds	USD	-0.5%	-0.5%	-4.1%	-2.3%
Global Bonds	USD	-0.5%	-0.5%	-3.2%	-0.8%
Global Convertible Bonds	USD	-0.6%	-0.5%	0.3%	12.5%
Emerging Market Bonds	USD	-0.2%	-0.4%	-1.6%	2.3%

Source: Bloomberg Finance L.P. Past performance is not indicative of future returns.

Market Summary

Cumulative returns					
Asset Class / Region	Currency	Week ending 17 September	Month to date	YTD 2021	12 months
Property					
US Property Securities	USD	-0.3%	-2.6%	26.1%	35.3%
Australian Property Securities	AUD	2.6%	1.0%	15.4%	26.7%
Asia Property Securities	USD	-3.9%	-1.2%	1.4%	6.0%
Global Property Securities	USD	-1.2%	-2.4%	15.9%	25.9%
Currencies					
Euro	USD	-0.8%	-0.7%	-4.1%	-0.8%
UK Pound Sterling	USD	-0.8%	0.0%	0.7%	6.3%
Japanese Yen	USD	-0.1%	0.0%	-6.1%	-4.7%
Australian Dollar	USD	-1.3%	-0.5%	-5.5%	-0.2%
South African Rand	USD	-3.9%	-1.7%	-0.6%	10.0%
Swiss Franc	USD	-1.5%	-1.7%	-5.1%	-2.4%
Chinese Yuan	USD	-0.3%	-0.1%	0.9%	4.6%
Commodities & Alternatives					
Commodities	USD	1.0%	2.1%	32.0%	48.0%
Agricultural Commodities	USD	1.6%	0.1%	20.9%	41.8%
Oil	USD	3.3%	3.2%	45.4%	74.0%
Gold	USD	-1.9%	-3.3%	-7.4%	-9.8%
Hedge funds	USD	0.1%	0.2%	4.4%	9.3%

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