



MAERKI BAUMANN & CO. AG

PRIVATBANK

# Focus module “Equities Global Impact”

Investing responsibly and sustainably

In cooperation with: **GlobalanceSelection**

A growing number of investors feel that their investments should not just generate a financial return but also make a positive contribution to the environment and society. People are increasingly aware of the importance of deploying capital in a meaningful way. This is also apparent from a recent initiative of the European Union, which is stepping up the pressure on the financial industry by issuing new guidelines.<sup>1</sup> The volume of sustainable investments in Switzerland soared to a new high of CHF 1.163 billion in 2019 – a year-on-year rise of 62%. We are expecting further strong growth in this area and are making a contribution by aligning our spectrum of products and services with the future.

## Powerful megatrends

Did you know that the United Nations expects the world’s population to increase to almost ten billion by 2050?<sup>2</sup> Around two thirds of those people will be living in towns and cities – so urbanization is clearly on the rise. Meanwhile, the process of digitalization is already underway: the number of connected devices is put at around 20 billion in 2020 and the trend is pointing sharply upward.

But these are just two of the many megatrends that are set to shape the global economy. Megatrends offer the opportunity to align investment portfolios with the future. After all, where and how you invest your assets will have an impact not just on the world and the real economy, but ultimately also on you yourself.

## Our conviction

In 2019, the Swiss Federal Council reaffirmed the opportunities of a sustainable financial sector for Switzerland;<sup>3</sup> moreover, the European Union is planning to incorporate the aspect of sustainability into investment advice from 2021 onwards. Added to this is the growing interest in sustainability shown by our clients and the very clear shift in values of the next generation, who want their assets to not just generate a return but also make an impact. We want to take account of this shift in awareness at the level of both regulation and society: With our “Equities

## The benefits for you:

- You invest in companies that are structured in such a way as to have only a positive impact on the economy, society and the environment
- The core focus of investments is on the sustainable development of business and living spaces
- Invest in relevant megatrends such as digitalization, urbanization and new forms of mobility
- Participate in the growth potential of new, future-viable technologies
- Gain access to investments that are in line with the Paris Climate Accord

Global Impact” focus module, which forms part of our innovative modular investment solution, we are meeting the exacting needs of our clients and thereby making our own contribution to a sustainable Swiss financial centre.

## Focus module “Equities Global Impact” (product risk classification: 3.5)<sup>4</sup>

For managing the “Equities Global Impact” focus module, we rely on the expertise of the Zurich-based company Globalance. Thanks to Globalance’s investment philosophy and track record, we are offering a future-viable focus module that already anticipates a changing world. This enables our clients to generate an ethical as well as a financial return: The money you invest becomes part of a solution.

The “Equities Global Impact” focus module is based on a globally diversified basket of some 30 individual stocks. Globalance scrutinizes every company; only stocks that simultaneously meet three rigorous criteria qualify for this module. This in turn ensures that you participate in the relevant growth trends of tomorrow, leave behind a more positive “footprint”, while also benefiting from attractive return potential.

<sup>1</sup> “EU-Aktionsplan fördert nachhaltiges Wachstum” (“EU action plan calls for sustainable growth”), Handelszeitung, 6 August 2019

<sup>2</sup> United Nations: <https://population.un.org/wpp/>

<sup>3</sup> Website of the Federal Department of Finance, 6 December 2019

<sup>4</sup> Product risk classification: 1: low risk, 5: high risk

## Three strict criteria

### “Futuremovers”

This is how Globalance designates companies that respond successfully to global megatrends and develop solutions for global challenges. Globalance analyses whether and how investments can profit from future growth areas – such as new mobility, liveable megacities or resource-conserving products.

### Positive footprint

#### (Analysis method: “Globalance Footprint®”)

The world is not just a marketplace, it is also a living environment. Every investment has an impact, which in turn means that every shareholder bears responsibility. Globalance only considers investments that will have a positive impact on the economy, society and the environment.

### Financial quality

An investment can only be considered future-viable if it also exhibits financial quality. Here the focus of Globalance lies on valuation, return on capital, balance sheet quality and sales growth, among other things.

## Modular investment solution – flexible combinations

The “Equities Global Impact” focus module forms part of our innovative modular investment solution, which combines the advantages of professional asset management with personalized advice. It also allows for rigorous, customized solutions to be elaborated even for complex client needs: thanks to the numerous investment modules available, investments can be combined flexibly in keeping with the individual client’s needs.

When selecting specific modules, the client can follow his or her preferences with regard to markets, asset classes and levels of risk appetite. The modules can be supplemented or exchanged over time in keeping with the client’s wishes.

Maerki Baumann’s investments focus on high-quality companies that exhibit sustainable profitability and stable growth as well as on market leaders with a clear competitive edge. Only a quarter of all equities meet our quality criteria and are accepted into our investment universe in the first place.

## Globalance Footprint®

The methodology of the Globalance Footprint® developed by Globalance itself differs fundamentally from previous backward-looking methods of analysis: it gives greater weighting to the dimensions of innovation and future viability and is therefore forward-looking. Globalance’s aim here is to identify companies and assets that anticipate the paradigm shifts that result from megatrends, thereby opening up future-oriented investment opportunities.

## Globalance – our partner

Globalance is an owner-managed Swiss private bank that specializes in themes relevant to the future. The founders developed the Dow Jones Sustainability Index more than 20 years ago, thereby establishing the “gold standard” for future-oriented companies. They are pioneers in the area of sustainable asset management. With their “Globalance Footprint®” analysis method, Globalance is the first bank anywhere in the world to analyse the impact money has on the economy, society, and the environment. This future-oriented investment compass provides the investor with a forward-looking perspective as well as peace of mind.

### The following modules are currently available:



Equities  
Switzerland



Equities  
USA



Bonds  
CHF



Global  
Balanced



Small & Mid Caps  
Switzerland



Equities  
Emerging Markets



Bonds  
EUR



Commodities



Equities  
Eurozone



Equities  
Global Impact



Bonds  
USD



Equities  
Germany



Bonds  
Emerging Markets

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