

## MACRO STRATEGY

### Strategic macro advisory

#### **We want to help clients use our macro & market insights to build better business and investment strategies.**

In unhampered markets, actions that aren't validated by reality are punished quickly. But markets distorted by state monetary, fiscal and regulatory central planning tend to allow errors in judgement to proliferate and persist for long periods before correcting, allowing systemic behavioural distortions to emerge. These macro distortions give rise to false narratives as people seek to explain and rationalise unfolding events.

We believe these distortions and false narratives and their eventual corrections are the chief sources of mispriced macro risk and opportunity.

*We aim to identify macro distortions and false narratives because we believe this constitutes a key long-term source of portfolio alpha and corporate advantage.*

#### **Investment committee/ALCO advisory, macro presentations/conference calls, macro research & exclusive podcasts.**

##### **Investment committee/ALCO sessions**

We provide investment committees/ALCOs with core macro strategy guidance and critical assessment of their macro assumptions, investment ideas, and asset allocation.

##### **Macro strategy sessions**

We provide core macro strategy input for CIOs, CFOs, Exco, strategists, analyst teams, family offices & HNWIs.

##### **Group/Stakeholder presentations**

We offer macro presentations & education for teams, clients, partners & shareholders.

##### **Macro research & podcasts**

Behind our face-to-face client engagement is our rigorous, heretical, analytical research, delivered in succinct, engaging articles and podcasts.

#### **Our advisory services are used in asset allocation, investment & business strategy and wealth management.**

##### *How can ETM Macro Strategy practically help my fund/business?*

- Incorporate our research and advisory into your investment decision process.
- Make ETM an integral advisory function on your investment committee or ALCO.
- Draw on our macro insights in board meetings and Exco level decisions.
- Add our capabilities to support your internal macro strategy and research teams.
- Use us to improve macro communication to and education of your external stakeholders.
- Strengthen internal analytical capacity and investment team idea-generation.
- Improve annual budgeting and financial forecasts with our macro input.
- Run smarter scenario planning sessions.
- Enhance family & personal wealth planning.

**Enquire about the Macro Strategy suite, trial pack, and service fees [HERE](#).**