



Anet Ahern

Introduction

Anet has over 25 years' experience in investment and business management. After starting her career at Allan Gray in 1986, where she fulfilled various roles in trading and investment management, she worked as a portfolio manager at Syfrets, and later BoE Asset Management, where she was CIO and CEO. She also spent six years at Sanlam, where she was the CEO of Sanlam Multi Manager International, with assets totalling R100 billion in local and global mandates. Anet joined PSG Asset Management as CEO in 2013.

There are times in investment markets when investing appears easy

When equity markets have risen for several years in a row, it can be tempting for some investors to see investing as a game. One in which a clever investor buys something in the hope of selling this (at a higher price) to another clever investor in future. During a period of generationally low global interest rates, and with US equity markets having risen for eight consecutive years, one could begin to think that investing is easy – and without risk. Investors have started to look at cash with scorn, and as deadweight in their portfolio, using up valuable opportunities to generate real returns.

Increasing volatility reminds us about risk and our role as stewards of clients' wealth

The first half of 2015 was characterised by increasingly volatile global and local equity markets, and the eventual turmoil in global bond markets. It has reminded us that investing is never a game, and compels us to share our views on our role as stewards of clients' hard-earned wealth.

Be mindful of your fund manager's starting and reference points: stewardship is key

The way your fund manager will ultimately manage savings will depend largely on their starting point. We believe that if that starting point is stewardship, you are already on the right track.

Stewardship is so important to us that we focus on this concept when we analyse the companies in which we invest for clients. Greg Hopkins, our CIO, explains this in more detail in the first article of this edition. An important part of stewardship is that the investment process and its application must have integrity and we must apply this consistently.

Investing is inherently uncertain – how do we get the odds in our favour?

Investing is about unknown and future outcomes. Setting yourself up for a better chance of making good investment decisions involves a lot more than luck. In this edition, Philipp Wörz explains how we try to get the odds in our (and therefore our clients') favour.

'Clever cash' deserves respect

If you think that cash is boring compared to the other asset classes, our next article may change your mind. Once you get an insight into what we regard as 'clever cash' and our approach to lying in wait for the right opportunities, you will hopefully look at cash with new respect. Our Fixed Income team has ensured that the cash portion in all of our funds more than pulls its weight. A large portion of the cash we hold for clients plays its part in generating real returns, and in so doing, helps us to help our clients beat inflation with the growth that they achieve. My favourite quote from this article is 'If you're going to hold cash, you may as well think about it'. We think about cash a lot.

We hope that you find our insights useful and thank you for your interest and support.