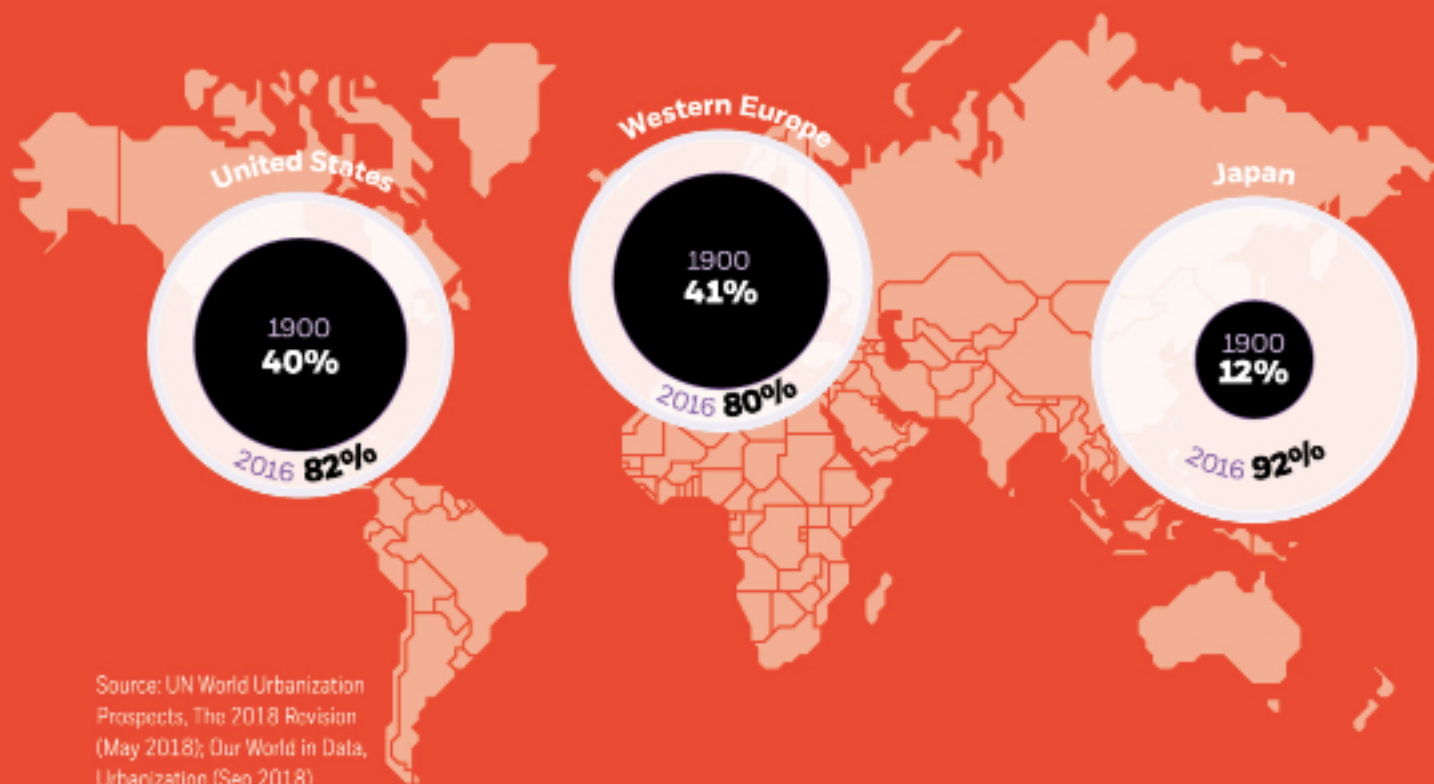


An Introduction to Rapid Urbanisation.

Over the last century, there has been a migration to cities, especially in developed economies:

Share of Population Living in Cities (%)



Source: UN World Urbanization Prospects, The 2018 Revision (May 2018); Our World in Data, Urbanization (Sep 2018)

Cities are sources of innovation and wealth creation – and the World Bank estimates that over

+80%

of global GDP is now generated in cities.

Source: World Bank Urban Development (Oct 2018)

The

Megatrends



What is a megatrend?

A structural, long-term shift that has irreversible consequences for the world around us.



Why do these trends matter to investors?

Where these trends collide and overlap, new investment themes appear.

In addition, megatrends can create structural shifts in industries as well as change the drivers of corporate earnings.

Capital at risk.

The value of investments and the income from them can fall as well as rise and are not guaranteed.

You may not get back the amount originally invested.

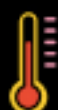
1 Shifting economic power

The shift of economic might to emerging markets and developing economies, including China.



2 Climate change and resource scarcity

The impact of climate change as well as an increased strain on the world's resources, including energy, food, metals, and water.



3 Technological breakthrough

The rapid advancement of technology, especially artificial intelligence (AI) and machine learning, is at the centre of all megatrends.



4 Demographics and social change

Changes in global demographics (i.e., world population, density, education level, etc.) will bring social change.



5 Rapid urbanisation

The global migration to megacities, and the challenges and opportunities that emerge as a result.

Of these five fundamental forces shaping the future of society,

rapid urbanisation will likely have the biggest effect on how and where humans live, creating a myriad of investment opportunities in the process.

