

# press release

**FOR IMMEDIATE RELEASE**

## **Investors' expectation surveyed in Standard Chartered Hong Kong study in line with Q1 market performance**

*Diversification may help investors outperform market in Q2*

**31 March 2016, Hong Kong** – Half of the investors took a conservative view to the market environment in 2016, expecting a lacklustre performance, a study on investment appetite commissioned by Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered”) in end-2015 found. Such conservative view was proved to be right given the volatilities in Q1. Nevertheless, half of the investors surveyed managed to make positive returns on their investments in 2015 through diversification in their portfolios. Looking ahead, Standard Chartered believes that diversification will continue to be the right strategy for Q2 2016, and suggests investors to focus on long-term wealth building as they tackle short-term challenges.

The study on 500 respondents who at the time of the survey held at least one investment product in Hong Kong also found wealth accumulation and retirement preparation to be the most important goals among Hong Kong investors. Positive returns generated from investments in 2015 were largely due to diversification into categories including local stocks and bonds.

In 2016, investors are generally cautious about investment and focus more on wealth protection. According to the survey, the preferred strategies included observing market movements and investing in phases, holding more cash, and looking for investments that can generate regular returns. Despite their conservative view, investors expected local Hong Kong stocks and government bond to be the outperforming asset classes in 2016.

Standard Chartered believes that looking forward to Q2, investors should make long-term wealth planning that looks beyond short-term volatility, A.D.A.P.T. to the changing landscape, maintain a high level of diversification and employ a more tactical approach to investing in order to improve returns while trying to avoid some of the likely pullbacks in riskier assets. Investors may consider holding a diversified portfolio in order to achieve a balance between risks and returns, and multi-income remains a valid strategy amid ample liquidity and low bond yields.

- Ends -

Note:

- The Investment Survey was conducted online during 15-24 December 2015 by Nielsen, targeting a general banking population of 500 persons aged 18-59 who currently hold at least one investment product in Hong Kong and have a monthly household income of HKD20k+ and liquid asset of over HKD200k.

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#### **Note to Editors:**

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