

10 FACTORS THAT COULD CHANGE ECONOMIES AND MARKETS FOREVER

PAULINE GRANGE

Portfolio Manager, Global Equities

THE COVID-19 CRISIS has challenged individuals, families, companies, governments and investment markets around the world. It is an experience that could fundamentally reshape consumer and corporate behavior as well as financial markets.



1

PEAK GLOBALIZATION

In terms of both consumption and supply chains, countries will start to think more about where “stuff” comes from and will question their overreliance on certain countries. There could also be an outpouring of support for small local businesses.



2

INCREASED USE OF CREDIT CARDS

The use of credit cards instead of cash could grow as people are forced to shift from offline to online shopping and with many physical stores no longer accepting cash for hygiene purposes.



3

HEALTH AND HYGIENE

Rules and regulations will step up, particularly in China where pressure will grow for the country to regulate its food industry.



4

ADVANCE OF THE MEDICAL COMMUNITY

Rooted in the genetics community, the medical field has made significant advances toward stopping the virus and is getting quick results from clinical trials. People may be underestimating the evolution of the science and its impact.



5

ACCEPTANCE OF SMARTER WORKING

With companies forced to enable employees to work from home, remote work could become a more acceptable way of working — and that may have big implications for cloud investment.



6

APPRECIATION FOR BIG TECH

During the isolation period we've all relied heavily on technology platforms, including social media. In the longer term, tech firms will benefit from stronger user growth and rising engagement, while privacy concerns and government attacks may diminish.



7

GROWTH OF ONLINE CONSUMPTION

Whether for groceries, education or broader retail, online consumption is rising. What started out of necessity for many may perhaps become the norm.



8

ACCELERATION OF KEY TECH TRENDS

Many tech trends that started before the crisis are gaining popularity. For example, "AI factories," which use data-driven algorithms to automate decision-making processes (rather than relying on face-to-face communication), are well suited for a remote world.



9

A BOOST FOR THE GREEN AGENDA

With countries seeing the benefits of cleaner air and waterways, could they seek to retain this? Boosted by fiscal stimulus, we might see a greater push of the green agenda and rising investment in renewable energy and electric vehicle infrastructure, for example.

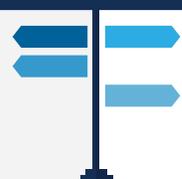


10

THE RISE OF MORAL CAPITALISM

Might companies have a fundamental reset and look more toward their purpose, that is, their impact on the environment, customer, community, employees and the supply chain? And will corporate scrutiny accelerate in a post-COVID-19 world?

POST-COVID-19



Millions of people around the world rely on **Columbia Threadneedle Investments** to manage their money, including individual investors, financial advisors and institutional investors. Together, they entrust us with \$476 billion.*

Our reach is expansive. We have built a global team of 2,050 people, including more than 450 investment professionals sharing global perspectives across all major asset classes and markets. Our analysts are dedicated to finding original, actionable insights that are shared and debated with portfolio managers. Our independent oversight team works with portfolio teams to ensure a consistent approach and avoidance of unintended risks.

Your success is our priority.



To find out more, call **800.426.3750**
or visit **columbiathreadneedle.com**



The views expressed are as of the date given, may change as market or other conditions change and may differ from views expressed by other Columbia Management Investment Advisers, LLC (CMIA) associates or affiliates. Actual investments or investment decisions made by CMIA and its affiliates, whether for its own account or on behalf of clients, may not necessarily reflect the views expressed. This information is not intended to provide investment advice and does not take into consideration individual investor circumstances. Investment decisions should always be made based on an investor's specific financial needs, objectives, goals, time horizon and risk tolerance. Asset classes described may not be appropriate for all investors. Past performance does not guarantee future results, and no forecast should be considered a guarantee either. Since economic and market conditions change frequently, there can be no assurance that the trends described here will continue or that any forecasts are accurate.

* In U.S. dollars as of June 30, 2020. Source: Ameriprise Q2 Earnings Release. Contact us for more current data.

Investment products offered through Columbia Management Investment Distributors, Inc., member FINRA. Advisory services provided by Columbia Management Investment Advisers, LLC. Columbia Management Investment Distributors, Inc., 225 Franklin Street, Boston, MA 02110-2804

Columbia Threadneedle Investments (Columbia Threadneedle) is the global brand name of the Columbia and Threadneedle group of companies.

© 2020 Columbia Management Investment Advisers, LLC. All rights reserved.

CT-MK/115953 A (07/20) N0U9/3159002