# Japanese Stock Market Outlook

SMAM monthly comments & views

- November 2017 -



## **Executive summary**

## Japanese Economy

PM Abe led governing coalition parties won the lower house election on October 22nd. Current economic reform as well as extra easy monetary policy will continue, though a lot of political power might be consumed for debating the constitutional change. Good economic fundamentals continue for Japan supported by solid growth by each segment.

- BOJ "Tankan" business survey in September showed robust business sentiment for both manufacturing and non-manufacturing companies.
- Both in Purchasing Power Parity and real yield differentials, current USD/JPY exchange rate around 110 seems to be appropriate. Future course will depend on how inflation and interest rates move in both countries.

## Japanese Stock Markets

After renewing the record of consecutive days of rising, the Japanese stock market is going to have a breather in the short term. Robust economic and business fundamentals should support the stock prices. The biggest domestic event, general election, is now behind and the focus is back on overseas events such as North Korea and US politics.

- In the long-term, the global economy is expected to grow in a steady undertone. Earnings for the Japanese companies are expected to be revised upward, which will provide the stimulus to the stock market.
- Risk factors are such as North Korea situation, possible slowdown in Chinese economy, US budget debate and effects of monetary policy change in EU and US.

Notes: Macro and market views are as of Oct 23<sup>rd</sup> 2017, and subject to updates thereafter without notice.

# **Outlook for Japanese Economy**

# SMAM economic outlook for FY17-18

- Good economic fundamentals continue for Japan supported by solid growth by each segment.
- CPI is expected to rise just mildly.

| ( YoY %)                             | FY13  | FY14  | FY15  | FY16  | FY17E | FY18E |
|--------------------------------------|-------|-------|-------|-------|-------|-------|
| Real GDP growth                      | 2.6%  | -0.5% | 1.3%  | 1.3%  | 1.5%  | 1.1%  |
| Private Consumption Expenditure      | 2.7%  | -2.6% | 0.6%  | 0.7%  | 1.3%  | 0.7%  |
| Private Housing Investment           | 8.3%  | -9.9% | 2.8%  | 6.6%  | 2.4%  | 2.3%  |
| Private Capital Investment           | 7.0%  | 2.4%  | 0.6%  | 2.4%  | 3.0%  | 2.7%  |
| Public Consumption Expenditure       | 1.7%  | 0.4%  | 2.0%  | 0.4%  | 0.7%  | 0.7%  |
| Public Capital Investment            | 8.6%  | -2.1% | -1.9% | -3.2% | 3.4%  | -1.4% |
| Net Exports (contrib. to GDP growth) | -0.5% | 0.6%  | 0.1%  | 0.7%  | 0.2%  | 0.2%  |
| Exports                              | 4.4%  | 8.8%  | 0.7%  | 3.2%  | 5.1%  | 3.0%  |
| Imports                              | 7.1%  | 4.3%  | 0.2%  | -1.4% | 3.6%  | 1.7%  |
| Nominal GDP                          | 2.6%  | 2.0%  | 2.7%  | 1.1%  | 1.6%  | 1.7%  |
| GDP Deflator                         | 0.0%  | 2.5%  | 1.5%  | -0.2% | 0.1%  | 0.5%  |
| Industrial Production                | 3.0%  | -0.4% | -1.4% | 1.5%  | 4.5%  | 2.5%  |
| CPI (excl. fresh food)               | 0.8%  | 0.9%  | -0.1% | -0.2% | 0.6%  | 0.7%  |

Notes: E=SMAM forecasts. SMAM views are as of Oct. 23<sup>rd</sup> , 2017 and subject to updates thereafter without notice
(%, YoY except Net Exports)
(Source) Cabinet Office, Bank of Japan, Ministry of Economy, Trade and Industry, Ministry of Internal Affairs and Communications, SMAM forecasts



## IMF revised world economic growth forecast upward in October

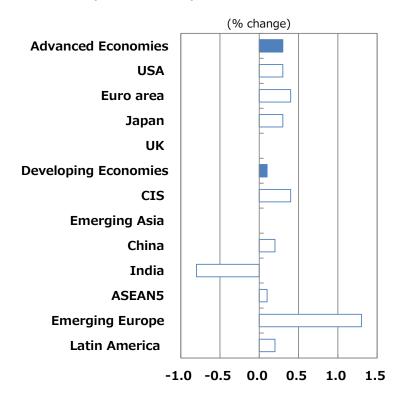
■ World economic growth is gathering momentum, which is supportive for the stock markets.

IMF World Economic Outlook

| GDP (YOY%)           |                    |                 | As of C | October 2 | Change from the forecast in July |                     |              |
|----------------------|--------------------|-----------------|---------|-----------|----------------------------------|---------------------|--------------|
|                      |                    | 2016            | 2017    | 2018      | 2017                             | 2018                |              |
|                      |                    |                 | (H)     | (F)       | (F)                              |                     |              |
| W                    | orl                | d               | 3.2     | 3.6       | 3.7                              | 0.1                 | 0.1          |
|                      | Advanced Economies |                 | 1.7     | 2.2       | 2.0                              | 0.2                 | 0.1          |
|                      |                    | USA             | 1.5     | 2.2       | 2.3                              | 0.1                 | 0.2          |
|                      |                    | Euro area       | 1.8     | 2.1       | 1.9                              | 0.2                 | 0.2          |
|                      |                    | Japan           | 1.0     | 1.5       | 0.7                              | 0.2                 | 0.1          |
| UK                   |                    |                 | 1.8     | 1.7       | 1.5                              | 0.0                 | 0.0          |
| Developing Economies |                    | 4.3             | 4.6     | 4.9       | 0.0                              | 0.1                 |              |
|                      | CIS                |                 | 0.4     | 2.1       | 2.1                              | 0.4                 | 0.0          |
|                      |                    | Emerging Asia   | 6.4     | 6.5       | 6.5                              | 0.0                 | 0.0          |
|                      |                    | Chi <u>na</u>   | 6.7     | 6.8       | 6.5                              | 0.1                 | 0.1          |
|                      |                    | I <u>nd</u> ia  | 7.1     | 6.7       | 7.4                              | <u></u> <b>0</b> .5 | <u> </u>     |
|                      |                    | ASEAN5          | 4.9     | 5.2       | 5.2                              | 0.1                 | 0.0          |
|                      |                    | Emerging Europe | 3.1     | 4.5       | 3.5                              | 1.0                 | 0.3          |
|                      | Latin America      |                 | ▲ 0.9   | 1.2       | 1.9                              | 0.2                 | 0.0          |
|                      |                    | Brazil          | ▲ 3.6   | 0.7       | 1.5                              | 0.4                 | 0.2          |
|                      |                    | Mexico          | 2.3     | 2.1       | 1.9                              | 0.2                 | <b>▲</b> 0.1 |

(Source) IMF, compiled by SMAM

Change from the forecast in July (2017+2018)



## Private consumption growth remains moderate meanwhile consumer sentiment is improving

- After a robust growth in 2Q 2017, private consumption has lost some momentum lately. Extremely rainy August was partly blamed for this slow down.
- However, consumer sentiment actually improved in recent months as Economy Watchers DI showed. Job security in a tight labor condition is one of the positive factors behind.

### **Consumption Activity Index (total)**

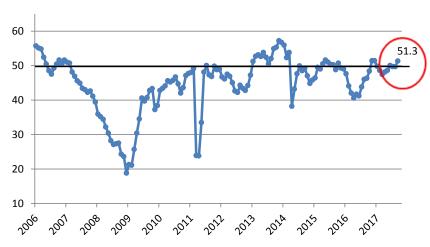
(2010=100, seasonally adjusted, foreign visitors consumption adjusted)



Note: Data is from Jan. 2008 to Aug. 2017

(Source) Bank of Japan

### **Economy Watchers DI**

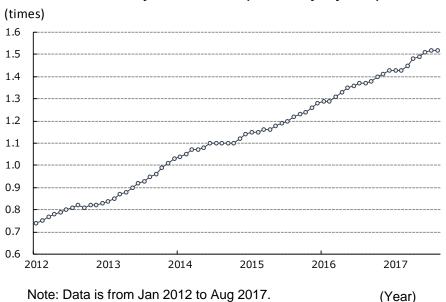


Notes: Diffusion indices of "Economy Watchers Survey". DI above 50 means condition is improving. Data period is from Jan. 2006 to Sep 2017. (Source) Cabinet Office

## Labor market gets tighter and tighter

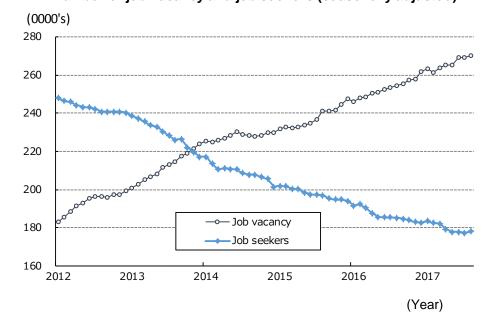
■ Number of unfilled job vacancy keeps climbing in the face of decreasing number of job seekers.

#### Job vacancy/ seekers ratio (seasonally adjusted)



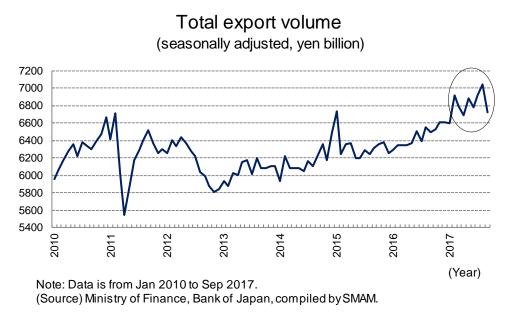
(Source) Ministry of Health, Labour and Welfare

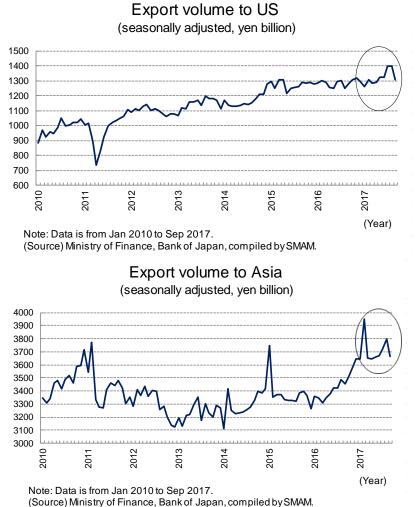
### Number of job vacancy and job seekers (seasonally adjusted)



## Strong export growth continues to drive the Japanese economy

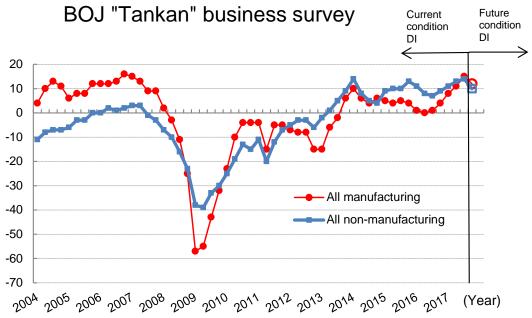
■ Drop in export volume in September is going to be temporary due to such as hurricanes in US and a reversal from extremely strong August results.





## Business sentiment is at a historically high level for both manufacturing & non-manufacturing

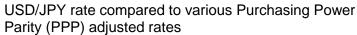
- BOJ "Tankan" business survey in September showed robust business sentiment for both manufacturing and non-manufacturing companies.
- The DI for the current condition was 15 and 14 for manufacturing and non-manufacturing respectively, rising from the previous survey.

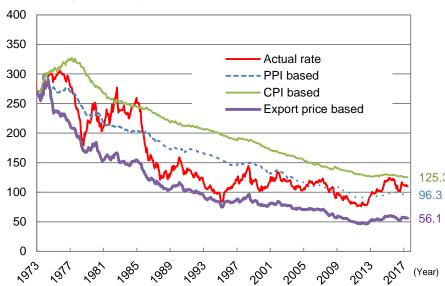


Notes: Data is quarterly from 1Q 2004 to 3Q 2017. DI above 0 means the condition is improving. (Source) Bank of Japan

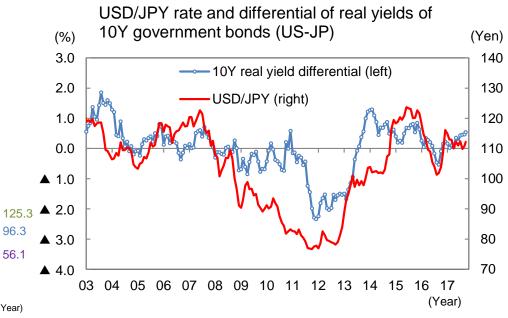
## Current USD/JPY rate is at a theoretically appropriate level

- Both in Purchasing Power Parity and real yield differentials, current USD/JPY exchange rate around 110 seems to be appropriate. Future course will depend on how inflation and interest rates move in both countries.
- Japan suffered from deflation for a long time while the rest of the world was more or less having inflation, which drove JPY stronger. However, after BOJ started bold monetary easing in 2013, deflation in Japan stopped and inflation in the rest of the world dramatically declined





Note: Data is from Mar. 1973 to Aug. 2017 (Source) US Department of Labor, US Department of Commerce, FRB, IMF, Ministry of Internal Affairs and Communications, Bloomberg

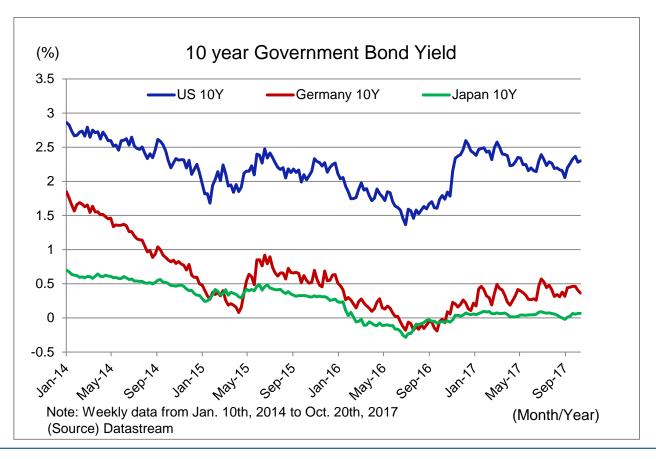


Note: Data is from Jan 31st 2003 to Oct 16th 2017.

Real yields are adjusted for CPI ex. food & energy
(Source) US Department of Labor, Ministry of Internal Affairs and
Communications, Bloomberg, compiled by SMAM.

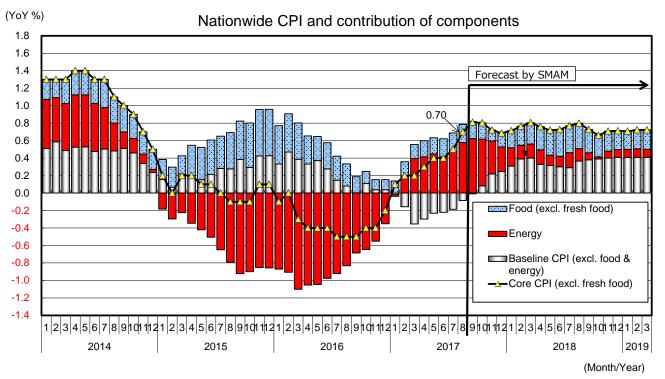
# Long bond yields have not headed upward yet despite robust economic growth

■ Despite robust economic growth, long-term bond yields are not rising yet on the back of low inflation.



## CPI is expected to stay just mildly positive

- Core CPI, which excludes fresh food, is going to stay mildly positive for the foreseeable future.
- Extra-easy monetary policy is going to continue in Japan despite expected tapering in Europe and US.



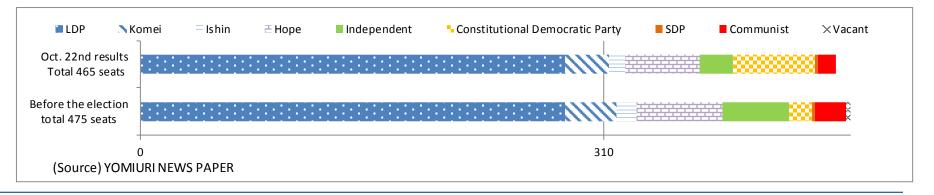
Note: Effect of consumption tax hike in April 2014 is excluded.

(Source) Ministry of Internal Affairs & Communications

## The governing coalition parties got credentials from the Japanese people at the general election

- PM Abe led governing coalition parties won the lower house election on October 22<sup>nd</sup>.
- Not only securing majority by winning more than 233 seats, LDP and Komeito together maintained more than two thirds (310) of the total seats, which is required for proposing constitutional change. The party of hope and Ishin are also pro-constitutional-change parties, which gets this sensitive agenda more likely to move forward.
- Current economic reform as well as extra easy monetary policy will continue, though a lot of political power might be consumed for debating the constitutional change.

|                                      | LDP | Komei | Ishin | Hope | Independent | Constitutional<br>Democratic<br>Party | SDP | Communist | Vacant | Total |
|--------------------------------------|-----|-------|-------|------|-------------|---------------------------------------|-----|-----------|--------|-------|
| Oct. 22nd results<br>Total 465 seats | 284 | 29    | 11    | 50   | 22          | 55                                    | 2   | 12        | 0      | 465   |
| Before the election total 475 seats  | 284 | 34    | 14    | 57   | 45          | 15                                    | 2   | 21        | 3      | 475   |



## Politics and anticipated tapering by both FRB and ECB could affect financial markets

- US political battle including the budget for the next fiscal year will intensify heading to the end of CR in December.
- PM Abe has a new credentials from Japanese people now. Constitutional change is going to be the biggest political agenda for PM Abe, meanwhile economic policies need to be pushed forward more aggressively.

Schedule of key events

| Month    | Region/Country                          | Events  | Notes                                 |
|----------|---|---|---------------------------------------|
|          | Spain                                   | 1 Referendum in Catalonia for independence                      |                                       |
|          | lanan                                   | 22 General election   | Governing coalition won the election. |
| October  | Japan                                   | 30-31 BOJ Monetary Policy Committee Meeting/ Perspective report |                                       |
|          | EU                                      | 26 ECB policy meeting   | Start of tapering?                    |
|          | China                                   | 19th National People's Congress                                 |                                       |
| November | Middle East                             | 30 OPEC meeting   |                                       |
| November | US/Asia                                 | US president Trump is expected to visit Asia incl. Japan        |                                       |
| December | US                                      | 12-13 FOMC  | Rate hike?                            |
|          | 03                                      | 15 3 month extended CR (temporary government budget) ends       | Political battle in US congress       |
|          | Korea                                   | 20 Presidential election  |                                       |
| 2018     | lonon                                   | National Diet ordinary session begins                           |                                       |
| January  | Japan                                   | 22-23 BOJ Monetary Policy Committee Meeting/ Perspective report |                                       |
| February | US                                      | 3 FRB chair Yellen's term ends                                  | Who are the next candidates?          |
| March    | Japan                                   | 19 Two deputy governors' term ends                              |                                       |
| April    | Japan 8 BOJ governor Kuroda's term ends |   | Who is next BOJ governor?             |

(Source) Various publications, assembled by SMAM

# **Outlook for Japanese Stock Markets**

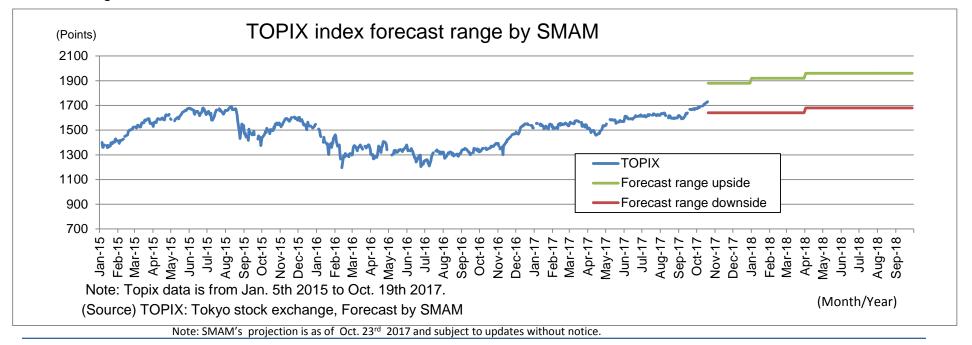
## Stock market outlook: Solid footage on good fundamentals with North Korean risk remains

### SMAM short-term view

After renewing the record of consecutive days of rising, the Japanese stock market is going to have a breather in the short term. Robust economic and business fundamentals should support the stock prices. The biggest domestic event, general election, is now behind and the focus is back on overseas events such as North Korea and US politics.

## Longer-term outlook (6-months and beyond)

The global economy is expected to grow in a steady undertone. Earnings for the Japanese companies are expected to be revised upward, which will provide stimulus to the stock market. Risk factors are such as North Korea situation, possible slowdown in Chinese economy, US budget debate and effects of monetary policy change in EU and US.



# Base scenario & Upside / Downside risks for our forecasts

## Our Base Scenario is assuming the following views:

- Practical Trump trade policies are made and serious trade disputes can be avoided.
- US economy keeps growing despite delay in Trump stimulus policies.
- Japan's private consumption to grow mildly supported by wage growth.
- Japanese yen does not get extremely stronger beyond 100 yen against US\$.
- Further fiscal stimulus will be made and extra easy monetary policy should sustain economic growth in Japan.
- Tension in the East Asia does not ignite a war.

## Upside Risks include:

- Stronger-than-expected global growth.
- Stronger-than-expected measures by the Abe government.

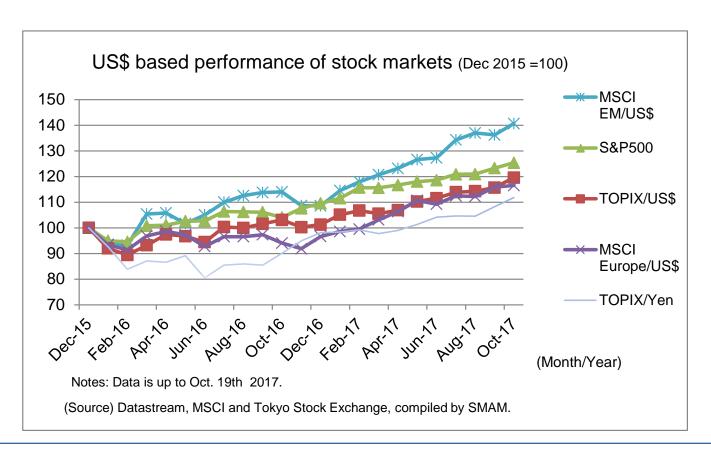
#### Downside Risks include:

- Confrontational foreign policies taken by Trump presidency shake global trades.
- Trump policies for stimulating US economy fail to pass US congress.
- "Russia-gate" scandal flares up.
- Populism gains in Europe further destabilizing EU.
- Heightening geo-political tensions in Middle East & East Asia.
- Rekindled concern over emerging economies including China.

Note: SMAM's projection is as of Oct. 23<sup>rd</sup> 2017 and subject to updates without notice.

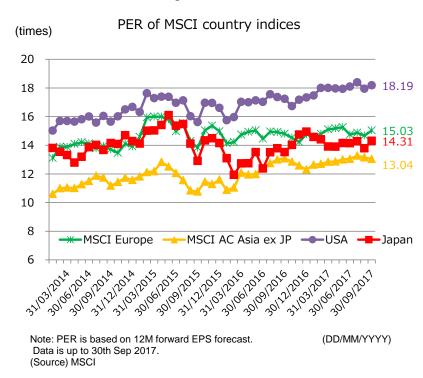
# Japanese stock market made a catch-up move lately meanwhile emerging market leads the league

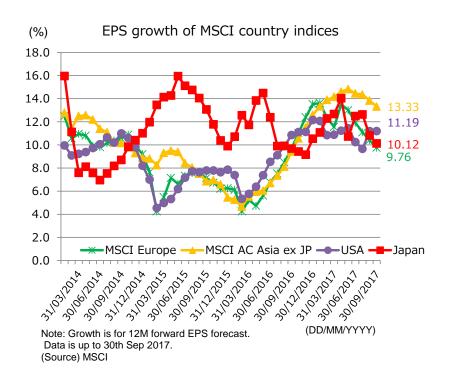
- Emerging market continued to rise strongly.
- Japanese stock prices in US dollars rose to make a catch-up move to US peers.



# Comparing EPS growth and PER, US looks expensive

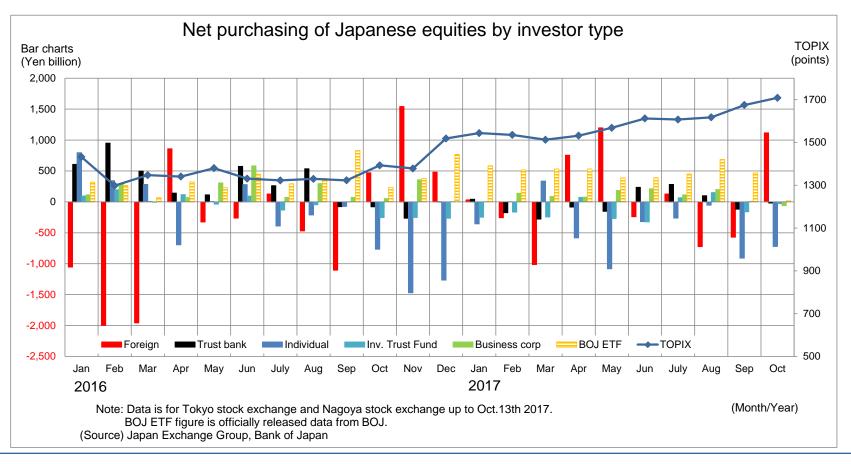
- PER rose in September due to rise in share price, meanwhile 12M forward EPS forecast declined after robust EPS growth in 2Q 2017 went behind.
- Asia looks attractive with the highest EPS growth and the lowest PER among 4 indices, though risk needs to be put into consideration as well.
- US looks expensive. Japan looks more attractive than Europe with higher EPS growth and lower PER, though the difference is not large.





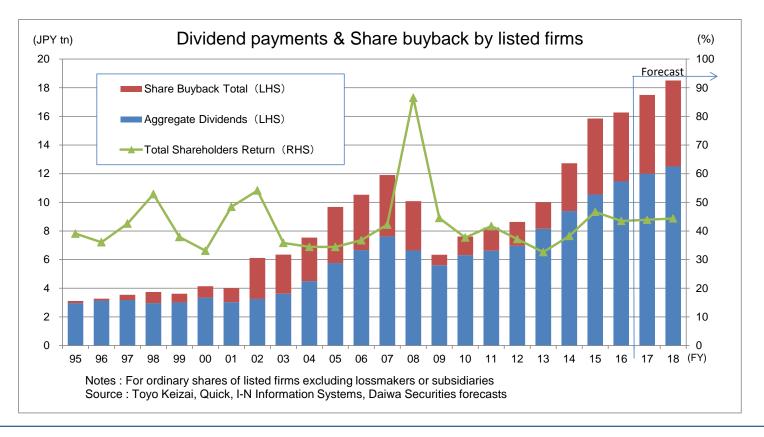
# Foreign investors bought back Japanese shares in October

- Foreign investors turned to purchasing Japanese shares in October.
- BOJ's ETF purchasing has been absent so far in October meanwhile individuals are still selling shares.



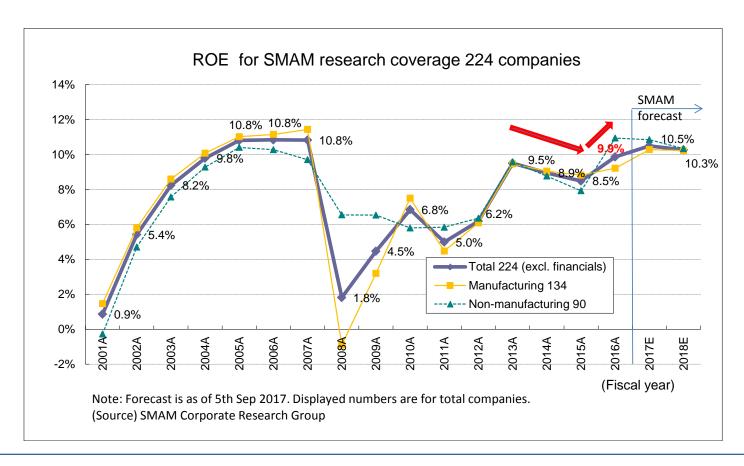
## Japanese companies are increasing dividends and share buybacks

- Total of dividend and share buyback amount renewed a historical record in FY2016 and expected to rise further.
- Total shareholder return, which is the percentage of shareholder earnings returned to shareholders by way of dividend & share buyback, was 43.5% in FY2016, which is expected to increase just marginally in FY2017 and FY2018.



## Increasing shareholder returns lifted ROE to 9.9% in FY 2016

- ROE rose to 9.9% in FY2016 from 8.5% recorded in FY2015. EPS rose by 18.3%.
- After hitting the previous high of 9.5% in FY2013, ROE actually declined due to rapidly accumulating capital despite EPS growth. However, growth of shareholder capital in FY 2016 was controlled at 5.7% owing partly to increasing dividend and share buybacks. Profit margin improvement was also positive for ROE.



# SMAM forecasts 15% profit growth in FY2017

- Apr-Jun quarterly earnings were upbeat and SMAM revised FY2017 profit growth forecasts from previous 12.1% to 15.1% in recurring profits.
- Forecasts made by companies stay at 7.4%. SMAM is expecting this guidance to be revised upward as the year progresses.
- Jul-Sep quarterly earnings results are going to be announced from late October to November.

### SMAM Corporate Earnings forecasts (224 Companies research coverage excl. financials)

| Fiscal year                    | FY 2015 | FY 2016 | FY 2017E           |       |  | FY 2018E           |      |  |  |
|--------------------------------|---------|---------|--------------------|-------|--|--------------------|------|--|--|
| Date of forecast               | Actual  | Actual  | as of 5th Sep 2017 |       |  | as of 5th Sep 2017 |      |  |  |
| Revenue (YoY %)                | 0.7%    | -3.4%   |                    | 6.4%  |  | 7                  | 2.1% |  |  |
| Operating Profits (YoY %)      | 11.8%   | -1.3%   |                    | 14.3% |  |                    | 8.2% |  |  |
| Recurring Profits (YoY %)      | 4.5%    | 2.1%    |                    | 15.1% |  |                    | 8.3% |  |  |
| Net Profits (YoY %)            | -0.6%   | 18.3%   |                    | 10.1% |  | J                  | 7.9% |  |  |
| Recurring profits (YoY %)      |         |         |                    |       |  |                    |      |  |  |
| Manufacturing 134 companies    | 3.5%    | -3.5%   |                    | 16.9% |  | 9.4%               |      |  |  |
| Non-manufacturing 90 companies | 6.2%    | 11.4%   |                    | 12.5% |  | 6.5%               |      |  |  |
| Self guidance by 224 companies |         |         |                    | 7.4%  |  |                    |      |  |  |

Note: Key assumptions for the forecasts for FY 2017, Yen/US\$ 110.4, Yen/EUR 128.8

(Source) SMAM Corporate Research Group, Toyo Keizai

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