



# **STOCKS IN THE DOCK**

**Is the Cult of Equity Dead?**

**Ian Sykes**

**Senior Investment Consultant**

**Watson Wyatt**

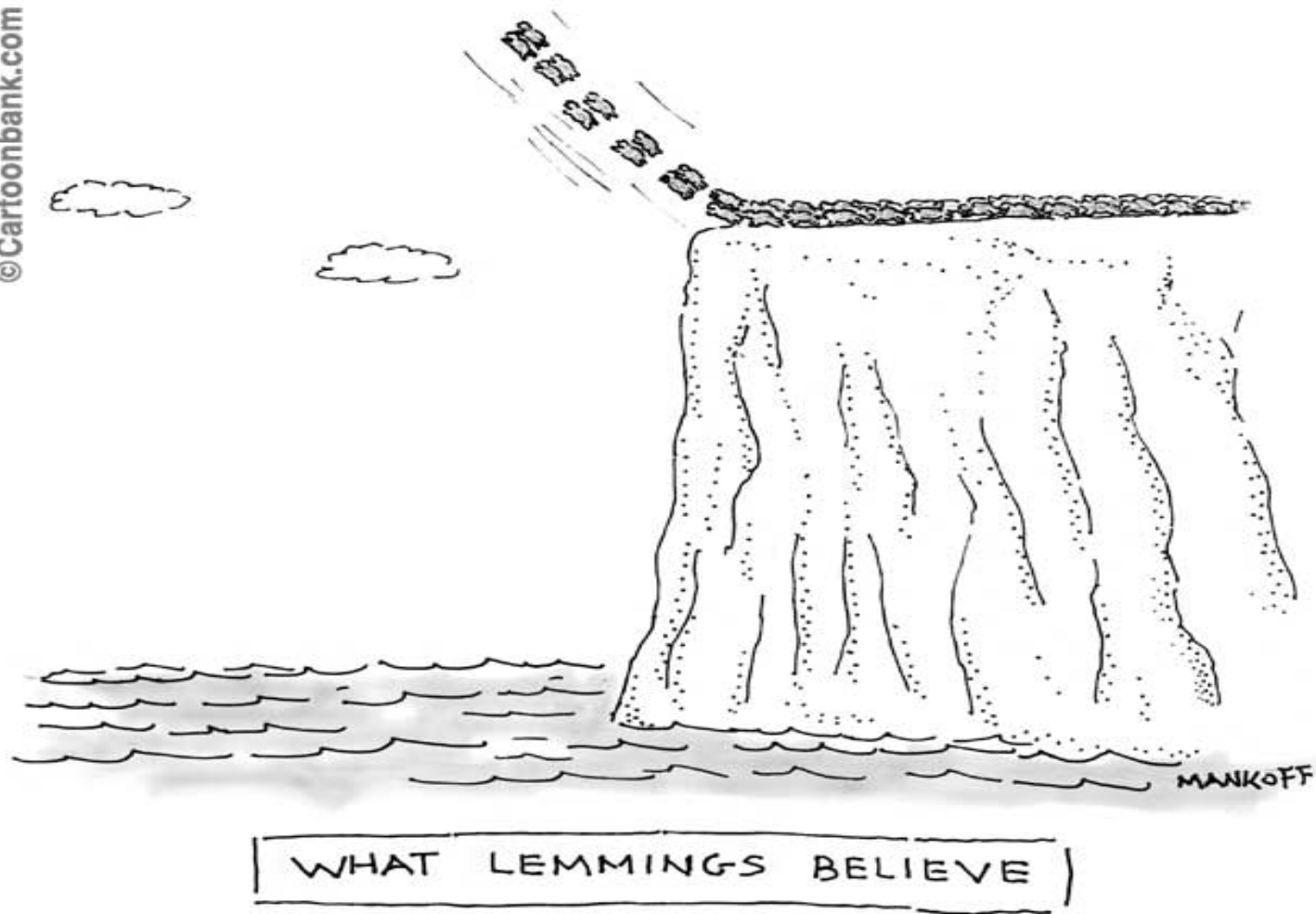


# No, but....

- 50% equities for average Irish fund.
- Down from 67% a year ago.
- Cult of the equity still alive...
- But it doesn't deserve to be



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# What investors believe

- Best long term return
- Risk reduces over time
- Short term risk tolerable
- Match salary related liabilities
- The herd knows best



# Reality check - 2008

- Best long term return **X**
- Risk reduces over time **X**
- Short term risk tolerable **X**
- Match salary related liabilities **X**
- The herd knows best **X**



# What now?

- Erm...
- Less risk
- More risks