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Thematic Research

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The Equity View – Fresh Money Ideas

Authors
Mark Braley

Mairead Smith

Vivek Midha

Yan Bai

www.dbresearch.com

Our best investment ideas for the next 12 months – In our 4th quarterly Equity View, we highlight 30 Fresh Money Ideas from our Europe Equity Research team, grouped by super-sector. We have 28 Buys, with average upside potential of over 28% to our price targets, and two Sells, with 8% and 32% prospective downside.

For each stock idea, we provide a one-pager distilling our analysts' views on factors including:

- market sentiment – and where we disagree
- company guidance vs. our expectations
- operating momentum
- profit growth
- margin leverage
- structural advantages
- new initiatives
- expansion
- incremental opportunities
- cash generation
- optionality
- unlocking value

We include two visuals for each name – quick, graphic takeaways of our key investment points. Readers can also link to our most recent company-specific research and additional relevant reports.

The six super-sector categories are Consumer; Financials; Healthcare; Energy, Utilities, Materials & Industrials; Technology, Media & Telecom (TMT); and Business Services, Leisure & Transport