



# WHY EAGLE EYE?

In just 5 years eagle eye has surpassed the \$200 million AUM mark



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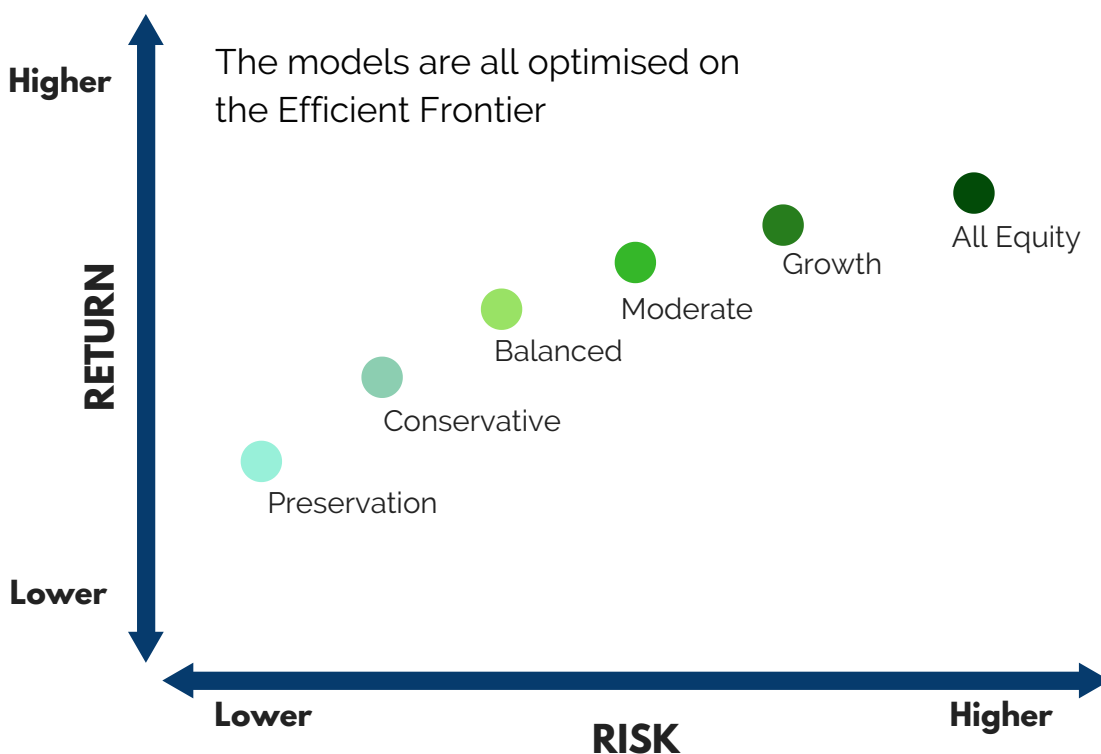
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Learn all about Eagle Eye and the investment process. By the end of this document you will be able to see how you could invest your money with confidence, with the peace of mind that it's in good hands.

# WHAT IS EAGLE EYE?

Eagle Eye is an Automated Portfolio Management Service that helps to optimise a client's investment portfolio through periodic rebalancing and strategic asset allocation, making investing more time efficient for you.

The model portfolios are constructed using IPP's in-house Investment Analysis Process. Each Model is comprised of a different blend of investments, weighted to match the appropriate risk profile. (See Below)



# IPP INVESTMENT ANALYSIS PROCESS



Our Systematic Investment Methodology

## 'FTQ' Analysis-

employs a systematic approach in deciding investment strategy and utilises a proprietary FTQ methodology to decide on asset allocation.

**F:** Fundamental analysis of the economy and markets.  
**T:** Technical analysis of the markets.  
**Q:** Quantitative analysis based on historical data.

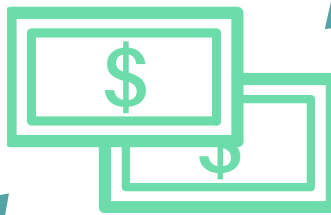
## Asset Allocator-

optimises portfolio asset allocations for investors of varying risk appetites.



## Market Indicator Analysis-

based on the movement of historical equity index prices, we arrive at probabilistic indicators on whether particular market valuations are presently reasonably priced, expensive or cheap.



## Fund Selector-

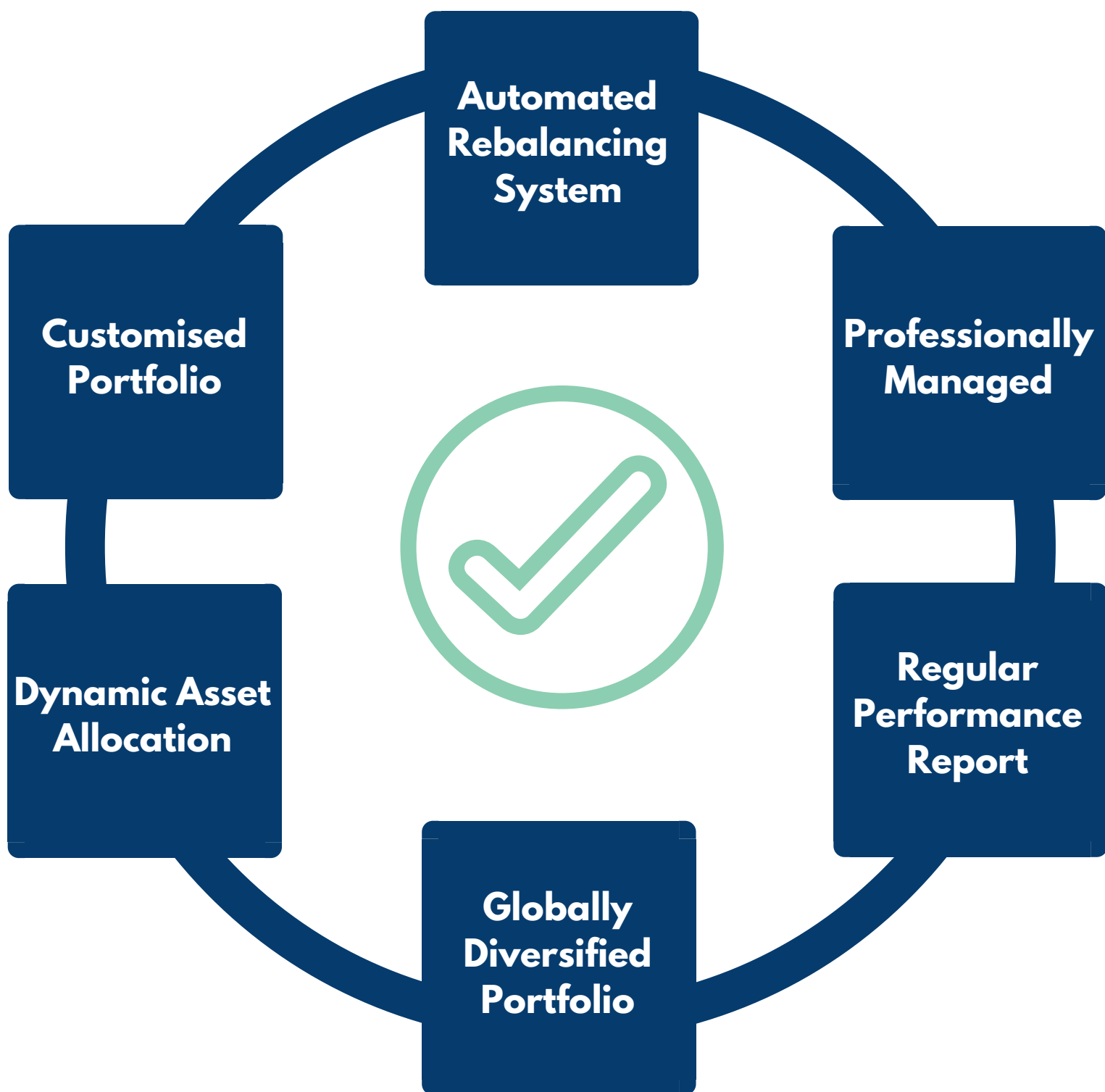
judges and selects only the superior funds based on individual funds' statistics and characteristics

**IPP's Model Investment Portfolios**



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# THE BENEFITS OF EAGLE EYE



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# PROFESSIONALLY MANAGED BY DAVID MOK



David currently heads Fund Management Services and manages a variety of funds for accredited investor clients at IPP. He is also the Head of Investment and Research at IPPFA and a senior member of IPPFA's Investment Committee, responsible for the oversight of economic and investment research. He has been in the industry for more than 20 years, with professional experience on the buy-side, sell-side and distribution.

His illustrious career in the financial industry began in the US with an asset management company, Fulton Breakefield and Broenniman. After returning to Singapore, David continued his career in asset management at Asia Life Insurance, where he was part of the team that managed a fund valued at over US\$1 billion. He subsequently headed Singapore Equity Research at DBS Vickers Securities (DBSV), managing a team of 16 analysts and providing investment strategy views and deal flow advisory. DBSV Research rose to the no. 2 position in Singapore during his tenure. Prior to joining IPP, David helmed the Trading and Principal Investment unit at CIMB GK Securities, trading equities, derivatives, futures and money market instruments across the Asia-ex-Japan markets.

A much sought-after financial expert, David has travelled extensively across Asia, Europe and the United States, providing investment advice to institutional clients on the Singapore and Asian markets. He has been interviewed and quoted by numerous media outlets, including the Business Times, the Straits Times, Channel NewsAsia, Channel 5, FM 93.8, Asia Wall Street Journal, Professional Adviser and TODAY. Currently, he also teaches at the SGX Academy.

David holds an MBA from the Smith School of Business at the University of Maryland and is a CFA charterholder.

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# CUSTOMIZED PORTFOLIO

There are 2 Different Types of Model Portfolio to choose from



Asset Allocation is customized according to risk appetite. Which will you choose?



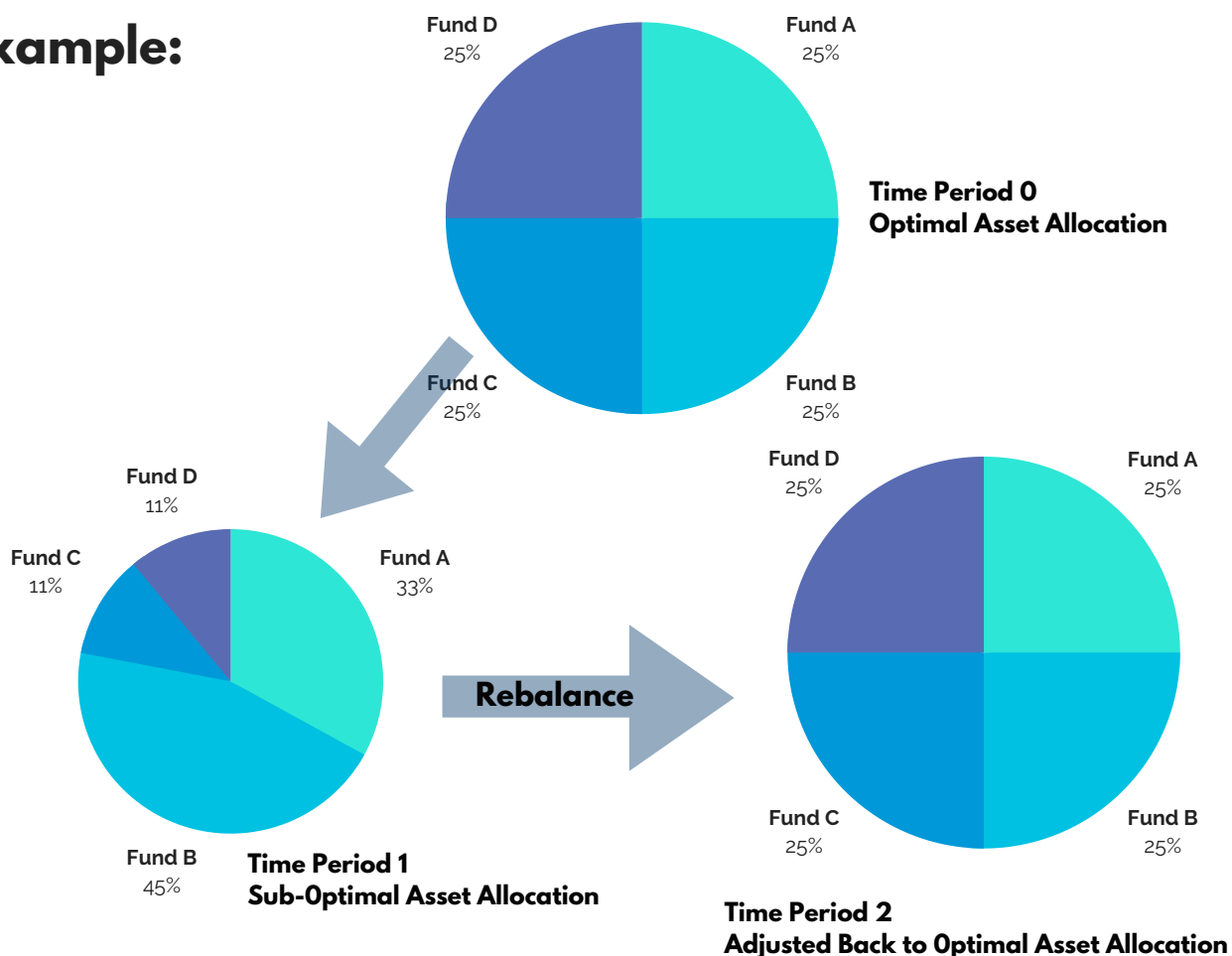
# AUTOMATED REBALANCING SYSTEM

Rebalancing is the act of bringing your portfolio back to its desired asset mix by taking profits out of certain outperforming investments and re-investing those returns in underperforming assets. Regular portfolio rebalancing helps reduce downside investment risk and ensures that your investments are allocated in line with your financial plan. It imposes discipline on investing and prevents you from trading based on emotions.

## Eagle Eye Rebalancing

At the end of the 2nd week in each calendar quarter, all clients' portfolios will be reviewed, and where any of the portfolio constituents deviates by 5% or more relative to the overall portfolio allocation, they will be flagged for rebalancing. If we deem a need to adjust our strategic allocation, for example due to a fundamental change in our outlook, or to replace a fund within the portfolio, we can override the deviation and initiate the rebalancing outside this period.

### Example:





# PERFORMANCE

Since Inception the performance of Eagle Eye Portfolio has been continuously doing well over last five years. When taking a look at the IPP Dynamic Asset Allocation Cheque and CPFOA Portfolio both experience increasing returns across all risk profiles. As mentioned earlier, Eagle Eye globally diversifies their portfolios in order to maintain their strong growth and give clients a return on their investments.

Currently with the volatility of the market, it is very difficult to predict the next move. Just when you think you know where it is heading, it goes against you. There will be more swings, albeit less volatile than those seen recently. To have a better clarity of this choppy market, perhaps a longer-term view is needed. The current geographical allocation remains to be 50% USA, 25% Europe, and 25% Asia. With IPP's Eagle Eye global allocation, our U.S. allocation will provide us a resilient hedge while our Asia allocation will allow us to benefit from Asia's recovery as and when it happens. We have however, increased our equity allocation by 10% across all risk profiles as markets are still recovering which means it is a good time to buy. Our view is to stay invested and look for opportunities to add, as the market should be able to tide through this period.

Inception Date 31/1/2015  
Date 3/1/2021

## Eagle Eye Portfolio Returns (31 Jan 2015 to Present)

Name	Since Inception	Yr 2015	Yr 2016	Yr 2017	Yr 2018	Yr 2019	YTD % (2020)	Annualized Return	Dec-20	
IPP Classic Portfolio (Cheque)	Conservative	32.2%	1.3%	6.4%	5.4%	-2.0%	10.7%	7.3%	4.8%	1.2%
	Moderate	48.2%	3.4%	5.2%	8.7%	-3.7%	14.4%	13.8%	6.9%	1.9%
	Aggressive	56.8%	4.5%	3.4%	9.8%	-5.9%	20.0%	17.1%	7.9%	2.2%
	Very Aggressive	75.3%	6.5%	2.7%	14.4%	-6.0%	21.5%	22.6%	9.9%	2.7%
IPP Classic Portfolio (CPFOA)	Conservative	32.2%	1.6%	3.3%	6.8%	-3.1%	10.0%	10.6%	4.8%	1.2%
	Moderate	45.8%	3.3%	5.2%	7.7%	-5.5%	15.5%	14.1%	6.6%	2.2%
	Aggressive	49.4%	4.1%	6.1%	9.4%	-7.3%	19.0%	12.1%	7.0%	3.0%
	Very Aggressive	58.9%	5.7%	7.0%	11.8%	-9.4%	24.2%	11.7%	8.1%	3.7%
IPP Classic Portfolio (SRS)	Conservative	30.5%	0.6%	3.3%	6.9%	-2.1%	10.8%	7.2%	4.6%	1.1%
	Moderate	47.0%	1.3%	5.2%	7.8%	-3.2%	14.0%	13.7%	6.7%	1.7%
	Aggressive	59.4%	1.0%	6.1%	10.3%	-7.2%	20.8%	17.0%	8.2%	2.1%
	Very Aggressive	74.8%	1.6%	7.0%	12.7%	-7.5%	20.8%	22.6%	9.9%	2.8%
IPP Dynamic Asset Allocation Portfolio (Cheque)	Conservative	33.1%	4.1%	4.3%	5.5%	-2.5%	11.8%	6.6%	4.9%	0.8%
	Moderate	47.7%	5.7%	3.3%	8.7%	-4.3%	15.7%	12.3%	6.8%	1.5%
	Aggressive	64.7%	7.2%	5.1%	11.3%	-5.6%	19.2%	16.7%	8.8%	2.6%
	Very Aggressive	84.7%	12.3%	2.9%	15.1%	-6.1%	22.0%	21.3%	10.9%	3.8%
IPP Dynamic Asset Allocation Portfolio (CPFOA)	Conservative	34.7%	3.2%	4.2%	6.8%	-3.8%	9.8%	11.1%	5.2%	1.5%
	Moderate	41.6%	5.3%	3.5%	7.4%	-5.8%	12.6%	14.1%	6.0%	2.2%
	Aggressive	48.1%	6.6%	4.2%	10.5%	-7.3%	16.2%	12.1%	6.8%	2.9%
	Very Aggressive	56.0%	7.6%	4.6%	13.0%	-8.9%	19.2%	12.9%	7.8%	3.9%
IPP Dynamic Asset Allocation Portfolio (SRS)	Conservative	32.0%	2.1%	4.2%	7.4%	-4.7%	11.9%	7.4%	4.8%	1.3%
	Moderate	46.4%	3.3%	3.5%	8.2%	-6.1%	15.8%	14.3%	6.6%	2.1%
	Aggressive	59.9%	3.5%	4.2%	11.7%	-7.6%	19.3%	17.0%	8.2%	2.8%
	Very Aggressive	74.6%	3.5%	4.6%	14.5%	-8.5%	22.1%	21.3%	9.9%	3.5%
Monthly Dividend Portfolio	Conservative	23.1%	-1.0%	5.5%	5.9%	-7.2%	14.0%	5.3%	3.6%	1.4%
	Moderate	39.7%	-0.6%	6.6%	7.1%	-8.4%	18.2%	13.8%	5.8%	2.5%
	Aggressive	57.1%	1.3%	6.1%	8.1%	-9.3%	22.5%	21.7%	7.9%	3.8%
	Very Aggressive	48.0%					25.3%	25.2%	20.0%	4.0%

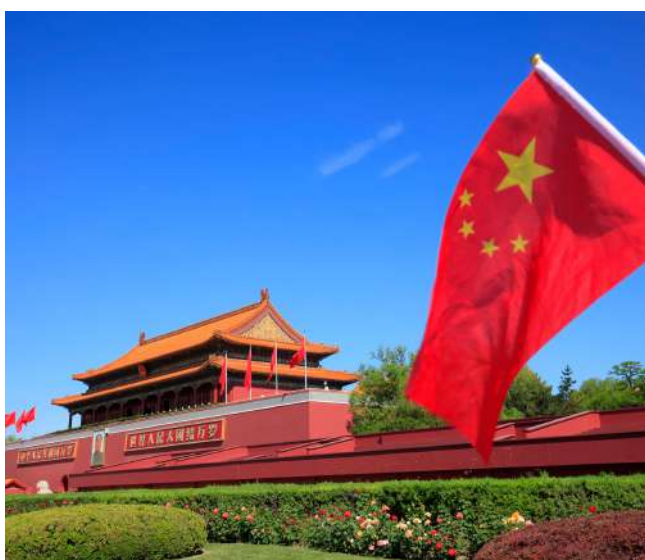
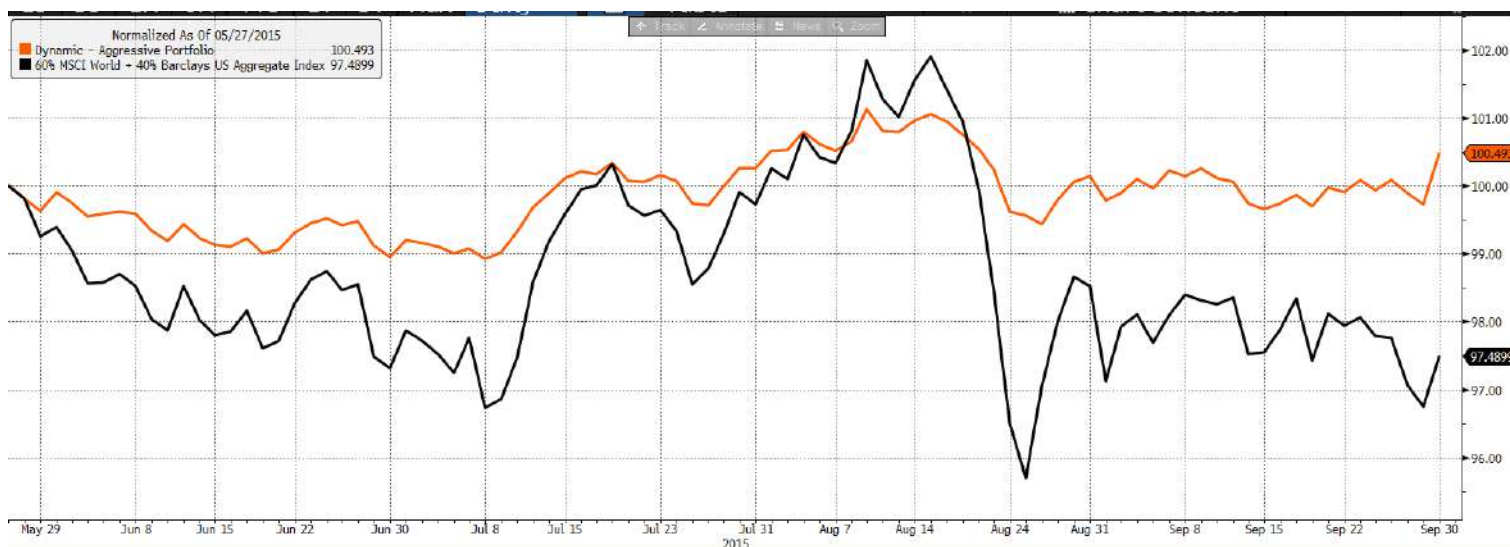
\*The Performance in the table above are adjusted for foreign exchange with any income/dividend reinvested\*

\*The Performance presented here are before the deduction of sales charge and wrap fee\*

Benchmark	Conservative	Moderate	Aggressive	Very Aggressive
	31.0%	42.6%	54.2%	65.8%
	2.1%	2.6%	3.0%	3.3%
	5.5%	6.9%	8.2%	9.4%
	2.5%	5.6%	8.8%	12.0%
	-0.7%	-2.3%	-3.9%	-5.5%
	9.3%	13.3%	17.3%	21.4%
	9.5%	11.3%	12.8%	14.0%
	4.7%	6.2%	7.6%	8.9%
	0.6%	1.3%	2.0%	2.6%

Please take note that all the annualised returns remain positive even during this extremely volatile period. However, all forms of investments carry risk, including risk of losing all the invested amount and are subject to market volatility.

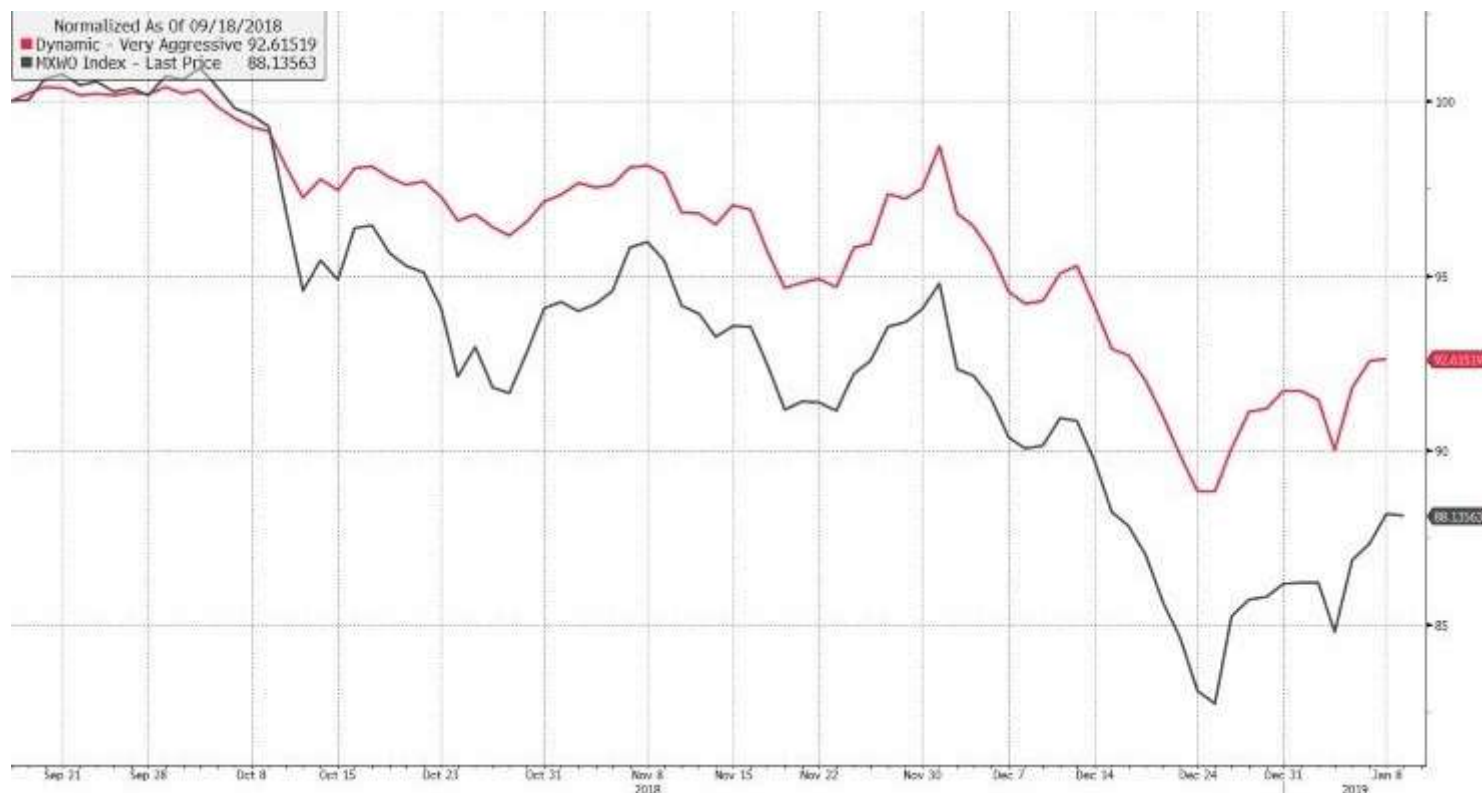
# MAJOR HOUSE CALLS



Part of what makes Eagle Eye so great is that the investment team makes the correct house calls when they see red flags that could indicate a foreseeable decline in markets. In May 2015, we reduced the overall equity allocation of portfolios to 50%, taking a Risk-off approach due to relatively expensive valuations of global markets. On Aug 15th 2015 markets declined considerably due to growth concerns over China. By taking risk off asset allocation portfolio drawdown was less as compared to global markets.

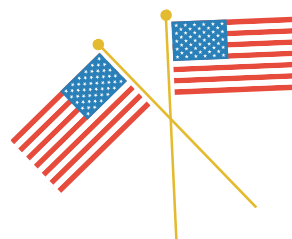
**On August 15th 2015 markets declined considerably due to growth concerns over China.**

# MAJOR HOUSE CALLS



On the 19th of September 2018 our investment Division decided to go risk-off before the S&P 500 peaked on the 20th September 2018. By going risk-off they increased the portfolios position in short duration bonds, money market securities, and reduced equity exposure. In November 2018, the investment team decided to return to risk-on equity allocation after the US mid-term elections were out of the way which, was initially deemed as a risk factor. As a result of both of these house calls, The Eagle Eye Very Aggressive Portfolio outperformed the Global Equity Index,

MSCI World, by 4.5% since the 19th of September 2018 until the end of the year. Conclusively, The Eagle Eye Very Aggressive Portfolio only dropped 7.4% vs. The Global Equity Index, MSCI World which dropped 11.87%. The numbers speak for themselves and based on the chart above it is evident that our clients saved money by investing with Eagle Eye.



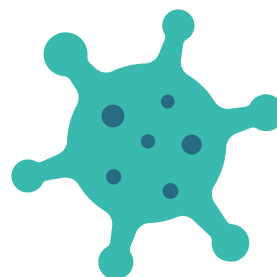


# MAJOR HOUSE CALLS



The market bottom fell to a low on Thursday, 12 March. On 13 March 2020 (Friday), the Dow Jones Industrial Average rose by 1,985 points (or 9.36%), its largest one-day point gain ever. Then on 15 March 2020 (Sunday), the Fed announced another rate cut of 100 basis points, bringing the target range to 0% to 0.25%; while embarking on a US\$700 billion quantitative easing program. Markets reacted negatively to that, with Dow Futures down more than 1,000 points and hitting "limit down" in the futures market as of time of writing. What a rollercoaster! Given that a -30% event is once in ten-year event that is not to be missed our investment decision decided to increase our equity allocation of 10% across all risk profiles on the 16th March 2020.

Just one week later the S&P500 hit its recent bottom (-34% from peak). Although we did not time the market bottom exactly we were pretty close! With IPP's Eagle Eye global allocation, our U.S. allocation will provide us a resilient hedge while our Asia allocation will allow us to benefit from Asia's recovery as and when it happens. Our view is to stay invested and look for opportunities to add, as the market should be able to tide through this period.



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