FLASH NOTE

16.06.2020

e-commerce: Things change slowly... until they change fast

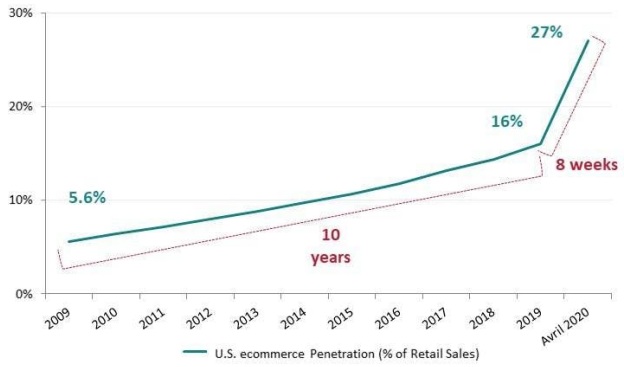
4 trends to keep in mind

Author(s)
David Older

Published
June 16, 2020

Leng
1

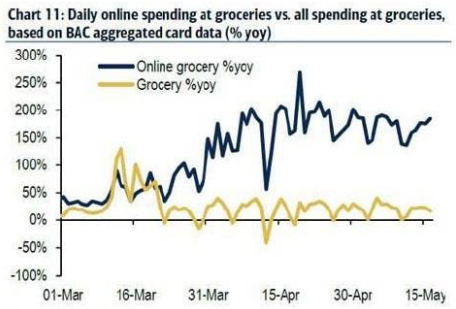
27% e-commerce penetration rate



Source: Bank of America, US Department of Commerce, ShawSpring Research, 05/2020

x2 for online grocery

The big shift to online has been in groceries. While Amazon is one of the big winners in this space, even legacy players like Walmart (the largest grocer in the US) have seen their online grocery sales climb to 9.2% of the total, vs 5.9% last year.



Source: BAC internal data, 05/2020

Source: BAC internal data, 05/2020

Investment is accelerating

> We've seen two years' worth of digital transformation in two months

Microsoft CEO

> 2030 has been pulled forward to 2020

Shopify COO

Social medias develop online
shopping

Thinking and investing in a forward-looking way. Though Instagram was the first social media to develop "social shopping", Facebook just unveiled a service a few days ago that puts it in direct competition with Amazon and eBay.

“Facebook Shops” will allow sellers to create digital storefronts on Facebook or Instagram.

Facebook Shops will allow sellers to create digital storefronts on Facebook or Instagram

Source: Financial Times, 05/2020

Source: Financial Times, 05/2020

How do we invest in e-commerce?

The crisis has strongly supported our long-term exposure to this segment leading us to **tactically take our profits** as it has become a “crowded” trade. However, e-commerce and indirect plays on e-commerce (like fintech) still account for more than 27% of Carmignac Investissement.

Discover Carmignac Investissement

Carmignac Investissement

Main risks of the Fund

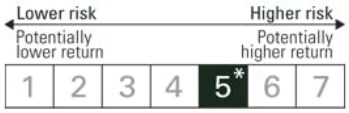
EQUITY: The Fund may be affected by stock price variations, the scale of which is dependent on external factors, stock trading volumes or market capitalization.

CURRENCY: Currency risk is linked to exposure to a currency other than the Fund's valuation currency, either through direct investment or the use of forward financial instruments.

INTEREST RATE: Interest rate risk results in a decline in the net asset value in the event of changes in interest rates.

DISCRETIONARY MANAGEMENT: Anticipations of financial market changes made by the Management Company have a direct effect on the Fund's performance, which depends on the stocks selected.

The Fund presents a risk of loss of capital.



* Risk Scale from the KIID (Key Investor Information Document). Risk 1 does not mean a risk-free investment. This indicator may change over time. A EUR Acc share class ISIN code: FR0010148981.

Source: Carmignac, Bloomberg, 30/05/2020

This is an advertising document. This document may not be reproduced, in whole or in part, without prior authorisation from the management company. This document does not constitute a subscription offer, nor does it constitute investment advice. The French investment funds (fonds commun de placement or FCP) are common funds in contractual form (FCP) conforming to the UCITS Directive under French law. Reference to certain securities and financial instruments is for illustrative purposes to highlight stocks that are or have been included in the portfolios of funds in the Carmignac range. This is not intended to promote direct investment in those instruments, nor does it constitute investment advice. The Management Company is not subject to prohibition on trading in these instruments prior to issuing any communication. The portfolios of Carmignac funds may change without previous notice. Access to the Fund may be subject to restrictions with regard to certain persons or countries. The Fund is not registered in North America, in South America, in Asia nor is it registered in Japan. The Funds are registered in Singapore as restricted foreign scheme (for professional clients only). The Fund has not been registered under the US Securities Act of 1933. The Fund may not be offered or sold, directly or indirectly, for the benefit or on behalf of a "U.S. person", according to the definition of the US Regulation S and/or FATCA. The Fund presents a risk of loss of capital. The risks and fees are described in the KIID (Key Investor Information Document). The Fund's prospectus, KIIDs and annual reports are available at www.carmignac.com, or upon request to the Management Company. The KIID must be made available to the subscriber prior to subscription. - In Switzerland, the Fund's respective prospectuses, KIIDs and annual reports are available at www.carmignac.ch, or through our representative in Switzerland, CACEIS (Switzerland) S.A., Route de Signy 35, CH-1260 Nyon. The paying agent is CACEIS Bank, Paris, succursale de Nyon/Suisse, Route de Signy 35, 1260 Nyon. - In the United Kingdom, the Funds' respective prospectuses, KIIDs and annual reports are available at www.carmignac.co.uk, or upon request to the Management Company, or for the French Funds, at the offices of the Facilities Agent at BNP PARIBAS SECURITIES SERVICES, operating through its branch in London: 55 Moorgate, London EC2R. This material was prepared by Carmignac Gestion and/or Carmignac Gestion Luxembourg and is being distributed in the UK by Carmignac Gestion Luxembourg UK Branch (Registered in England and Wales with number FC031103, CSSF agreement of 10/06/2013). In Spain, Carmignac Investissement is registered with Comisión Nacional del Mercado de Valores de España (CNMV) under number 385.