PE as part of balanced portfolio -Juuso Nissinen



Good Investment?

- Investments have characteristics that aren't good or bad
 - "is PE a good investment" is non-determined question
- Whether an investment is good or bad is determined by
 - Characteristics
 - Your investments goals and preferences
 - Existing portfolio
- There are good reasons to think your characteristics and preferences are different from markets!
 - For example, markets do not have income from human capital your job!
- Good investment decisions are not defined by the outcome!



Group Work – Problem based learning

- Norway has amassed significant National savings in "Norges Bank Investment Management"
- The oil-fund has traditionally only invested in listed Equity and Bonds
 - NBIM has everything out in the open webpage is a valuable resource
 - In 2017, the government considered adding PE without luck
 - 2024 same another attempt at widening the investment universe
- Your job is to use partly the same information and answer the question from the Finnish point of view:
- Should a Finnish Pension Fund (AUM EUR10bn) institution add PE?
 - What has changed between 2017 and 2023?



Trigger Material

Exercise can be solved perfectly with the below material combined with the lectures, but you are free to use any other sources or data you think are relevant

- Equity investments in unlisted companies, McKinsey 2017
- How Do Private Equity Investments Perform Compared to Public Equity? Harris, Jenkinson and Kaplan, 2016 (HJK2016)
- Private Equity, NBIM 2023
- Ministry of Finance, whitepaper 2024
- Excel sheet containing key index returns



We consider 3 distinct but connected tasks

- 1. Use the McKinsey report and return data as your primary trigger material and design a buyout PE strategy for a mid-size (AUM ~EUR 10 bn) Finnish pension fund exposed to EQ and FI investments as of the end of 2017. (50/100 points)
- Contrast the 2023 report to the 2017 McKinsey report. In particular, what can we learn from new evidence, new research, and the different roles of the report writers? (40/100 points)
 - Using data until 2022, does your analysis from 1. task change?
 - As of 2023, would you recommend your board to invest in your (revised) strategy?
- 3. Finally, read the decision of the Norwegian government from April 2024 and contrast it to your own from task 2. In particular, do you think the reasoning applies to our fund, or why is it different from NBIM? (10/100 points)



Task 1 should include:

- 1. Briefly summarize the (theoretic) rationale for PE investment in the fund context.
- 2. In a portfolio context, perform a proper quantitative return/risk analysis, using the Thomson Reuters index for PE and the other indices provided until end of 2017.
 - a. The PE index does not account for costs. You need to adjust the index with reasonable costs for Trading, liquidity and fees, see McKinsey report. The costs are a major driver for the profitability of the PE investment. (Briefly discuss.)
 - b. Risk/Return contribution to EQ/FI portfolio.
 - c. Tail-risks. Especially: How did PE perform, compared to Equity and Fixed income, during the financial crisis (2008) and the euro crisis (2011/2012)?
 - d. Could we replicate PE returns with the small-cap indices? (You can also reflect HJK2016)
 - e. Discuss potential data issues in using the Thomson Reuters index.

3. What are the main risks for your strategy, and how do you mitigate them?

- a. Financial (from above)
- b. Reputational & other
- 4. Present a feasible PE buyout strategy for our fund
 - a. Timeline
 - b. What is the type and size of your investment, and how will you build expertise?
 - c. Costs
- 5. Clear summary and recommendations for action: should the fund invest in PE

Task 2 should include:

- 1. What new could you learn from the NBIM 2023 report about PE?
- 2. Data related: Did the experiences from 2008 and 2011 help deal with the Covid period?
- 3. Would you revise your recommendation from Task 1?

Task 3 should include:

- 1. Discuss the government decision and whether you think it applies to our smaller fund. Did you reach the same or another conclusion in 2017 and 2023?
- 2. Not graded self-reflection: How did you find the exercise? What was challenging? What did you learn? How did the group dynamics work? (Max 1 page)



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Guidelines 1

- You don't need to follow the illustrative structure, but you should address all the points within it. There's much information, challenge is to summarize and present it.
- Everything cannot be made explicit; make a reasonable assumption and state it!
- In real-life finance, obtaining data is first-order problem. Discuss issues that you see with data.



Guidelines 2

- You need to have a portfolio view with self ran analytics, just summarizing McKinsey is not an answer
 - Get you hands dirty!
- You do NOT need to unsmooth the PE index
- Use regressions and correlations to make your analytical points.
- Aim for a 12-page + references + reflection document
- Groups of 3-4 people, if you don't have a group, contact me
 - Please send the names of the people in your group as soon as you have them!



Guidelines 3, Analytics

- First see the correlations between the assets: EQ, FI and PE
- See what the inclusion of PE does to historical returns and risk, you can:
 - 1. Use the McKinsey report for a reference allocation to PE
 - 2. (Only if you familiar: use portfolio construction to see optimal portfolio, e.g. meanvariance, minimum vol.?)
- What can Harris, Jenkinson and Kaplan (2016) teach us?
- Do increased returns justify the changes in risk?



Grading.

- The report has hard limit of 12 pages.
- Your main job is to summarize the available information in a coherent package that provides background for clear business recommendation(s). This is also the basis for grading.
- Introduction and Summary + clear recommendation are rewarded
- Using too small font, too full pages and irrelevant analysis does not make your case stronger.



Factors



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Why factors: Geometric interpretation of factors

- Assume 2 assets •
 - Asset 1: oil company in Norway •
 - Asset 2: oil company in Texas ٠
- On days when asset 1 does well, also asset 2 • tends to do well
- It is more informed for the portfolio managers to • talk about
 - Oil •
 - Norway vs. US ٠
- Right angle between factors means that the ٠ correlation between factors is 0



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Factors simplify covariance structure

- Covariance matrix links all assets to all other assets: dimensionality becomes an issue quickly
 - For 50 assets we need 1225 relations
 - 5 years of daily data
- Risk based allocation require INV(COV) precision matrix
 - We need to know how assets substitute each other
 - Inversion is less accurate when correlations are high -> when we need the accuracy most
- Modelling factors allows us to introduce hierarchy to the portfolio
 - We consider all assets only against their substitutes
 - Follows investment process: asset class->geography
 ->stock
 - Most likely there's no one trading Kesko-Tesla spread



Source: López de Prado, Building diversified portfolios that outperform out-of-sample, 2016



Clusters and Factors

- Asset pricing theory tells us that there are (latent) drivers of the ٠ returns
 - Well researched •
- If <u>risk</u> factors: we can expect to earn risk premia ٠
 - Value or quality stocks
 - E.g. country or industry factors generally do not carry premium
- In practice: There's no need for the factors to be theory driven ٠
 - Principal Component Analysis PCA ٠
 - Statistical factors have some attractive features
- We can discuss factors in Asset space with *clusters*. ٠
 - A group of assets that move together
 - Machine learning



Exhibit 9 – Correlation matrix before and after clustering Source: López de Prado, Building diversified portfolios that outperform out-of-sample, 2016



Machine Learning (AI) for finding asset clusters or factors

- Machine learning very efficient in recognizing clusters
 - E.g. from correlation matrix
- What to do with clusters:
 - Risk or portfolio management
 - Trading
- Could be used to reduce unwanted factor exposure, by running strategies within clusters
- Define cluster mean returns as factor





Source: López de Prado, Building diversified portfolios that outperform out-of-sample, 2016



Nominal Allocations - Varma







The low dimensionality of factors enables risk contribution discussion

- Danish ATP (+€110bn AUM)
- Belief that taking balanced risks will result in a stable portfolio return that harvests risk premia

- Calculating <u>risk contributions</u> is not trivial problem
 - Full scale simulation and/or orthogonal risks



Source: ATP Group Annual Report 2018



PE returns and factors



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Variance in unlisted assets

• PE and hedge fund returns are too smooth, i.e. they show autocorrelation

Source: Getmansky, An econometric model of serial correlation and illiquidity in HF returns, 2003



- Potential causes:
 - (incorrect) predictable returns
 - Low liquidity
 - Nonsynchronous trading
- Getmansky et al. 2003 show that this is due infrequent and sporadic trading



Aalto University School of Business Figure 1: Time-varying expected returns can induce serial correlation in asset returns.

Unsmoothing asset returns

- Basic idea: fit a model with autocorrelation, recover the parameters and estimate the raw returns
- For example, Getmansky et al. (2004) classic MA(H)-process
- Results in a return time-series that is "unsmoothed" and shows little autocorrelation, like the public markets

$$\begin{split} R_{j,t}^{o} &= \theta_{j}^{(0)} \cdot R_{j,t} + \theta_{j}^{(1)} \cdot R_{j,t-1} + \ldots + \theta_{j}^{(H)} \cdot R_{j,t-H_{j}} \\ &= \mu_{j} + \Sigma_{h=0}^{H} \theta_{j}^{(h)} \cdot \eta_{j,t-h} \\ R_{j,t} &= \mu_{j} + \eta_{t,j} \text{ with } \eta_{j,t} \sim IID. \end{split}$$

Rolling Annual (4th Quarter) Returns (1Q95-3Q14)



Exhibit 7: Comparison of Smoothed vs. De-smoothed Private Equity Returns Source: Cambridge Assicates, PAAMCO



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Unsmoothing asset returns 2

• Unsmoothing results in a more comparable time-series



Source: Couts, Goncalves, Rossi, Unsmoothing returns of illiquid assets, 2019

■ Observed Returns ■1-step Unsmoothing □3-step Unsmoothing

	S&P 500	CA Private Equity	Adjusted CA PE Returns
Return	8.51%	13.65%	13.78%
Volatility	16.45%	9.64%	16.63%
Sharpe ratio	0.517	1.416	0.829
Autocorrelation coefficient	0.247	0.487	0.020
Beta to S&P	1.00	0.46	0.74

Exhibit 6: Impact of De-smoothing Private Returns Source: Cambridge Assicates, PAAMCO

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Factor structure in private markets

- Goetzmann, Gourier and Phalippou 2019
- Clustering PE funds
- Consider PCA
- But use correlation based clustering
- Use the common returns in clusters as "factors"

Cluster 1 Cluster 2 Cluster 3 Cluster 4 Cluster 5 Cluster 6 Cluster 7 Cluster 8 HERF Ceneralist 11 14 10 31 17 0.18 -Debt 19 0.26 45 11 Gen Debt 10 17 49 0.30 Mezzanine 59 0.37 Mezzanine US 64 0.43 WE 50 2513 0.34 Distressed 25 40 15 0.25 1 1 Distressed Small 11 11 50 17 0.31 Non-Small 45 21 15 0.28 Real Assets 25 0.19 13 28 Real Estate 1233 29 0.22Real Estate WE 61 13 0.41 US 41 0.30 Real Estate US Small 26 43 Non-Small 44 33 0 Nat. Resources 0.2428Energy 17 Nat. Resources 0.41 Timber 12 -58 0.38 Infrastructure 20 -98 0.17 Infrastructure WE 67 13 0.48 0 US 13 13 42 0.24 Generalist RA 32 0.30 11 0 0 42 5 Equity 14 16 10 11 10 2112 0.14 Venture Capital 28 10 2211 0.17 14 120.15Buyout 11 11 2017 20 19 0.15 Expansion 15 2 Gen Equity 14 15 2115 0.14 11 Q WE 15 0.32 Buyout 3 5 US 13 10 13 2714 0.15WE Venture Capital 28 17 6 15 13 0.17 US 30 10 6 0 23 11 0.18 Asia 2114 12 12 230.16 10 6 Venture Capital Small 18 13 10 2511 0.15 Non-Small 34 9 21 11 0.209 Venture Capital 10 $\mathbf{24}$ Early IT 22 Q 0.20 Early Other 26 13 2210 0.16 Gen VC 23 9 11 2212 0.15 VC other 252213 0.16 Q 12 VC Early IT 29 Small 23 11 8 8 0.18 Non-Small 39 10 21Q 0.23



Source: Goetzmann, Gourier, Phalippou, How alternative are private markets, 2019

Table 4. Mapping of funds to clusters This table reports the percentage of a given type of funds allocated to a given cluster. Fund types are formed by combining the three tier level fund classifications of Burgiss with geographical focus, size quartile (vintage year adjusted) and firm experience. The last column reports the Herfindhal index for each type of funds across the eight clusters. Cells are shaded when the fraction is more than one third, and when the Herfindhal index is above 0.25.

Clustering PE funds

- Goetzmann, Gourier and Phalippou 2019

- Mixed evidence
 - I am not sure if we really have 8 factors here
- Correlation between factors problematic
 - Risk contribution
 - 1.principal component ~32%
 - Statistically 5.7 factors
- Why only EQ related public market factors?
 - Loading heavily on Market

Panel B. Correlation matrix of the eight private factors

Correlation	1	2	3	4	5	6	7	8
1 -	1	0.35	0.41	0.50	0.28	0.27	0.23	0.38
2	0.35	1	0.23	0.28	0.08	0.42	0.49	0.39
3	0.41	0.23	1	0.24	0.11	0.13	0.05	0.15
4	0.50	0.28	0.24	1	0.29	0.19	0.08	0.31
5	0.28	0.08	0.11	0.29	1	0.18	0.06	0.21
6	0.27	0.42	0.13	0.19	0.18	1	0.10	0.33
7	0.23	0.49	0.05	0.08	0.06	0.10	1	0.15
8	0.38	0.39	0.15	0.31	0.21	0.33	0.15	1

Table 7. Private factors vs. public factors

This table reports the results from regressions of the excess return for the eight private factors on the Domestic AQR model, which refers to the Fama-French 3-factor model augmented with the Quality Minus Junk factor of Asness, Frazzini, and Pedersen (2018) and the Betting Against Beta factors of Frazzini and Pedersen (2014).

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8
Panel D	Domestic	AQR						
Rm-Rf	0.616	0.288	0.168	0.510	0.113	0.256	0.032	0.284
	6.127	2.439	1.990	6.935	1.133	2.334	0.660	3.397
SMB	-0.264	0.161	-0.309	-0.179	-0.070	0.193	-0.124	0.238
	-1.751	0.910	-2.453	-1.627	-0.466	1.173	-1.705	1.902
HMLd	-0.161	-0.705	-0.127	0.161	-0.009	-0.250	-0.144	-0.088
	-1.773	-6.603	-1.672	2.418	-0.101	-2.519	-3.275	-1.163
QMJ	-0.015	-0.385	-0.114	-0.345	-0.357	-0.029	-0.107	-0.230
	-0.086	-1.893	-0.787	-2.725	-2.074	-0.152	-1.283	-1.599
BAB	0.328	-0.234	0.238	0.498	0.228	-0.137	-0.037	-0.013
	3.304	-2.011	2.868	6.866	2.313	-1.268	-0.772	-0.156
R^2	48%	53%	19%	72%	21%	25%	18%	47%



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Can we synthesize/securitize the exposure?

- If there are no new factors: we can replicate the new asset class with existing
- Case: can you replicate PE with small cap index?
- If there are new factors: it can be lucrative to securitize cash flows for constrained investors
- Are we introducing other risks?
 - Bitcoin Fund
 - REITs





Source: grayscale.co



Adding PE to EQ/FI portfolio



Asset Allocation decisions start from existing portfolio and organizational structure

- After we have modelled the covariance structure of the new asset
- Cost-benefit analysis
- Do we have MANDATE to invest, can we convince asset owners?
- For pension funds: Is investing in PE inline with maximizing the client, i.e. asset owner, lifetime benefits?
 - New regulation in Norway 2024 explicitly mentions this
- Other inclusion criteria:
 - Other risks
 - Costs
 - Ease of exit



Other Risks?

Exhibit 6

Examples of nonfinancial risks controlled by institutional investors in private equity

NOT EXHAUSTIVE

Co-

Risk controlled by institutional investor

Reputation	Partner level
Operational	

• Other ESG

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	Risk category	Examples of risk exposure	1 FoF inve- stment	2 Fund in- vestment	3 invest- ment	4 Direct in- vestment
	Reputational	 Governance (e.g., corruption) 	✓	✓	✓	
rtner el	People	 Succession of key personnel 	[√]	✓	✓	
	Process	 Investment process (e.g., diligence) 	[√]	1	✓	
set el	Reputational	 Environmental, social, and governance (e.g., environmental damage) 			[√]	√
	Regulatory	 Regulatory efficiency 			(🗸)	\checkmark
	Political	 Safety and instability (e.g. social unrest Politics and policies (e.g., tax legislation 	t) n)	1	[√]	✓
	People	 Unauthorized activity/employee misdeed (e.g. noncompliance) 	Instituti will k	Institutional investors will be exposed indirectly to all these asset level risks, but will not be in control		✓
	Process	Corporate crisis managementThird party risk	indirect asset le will not			√ √
	Systems	 Cyber security and technology risk 	d technology risk		[√]	✓
	Other operational	 Health, safety and work environment 			(🗸)	✓
	risks	 Litigation 			[√]	\checkmark

Source: McKinsey, Equity investments in unlisted companies, 2017



Reputational risks – Norwegian Oil Fund and Formula 1

- Oil Fund could invest in companies
 planning listing
- Oil Fund invested in Delta Topco in 2012 that owned the marketing rights for F1
- Soon after IPO was cancelled and Ecclestone accused of bribes
- One of the worst crisis of the Oil Fund no unlisted investments since



Formel 1 - selskapet bytter trolig hovedeier. Det norske Oljefondet er stadig med på eiersiden.

() 1 min Publisert: 04.09.16 – 19.47 Oppdatert: 3 år siden



Formel 1-satsingen ble et bomskudd for Oljefondet, og den planlagte børsnoteringen ble avlyst. Her fra australske Formel 1 Grand Prix i mars, hvor spanske Fernando Alonso kom uskadet fra kollisjon. Foto: Max Blyton/AFP/NTB Scanpix (Foto: Afp)

Arne Grande

Source: dn.no



Inclusion criteria - costs

- Assuming we have a portfolio, we already have some capabilities how much does the new investment demand investment?
- Systems
- People
- Culture is this even feasible?
- Board
- Asset Owners
- Ease of getting out

Exhibit 4

Overview of skillset required for different investment models

	1 FoF investments	2 Fund investment	3 Co-investment	4 Direct investment
External fund-of- funds manager selection	~	×	×	×
External PE fund selection	× -	→ ✓	×	×
Deal sourcing	×	×	×	, <i>、</i>
Primary DD	×	×	× _	→ ✓
Secondary DD	×	× –	→ ✓	×
Deal structuring/ execution	×	×	× —	→ ✓
Portfolio company management	×	×	× —	→ √
Exit strategy	×	×	×	→ <

Source: McKinsey, Equity investments in unlisted companies, 2017



Inclusion criteria – ease of exit

- Before committing to an investment, consider the ease by which you can get out of it
 - Not the same as liquidity
- For example, if you invest 100 million to a Chinese PE-fund, can you get your money out of China if you need it?



What do others do?



Figure 1. Asset allocation of pension funds. Source: CEM Benchmarking

Table 1. Asset Allocation of US Endowments

This table presents the portfolio allocation of US endowments across broad asset classes, as of June 30, 2018. Other investments (e.g. cash) bring the total to 100%. Source: NACUBO-TIAA survey.

Total Endowment Size	Domestic Equities	Fixed Income	Non-US Equities	Hedge Funds	Private Markets
	%	%	%	%	%
Over \$1 billion	13	7	19	19	32
\$501 million to \$1 billion	22	10	22	18	19
\$251 million to \$500 million	24	12	22	18	19
\$101 million to \$250 million	31	15	22	12	11
\$51 million to \$100 million	34	19	22	10	10
\$25 million to \$50 million	39	22	18	8	6
Under \$25 million	45	24	15	6	4
Dollar-weighted average	16	8	20	18	28
Equal-weighted average	31	16	21	13	12

Alternative? As in Metallica on Radio Nova



Source: Goetzmann, Gourier, Phalippou, How alternative are private markets, 2019

How are the reported portfolio impacts?

	All Public	With Buye	out Funds	With VC Funds		Buyout and VC Funds	
	Benchmark	(1)	(2)	(3)	(4)	(5)	(6)
Return	8.05%	8.69%	8.91%	9.68%	9.89%	9.26%	9.49%
Standard Deviation	9.56%	8.19%	7.78%	9.72%	9.84%	8.90%	8.76%
Standard Deviation (adjusted)	10.39%	9.47%	9.22%	12.52%	12.99%	10.83%	10.95%
Sharpe Ratio	0.60	0.78	0.85	0.76	0.77	0.78	0.82
Sharpe Ratio (adjusted)	0.55	0.67	0.72	0.59	0.58	0.64	0.66
Semi-Deviation	11.59%	9.77%	9.22%	10.37%	10.18%	10.22%	9.91%
Semi-Deviation (adjusted)	12.59%	11.29%	10.93%	13.36%	13.43%	12.45%	12.39%
Skewness	-0.67	-0.65	-0.62	0.17	0.37	-0.33	-0.18
Kurtosis	0.68	0.70	0.72	3.22	4.04	1.58	2.04
Average Allocation Fixed Income	40.0%	39.7%	39.7%	39.6%	39.6%	39.7%	39.6%
Average Allocation Public Equity	60.0%	45.6%	40.6%	43.2%	40.6%	44.4%	40.7%
Average Allocation Private Equity	0.0%	14.7%	19 .7%	17.1%	19.8%	15.9%	19 .7%
Average Deviation from Target	-	-5.3%	-0.3%	-2.9%	-0.2%	-4.1%	-0.3%
Std. Dev. (PE allocation - PE target)	-	2.6%	3.4%	6.0%	7.0%	3.9%	4.7%
Probability (Return Sim > Return Base Case)	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Probability (Adj. SD Sim < Adj. SD Base Case)	-	100.0%	100.0%	1.3%	1.3%	0.7%	0.6%
Probability (Adj. SR Sim > Adj. SR Base Case)	-	100.0%	100.0%	98.3%	97.3%	100.0%	100.0%
Probability (Adj. Semi-D Sim < Adj. Semi-D Base Case)	-	100.0%	100.0%	1.8%	1.9%	72.5%	76.6%

A? ^{\$}

Aalto University School of Business Source: Brown, hu, Kuhn, Why Defined Contribution Plans need Private Investments, DCALTAL/IPC research paper, 2019

Number of funds

- Diversification vs. costs
- Fund of funds vs. funds
 - Do we want to pay for packaging?
 - Exercise!
- Geographies?

400 All-Public Benchmark 350 -2 Funds -5 Funds 300 -10 Funds 250-20 Funds **Ledueucy** 200 150 100 50 0 8.0% 8.5% 9.0% 9.5% 10.0%

Figure 4. Return Distributions by Number of Funds

Figure 4. Return distribution by number of funds selected. This figure shows the return distributions for diversitfied portfolios with 20% average allocation to buyout funds (N=1000 simulations). Generated portfolios have investment in 2, 5, 10, 20 or all availvale buyout funds per vintage, randomly selected per vintage. DCALTA/IPC Research – 2019

- Capacity?
 - People, monitoring

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Source: Brown, hu, Kuhn, Why Defined Contribution Plans need Private Investments, DCALTAL/IPC research paper, 2019

Timing PE - Brown et al. 2019

- Private equity returns are cyclical with periods of high fund-raising being associated with subsequent low returns
- LPs control only commitments, GPs decide capital calls and returns
 - Conditional on markets
- PME sees through correlated public and private markets
 - Neutral 1.15
 - Counter-cyclical 1.17
 - Pro-cyclical 1.09

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Panel B: Capital Distributions



Source: Brown et al. Can Investors Time Their Exposure to Private Equity, 2019