

# UNCOMMON SENSE

## JUNE 2025 INVESTMENT NEWSLETTER

Enjoy this month's instalment of our newsletter. As always, it is packed with links that you may find interesting.

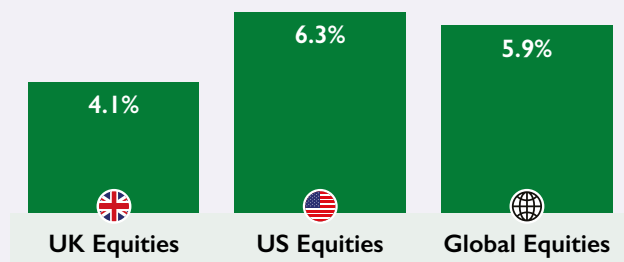
### The Stock Markets

MAY 2025

The key benchmark you should care about is achieving all of your financial and life goals, and not running out of money

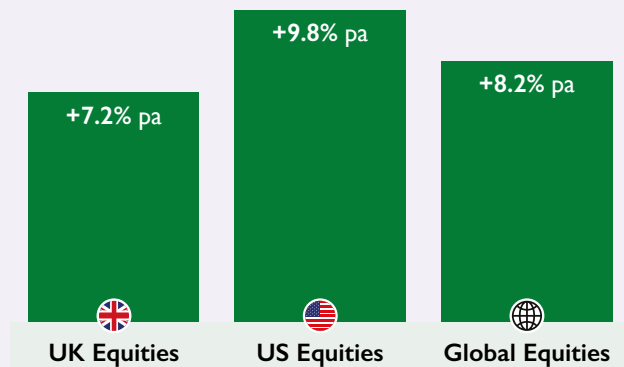
#### The Unimportant Numbers **1 MONTH**

Monthly figures are a distraction from your long term goals.



#### The Important Numbers **30 YEARS**

Investing in the Great Companies of the World has produced life-changing returns for the disciplined and patient investor over the last 30 years, the average length of a two-person retirement.



Source: FE Analytics, Humans Under Management. Returns are based on the total return of the respective indices, which assures all dividends are re-invested. Returns are in local currencies.

### Inflation THE REAL ENEMY

MAY 2025

The number one enemy of the long-term investor is the financial dragon called inflation (the silent but steady increase of prices over time).

An investment in the global share market has consistently provided protection from this enemy. To earn this return, you had to be willing to see your investment value temporarily decline by about -15% on average every year without being panicked into selling.



Sources: FE Analytics. Humans Under Management. For illustrative purposes only.



### Watch

Do You Have a Strategy for Your Life?

[View](#)

### Listen

The Spending Practice

[1 minute].

Every financial decision is an opportunity to become more aligned with who you truly are.

[Listen](#)

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WEALTH PLANNING

## You Stop. Your Money Shouldn't.

You've finally done it. After decades of saving and investing, you've reached retirement. There's enormous relief and excitement about what awaits in the next chapter of life. But then a new worry creeps in. For the first time ever, you're living off your investments instead of adding to them each and every month.

For many investors, their first instinct is to "play it safe" with their hard-earned investments. This thinking may have made sense for previous generations. Most investors retired, bought an annuity (turned their pension pot into an income for life), and lived off the guaranteed payments. For many, the investing was done, the end of the road.

But times have really changed. Today's retirees (couples) face retirement periods of 20 to 30+ years, not the shorter timelines of the past. At the same time, investment markets have become more sophisticated, while lower interest rates have made guaranteed products less appealing.

What was once a safe approach is now a risk to your financial future. Our challenge to all investors, especially retirees, is to recognise that their investment timeline is much longer than they think.

### The Reality Check: You're Investing for Decades, Not Years

It's easy for retirement to feel like the finish line. You've moved from the savings stage to the spending stage. Finally, no more worrying about the stock markets and investment returns.

However, that's no longer the reality. Today's 65-year-old couple has a one-in-three chance that at least one partner will live to age 95. Seen through this lens, it's clear that your spending stage could be as long as your savings stage.

The conventional strategy of gradually shifting to low-return, low-volatility portfolios in the years leading up to retirement is no longer sensible given this reality.

Rather than being at the investment finishing line, you are merely at the intermission. Your planning, mindset, and investment strategy need to reflect this. Your assets will ideally need to provide a rising income for up to three decades to keep pace with inflation.

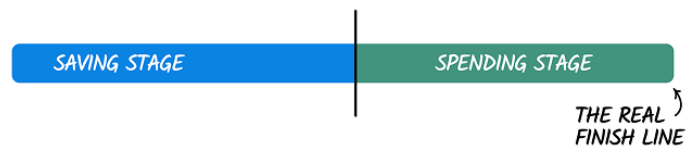
This might feel overwhelming. But it's actually good news. You're not a retiree managing a shrinking pot of money. You're still a long-term investor, just in a different life phase.

### Why Playing It 'Safe' Is Actually Risky

We understand that market volatility feels different when you can't replace temporary declines with further contributions. Your appetite for risk has changed, and those "stable" investments look awfully appealing.

But playing it safe is actually the riskiest thing you can do.

RETIREMENT



*YOU'RE STILL A LONG-TERM INVESTOR, JUST IN A DIFFERENT LIFE PHASE.*

While you're focused on avoiding short-term fluctuations, inflation is quietly eroding your purchasing power. The things you buy today will cost dramatically more over the decades ahead. Meanwhile, those "safe" investments? They often can't keep up with rising prices.

We see this all the time. Portfolios that feel comfortable today often leave people struggling to pay their bills twenty years later.

The answer is not to throw caution to the wind. However, by understanding your required rate of return and building in a safety net, you can put yourself in a position to invest for the long term with confidence.

As an example, by keeping one to three years of expenses in cash or short-term investments, you'll never be forced to sell assets at a bad time. You gain peace of mind, but your remaining funds can still pursue the growth you need.

We know from history that market volatility is temporary. Markets recover. But inflation's damage is permanent. Long-term investment returns are permanent, too, building wealth for those patient enough to stay invested.

The cash bucket lets you ignore the temporary whilst capturing the permanent.

### Embracing Your True Investment Timeline

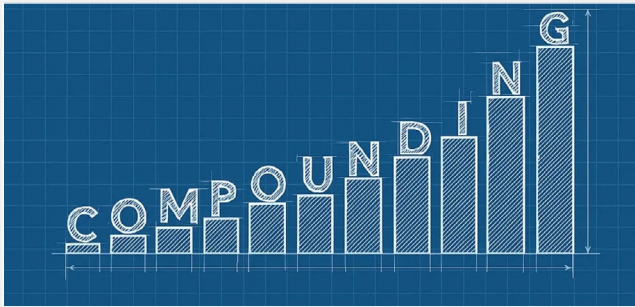
We can't stress this enough: you're not a retiree managing declining assets. You're a long-term investor with a multi-decade investment horizon. Your investment strategy and asset allocation should reflect this reality.

We encourage you to review your current approach with this extended timeline in mind. Ask yourself: "Is my portfolio designed for a 30-year journey?" If not, it may be time to align your investment strategy with the reality of modern retirement.

We understand that maintaining growth-oriented portfolios in retirement requires both courage and careful planning. As your adviser, we recognise that implementing this strategy involves navigating complex trade-offs between your changing risk tolerance and your unchanging need for long-term returns.

Your financial independence over the coming decades depends on striking the right balance. We're here to help you navigate this transition with confidence, ensuring your assets work as effectively in retirement as they did during your accumulation years.

## Read



### **The Secret to Compounding** [5 minutes].

When you take care of today, tomorrow takes care of itself.

[Read the full article](#)

### **How Will You Measure Your Life?** [10 minutes].

Applying business theories and management principles to your personal life.

[Read the full article](#)

### **Some Things I'll Never Spend Money On**

[3 minutes]. Prioritisation is one of the best ways to both enjoy and save money.

[Read the full article](#)

### **How to Survive the Wrong Turns in Life and Markets**

[8 minutes]. Navigating life's challenges and market fluctuations requires resilience and adaptability.

[Read the full article](#)



### **The disease of more** [9 minutes].

In a world overflowing with choices and information, are we truly happier, or have we contracted the "disease of more"?

[Read the full article](#)

### **These Are All The Ways I Feel Poorer Than I Am**

[7 minutes]. Reflections on how anxiety and busyness can detract from a fulfilling life.

[Read the full article](#)

## Rational Optimism

The media is not a friend of the disciplined and patient investor. Ignoring the key determinants of lifetime investor returns, the media focuses on short-term returns, market predictions, and negative news.

We present the following as an antidote to the onslaught of negative news:



### **InventWood to Produce Wood That's Stronger than Steel**

It sounds like the stuff of science fiction, but it actually comes from a lab in Maryland. In 2018, Liangbing Hu, a materials scientist at the University of Maryland, devised a way to turn ordinary wood into a material stronger than steel.

[Read the full article](#)

### **The Length of Software Tasks AI Can Do Is Increasing Quickly**

Before 2023, even the best AI systems could only perform tasks that take people around 10 seconds, such as selecting the right file. Today, the best AIs can fairly reliably (with an 80% success rate) do tasks that take people 20 minutes or more, such as finding and fixing bugs in code or configuring common software packages.

[Read the full article](#)



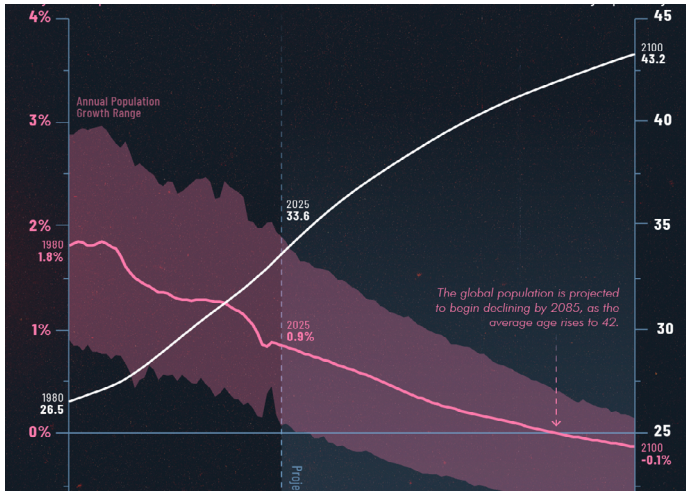
### **Apple to Support Brain-Implant Control of Its Devices**

Apple is embracing the world of brain computer interfaces, unveiling a new technology that one day could revolutionize how humans interact with their devices.

[Read the full article](#)

## Visuals

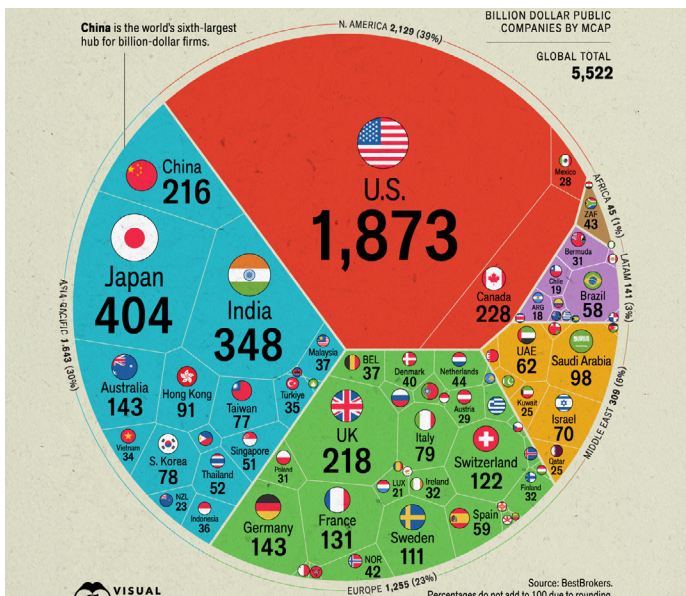
### The World's Ageing Population and Falling Growth Rate



The global population is undergoing a major demographic shift. As fertility rates fall and life expectancy rises, average ages are climbing in nearly every country, while population growth is steadily tapering off.

[Read the full article](#)

### Visualising All of the World's Billion-Dollar Companies



The global stock market is constantly evolving, spawning new companies in developed and emerging markets alike. From North America to the Middle East, significant investment in AI is fueling the emergence of new players in the market.

[Read the full article](#)

### Life Expectancy by Country in 2025



How long you live depends a lot on where you're born. We illustrate this phenomenon in the above map, which uses 2025 life expectancy at birth projections from the UN World Population Prospects published last year.

Life expectancy at birth measures the average number of years that a newborn could expect to live, if they were subject to the age-specific mortality rates of a given period.

Most of the top 10 countries are similarly small-sized territories or countries. However, Japan (#4), South Korea (#5), and Australia (#10) are the three top-10 countries with the highest life expectancies (84+) when accounting for a population of more than 20 million people.

Regionally, Western European countries have the highest life expectancies at birth. Their counterparts in Eastern Europe are a shade lower.

And despite Japan and South Korea's performance, most Asians have life expectancies between 70–80 years. Pakistan, Afghanistan, and Papua New Guinea are below the 70-year threshold.

[Read the full article](#)

**We hope that you enjoyed this month's newsletter. Please let us know what you enjoyed, or write back with any of your own news.**

**As always, we're here for you. See you next month.**

