

## COVID-19: GLOBAL MARKET SERIES: GOOGLE

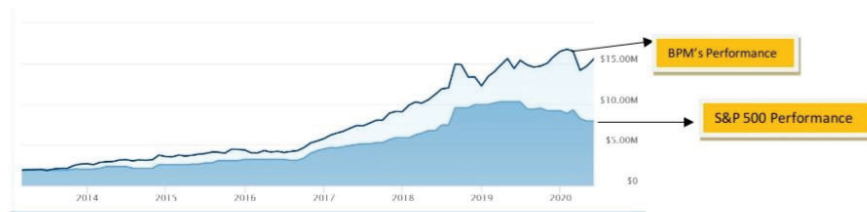


*"Risk comes from not knowing what you are doing." - Warren Buffet*

The world has been experiencing a global pandemic, Covid-19, which has created uncertainty in all aspects of our lives. It is also no secret that this has had an impact on stock markets across the world.

The BPM Global Portfolio experienced a decline at the start of this world-wide pandemic. We are pleased to highlight that this portfolio has since recovered and could progress even further.

From 2014 to June 3, 2020, our Global Portfolio has been consistently outperforming the S &P 500, a stock market index that measures the stock performance of the 500 largest US companies. It is one of the key benchmarks used in the US Stock Market.



The companies held in our Global and local Portfolios are companies that provide the necessary diversification needed to manage risk. These are also companies that we believe have a great future, and as Investment Managers, it is imperative that we look ahead and make strategic decisions. Today we will focus on another key holding in all our portfolios, **Google**.

### GOOGLE:

Google is a multinational technology company that specializes in internet related services and products. These include online advertising technologies, cloud computing, search engine, software and hardware. It is one of the "Big Four" technology companies alongside Amazon, Apple and Microsoft.

You have heard people use the phrase "google it" when seeking information on the internet. Google is the most viewed website in the world and has a very lucrative advertising business. They control around 40% of the global digital advertising market, estimated to be worth over US\$500 billion. In addition to Google's advertisement and search engine, they are heavily invested in other areas like Google Maps, services designed for productivity such as Google Docs, Google Sheets and Google Slides, email (Gmail), scheduling and time management (Google Calendar), cloud storage (Google Drive), language translation (Google Translate), video sharing (YouTube), just to name a few. Google's valuation of US\$1 trillion has made it one of the most valuable US Tech Companies.

### HOW DOES GOOGLE ADD VALUE TO MY PORTFOLIO?

In order to facilitate more participation on the internet, Google is bringing internet to underserved parts of the world, via a network of balloons, cutting-edge artificial intelligence (AI) and machine-learning technologies. With the various services and products that are provided under the Google brand, and how easily incorporated they are in our everyday routines, the future for Google looks bright, ultimately benefiting investors.

Nearly 90% of Google's earnings and revenues come from the search engine. Knowledge is power, and the ability to research easily has become vital in achieving such knowledge. Google is the most viewed website, which puts it in an advantageous spot in comparison to their smaller competitors. Google's market share in internet searches stands at 75%, with 3.5 billion internet searches taking place via Google every day.

**Fun Fact:** YouTube is the second largest search engine, next to Google. It is bigger than Bing, Yahoo! and Ask combined. Google owns YouTube!

### TAKE AWAY MESSAGE:

We are in an increasingly technological age, and as the years go by, technology will effortlessly be a part of our everyday routine.

Despite this global pandemic caused by Covid-19, and with time in the market, there will always be that comfort of knowing that the market will recover, as it always does. So, the next time you use one of these Google Apps, just remember you are growing your portfolio.

At BPM Financial, we continue to do thorough analysis on companies and the market as we aim to continue "Taking You Higher".