

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

The Mirage of Certainty

The world is collectively heaving a sigh of relief as larger numbers around the world are being vaccinated. Mask mandates are being lifted in many places, and we are even seeing a limited number of spectators at a few sporting events. With most of the developed world heading into summer, many are calling the coming months the Summer of Love (a throwback to the 1967 social phenomenon).

With the world coming out of a period of almost unprecedented uncertainty, one could be excused for expecting universal optimism and certainty about what the near future holds for both consumers and the stock market.

Instead, we somewhat annoyingly find ourselves facing a new round of events creating uncertainty and pessimism. Rising inflation, the possibility of interest rate increases, conflict in the Middle East, and cybercriminals hacking a US oil pipeline.

Like a parched desert-dweller stumbling towards water, only to realise that it is yet another mirage, so we stumble from crisis to crisis, hoping that things will soon become clear.

It Was Ever Thus

Unfortunately, certainty is not something we have ever had the luxury of knowing. However, because future problems are always just out of sight we somehow get tricked into thinking that there won't be any, until we are forced to stare them in the face.

Every decade is filled with a list of events that worried a large portion of the world population. Weirdly, these events quickly fade from memory which perhaps explain why we are so surprised when the next one arrives.

Take the 2010's as an example: The BP Oil Spill, US Debt Downgrade, Greek Debt Crisis, Boston Marathon Bombing, Ebola Outbreak, Chinese Stock Market Crash, Brexit Vote, Trump Inauguration, Global Trade Wars, Hong Kong Protest, and the start of the Covid Pandemic.

There is nothing wrong with being concerned about an event that is causing death, harm, or economic damage to people near or far.

The problem comes in when a false expectation for short and long-term certainty causes well-meaning people to delay making life and financial decisions that will be good for their future.

The Good News

While individually we do not enjoy facing an uncertain future, as a collective humanity has shown tremendous resilience. Our history is filled with examples of incredible progress, with each new generation arguably living in a better world than the one before.

The financial literate understands that certainty is not something to be waited for. They make the best decisions in the moment, knowing that course-corrections are inevitable, and not a sign of failure. History is the only guide we have, and it tells us that all global stock market declines have been temporary, with permanent gains the reward for those who have patience and discipline. Patience and discipline are the key attitudinal characteristics that Financial Advisers look to foster in their clients.

Control What You Can

The causes of future uncertainty is anyone's guess (Covid wasn't on many people's radar), and trying to guess them and plan your life and financial plan accordingly is a fool's errand.

The financial literate makes peace with the fact that there is no such thing as "certainty", factors that into their plan, and tries to focus on the things they have control over.

What do you have control over? Our lives are all different but most people have some measure of control over their spending, the amount they invest for their future self, the make-up of their portfolio, and the way they react (or more importantly don't react) to new events.

Do not fall for the lie that if we can just get through this one crisis there will finally be some certainty. Delaying a smart financial decision because there is an unresolved event taking place on the other side of the world is a tragedy that the media is largely responsible for. Don't wait for the media to declare that all is well in the world, there never will be any certainty. The financial winners dance with uncertainty.



The Real Enemy

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

Over the last 30 years (about the length of an average two-person retirement), inflation in the UK has resulted in an item costing £1 in 1991 now costing £1.84 in 2021. Your purchasing power has almost halved!

But £1 invested in the UK share market is worth £3.36 today, and that's ignoring 30 years of dividends! And this during a three-decade period that included the dot-com bubble, the great financial crisis, and the Covid-19 pandemic.

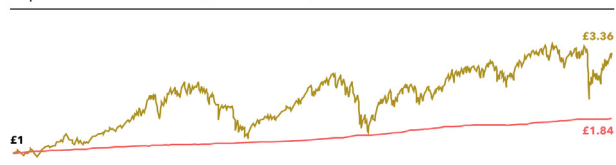
And what did you have to do to earn this? Two (behavioural) things:

1. Invest and stare out of the window (much harder than it sounds, as we've seen recently).
2. Be willing to see your investment value decrease by about -15% on average every year without being panicked into selling. Think of the yearly declines as hurricanes, unpleasant but they pass.

Guiding you through these periods of volatility is why we exist.

The Real Enemy

Equities: Inflation Risk (1991 - 2021)

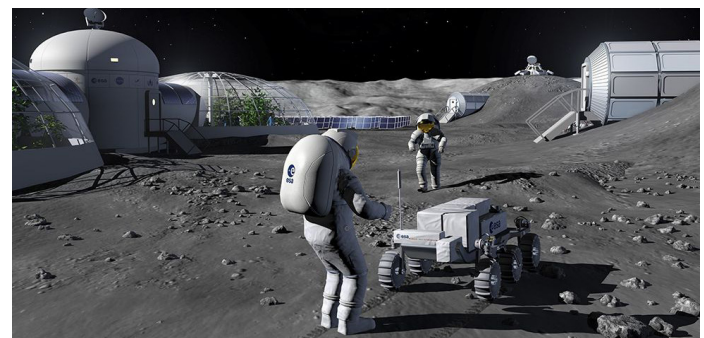


Radioactive Rhino Horns Set to Add to Anti-Poaching Arsenal

Researchers are working on a pilot program backed by Russia's Rosatom Corp. to inject rhino horns with radioactive material, a tactic that could discourage consumption and make it easier to detect illegal trade.

Poachers killed 394 rhinos in South Africa for their horns last year, government data shows, with public and private game reserves lacking the resources needed to monitor vast tracts of land and protect the animals that live there. While the toll was a third lower than in 2019 and the sixth straight drop, illegal hunting remains the biggest threat to about 20,000 of the animals in the country -- the world's biggest population.

[Read the full article](#)



Europe plans sat-nav and telecoms network at the Moon

The European Space Agency is proposing a precise navigation system at the Moon, much like the sat-nav technology we have here on Earth. It would enable spacecraft and astronauts to know exactly where they are when moving around the lunar body and to land with precision.

The initiative, known as Moonlight, would also incorporate a telecommunications function. A large flotilla of lunar missions will be launched this decade. Chief among them will be the US space agency-led successor to Apollo. Called Project Artemis, this will put crews on the Moon for the first time in more than 50 years.

[Read the full article](#)

Ignore the Media

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

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

Forests the size of France regrown since 2000

An area of forest the size of France has regrown naturally across the world in the last 20 years, a study suggests. The restored forests have the potential to soak up the equivalent of 5.9 gigatonnes (Gt) of carbon dioxide - more than the annual emissions of the US, according to conservation groups. A team led by WWF used satellite data to build a map of regenerated forests.

[Read the full article](#)

Read



Speculation: A Game You Can't Win [6 minutes].

There's a mental tax to be paid on top of any monetary result.

[Read the full article](#)

Why investing is more like golf than football [3 minutes].

It's easy on the golf course to be influenced what other people are doing.

[Read the full article](#)

Be an Owner, Not a Loaner [2 minutes].

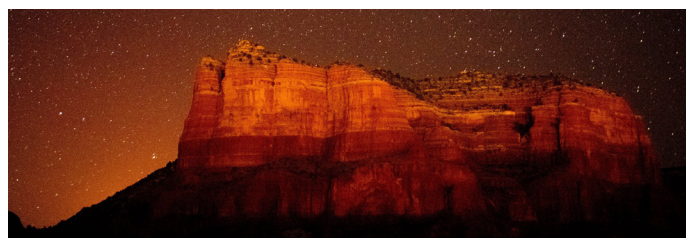
Never forget who gets to keep the profits.

[Read the full article](#)

The 8 Essential Elements for a Complete Financial Plan [6 minutes].

The only path to true peace of mind and financial freedom.

[Read the full article](#)



Discipline Equals Freedom [5 minutes].

Discipline may feel restricting in the moment, but it's liberating in the long-term.

[Read the full article](#)

The Lessons of Time [3 minutes].

Investors who stay the course have historically been rewarded for their patience.

[Read the full article](#)



4 Ways to Teach Kids About Money [3 minutes].

Lay the foundation for healthy money habits.

[Read the full article](#)

Play Your Own Game [3 minutes].

People play wildly different games.

[Read the full article](#)

Great Listens

Investing in Happiness

[61 minutes].

A deep dive into a host of theories and studies that have examined the connection between happiness and money.

[Listen](#)

10 things you shouldn't care about as an investor

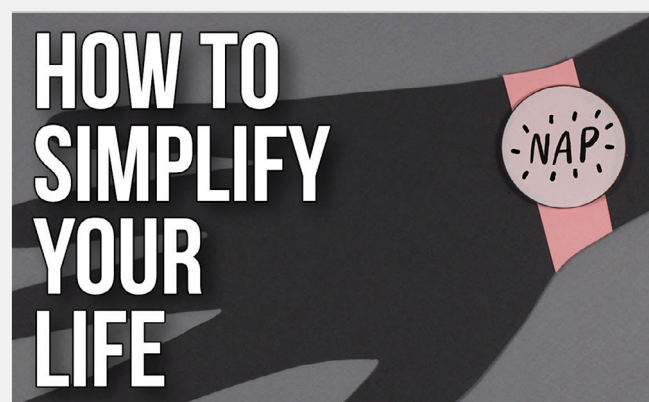
[6 minutes].

Fight the noise!

[Listen](#)



Must Watch



How To Simplify Your Life

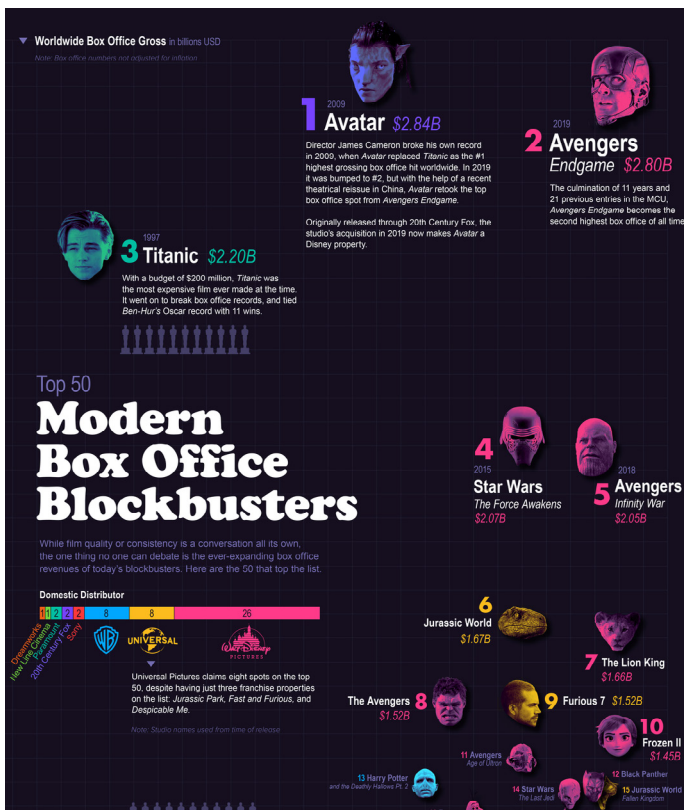
[View](#)

A Picture is Worth a 1000 Words

Box Office Blockbusters: The Top Grossing Movies in the Last 30 Years

People have varying opinions on what constitutes a good movie. And while it's nearly impossible to identify a film's intrinsic quality—at least, in an objective way—one thing that can be measured is the revenue that a movie generates. With this in mind, here's a look at the top grossing movies worldwide since the early 1990s, using data from Box Office Mojo. These figures include box office revenue as of May 2021, but don't consider other revenue sources like merchandise sales.

[Read the full article](#)



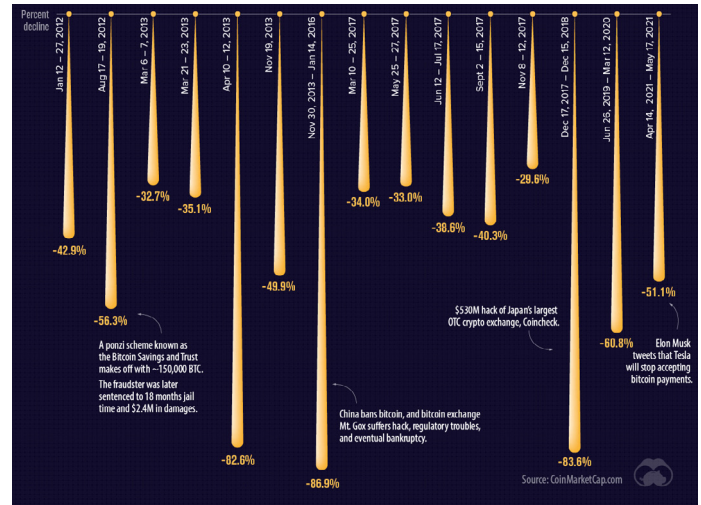
The Bitcoin Crash of 2021 Compared to Past Sell-Offs

While bitcoin has been one of the world's best performing assets over the past 10 years, the cryptocurrency has had its fair share of volatility and price corrections.

Using data from CoinMarketCap, this graphic looks at bitcoin's historical price corrections from all-time highs.

With bitcoin already down ~15% from its all-time high, Elon Musk's tweet announcing Tesla would stop accepting bitcoin for purchases helped send the cryptocurrency down more than 50% from the top, dipping into the \$30,000 price area.

[Read the full article](#)

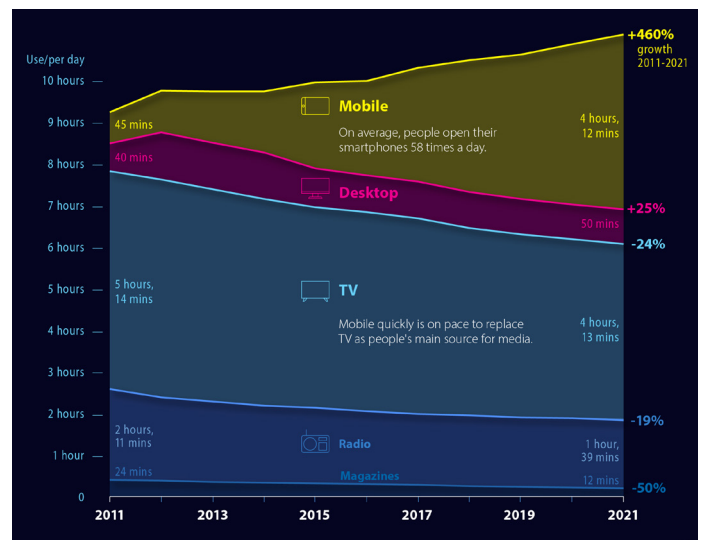


How Media Consumption Has Changed in the Last Decade (2011-2021)

There are a wide array of apps and life hacks out there designed to help regulate personal internet use and media consumption, but the data suggests they haven't been working. Today, we consume more media than at any point in time in the last decade.

This data from Recode looks at how many minutes U.S. adults spend on various forms of media, comparing mobile, desktop, radio, television, and magazines.

[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. Please forward to a friend, relative, or colleague. As always, we're here for you. See you next month.