



**Long Term Global Growth**

TRANSFORMATIONS

**Baillie Gifford™**

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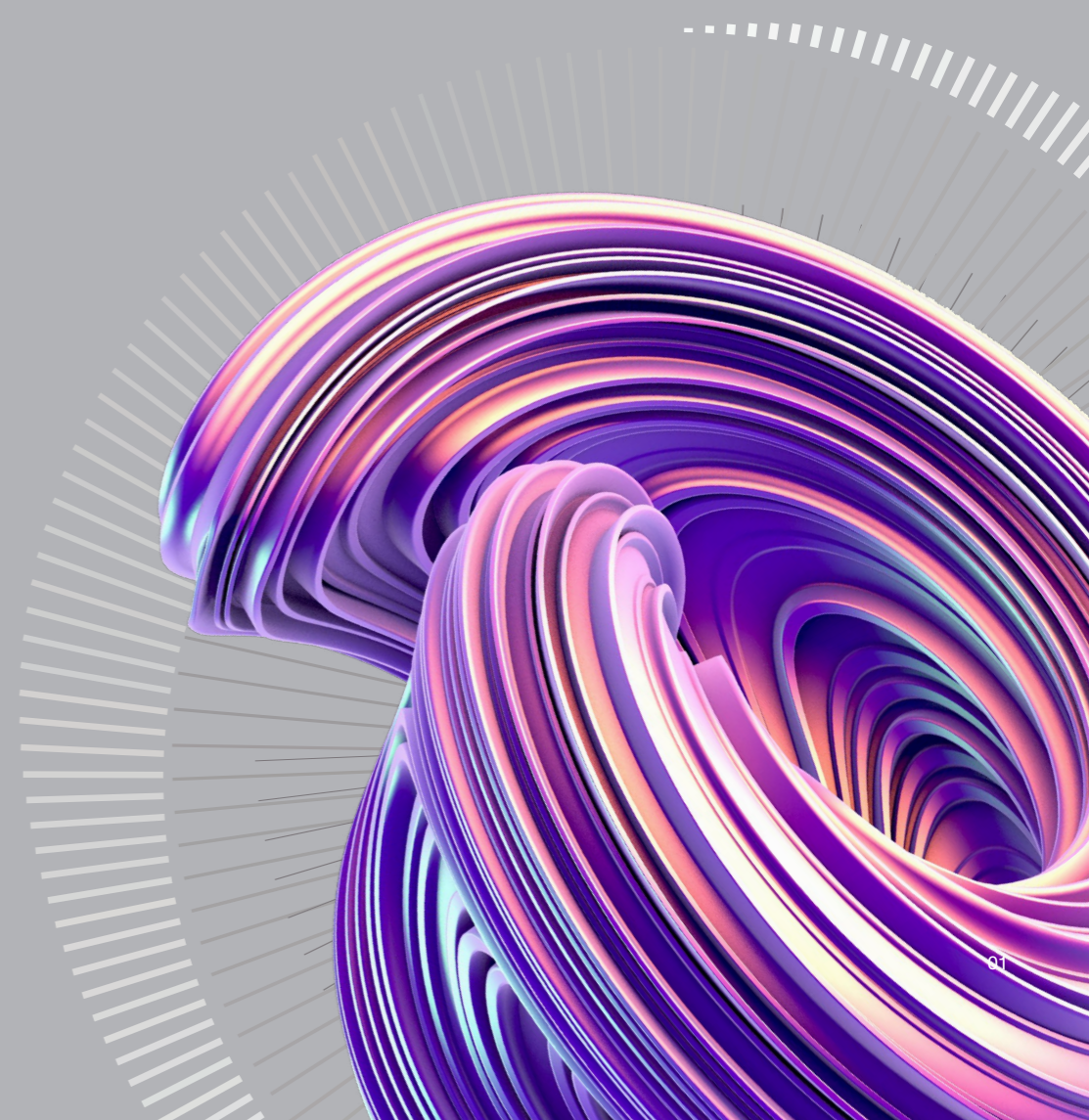
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Long Term Global Growth is a long name for a wonderfully simple approach, tried and tested over almost two decades. As bottom-up stock pickers, we champion an optimistic, long-term outlook on the future. By valuing diverse perspectives, we think differently to the market. This enables us to invest in companies poised for transformational growth, providing future-proofing during periods of rapid change.

**Long Termism.**

**Optimism.**

**Thinking Differently.**

**Transformational Growth.**

**Future-proofing.**

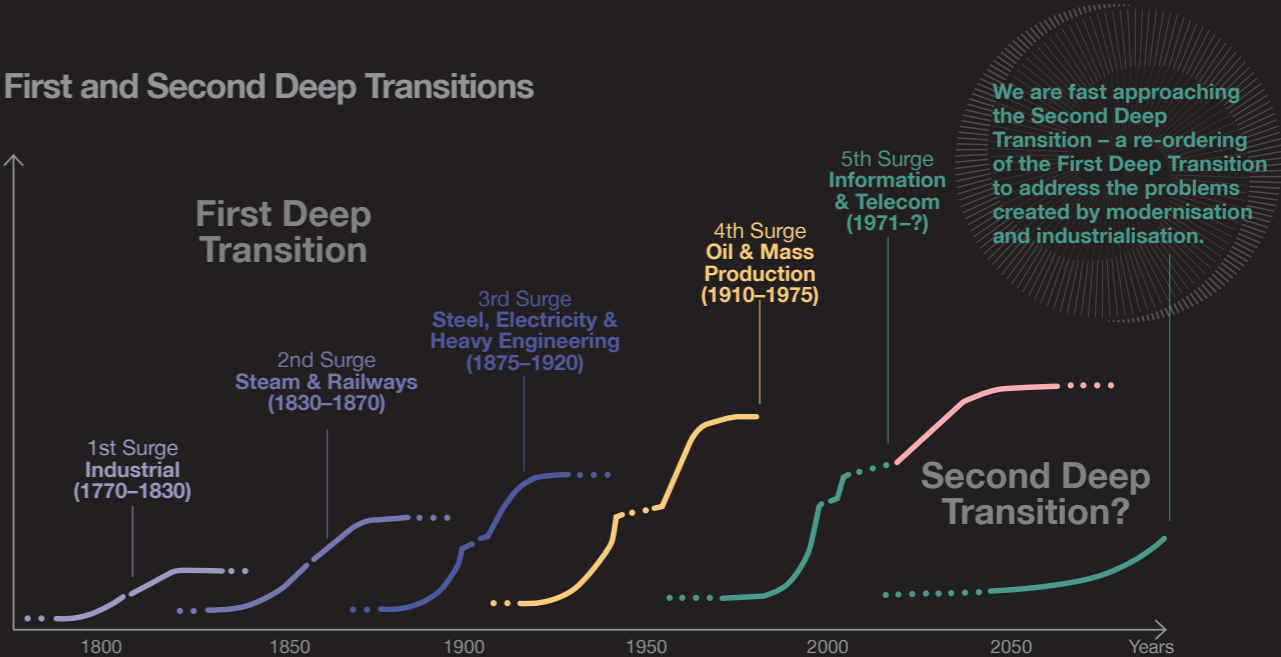
# Deep Transitions

Since the late 1700s, we have seen five surges of technological development. These surges in innovation are cumulative. What comes before sets the conditions for what comes next. This results in creative destruction, heralding new products, industries and geographies of power. Reversion to any previous mean is unlikely.

In Long Term Global Growth, we aim to invest in transformational growth companies that will drive the next surges in technological change.

So what transformations could materialise over the coming decades?

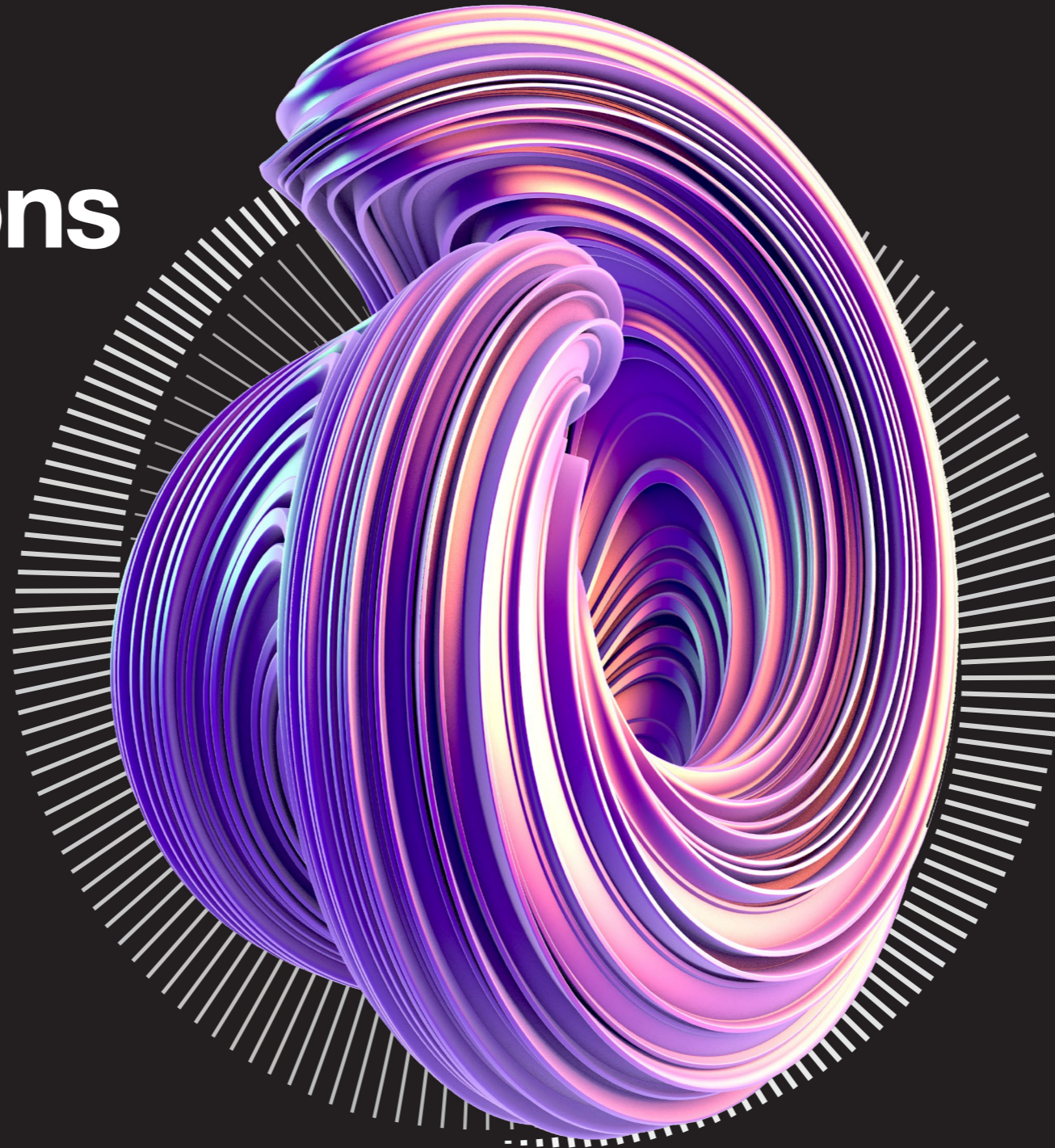
First and Second Deep Transitions



Source: Johan Schot & Laur Kanger, Deep transitions: Emergence, acceleration, stabilization and directionality, 2018

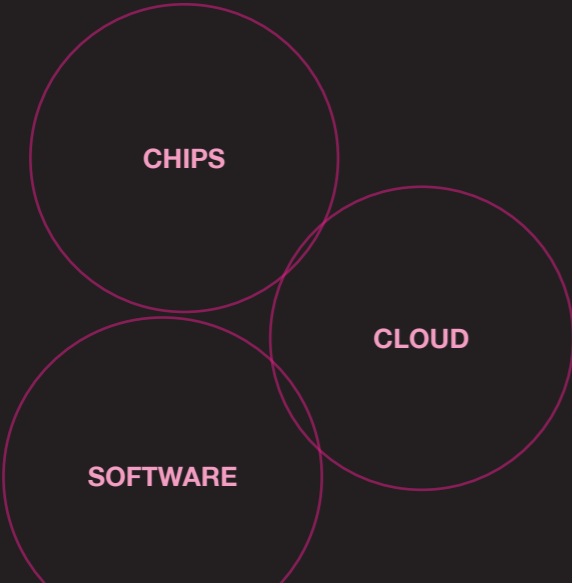
# Transformations

1. What if AI unlocks a smarter world?
2. What if the virtual economy overtakes the real economy?
3. What if clicks-and-orders displace bricks-and-mortar?
4. What if finance is revolutionised one byte at a time?



5. What if green is the new gold?
6. What if healthcare becomes codable?
7. What if luxury never goes out of style?

# 1 | What if AI unlocks a smarter world?



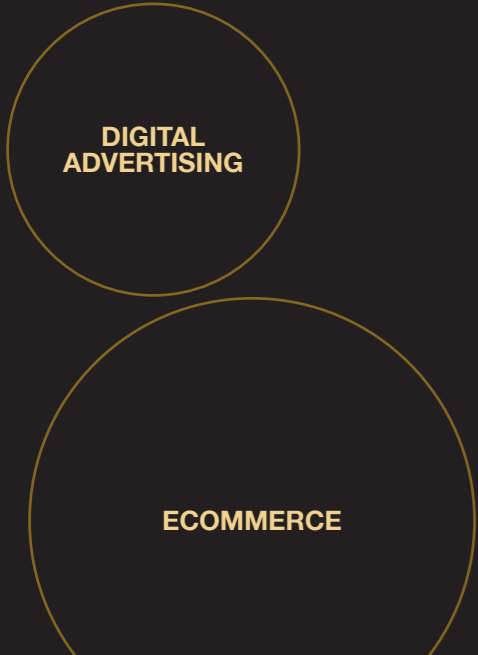
# 2 | What if the virtual economy overtakes the real economy?

STREAMING

GAMING

The distinction between the physical and virtual will continue to blur, driving economic activity into immersive worlds. The limits of human imagination only constrain the creative possibilities.

# 3 | What if clicks-and-orders displace bricks-and-mortar?



I think, therefore I buy.  
Advertising and ecommerce  
at the speed of thought.  
Penetration levels will  
continue to rise as  
commerce shifts online.

# 4 | What if finance is revolutionised one byte at a time?

FINTECH

FINANCIAL  
SERVICES IN  
EMERGING  
MARKETS

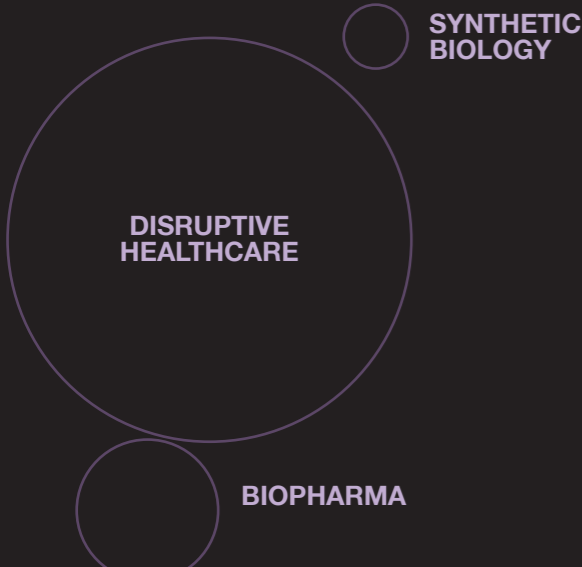
Traditional banking models are being challenged and are ripe for disruption. Technology will pervade finance, providing innovative solutions that are more accessible, affordable, and convenient than ever before.

# 5 | What if green is the new gold?



One of our major day-to-day costs is about to disappear – energy. From high, to low, to zero, driving the adoption of innovative renewable technologies across the globe.

# 6 | What if healthcare becomes codable?



“707 days from now you will develop stage one colon cancer.” Except now, you won’t. The digital code in our cells will help drive personalised therapies that ultimately treat and prevent disease, heralding a new era of healthcare.

# 7 | What if luxury never goes out of style?

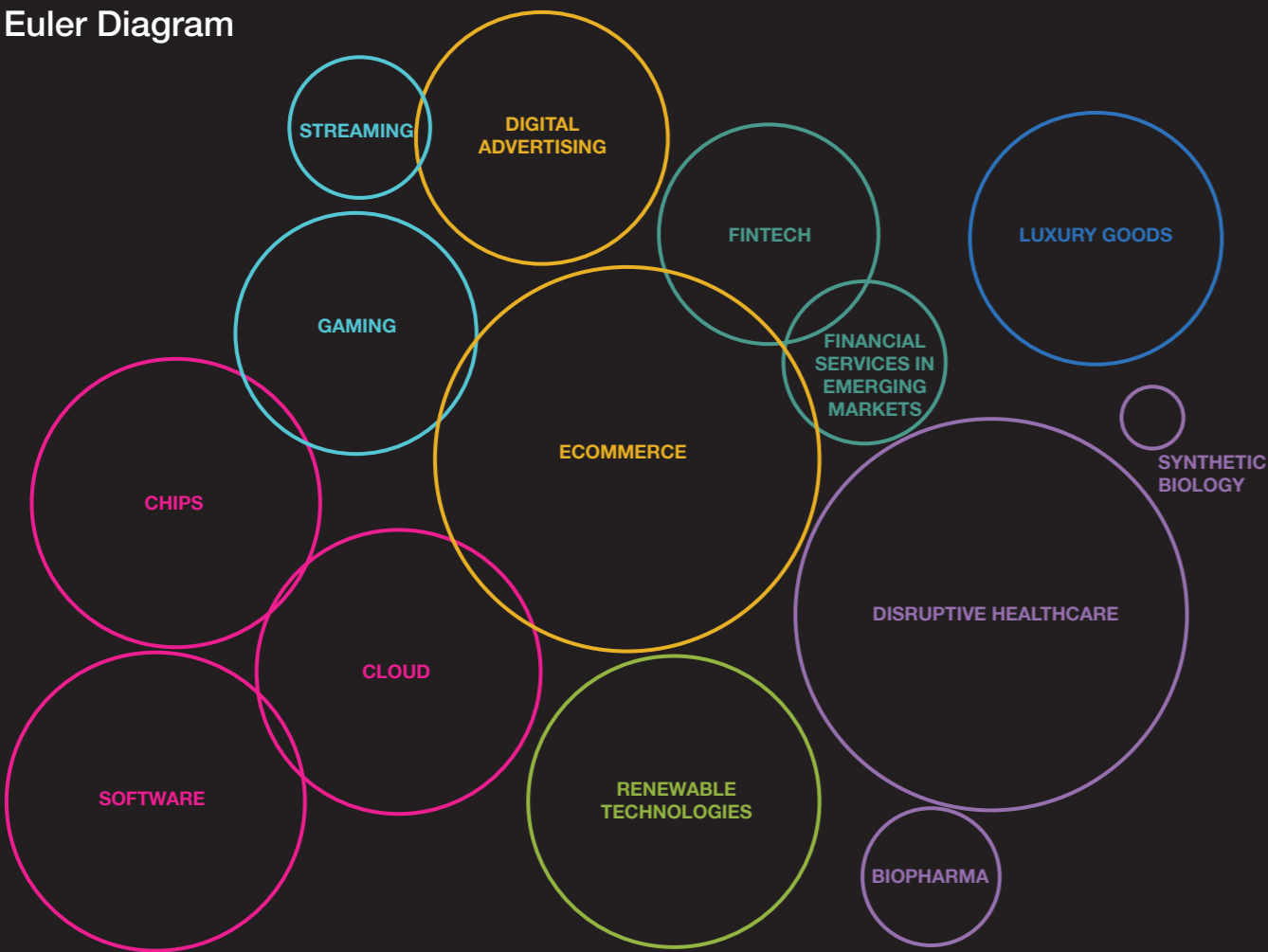


Each generation will come to agree with Oscar Wilde: “Surround me with luxury – the necessities I can do without!” Timeless brands will prosper as luxury consumption grows.



Long Term Global Growth 2024

Euler Diagram



LTGG Portfolio Contentions

1.	Demand for powerful chips will grow	<div></div>	12.	Applications for synthetic biology will grow	<div></div>
2.	Computing will further shift to the cloud	<div></div>	13.	Local champions will emerge in biopharma	<div></div>
3.	Businesses will allocate more budget to software	<div></div>	14.	Consumption in luxury goods will grow	<div></div>
4.	Gaming will gain share of leisure budgets	<div></div>			
5.	Streaming on-demand entertainment will gain share	<div></div>			
6.	Traditional brand advertising will digitise	<div></div>			
7.	Online retail will gain share	<div></div>			
8.	Fintechs will disrupt traditional financial service providers	<div></div>			
9.	Penetration of financial services will increase in emerging markets	<div></div>			
10.	Renewable technologies will gain share in the transportation and energy markets	<div></div>			
11.	Disruptive technologies will transform healthcare outcomes	<div></div>			

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