

INVESTOR'S GUIDE 2019

FORTUNE

FORTUNE.COM
DECEMBER 2018

ASIA PACIFIC EDITION
NUMBER 12

30 STOCKS

THAT CAN
RIDE OUT
THE STORM

WHERE
TO FIND THE
WORLD'S
NEXT BULL
MARKETS

HOW
A BIG BET ON
BLUE CHIPS
WENT BAD

WHAT
TOMORROW'S
WARREN
BUFFETT'S
ARE BUYING
TODAY

WHY
THIS MIDWESTERN
CHAIN IS THE
HOTTEST STOCK
IN RETAIL

+
THE 2018
BUSINESS-
PERSON
OF THE YEAR
HER 81-YEAR-OLD
COMPANY IS
GROWING FASTER
THAN APPLE

OUR 2019
CRYSTAL
BALL

CONTENTS

DECEMBER 1, 2018



FEATURES
**INVESTOR'S
GUIDE 2019**



▲ ON THE COVER:
ILLUSTRATION BY
MARIO DE MEYER

Get Ready for Reentry

By **MATT HEIMER**

Now that stratospheric returns are a thing of the past, set up your portfolio for continued growth—and a soft landing.

PAGE NO.

38

Emerging Bulls: Worth the Rocky Ride

By **SHAWN TULLY**

Shaky currencies, scary economies, and global trade skirmishes shouldn't deter investors from buying into these inexpensive, fast-growing markets.

PAGE NO.

66

Safety Meets Strength

By **JEN WIECZNER** with
additional reporting
by **SCOTT DECARLO**

Rising interest rates and global tensions are creating threats to growth. The best picks for investors? Companies strong enough to control their own destiny.

42

The Death and Life of Value Investing

By **ADAM SEESSEL**

The dominance of tech companies has forced some of the best investors to reexamine their assumptions. Here's how they're handling this adapt-or-die moment.

72

Where the Smart Money Is Headed

Moderated by **MATT HEIMER**

Our panel of experts hasn't been fazed by the market's recent volatility. Here's where they're spotting profitable opportunities.

54

Nelson Peltz's Twin Challenges

By **GEOFF COLVIN**

The famed activist investor thought his Trian hedge fund could work its magic on a pair of troubled stalwarts, GE and Procter & Gamble. They proved to be two bridges too far.

80

VOLUME 178 // NUMBER 6

THE 2018 BUSINESSPERSON OF THE YEAR

2018's Top People in Business

The 20 stars listed here delivered not only on the hard numbers, but also on those intangibles that turn strong leaders into standouts.

PAGE NO.

87

Soar While You're Ahead

By SHAWN TULLY

Delta bounced back from bankruptcy to become the most profitable of the Big Three U.S. airlines. The challenge for CEO Ed Bastian: widening Delta's lead.

PAGE NO.

114

No. 1 Progressive CEO Tricia Griffith

By ARIC JENKINS

She's risen from the claims department to the corner office, transforming this 81-year-old insurer into a growth powerhouse.

88

This Year's Top 20 in Business

Our ranking of top executives includes six female chiefs, the heads of five foreign firms, and leaders in industries ranging from luxury goods to light, sweet crude.

92

No. 4 Kohl's CEO Michelle Gass

By PHIL WAHBA

Big-box retailers have tried for a decade to protect their revenues from the onslaught of e-commerce. This CEO may have found a winning formula.

104



Fortune Asia (ISSN 0738-5587) is published monthly by Time Asia (Hong Kong) Limited, a subsidiary of Time Inc. Time Inc. is a wholly owned subsidiary of Meredith Corporation. *Fortune Asia* may also publish occasional extra issues. Customer Service and Subscriptions: For 24/7 service, please use our website: fortune.com/customerserviceasia. You may also contact Customer Services Center at 852-3128-5688, or email enquiries@timeasia.com or write to Time Asia (Hong Kong) Limited, 37/F Oxford House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong. Subscribers: If the postal authorities alert us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. Mailing List: We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please contact Customer Services Center. Member, Audit Bureau of Circulations. © 2018 Time Asia (Hong Kong) Limited. All rights reserved. *Fortune* is protected through trademark registration in the U.S. and in the countries where *Fortune* magazine circulates. *Fortune Asia* is printed in Singapore. Singapore MCI (P) 065/10/2018. Malaysia KKDN permit no. PPS1162/05/2013 [022950].

