

Thematics Framework Tearsheet

QUALITATIVE, LONG TERM INVESTMENT ANALYSIS

ClearMacro's **Theme Investability Ratings** have been developed to help investors put more structure and transparency into their thematic investment process.

We help clients to control their natural biases by enabling them to apply systematic investment frameworks to data, to direct their attention to areas requiring focus.

THEME INVESTABILITY RATINGS

A complementary approach is to screen the investment universe on a qualitative basis to identify **thematic trends likely to drive returns** in politics, technology and social developments. Qualitative analysis is combined with quantitative to give additional depth.

THEME CREDIBILITY ANALYSIS

While there is no shortage of powerful underlying themes influencing market returns, investors often have difficulty forming linkages in a structured and transparent way. ClearMacro's Theme Investability Criteria address this challenge, delivering investible, nuanced investment and capital allocation recommendations for each theme.

THEME PRICING ANALYSIS

- **Credibility Rating** measures the probability of the theme impacting returns over the next 6-12+ months.
- **Pricing Rating** measures how much the theme has already been discounted in the market.
- **Alignment Rating** measures whether the macro outlook is likely to be a headwind or tailwind for the theme.
- **Investability Rating** systematically reconciles all 3 ratings to capture the theme's return prospects and guide the investor to an appropriate capital allocation to the theme.

MACRO ALIGNMENT ANALYSIS

» [**THEMATICS FRAMEWORK PRIMER**](#)