



The power and potential of contrarian investing

Hugo Lavallée
Portfolio Manager

November 2023

What is contrarian investing?

Look for...

1



Stocks that are out of favour,
forgotten, unloved.

2



Situations that will improve over
the next two to three years.

For illustrative purposes only.

Human emotions: Fear

Fear of loss

Fear of sticking out

“Sounds bad”

Safety in
numbers

Dangerous
situation

Human emotions: Needs

Recognition

Superiority

Attractiveness

Helps establish
hierarchy

Makes people
feel better

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