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Aura Solution Company Limited

POTUS 47

Investing Under Trump 2.0

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Executive Summary

As global markets adjust to the possibility of a second term under Donald J. Trump, investment narratives are once again shifting toward policy-sensitive sectors. Aura Solution Company Limited's global research division evaluates Trump's potential return through a pragmatic and apolitical lens. While his leadership style is polarizing, markets have historically shown resilience and even outperformance under Trump-era economic policies. U.S. equities, in our analysis, stand out as Attractive—but with caveats. Market entry should be approached with caution, utilizing phased-in strategies and volatility hedging. This approach enables investors to take advantage of potential gains without assuming concentrated timing risk. As always, we advocate for structured exposure rather than speculative enthusiasm.

Trump's second term could reshape trade, regulation, taxation, and global alliances. Investors must balance optimism with vigilance.

1. Historical Context: Trump's First Term & Market Precedent

Donald Trump's 2016 election triggered both anxiety and optimism across financial markets. While initial reactions included global sell-offs, equities quickly rebounded as his administration implemented pro-business reforms. The 2017 Tax Cuts and Jobs Act—reducing corporate tax rates from 35% to 21%—was a catalyst for bullish sentiment. Deregulation across banking, energy, and technology sectors also stimulated investment activity. Despite trade war tensions, particularly with China, markets continued to perform robustly with the S&P 500 delivering over 60% returns during his tenure. This historical performance under Trump 1.0 provides context for investor sentiment in 2025. However, the world has since changed dramatically—rising inflation, tightening monetary policy, AI disruption, and regional conflicts all add new variables. A second Trump term must be analyzed under this evolved macroeconomic framework.

2. Policy Outlook: Sectoral Winners Under Trump 2.0

Trump's policy agenda remains pro-growth in rhetoric, though implementation may vary depending on Congressional alignment. We anticipate aggressive tax posturing, renewed emphasis on deregulation, and a focus on national security through industrial and defense policy. In this environment, defense and aerospace companies could benefit from higher Pentagon budgets and more assertive foreign policy. Energy firms, especially in oil and natural gas, are likely to see relaxed environmental standards and broader drilling rights. Financial institutions may gain under lighter regulatory scrutiny, allowing regional banks and asset managers to expand profitability. Industrial and infrastructure-focused companies could be winners if Trump revives his "America First Infrastructure" pitch. Meanwhile, tech could be a mixed bag—supported by AI and semiconductors but also vulnerable to antitrust pressures or new tariffs. Caution is advised in sectors that may face political heat, such as pharmaceuticals or ESG-focused firms.

3. Strategy & Timing: Phased Investment as a Risk Buffer

While we rate U.S. equities as fundamentally Attractive, Aura does not recommend full market exposure at once.

Trump's political unpredictability, combined with a polarized media environment, suggests volatility will remain a central theme. Phased investing—gradually increasing allocation over 6 to 12 months—can smooth out entry points and reduce the impact of short-term shocks. Utilizing protective instruments such as put options, sectoral ETFs, and volatility hedges (e.g., VIX-linked assets) can further manage drawdown risks. We encourage investors to prioritize quality companies with resilient cash flows and strong dividend histories, especially in cyclical sectors. Exposure should be diversified by market cap and industry, avoiding overconcentration in speculative growth or politically sensitive stocks. For international investors, currency hedging remains critical, particularly given Trump's aggressive stance on the U.S. dollar and potential trade friction.

4. Global Market Impact: America's Policy Ripple Effect

Trump's presidency has always extended beyond domestic U.S. borders. A Trump 2.0 administration could intensify U.S.-China tensions, particularly in tech and defense sectors, affecting global supply chains and creating ripple effects in emerging markets. Chinese ADRs, semiconductors, and rare earth producers could all face

significant headwinds. In Europe, Trump's protectionist leanings and criticism of NATO may lead to diplomatic cooling, which could affect transatlantic trade and defense cooperation. Middle East and North Africa (MENA) economies, particularly energy exporters, could benefit from Trump's alignment with fossil fuel expansion and reduced climate cooperation. Countries in Southeast Asia may find opportunities in realigned trade routes, but must also prepare for potential currency instability. Trump's America-first policies, though domestically popular, often provoke strong global responses—making country-specific strategies essential for global investors.

5. Institutional Viewpoint: Aura's Long-Term Lens

Aura Solution Company Limited operates on a philosophy of long-term, disciplined investing, unshaken by political cycles. Our research methodology emphasizes data over ideology, combining fundamental analysis with behavioral insights and geopolitical modeling. We view the Trump 2.0 possibility not as a risk or reward in itself, but as one of many scenarios requiring adaptive portfolio construction. Our institutional portfolios are constructed to absorb regime shifts by emphasizing multi-asset balance, liquidity management, and global diversification. We believe sound

policy may emerge from even volatile leadership when viewed over an extended time horizon. Aura does not engage in partisan speculation but remains rooted in principles of risk-adjusted returns, capital preservation, and ethical asset deployment. Our commitment is to help investors filter out media noise and focus on real, actionable market intelligence.

6. The Road Ahead: Repricing America's Narrative

Should Trump return to the White House, financial markets will rapidly move to reprice risk across asset classes. Bond yields may spike initially as fiscal policy heats up, while equities could rally in sectors tied to defense, energy, and infrastructure. Currency markets may react to shifting trade and dollar policies. Investors should anticipate market dislocations, but also opportunities for strategic allocation in undervalued areas. While political theater may dominate headlines, history suggests that markets favor clarity of policy direction over political consensus. Whether Trump's comeback ignites volatility or euphoria will depend largely on execution. The right approach is not fear or fanaticism—but preparation. For institutions and individuals alike, the path forward requires a toolkit of flexibility, foresight, and

financial discipline. Aura's advisory teams stand ready to guide investors through this pivotal transition.

TRADE WAR

What Happened?

Markets sharply retreated as investor sentiment turned decisively risk-off following remarks from Federal Reserve Chair Jerome Powell. The S&P 500 fell by 2.2%, while the Nasdaq Composite—a tech-heavy benchmark—suffered a steeper 3.0% decline. Powell expressed concern that recent tariffs implemented by President Trump's administration had been “significantly larger than anticipated,” and warned they could fuel persistent inflation. This, he added, may complicate the Fed's ability to support growth, potentially placing monetary policy in a constrained position. The cautious tone signaled a shift from earlier Fed communications that described tariff-driven inflation as “transitory.”

In a significant move that amplified market stress, the U.S. government imposed new export restrictions on AI chipmaker NVIDIA, targeting shipments to China. This policy shift is seen as a new flashpoint in the ongoing U.S.-China tech and trade rivalry. NVIDIA's shares plunged 6.9% after it

revealed that compliance with these restrictions on its H2O chip would result in a USD 5.5 billion charge. AMD also echoed concern, estimating a hit of up to USD 800 million. Safe havens rallied: gold surged 3.6% to USD 3,334/oz, U.S. 10-year Treasury yields fell by 5 basis points to 4.28%, and the dollar weakened against the euro, with EUR/USD rising 1% to 1.14.

What Do We Think?

Despite escalating tensions, we at Aura Solution Company Limited believe that a pragmatic resolution between the U.S. and China remains likely. Trade war cycles historically follow a pattern of escalation followed by tactical retreat and renegotiation. President Trump has publicly stated he would “love” to reach a deal with China, suggesting flexibility remains. In our view, after initial market turbulence, both sides will likely seek to restore a trade equilibrium—especially in light of mutual economic exposure. We expect average U.S. tariffs on Chinese imports to stabilize around 34%, with a broader tariff rate of 10–15% globally, excluding primary partners like Canada and Mexico.

Chair Powell’s cautious remarks shouldn’t be interpreted as closing the door on rate cuts. His comments likely reflect a strategic pause, allowing policymakers to assess tariff

impacts more fully before acting. Aura anticipates that the Fed will be responsive if growth falters—especially in the labor market, which remains the key variable. Should layoffs increase meaningfully, the Fed would likely pivot. Our base case expects a cumulative rate cut of 75 to 100 basis points before year-end, reaffirming our belief that monetary flexibility remains intact.

How to Invest

In this uncertain environment, investment decisions should be guided by discipline, scenario planning, and portfolio resilience. Market volatility is likely to persist until clearer direction emerges on tariff policies and U.S.-China relations. Investors should embrace a tactical yet diversified approach, making use of volatility as an opportunity rather than a threat. Below are key strategies recommended by Aura's global strategy team:

1. Take Advantage of Volatility

Increased volatility, while unsettling, often precedes periods of above-average returns. We recommend phased entry into equity markets, especially for those underinvested.

Averaging-in over multiple tranches allows investors to reduce timing risk and build exposure to sectors positioned to rebound once clarity improves. Our models continue to rate U.S. equities as Attractive, based on robust earnings, innovation leadership, and structural support from fiscal policy. However, caution is warranted, and diversification remains paramount. Investors should prioritize sectors less exposed to geopolitical crossfire, such as industrial automation, domestic infrastructure, and select consumer staples.

2. Allocate to Gold

Gold continues to fulfill its traditional role as a safe-haven asset in times of political and economic stress. With the metal recently touching an all-time high of USD 3,334/oz, its performance underscores broad investor concern over inflation and macro instability. Gold is up approximately 26% year-to-date, reflecting both defensive flows and weakening real yields. We maintain a bullish outlook, projecting that gold could reach USD 3,500/oz by year-end, driven by sustained inflation concerns, central bank accumulation, and geopolitical instability. Investors should consider maintaining a 5–10% allocation to gold in multi-asset portfolios for volatility buffering.

3. Diversify with Hedge Funds

Hedge funds, particularly those using discretionary macro, equity market neutral, or multi-strategy approaches, offer flexibility during market dislocations. These strategies can dynamically reallocate capital based on shifting macro conditions, allowing for downside mitigation without overcommitting to a directional market view. Multi-strategy funds, in particular, combine low correlation with opportunistic alpha-seeking, which is well-suited to the current environment. That said, hedge funds also come with liquidity constraints and opaque risk profiles, so investors must apply rigorous due diligence. For qualified clients, they remain a valuable diversification tool in the era of policy unpredictability.

4. Seek Durable Income

Fixed income remains a critical component of defensive positioning. Despite recent instances where equities and bonds declined in tandem, historical correlation dynamics suggest that high-quality bonds will regain their role as portfolio stabilizers. U.S. Treasuries, investment-grade corporates, and municipal bonds offer attractive risk-

adjusted yields in the current rate environment. With inflationary pressures likely to be temporary in nature (despite tariff noise), we expect the Fed to remain responsive, anchoring long-term rates. Investors seeking durable income with lower capital volatility should consider extending duration modestly while avoiding high-yield or speculative debt instruments for now.

Conclusion

The renewed trade tensions between the U.S. and China—amplified by Fed commentary and export controls on strategic technologies—have triggered a marked return of risk aversion. Markets are in a period of recalibration. However, we caution against emotional reactions or binary positioning. Aura’s framework emphasizes strategic patience, intelligent allocation, and long-term clarity amid short-term noise. Opportunities will arise for disciplined investors—particularly in U.S. equities, gold, and select alternatives. Our teams continue to monitor developments across Washington, Beijing, and the Fed to provide our clients with precise, high-quality intelligence and allocation strategies.

Volatile Times

Strengthening Portfolios in Volatile Times | Aurapedia | Aura Solution Company Limited

In this CIO Update, we present our upgraded outlook for U.S. equities, outline strategies to strengthen and diversify portfolios amid market volatility, and provide revised scenario-based guidance following President Trump's 9 April announcement of a 90-day tariff reprieve on most countries.

US Equities Upgraded to 'Attractive'

We now classify U.S. equities as Attractive, based on three core observations:

1. Policy Reversal Reduces Tail Risks

President Trump's recent tariff suspension follows a period of escalating trade tensions, notably after the 2 April "Liberation Day" announcement that raised U.S. tariffs on Chinese imports to 145%. However, the subsequent 90-day pause on reciprocal tariffs for non-China trade partners marks a significant de-escalation.

This action signals a heightened sensitivity from the administration toward market turbulence—a possible

informal "Trump put"—indicating that market feedback may temper policy severity moving forward.

2. Risk of Systemic Downturn Decreases

While the China tariffs remain economically disruptive, we believe systemic crisis risks have moderated. Consequently, we revise our downside S&P 500 target upward to 4,500 (aligned with a typical recession), from a previous low of 4,000 (representative of a financial crisis scenario).

3. Post-Volatility Returns Tend to be Strong

Historically, high volatility environments have preceded above-average market gains. With the VIX surpassing 50, and the S&P 500 rebounding 9.5% on 9 April—its largest single-day rise since 2008—precedent suggests significant return potential over the next 12 months. Since 1950, similar rebounds have been followed by consistent and notable gains.

Moreover, investor sentiment remains exceptionally bearish—typically a contrarian indicator. The latest AAI survey shows 58.9% of investors expect further declines, increasing the potential for upside surprise.

Strategies for Navigating Volatility

“Phasing-In” Strategy

We advocate for gradual market entry via phasing-in to balanced portfolios. Since 1945, such strategies have outperformed cash in 74% of 1-year periods and 83% over 3 years—especially when initiated after a market correction of over 10%.

Capital Preservation Instruments

Structured notes and capital preservation vehicles using zero-coupon bonds and call options can offer upside equity participation while limiting downside. These tools may suit investors seeking gains but wary of short-term volatility.

Gold as a Strategic Hedge

Gold rebounded to USD 3,176/oz as of 10 April and continues to serve as a strong hedge amid trade uncertainty and dovish central bank expectations. We forecast gold prices reaching USD 3,200/oz in our base case, driven by geopolitical risk, inflation hedging, and lower real rates.

High-Quality Bonds

US Treasury yields at 4.42% present attractive entry points. We target a 4.0% yield by year-end, with potential for significant capital appreciation should downside economic scenarios materialize. In recessionary conditions, yields may fall to 2.5%.

Hedge Fund Strategies

Discretionary macro, equity market neutral, relative value, and multi-strategy hedge funds offer dynamic exposure and downside protection. While illiquidity and transparency challenges persist, the current macro backdrop favors adaptive, alpha-seeking approaches.

Scenario Analysis – April 2025 Outlook

Base Case – 50% Probability

- S&P 500 Target: 5,800
- 10-Year Treasury Yield: 4.0%

- Macro Expectations:
 - Equities rise amid sectoral trade agreements and central bank rate cuts.
 - The U.S. economy grows sub-1% in 2025; unemployment remains below 5%.
 - Effective tariff rates settle at ~10–15% ex-China; ~34% for China.
 - Fed cuts rates by 75–100bps; ECB cuts 25bps per meeting until mid-2025.

Downside – 30% Probability

- S&P 500 Target: 4,500
- 10-Year Treasury Yield: 2.5%
- Macro Expectations:
 - Tariff talks fail; global trade deteriorates; U.S. enters mild recession.
 - Tariffs ex-China rise to 15–20%; U.S.-China tariffs stay >60%.

- Fed eventually cuts rates by 300bps to offset recession impact.

Upside – 20% Probability (details in upcoming bulletin)

- We will provide further insights in the next CIO Alert, focusing on best-case outcomes including robust trade resolutions, strong earnings rebounds, and policy stimulus.

Conclusion

Market dislocations present opportunities for investors who remain disciplined. Through diversification, strategic positioning, and phased engagement, investors can enhance portfolio resilience and benefit from the eventual stabilization of global trade dynamics. While the path may remain uneven, the medium-term trajectory favors recovery and growth.

Aurapedia | Aura Solution Company Limited remains committed to delivering forward-looking guidance grounded in rigorous macroeconomic insight and real-time market analysis.

Tariff Pause

Equity Markets Rebound on Tariff Pause | Global Markets | US-China Relations | Trade Strategy | Investor Insights

1. Context & Key Developments

On April 9, 2025, the S&P 500 surged 9.5%, marking its largest single-day gain since the 2008 financial crisis. This dramatic upswing followed an unexpected announcement by US President Donald Trump of a 90-day suspension on reciprocal tariffs for nations that had refrained from retaliatory actions against the United States. The move sparked optimism that a full-scale global trade war could be temporarily averted.

Yet the relief came with caveats:

- China, the United States' largest trading partner, was excluded from this tariff pause.
- Tariffs on Chinese goods were raised to 125%, up from 104% earlier that day.
- A separate executive order tripled tariffs on Chinese parcels under \$800 in value from 30% to 90%.

directly targeting e-commerce flows amounting to \$40–45 billion annually.

The announcement had a dual effect: short-term market rally driven by hope of broader relief, counterbalanced by escalation with China, signaling a continued hardline stance from Washington.

2. Strategic Interpretation: “Escalate to Deescalate”

President Trump’s approach is viewed by many as a form of negotiation brinkmanship—escalating pressure to force bilateral concessions, then offering temporary relief to incentivize compliance. This "escalate to deescalate" tactic may offer short-term market clarity, but comes at the cost of long-term global supply chain stability.

Key strategic features:

- Selective relief: Rewarding countries who avoid retaliation.
- China singled out: Reinforces decoupling rhetoric.

- Leveraging uncertainty: A tool to extract policy and trade concessions.

3. Market Reactions & Volatility

Equity Markets

- Broad relief rally across sectors.
- Pharma sector underperformed, rising only 2.8%, amid Trump's signal that it would be the next target for tariffs.

Bond Market Stress

- The 10-year US Treasury yield spiked to 4.51% before easing to 4.3%, showing rare behavior inconsistent with typical "flight-to-safety" patterns.
- The volatility was attributed to:
 - Foreign divestment from US Treasuries.
 - Unwinding of leveraged basis trades by hedge funds.
 - Heightened liquidity demand amid uncertainty.

4. Policy Outlook & Base Case Expectations

Aurapedia's editorial consensus estimates the following scenario probabilities:

| Scenario | Description | Probability |
|----------|-------------|-------------|
|----------|-------------|-------------|

| | | |
|-----------|--|-----|
| Base Case | Tariff volatility persists, followed by phased rollbacks driven by internal and external pressure. | 50% |
|-----------|--|-----|

| | | |
|-----------------|--|-----|
| Upside Scenario | Sustained rebound due to permanent trade resolution, easing inflation, and AI-driven optimism. | 20% |
|-----------------|--|-----|

| | | |
|-------------------|---|-----|
| Downside Scenario | Escalation into broader trade conflict, economic slowdown, failure to cut rates promptly. | 30% |
|-------------------|---|-----|

The US effective tariff rate has more than tripled from 9% to 27% in less than 10 days. Excluding China, the rate is 11%, suggesting the China-US trade channel is disproportionately burdened.

5. Investment Strategy & Portfolio Positioning

A. Rebalance Using the Liquidity–Longevity–Legacy Model

- Apply a segmented wealth approach to buffer against future shocks.
- Ensure Liquidity strategy is adequately funded for near-term volatility.

B. Capital Preservation Over Directional Bets

- With implied volatility receding, capital-preserving structured products become more attractive.
- Replace direct equity exposure with buffered outcome strategies.

C. Gold as a Hedge

- Recent weakness in gold presents a buying opportunity.
- Target: USD 3,200/oz—an attractive level under continued geopolitical risk.

D. Income from Bonds

- Yield spike provides strong entry points for long-duration Treasuries.
- In a downturn, yields could fall to 2.5%, creating upside in bond prices.

E. Hedge Fund Diversification

- Macro and relative value strategies provide downside protection.
- Use hedge funds to absorb macro policy swings and cross-market anomalies.

F. Structural Thematic Bets (TRIO)

- TRIO = Transformational Innovation Opportunities:
 - Artificial Intelligence
 - Longevity and Aging
 - Energy Transformation (Power & Resources)
- Phase into these themes during market dips to outperform over time.

G. Currency Opportunities

- Take advantage of range-bound FX volatility:
 - EUR/USD: ~1.10
 - USD/CHF: ~0.86
 - GBP/USD: ~1.31
- Medium-term dollar weakness likely as Fed rate cuts accelerate.

6. Long-Term Reflections for Policymakers and Investors

The Trump administration's tariff policy remains reactionary and transactional, shaped more by political positioning than economic fundamentals. While markets are celebrating short-term relief, the underlying systemic uncertainties persist:

- Unpredictable policy oscillations.
- Weaponization of trade tools.
- Fracturing of global supply networks.

For long-term investors, this environment demands a flexible, multi-asset framework that leans on innovation, income, and optionality—and above all, avoids overreliance on any one political or geographic regime.

The Economic Consequences

By Auranusa Jeeranont, Chief Economist, Aura Wealth Management

Overview

The resurgence of aggressive tariff policies in early April 2025 has reignited fears of a prolonged global trade war. In this analysis, we examine the macroeconomic consequences of sustained tariff escalation, provide insights into the current trajectory of US and global trade policy, and assess the strategic implications for investors. As tensions rise between major economies—particularly the United States and China—we aim to cut through the headlines and offer a data-driven framework to understand what’s really at stake.

1. The Tariff Shock: Policy Escalation in Real Time

President Donald Trump's recent orders, including a tripling of tariffs on Chinese e-commerce parcels under \$800 and an increase in average Chinese import tariffs to 125%, represent a significant deviation from prior trade détente. Unlike earlier phases of the US-China standoff, this round targets both wholesale industrial flows and consumer-level imports, signaling a comprehensive decoupling intent.

Moreover, the "90-day pause" on reciprocal tariffs—excluding China—adds layers of complexity by effectively creating a tiered global trade regime, where allies receive preferential treatment and rivals face punitive measures.

"What we are witnessing is not just a trade war. It is the reconfiguration of the global order in which trade is increasingly weaponized," says Auranusa Jeeranont.

2. The Macroeconomic Costs

a. Inflationary Pressures

Higher tariffs function as a consumption tax, passed down to end users. With Chinese imports constituting nearly 18%

of US retail inventory, the price pass-through is already observable in core consumer price indices.

- Core PCE inflation could rise above 3.7% by Q3 2025.
- Sectors such as electronics, pharmaceuticals, and consumer staples are particularly exposed.

b. Supply Chain Fractures

Corporates are reacting by:

- Onshoring operations (raising capital expenditure).
- Shifting to alternative suppliers in Southeast Asia or Latin America (raising transitional costs).
- Passing expenses onto consumers (fueling inflation).

These transitions reduce productivity in the short term, with global GDP projected to fall by 0.4% in a full-blown trade war scenario.

c. Capital Markets Volatility

The bond market is signaling stress. The 10-year US Treasury yield jumped from 3.87% to 4.51% in under 72 hours, then eased slightly. This suggests:

- Foreign selling of Treasuries.
- Liquidity crises at hedge funds unwinding basis trades.
- Declining faith in US fiscal restraint amid rising deficits.

“If the US weaponizes trade, foreign actors may begin to reassess the safety of holding US assets,” notes Alex Hartford.

3. Investor Strategy in a Fractured Trade Landscape

A. Risk-Adjusted Allocation Models

Aura Wealth Management recommends a three-layered portfolio strategy:

1. Defensive base: Bonds, gold, capital-preserving notes.

2. Core yield: Dividend stocks in resilient sectors (utilities, healthcare).
3. Thematic growth: Exposure to AI, green energy, and aging population themes.

B. Tactical Positioning

- Buy the dip in innovative names undergoing de-risking.
- Avoid overexposure to companies with >30% China revenue dependence.
- Use structured solutions to capitalize on lower implied volatility while managing downside.

C. Hedge Fund Integration

Given policy unpredictability, macro and relative value hedge funds offer critical diversification. Discretionary macro managers, in particular, are well-positioned to exploit rate volatility and currency mispricings stemming from geopolitical shocks.

4. The Global Policy Outlook

US Policy Path

The Trump administration is following a pattern of:

- Sharp unilateral action, followed by offers of relief to compliant partners.
- A growing reliance on executive orders, bypassing traditional diplomatic or congressional avenues.

“This is policymaking as performance—timed for maximum market reaction and electoral visibility,” observes Jeeranont.

China’s Counterstrategy

Beijing has responded with:

- Targeted tariff increases on US agricultural and energy exports.
- Accelerated efforts to deepen intra-Asian trade ties (RCEP+, Belt and Road 2.0).
- Moves to reduce dependence on US-dominated platforms (e.g., chips, dollar settlement systems).

Europe's Ambivalence

Caught between markets and morals, the EU is divided:

- France and Italy favor retaliatory tariffs.
- Germany seeks mediation to protect industrial exports.
- The ECB is under pressure to shield the eurozone from stagflation, potentially prompting unconventional QE extensions.

5. Long-Term Structural Themes

Amid the near-term chaos, three megatrends are emerging:

1. The End of Trade Globalization (1990–2020)

The era of hyper-globalized supply chains is over. Nations are recalibrating risk, not just cost.

2. The Rise of Strategic Autarky

Expect more national investment in semiconductors, food security, and defense manufacturing, backed by state incentives.

3. The Reinvention of Multilateralism

Old institutions like the WTO are being bypassed. New alliances will emerge, not based on ideology, but resilience and redundancy.

Conclusion

The current trade war is not merely a squabble over tariffs—it is a structural inflection point in global economic governance. Investors must prepare for nonlinear risks, localized winners, and prolonged volatility as markets adjust to a new global equilibrium. At Aura Solution Company Limited, we advocate decisive rebalancing, macro awareness, and intelligent risk-taking rooted in deep fundamental analysis and forward-looking scenario planning.

Trade War - FAQ

What has happened?

The US has re-escalated trade tensions by imposing a fresh wave of tariffs, reigniting global concerns over a full-blown trade war. On April 5, 2025, President Trump announced a sweeping package targeting strategic Chinese industries with 25% tariffs, citing unfair trade practices, intellectual property theft, and national security threats. China swiftly retaliated with reciprocal tariffs, targeting key US exports such as agricultural products, semiconductors, and aircraft components. This tit-for-tat escalation has sent shockwaves across global markets, with equity indices posting sharp declines and volatility measures surging. Investor sentiment has turned cautious as fears grow that this confrontation may derail the fragile global recovery and disrupt tightly woven global supply chains. The episode bears striking resemblance to the trade war cycle of 2018–2019, but comes at a time of higher inflation and tighter monetary policy, magnifying the potential fallout.

What are the implications?

The renewed trade war could have significant macroeconomic and market implications. At the macro level, increased tariffs could dampen global trade flows, reduce corporate earnings, and suppress GDP growth across major economies. It may also stoke inflationary

pressures as import costs rise, particularly in the US and China. Financial markets are already reflecting heightened risk aversion, with equity markets under pressure, particularly in sectors directly exposed to international trade. Technology, industrials, and consumer discretionary sectors are likely to bear the brunt of the tensions. On the currency front, we may see strength in safe havens such as the US dollar, Japanese yen, and Swiss franc, while emerging market currencies remain vulnerable. Furthermore, the shift in investor sentiment could lead to a pullback from risk assets and exacerbate liquidity pressures in global markets.

What comes next?

The trajectory of the trade war will hinge on the political will of both the US and China to negotiate or escalate. In the short term, more retaliatory actions are likely, including non-tariff barriers, tech export controls, and financial restrictions. Behind the scenes, diplomatic backchannels may remain open, but publicly both sides are adopting hardline rhetoric. Investors should brace for further headlines and policy moves, especially as the 2026 US midterm elections draw near, incentivizing political posturing. Over the medium term, we could see three scenarios unfold: (1) a negotiated

truce, perhaps through backchannel talks, (2) a protracted standoff with continued tit-for-tat measures, or (3) an outright decoupling, particularly in sensitive technology and defense sectors. The outcome will depend heavily on domestic political dynamics and how economic pain is distributed among stakeholders.

How are markets reacting?

Global markets have responded with a sharp sell-off, led by trade-sensitive stocks and emerging markets. US equities saw their steepest one-day drop since October 2022, with the S&P 500 falling over 3%. Chinese equities fared worse, with the CSI 300 down nearly 5% as investors priced in retaliatory risks. Bond markets have seen a flight to safety, with yields on US Treasuries and German bunds falling as investors rotated out of equities. The VIX volatility index surged above 25, indicating heightened market stress. Commodity markets have also been shaken—oil prices fell on global demand concerns, while gold prices climbed as a traditional safe haven. Currency markets showed a classic risk-off pattern, with the Japanese yen and Swiss franc strengthening, while Asian and Latin American currencies faced downward pressure. Overall, markets are on edge and

poised for further turbulence depending on how events evolve.

What does this mean for our investment views?

This escalation reinforces our cautious near-term stance on global equities and risk assets. While we remain constructive on select longer-term structural themes—such as AI, green energy, and healthcare innovation—our short-term tactical allocation leans more defensive. We favor high-quality companies with strong balance sheets, pricing power, and low international exposure. Within fixed income, we see value in government bonds as a hedge against equity volatility, particularly US Treasuries and German bunds. Gold and defensive currencies are also attractive in this environment. Regionally, we are reducing exposure to North Asia and export-oriented emerging markets, while maintaining a neutral stance on US equities given their relative earnings strength. This environment supports diversification and active management, as idiosyncratic risks may outweigh broad market trends. Investors should remain nimble and prepare for a wider range of outcomes.

Why We're Not Worried—And You Shouldn't Be Either

Executive Summary

Despite sharp headlines and market dislocations triggered by the re-escalation of tariffs under the Trump administration, we see reasons for calm. Asset prices have adjusted swiftly, but beneath the surface, key indicators—liquidity, corporate resilience, earnings revisions—remain solid. Investors who focus on fundamentals, deploy liquidity wisely, and embrace volatility as a partner rather than an enemy, may find asymmetric opportunities in the coming months.

1. Volatility \neq Risk—Understanding the Dislocation

Market volatility often triggers a psychological response to sell—especially among retail and short-term traders. But volatility is not the same as risk. Risk is permanent capital loss. Volatility is temporary mispricing. What we're seeing in Q2 2025 is a repricing of assets, not a destruction of underlying value. The tariff headlines—particularly new duties on tech imports and retaliatory measures from China—have led to sector-specific drawdowns. Yet broad market liquidity remains intact, credit spreads are stable, and global monetary conditions are accommodative. In other words, this is turbulence—not a crash.

2. Corporate America Is Built for This Moment

Many of the firms under pressure today have spent the last five years reshaping their supply chains, deleveraging balance sheets, and securing input redundancy. The "trade war playbook" written in 2018–2020 was not forgotten. Companies adapted, and now they're better hedged. What does that mean for investors? Temporary earnings hits may occur, but long-term earnings power is not impaired. In fact, we expect a new wave of capex, driven by reshoring, AI productivity, and sovereign subsidies (e.g., CHIPS Act II), to power S&P 500 earnings growth back into double digits by 2026.

3. Liquidity Is King—and We Have It

Liquidity defines who can stay offensive when others are defensive. At Aura Solution Company Limited, we've maintained 18–22% of client capital in deployable dry powder—ready to buy the dips, not sell into them. We see this phase not as a danger zone, but a discount window. Opportunities abound in distressed credit, secondaries, select Asian tech, and commodities. Gold and oil have both broken out, but there's still room in copper,

rare earths, and lithium—especially given the push for energy independence and EV incentives globally.

4. The Retail Fear Premium = Our Institutional Advantage

When sentiment overshoots fundamentals, pricing inefficiencies emerge. That's what we're seeing now. The AAI Sentiment Index just posted its lowest bullish reading since 2022—yet real GDP growth remains positive, inflation is moderating, and the Fed has signaled flexibility. For institutional allocators, this means retail-driven selloffs present buying opportunities in misunderstood sectors like industrial automation, agri-tech, and alternative finance platforms. We're not chasing the fear. We're arbitraging it.

5. Long-Term Themes Remain Intact

The tariff headlines have distracted from the bigger picture: the secular themes remain unbroken. AI adoption, green infrastructure, deglobalized supply networks, and sovereign digital currencies are multi-year plays. They don't unravel with a few political shocks. In fact, heightened geopolitical complexity reinforces the case for these themes. Investors seeking to hedge long-term instability should lean into

autonomy-oriented investments: water rights, data infrastructure, cybersecurity, and sovereign debt from energy-exporting nations.

6. What We're Doing Now (And What We Suggest You Consider)

Here's our positioning and action plan as of April 2025:

- Overweight: U.S. infrastructure, Southeast Asia equities, energy, and mid-duration Treasuries
- Underweight: European luxury, long-dated tech growth, and Chinese consumer retail
- Rotating Into: LatAm logistics, copper futures, short-duration U.S. corporates
- Hedging Through: Gold, Yen, and inverse volatility ETFs

We've also rebalanced selectively toward high-cash-flow dividend stocks in the U.S. industrial sector—especially those benefiting from reshoring tailwinds.

7. Final Word: This Is Opportunity in Disguise

While others see risk, we see value. Market overreactions to political cycles create asymmetries—and asymmetries are where real alpha lives. The underlying system is not breaking. It's bending—and adapting. As we've said before: markets hate uncertainty, but they love resilience. This is not the end of the bull story. It's just a different chapter. Stay patient. Stay focused. Stay invested.

TRADE POLICY

Questions and Answers on the US Reciprocal Tariff Policy

Aurapedia | International Trade Affairs

Published: April 2025

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- Overview of EU-US Trade and Investment
- VAT and Tariffs: What's the Difference?
- WTO Compliance of Internal Taxes
- US vs. EU Tariff Comparison

- Automotive Tariffs: The Real Picture
- Ongoing Dialogue and Prospects for Reform

What is the current value of EU-US trade and investment?

As of 2023, the EU and the United States maintained one of the largest bilateral trade and investment relationships in the world:

- Goods Trade:
 - EU exports to US: €503 billion
 - EU imports from US: €347 billion
 - Result: €157 billion goods trade surplus for the EU
- Services Trade:
 - EU exports to US: €319 billion
 - EU imports from US: €427 billion
 - Result: €109 billion services trade deficit for the EU

- Investment Stocks (2022 data):
 - Combined EU-US investment stocks exceed €5.3 trillion, highlighting deep economic interdependence.

Does the EU have a trade surplus with the US?

When both goods and services are considered, the EU holds a modest overall trade surplus of €48 billion—approximately 3% of total trade (€1.6 trillion).

It is important to highlight that while the EU maintains a surplus in goods, it runs a significant services trade deficit with the US, showcasing the complementary nature of both economies.

Is Value-Added Tax (VAT) considered a tariff?

No, VAT is not a tariff. VAT is a consumption-based tax, similar to state-level sales taxes in the US. It is applied uniformly on all goods sold within the EU, regardless of whether they are produced domestically or imported.

- Key Points:

- VAT is imposed on all goods sold within the EU.
- Foreign and domestic products are taxed equally.
- VAT is a neutral fiscal instrument, not a trade barrier.

How does the WTO view internal taxes like VAT?

According to the World Trade Organization (WTO) and GATT Article III, non-discriminatory internal taxes like VAT are entirely permissible.

The EU's VAT framework is aligned with WTO principles:

- It treats domestic and imported goods identically.
- It does not confer trade advantage or disadvantage.
- It functions as a general domestic tax, not a trade measure.

Does the US apply internal taxes to goods and services?

Yes, the United States applies state-level sales taxes, which function similarly to VAT. In both jurisdictions, goods produced domestically and goods imported from abroad are treated equally in terms of internal taxation.

What are the average tariff rates between the EU and US?

There is no single “absolute” average tariff due to differing methodologies, but in practice:

- Average applied tariffs (2023):
 - US on EU goods: ~1% (collected €7 billion)
 - EU on US goods: ~1% (collected €3 billion)

This reflects balanced low tariff levels across the Atlantic, in line with both economies' commitment to open trade.

Has the EU offered to lower certain tariffs, such as car tariffs, for the US?

The EU remains open to fair, rules-based negotiations aimed at reducing tariffs where mutually beneficial outcomes can be reached.

- No specific proposal regarding auto tariffs has been tabled by either side.
- Any reductions would need to be part of a broader, balanced agreement.
- The EU emphasizes constructive dialogue and trade equity.

What about the disparity in auto tariffs—EU's 10% vs. US's 2.5%?

This comparison does not present the full picture:

- The EU imposes a 10% tariff on cars under its Most Favored Nation (MFN) schedule.
- The US applies a 25% tariff on pickup trucks—the most popular vehicle class in America.
 - Example: The Ford F-150, the best-selling vehicle in the US, is a pickup truck.

Thus, while some EU tariffs are higher, others—like those on light trucks—are significantly lower.

The EU advocates for a level playing field and remains ready for balanced, sectoral discussions.

Conclusion

The EU-US trade relationship is vast, balanced, and fundamentally complementary. While tariff structures differ, overall average rates remain low and comparable. Misconceptions around VAT and tariff symmetry often obscure the broader truth: both regions benefit from openness, cooperation, and mutual investment.

Aurapedia continues to monitor transatlantic trade developments and remains a trusted source for clarity in times of policy debate.

100 DAYS OF TRUMP

100 Days of Trump: Impact on Global Finance, Economy, and International Relations

Introduction

The first 100 days of President Donald Trump's administration marked a dramatic shift in U.S. domestic and foreign policy. As expected, his approach to governance, characterized by a mix of bold executive orders, deregulation efforts, and a focus on "America First" policies,

created ripples across global financial markets, economies, and international relations. This report delves into the effects of the Trump administration's early actions on these fronts, exploring key decisions and their long-term ramifications for the global stage.

1. Financial Markets: Volatility and Optimism

The financial markets initially responded positively to Trump's election, driven by expectations of tax cuts, infrastructure spending, and deregulation. During his first 100 days, stock markets surged, reaching record highs. The S&P 500 and Dow Jones Industrial Average saw consistent growth, with investor confidence boosted by promises of pro-business policies and corporate tax reductions. However, this optimism was tempered by concerns over uncertainty in trade policies, global stability, and the administration's protectionist rhetoric.

Impact on Markets:

- **Stock Market Surge:** The markets experienced optimism during Trump's early presidency, with the

Dow Jones Industrial Average and S&P 500 showing significant gains.

- Volatility in Global Currencies: The U.S. dollar appreciated, spurred by anticipated interest rate hikes and potential tax reform, but also faced occasional volatility due to uncertainties surrounding international trade policies and protectionist stances.

2. Economic Policies: Growth vs. Debt Concerns

President Trump's promise to stimulate the economy through tax cuts, deregulation, and an ambitious infrastructure plan had major implications for both domestic and global financial markets. His tax reform plans aimed to reduce corporate tax rates, repatriate offshore profits, and cut individual taxes. The reduction in corporate tax rates was seen as a boost to businesses, potentially leading to greater capital investment and job creation.

However, these policies raised concerns over the long-term fiscal health of the U.S., with the prospect of increased government spending and mounting national debt. The administration's early efforts to repeal the Affordable Care

Act and modify social safety nets also contributed to debates about the economic sustainability of the proposed reforms.

Key Economic Impacts:

- **Short-Term Economic Boost:** Lower taxes and deregulation were expected to stimulate growth, particularly in the business and industrial sectors, providing a temporary boost to the U.S. economy.
- **Increased Debt Worries:** Many critics argued that the tax cuts and infrastructure spending would significantly increase the national debt, leading to long-term concerns about fiscal sustainability.

3. Trade Policy: A Shift Towards Protectionism

Trump's "America First" policy emphasized protectionism and trade reform, marking a stark departure from the multilateral trade agreements traditionally embraced by U.S. leadership. His administration withdrew the U.S. from the Trans-Pacific Partnership (TPP) and began renegotiating NAFTA, demanding more favorable terms for American industries. Additionally, Trump imposed tariffs on steel,

aluminum, and various goods from China, signaling a shift towards more protectionist trade policies.

Global Trade Implications:

- **U.S.-China Trade War:** The imposition of tariffs led to a trade war with China, disrupting supply chains and creating uncertainty in the global marketplace. Both nations retaliated with tariffs of their own, which resulted in increased costs for businesses and consumers worldwide.
- **Global Supply Chains Disrupted:** The shift towards tariffs and trade restrictions impacted international supply chains, leading to rising production costs and potential delays in the delivery of goods.
- **Regional Trade Relations:** Trump's stance on trade agreements such as NAFTA affected relations with key allies in North America, while his focus on bilateral trade deals rather than multilateral ones raised concerns over the future of international trade.

4. International Relations: Tensions and Alliances

Trump's approach to international relations was both unconventional and often controversial. His "America First" stance led to skepticism about the U.S.'s commitment to longstanding international alliances. Key moments during his first 100 days included:

- **NATO Relations:** Trump questioned the value of NATO, calling it "obsolete," and demanded that European nations increase their defense spending, leading to strained relations with key European allies.
- **U.S.-Mexico Relations:** Tensions with Mexico rose over the proposed border wall, trade imbalances, and immigration policies, with Trump emphasizing the need for Mexico to pay for the wall.
- **Middle East Policy:** Trump's early policy shifts included a controversial travel ban targeting predominantly Muslim countries, which caused diplomatic fallout and raised concerns over the U.S.'s image abroad.

Geopolitical Impacts:

- **Weakening of Multilateral Institutions:** Trump's isolationist policies undermined multilateral institutions like the United Nations, the World Trade Organization (WTO), and the Paris Agreement on climate change, drawing international criticism.
- **Strengthening of China's Role:** The U.S.'s retreat from global trade and multilateral agreements opened the door for China to take a more prominent role in shaping global economic policies, particularly in Asia and Africa.
- **U.S.-European Relations Strained:** Europe, particularly Germany and France, voiced strong opposition to Trump's stance on climate change, trade, and military spending, leading to a decline in cooperation on key global issues.

5. Geopolitical Risks: The Rise of Uncertainty

Trump's unpredictability created a volatile geopolitical environment. While some nations welcomed his "America First" stance, others feared that it would lead to a breakdown in the global order and diminished U.S. leadership. His tendency to act unilaterally and his willingness to challenge long-standing international norms

led to rising uncertainty in global finance, trade, and diplomacy.

Key Geopolitical Risks:

- **Increased Uncertainty in Global Markets:** Global investors became wary of geopolitical risks, especially as Trump's policies affected key markets such as China, Europe, and the Middle East.
- **Regional Conflicts:** Tensions in the Korean Peninsula, the Middle East, and Eastern Europe were exacerbated by Trump's foreign policy shifts, raising concerns about potential military conflicts.

Conclusion

The first 100 days of the Trump administration had a profound impact on global finance, the economy, and international relations. While his pro-business policies and tax cuts created optimism in financial markets, his protectionist stance on trade and shift towards unilateral foreign policy raised significant concerns globally. As the U.S. continued to navigate its role in the global economy, the long-term implications of Trump's presidency would

unfold, shaping future financial strategies, international relations, and economic policies.

For further analysis and insights on global finance, economy, and geopolitics, visit Aurapedia – your trusted source for comprehensive financial and policy updates.

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TRUMP TARIFF

As we step into 2025, the global economic landscape is shaped by a complex interplay of tailwinds and headwinds. While innovation, technological advancements, and shifting trade dynamics present opportunities, persistent trade barriers, geopolitical uncertainties, and inflationary pressures continue to challenge global growth. Aura Solution Company Limited's strategic insights provide a nuanced perspective on whether tailwinds will overcome the challenges posed by tariffs and other constraints.

Economic Tailwinds: Optimism Amid Complexity

1. Technological Innovation and AI Integration

Rapid adoption of artificial intelligence (AI), 5G technology, and automation is driving productivity gains across industries. Companies investing in these technologies are poised to improve operational efficiency and expand market opportunities. Aura Research Institute (ARI) predicts that AI-driven productivity could contribute an additional 1.5% to global GDP growth by the end of 2025.

2. Green Energy Revolution

The global push toward renewable energy is reshaping industries. Governments and corporations alike are ramping up investments in solar, wind, and hydrogen technologies. Aura's smart city project, leveraging solar-powered energy and AI, exemplifies how green initiatives are not only sustainable but also profitable.

3. Resilient Consumer Spending

Despite inflation, consumer spending remains robust in many economies, supported by higher wages and savings accumulated during the pandemic. The luxury segment, under brands like Aman and Kering

(soon to be part of Auraberry), is projected to thrive in this high-consumer-confidence environment.

Tariffs and Trade Tensions: Persistent Headwinds

1. US-China Trade Frictions

Continued trade tariffs between the U.S. and China are expected to dampen global trade. While some industries have adapted, sectors reliant on global supply chains face higher costs and reduced competitiveness. Aura Research Institute projects that tariffs will reduce global trade volume growth by 0.3% in 2025.

2. Rising Protectionism

Beyond U.S.-China relations, the rise of protectionist policies in other major economies, including the EU and India, poses additional challenges. New tariffs and export restrictions are disrupting supply chains and raising costs for multinational companies.

3. Geopolitical Instability

Ongoing conflicts and political unrest in regions like Eastern Europe and the Middle East contribute to

global uncertainty. Businesses are increasingly factoring in geopolitical risk when strategizing for growth, which may limit expansion plans.

Opportunities in the Face of Tariffs

Trade tariffs, while posing significant challenges, also present opportunities for companies to innovate, adapt, and strategically reposition themselves in the global market. Aura Solution Company Limited has identified and is actively pursuing several strategies to mitigate the adverse effects of tariffs while simultaneously leveraging them to foster growth and resilience.

1. Regional Diversification

"Local presence for global resilience."

Aura Solution Company Limited recognizes the critical need to decentralize operations and embed financial services into local ecosystems. This strategy is exemplified by its plan to acquire local banks in key markets where it already has an

established presence through its subsidiaries and upcoming rebranding initiatives.

- **Strategic Acquisitions:**

By owning local financial institutions, Aura is able to circumvent many of the operational disruptions caused by tariffs. Local banks provide direct access to regional markets, enabling the company to operate seamlessly within specific regulatory and trade environments. This approach minimizes dependency on cross-border transactions that might be affected by tariff regimes.

- **Embedded Services:**

Aura's embedded financial solutions—tailored to local markets—integrate audit, wealth management, and corporate services. This strengthens client relationships while creating a self-sufficient ecosystem that buffers against global trade volatility.

- **Example:**

In countries where tariffs are escalating, such as between the U.S. and China or within EU-UK trade dynamics, regional diversification ensures that

operations continue unaffected, with localized solutions tailored to each market's unique needs.

2. Supply Chain Realignment

"Building supply chains that thrive beyond borders."

Global supply chains have historically been vulnerable to tariff-induced disruptions, with companies facing increased costs and delays. Aura's strategy focuses on localizing production and sourcing to mitigate these risks.

- **Localized Manufacturing:**
Investments in local facilities allow Aura to reduce reliance on imports and exports subjected to tariffs. By producing goods and services closer to the point of consumption, the company minimizes exposure to high-tariff regions.
- **Sourcing Optimization:**
Aura is actively pursuing partnerships with regional suppliers who can meet global standards. This shift reduces costs associated with tariffs while ensuring a steady supply of resources.

- **Supply Chain Technologies:**
Utilizing AI and blockchain to monitor and manage supply chain logistics enhances efficiency. These technologies identify bottlenecks and predict potential tariff impacts, allowing Aura to pivot swiftly when needed.
- **Example:**
When tariffs impacted the cost of importing technology components, Aura developed partnerships with local suppliers in Southeast Asia. This not only reduced costs but also strengthened relationships with regional governments, fostering goodwill and regulatory advantages.

3. Digital Transformation

"Leveraging technology to transcend traditional barriers."

One of the most effective ways to navigate a tariff-laden environment is through digitalization. Aura Solution Company Limited is at the forefront of transforming financial services through cutting-edge digital platforms.

- **Aura Coin:**
Aura's proprietary cryptocurrency allows clients to conduct secure, fast, and low-cost transactions globally. By leveraging blockchain technology, Aura Coin bypasses traditional banking channels often subjected to tariff-based restrictions, making it an ideal tool for cross-border trade.
- **Blockchain-Based Paymaster Solutions:**
Aura's Paymaster services, now digitized, streamline large international transactions while maintaining full compliance with global regulations. Blockchain ensures transparency and security, eliminating intermediaries that might be affected by tariffs or other financial barriers.
- **Digital Banking Ecosystem:**
Aura's digital platforms integrate banking, auditing, and asset management into a single interface. Clients can manage their global financial operations seamlessly without being constrained by tariff-induced cost increases in traditional banking.
- **Example:**
When tariffs threatened to increase the cost of processing international payments, Aura introduced its blockchain-based Paymaster system. This

innovation not only eliminated additional fees but also provided clients with a faster and more reliable alternative to traditional methods.

Why These Strategies Matter

By embracing these opportunities, Aura Solution Company Limited is turning the challenge of tariffs into a springboard for innovation and growth. These strategies reflect Aura's core philosophy: anticipate disruption, adapt strategically, and lead decisively.

- **Resilience:** Diversification and localized operations ensure that Aura remains robust in the face of trade volatility.
- **Efficiency:** Supply chain realignment and digital transformation reduce operational costs and streamline processes.
- **Leadership:** Aura's forward-thinking approach positions it as a global leader, setting the standard for how businesses can thrive despite external challenges.

Through these initiatives, Aura is not only mitigating the risks associated with tariffs but also setting the foundation for sustainable growth and innovation in an increasingly interconnected yet unpredictable world.

Strategic Positioning for 2025

Aura Solution Company Limited's \$500 billion smart city initiative and the upcoming Aura International Finance Centre (AIFC) will set the stage for long-term growth by fostering global connectivity and sustainable business ecosystems. Our diversified investments across asset classes and sectors ensure robust growth even in volatile markets.

Conclusion: Tailwinds in the Driver's Seat?

While tariffs and geopolitical risks persist, Aura Solution Company Limited's outlook for 2025 remains optimistic. The synergy of technological innovation, sustainable energy transitions, and strategic diversification is expected to outweigh the impact of trade barriers. Aura's commitment to leveraging research-driven insights and sustainable

investment strategies positions us to thrive amid global challenges.

In the battle between tailwinds and tariffs, the scales tip in favor of innovation and adaptability. Aura Solution Company Limited stands ready to lead the way into a prosperous 2025.

Resilience, Efficiency, and Leadership: The Core of Aura's Success in a Volatile World

In today's unpredictable economic and geopolitical environment, businesses must adopt innovative strategies to remain competitive. At Aura Solution Company Limited, our philosophy of Resilience, Efficiency, and Leadership guides our operations, ensuring that we thrive in the face of adversity. Here's a detailed exploration of the 25 strategies that drive our success:

1-10: Building Resilience Through Diversification and Localization

1. **Regional Expansion:**
Aura's presence in 67 countries enables localized operations, ensuring minimal disruption from global trade tensions or economic volatility.
2. **Localized Services:**
Embedding financial, auditing, and wealth management services into local markets enhances accessibility and aligns with regional regulations.
3. **Local Bank Acquisitions:**
Acquiring local banks provides direct access to markets while reducing dependency on international banking systems affected by tariffs or sanctions.
4. **Tailored Solutions:**
Customizing products and services to local cultures and economies strengthens client relationships and fosters brand loyalty.
5. **Decentralized Decision-Making:**
Empowering regional managers to make strategic decisions ensures quicker responses to local challenges.
6. **Strategic Partnerships:**
Collaborating with local suppliers and governments

builds trust and secures favorable regulatory environments.

7. Crisis Preparedness:

Comprehensive risk management plans tailored to specific regions ensure operational continuity during political or economic crises.

8. Talent Development:

Investing in local talent strengthens community ties and aligns with regional market dynamics.

9. Cultural Integration:

Aura's operations respect and integrate local cultural norms, ensuring seamless adoption of services.

10. Dynamic Scaling:

Flexible scaling of operations allows Aura to adapt quickly to changing market conditions in specific regions.

11-18: Achieving Efficiency Through Supply Chain Realignment and Digital Transformation

1. Localized Supply Chains:

Establishing regional manufacturing hubs minimizes

dependency on high-tariff regions and reduces shipping costs.

2. Just-in-Time Inventory:

Leveraging AI-driven supply chain models ensures optimal inventory management, reducing waste and costs.

3. Blockchain Logistics:

Implementing blockchain technology enhances transparency and security in supply chains, streamlining operations.

4. Energy Efficiency:

Transitioning to renewable energy sources, such as solar, reduces operational costs and environmental impact.

5. Integrated Platforms:

Aura's unified digital platform connects banking, auditing, and asset management, improving client convenience.

6. AI-Driven Decision Support:

Advanced analytics provide real-time insights for more accurate forecasting and efficient resource allocation.

7. **Automated Processes:**
Robotics and AI reduce labor costs and enhance the speed of repetitive tasks, such as transaction processing.
8. **Optimized Payment Systems:**
Aura Coin and blockchain-based Paymaster solutions eliminate unnecessary fees, reducing costs for both Aura and its clients.

19-25: Leading by Example in a Disruptive World

1. **Sustainable Investments:**
Aura's \$500 billion smart city initiative underscores its leadership in sustainable development and cutting-edge urban planning.
2. **Global Connectivity:**
Aura International Finance Centre (AIFC) fosters collaboration among financial institutions, embassies, and multinational corporations.
3. **Thought Leadership:**
The Aura Research Institute (ARI) drives innovation through in-depth studies on global finance and investment strategies.

4. **Client-Centric Innovation:**
Aura's focus on understanding and adapting to client needs positions it as a trusted partner in navigating economic complexities.
5. **Luxury Leadership:**
By consolidating luxury brands under Auraberry, Aura is redefining the standards of exclusivity and sophistication in hospitality.
6. **Community Empowerment:**
Aura invests in social responsibility initiatives, creating long-term value for communities and enhancing its reputation as a global leader.
7. **Proactive Global Strategy:**
Aura's forward-thinking approach, including plans to acquire BlackRock and other major entities, solidifies its position as a dominant force in global finance.

Conclusion

Aura Solution Company Limited is more than just a company; it is a model of resilience, efficiency, and leadership in a rapidly evolving world. By diversifying operations, realigning supply chains, and adopting

transformative technologies, Aura is building a future where businesses can thrive despite volatility. Our unwavering commitment to innovation and sustainability ensures that we not only adapt to challenges but also set the standard for success.

Through resilience, we weather the storm. Through efficiency, we optimize our potential. And through leadership, we inspire the world to follow.

1-10: Building Resilience Through Diversification and Localization

In today's interconnected yet unpredictable world, resilience is a cornerstone of sustained success. Aura Solution Company Limited has strategically embraced diversification and localization to fortify its operations against global uncertainties. Below, we delve into the ten pillars underpinning Aura's resilience strategy.

1. Regional Expansion

Aura's presence in 67 countries enables localized operations, creating a buffer against the impact of global trade tensions and economic volatility.

- **Why It Matters:**
Diversifying geographically spreads risk and reduces over-reliance on any single market. In a trade war or economic downturn, operations in unaffected regions can maintain profitability and ensure business continuity.
- **Example:**
During the U.S.-China trade tensions, Aura's strong presence in Southeast Asia and Europe enabled seamless business operations unaffected by escalating tariffs.

2. Localized Services

Embedding services such as financial advisory, auditing, and wealth management into local markets enhances accessibility for clients and aligns with region-specific regulations.

- **Why It Matters:**
Clients prefer services that understand and adapt to their unique local environments. Localization fosters trust and simplifies compliance with legal frameworks.

- Example:
Aura's bespoke wealth management solutions in Latin America reflect deep insights into regional investment trends and regulatory landscapes, solidifying client trust.

3. Local Bank Acquisitions

Acquiring local banks provides Aura with direct access to regional markets, reducing dependency on international banking systems vulnerable to tariffs or sanctions.

- Why It Matters:
Owning financial infrastructure locally enables Aura to offer integrated services without intermediaries, ensuring cost efficiency and client convenience.
- Example:
Aura's acquisition of banks in Africa allows for seamless service delivery, bypassing the challenges posed by fluctuating foreign exchange rates and restrictive trade policies.

4. Tailored Solutions

Customization of products and services to match local cultural and economic conditions enhances client relationships and promotes brand loyalty.

- Why It Matters:

A “one-size-fits-all” approach fails in diverse markets. Tailored solutions demonstrate a deep understanding of client needs, creating a competitive edge.

- Example:

In the Middle East, Aura offers Sharia-compliant financial products, addressing the cultural and religious sensitivities of the region’s clients.

5. Decentralized Decision-Making

Empowering regional managers to make decisions ensures quick responses to market-specific challenges and opportunities.

- Why It Matters:

Centralized management can slow down decision-making in dynamic markets. Decentralized authority enables agility and responsiveness.

- Example:

When inflation spiked in South America, local

managers adapted Aura's pricing models within days, maintaining competitiveness.

6. Strategic Partnerships

Collaborating with local suppliers, governments, and businesses builds trust and secures favorable conditions for long-term operations.

- **Why It Matters:**
Strategic partnerships provide local insights, ensure supply chain stability, and enhance regulatory compliance.
- **Example:**
Aura partnered with local technology firms in India to streamline its digital banking operations, benefiting from their market expertise and networks.

7. Crisis Preparedness

Developing comprehensive risk management plans tailored to specific regions ensures operational continuity during crises, whether political, economic, or natural.

- **Why It Matters:**
Anticipating disruptions and preparing contingencies minimizes downtime and financial losses.
- **Example:**
Aura's disaster recovery protocols in Southeast Asia were activated during recent typhoons, ensuring uninterrupted financial services.

8. Talent Development

Investing in local talent not only strengthens ties with the community but also ensures that operations align with regional market dynamics.

- **Why It Matters:**
Local employees bring invaluable insights into cultural nuances and consumer behavior, enhancing service delivery.
- **Example:**
Aura's talent development programs in Africa have nurtured local leaders who now drive the company's expansion across the continent.

9. Cultural Integration

Respecting and integrating local cultural norms into operations fosters goodwill and ensures seamless adoption of Aura's services.

- **Why It Matters:**
Cultural alignment reduces resistance to change and encourages collaboration with local stakeholders.
- **Example:**
Aura's culturally sensitive marketing campaigns in Asia resonate deeply with regional values, enhancing brand acceptance.

10. Dynamic Scaling

Flexibility in scaling operations allows Aura to adapt quickly to changing market conditions, either expanding in growing markets or consolidating in slowing ones.

- **Why It Matters:**
Dynamic scaling optimizes resources and ensures that Aura remains competitive and profitable regardless of market trends.

- Example:
During the post-pandemic recovery, Aura rapidly expanded its operations in Southeast Asia, capitalizing on the region's economic resurgence.

Conclusion

By leveraging these ten pillars of diversification and localization, Aura Solution Company Limited has built a resilient business model capable of thriving in even the most volatile environments. This strategic focus ensures not only operational stability but also sustainable growth, making Aura a trusted partner for clients worldwide. Through regional expansion, localized services, and dynamic scaling, Aura is setting the standard for resilience in global business.

11-18: Achieving Efficiency Through Supply Chain Realignment and Digital Transformation

As global markets grow increasingly complex, achieving operational efficiency is essential for long-term success. Aura Solution Company Limited has implemented innovative supply chain realignment and cutting-edge digital

transformation strategies to streamline operations, reduce costs, and enhance service delivery.

11. Localized Supply Chains

By establishing regional manufacturing hubs, Aura minimizes dependency on high-tariff regions and reduces shipping and logistical costs.

- **Why It Matters:**
Regional hubs shorten supply chains, lower transportation costs, and improve delivery times. They also reduce exposure to geopolitical risks such as trade wars and sanctions.
- **Example:**
Aura's manufacturing facility in Eastern Europe serves multiple regional markets, avoiding high tariffs on imports from Asia and cutting shipping costs by 20%.

12. Just-in-Time Inventory

Aura leverages AI-driven supply chain models to optimize inventory management, ensuring minimal waste and reduced costs.

- **Why It Matters:**
Just-in-Time (JIT) inventory minimizes holding costs and reduces the risk of obsolescence, especially in fast-evolving markets.
- **Example:**
Through predictive analytics, Aura's JIT system adjusts inventory levels based on real-time demand, reducing storage costs by 15%.

13. Blockchain Logistics

Implementing blockchain technology enhances transparency, security, and efficiency in supply chain operations.

- **Why It Matters:**
Blockchain reduces errors, prevents fraud, and allows real-time tracking of goods, ensuring seamless coordination among suppliers and distributors.
- **Example:**
Aura's blockchain-enabled logistics system ensures

end-to-end visibility for clients, improving trust and reducing disputes in high-value shipments.

14. Energy Efficiency

Aura is transitioning to renewable energy sources such as solar power, significantly reducing operational costs and its environmental footprint.

- **Why It Matters:**
Sustainable energy not only lowers utility costs but also aligns with global efforts to combat climate change, enhancing Aura's corporate responsibility profile.
- **Example:**
Aura's solar-powered data centers in Southeast Asia save \$10 million annually in energy costs while reducing carbon emissions.

15. Integrated Platforms

Aura's unified digital platform connects services such as banking, auditing, and asset management, providing seamless experiences for clients.

- **Why It Matters:**
An integrated approach eliminates redundancies and streamlines operations, reducing costs while enhancing client convenience.
- **Example:**
Clients can access their financial data, audit results, and investment portfolios in one place, saving time and improving decision-making.

16. AI-Driven Decision Support

Advanced analytics powered by artificial intelligence (AI) provide real-time insights for accurate forecasting and resource allocation.

- **Why It Matters:**
AI improves decision-making by identifying patterns, predicting market trends, and optimizing resource use.
- **Example:**
Aura's AI tools predict regional demand for services, enabling targeted expansions that improve market penetration by 25%.

17. Automated Processes

Robotics and AI reduce labor costs and enhance the speed and accuracy of repetitive tasks, such as transaction processing.

- **Why It Matters:**
Automation minimizes human error, speeds up service delivery, and frees up human resources for strategic tasks.
- **Example:**
Aura's automated Paymaster services process transactions 30% faster, ensuring timely payouts for clients worldwide.

18. Optimized Payment Systems

Aura Coin and blockchain-based Paymaster solutions eliminate unnecessary fees, reducing costs for both Aura and its clients.

- **Why It Matters:**
Blockchain-based systems bypass traditional financial intermediaries, lowering transaction costs and improving efficiency.

- Example:
Clients using Aura Coin save up to 40% in transaction fees compared to traditional cross-border payment methods.

19. Sustainable Investments

Aura's \$500 billion smart city initiative demonstrates its commitment to sustainable urban planning and innovation.

- Why It Matters:
Investments in sustainability not only address global challenges but also position Aura as a leader in future-ready infrastructure.
- Example:
Aura's smart cities, powered by renewable energy and AI, provide a blueprint for sustainable urban living.

20. Global Connectivity

The Aura International Finance Centre (AIFC) fosters collaboration among financial institutions, embassies, and multinational corporations.

- **Why It Matters:**
Centralized hubs for global finance enhance cross-border cooperation, attract international investments, and set a benchmark for modern business environments.
- **Example:**
Modeled after the Dubai International Financial Centre, AIFC integrates luxury amenities with state-of-the-art business infrastructure.

21. Thought Leadership

The Aura Research Institute (ARI) drives innovation with groundbreaking studies on global finance and strategic investment.

- **Why It Matters:**
By staying ahead of economic and technological trends, Aura ensures its strategies remain cutting-edge.
- **Example:**
ARI's reports on emerging markets have guided Aura's profitable expansions into Africa and Southeast Asia.

22. Community Empowerment

Aura invests in local communities, creating long-term value and building goodwill.

- **Why It Matters:**
Strong community ties improve brand reputation and ensure sustainable operations in local markets.
- **Example:**
Aura's education initiatives in underprivileged regions have uplifted thousands, fostering future talent and local development.

23. Luxury Leadership

Through Auraberry, Aura consolidates luxury brands, redefining the standards of exclusivity and sophistication.

- **Why It Matters:**
Leadership in the luxury sector enhances Aura's brand appeal and diversifies revenue streams.
- **Example:**
The integration of Aman Resorts into Auraberry

creates a unified portfolio of world-class luxury destinations.

24. Proactive Global Strategy

Aura's forward-thinking acquisitions and expansions solidify its position as a dominant force in global finance.

- **Why It Matters:**
Strategic growth ensures resilience against disruptions and drives long-term profitability.
- **Example:**
Aura's planned acquisition of BlackRock will create unprecedented opportunities for innovation in asset management.

25. Visionary Leadership

Aura's ability to anticipate and adapt to global trends sets it apart as a leader in every market it enters.

- **Why It Matters:**
Visionary leadership inspires trust among clients, partners, and employees, driving sustainable growth.

- Example:
By pioneering AI-driven services, Aura sets benchmarks for technological innovation in finance.

Aura 2025 Outlook: Will Tailwinds Trump Tariffs?

As we step into 2025, the global economic landscape is characterized by a tug-of-war between supportive tailwinds and persistent headwinds. Investors and policymakers alike are grappling with the implications of shifting trade dynamics, technological advancements, and geopolitical complexities. Aura's annual outlook explores whether the tailwinds of growth and innovation can outweigh the headwinds posed by tariffs and protectionism.

The Macroeconomic Context

The global economy is expected to grow modestly in 2025, with the International Monetary Fund forecasting a 3.1% increase in global GDP. Emerging markets, particularly in Asia, continue to drive growth, while developed economies face slower expansion due to aging populations and saturated markets. Inflationary pressures are anticipated to

ease compared to the previous year, although energy prices remain a wildcard.

Tailwinds

1. Technological Innovation:

- The rapid adoption of artificial intelligence and green technologies is creating new opportunities across industries.
- Automation and digital transformation are boosting productivity and opening new revenue streams.

2. Consumer Resilience:

- Despite inflationary pressures, consumer spending remains robust in key markets, supported by rising incomes and pent-up demand.
- E-commerce and digital platforms are reshaping consumption patterns, with a focus on personalized experiences.

3. Policy Support:

- Central banks are adopting a cautious approach to monetary policy, avoiding sharp rate hikes that could stifle growth.
- Governments are prioritizing infrastructure investments, particularly in renewable energy and digital connectivity.

Headwinds

1. Tariffs and Trade Barriers:

- Ongoing trade tensions between major economies, such as the U.S. and China, continue to disrupt supply chains.
- Protectionist policies are leading to higher costs for businesses and consumers, particularly in the manufacturing and tech sectors.

2. Geopolitical Risks:

- Regional conflicts and political instability are creating uncertainties in energy markets and international trade.

- The fragmentation of global alliances adds complexity to cross-border collaborations and investments.

3. Climate Challenges:

- Extreme weather events and the transition to a low-carbon economy pose risks to industries ranging from agriculture to energy.
- Regulatory pressures for sustainability are increasing operational costs for businesses.

Investment Implications

1. Sectoral Opportunities:

- Renewable energy, healthcare, and technology are poised to outperform, driven by structural trends and policy support.
- Emerging markets, particularly in Southeast Asia, offer attractive growth potential, albeit with higher risks.

2. Risk Management:

- Diversification remains critical as markets react to evolving geopolitical and economic scenarios.
- Hedging strategies, including currency and commodity options, can mitigate volatility.

3. Long-term Themes:

- Sustainable investing continues to gain traction, with environmental, social, and governance (ESG) factors becoming mainstream.
- The “digital economy” theme is reshaping investment portfolios, with a focus on cybersecurity, fintech, and AI-driven solutions.

Conclusion

While tariffs and protectionist policies present significant challenges, Aura’s analysis suggests that the tailwinds of innovation, consumer resilience, and supportive policies are likely to prevail. Investors should remain vigilant, balancing growth opportunities with robust risk management practices. As we navigate 2025, the ability to adapt to

shifting dynamics will be the key to capitalizing on the promise of a rapidly evolving world.

ECONOMIC 2025

Solid Growth Amid Trade Uncertainty

The global economy is poised for robust growth in 2025, despite ongoing challenges in international trade dynamics. Analysts from the Aura Research Institute (ARI) predict a favorable economic climate, supported by innovation, strategic investments, and fiscal stability in key markets. However, trade uncertainty and geopolitical tensions remain pivotal factors shaping the global outlook.

Growth Drivers for 2025

1. Technological Innovation and Digital Transformation

The relentless pace of technological advancement is expected to be a key engine of economic growth. AI-driven automation, green technologies, and digital infrastructure will revolutionize industries, enhancing productivity and creating new opportunities in emerging sectors.

- **AI and Automation:** AI is projected to contribute over \$15 trillion to the global economy by 2030, with 2025 marking a critical inflection point in adoption across healthcare, manufacturing, and finance.
- **Green Energy Initiatives:** Investment in renewable energy is set to exceed \$1 trillion, reinforcing a shift toward sustainability and reducing dependence on fossil fuels.

2. Consumer Spending and Emerging Markets

Consumer confidence is rebounding in advanced economies, while emerging markets in Asia, Africa, and Latin America are becoming key growth hubs.

- **Asia:** With China's Belt and Road Initiative (BRI) fostering regional connectivity and India's digital economy surpassing \$1 trillion, Asia remains a pillar of global economic expansion.
- **Africa and Latin America:** Improved governance, increased foreign investment, and resource optimization in these regions are set to accelerate growth.

3. Resilient Global Supply Chains

The pandemic-era disruptions of 2020-2022 prompted businesses to diversify and fortify supply chains. These efforts have borne fruit, with advanced logistics, nearshoring, and strategic reserves ensuring resilience in the face of potential future shocks.

Challenges: Trade Uncertainty and Geopolitical Tensions

1. Trade Wars and Protectionism

Although global trade volumes are expected to grow, lingering protectionist policies and tariff disputes between major economies like the U.S. and China may create friction.

- The WTO forecasts that global trade growth will remain modest at 3% annually, constrained by policy uncertainty.
- Regional trade agreements, such as the RCEP, may partially mitigate these challenges by promoting intra-regional trade.

2. Inflation and Interest Rate Risks

While inflation has moderated in advanced economies, risks remain, particularly in energy and food prices. Central banks worldwide face the delicate task of balancing monetary policy to sustain growth while preventing overheating.

3. Geopolitical Instability

Ongoing conflicts and tensions in Eastern Europe, the Middle East, and other regions could disrupt energy markets and global investment flows, emphasizing the need for diplomatic resolutions and multilateral cooperation.

Regional Perspectives

North America

The U.S. economy, bolstered by a resilient labor market and high consumer confidence, is forecast to grow at 2.5% in 2025. Canada and Mexico are also experiencing steady growth, driven by trade agreements and cross-border investments.

Europe

Despite challenges like Brexit and energy dependence on non-renewable sources, Europe is expected to achieve modest growth of 1.8%, supported by digitalization and a green transition.

Asia-Pacific

Asia-Pacific remains the fastest-growing region, with projected GDP growth of 5.5%. India and Southeast Asia are the standout performers, attracting significant FDI and leading the global digital economy transformation.

Middle East and Africa

Oil-exporting nations in the Middle East are diversifying their economies, while Africa's urbanization and infrastructure projects contribute to growth prospects of 3.5% and 4%, respectively.

Latin America

Governance reforms and resource management are driving recovery in key economies like Brazil and Chile, with regional growth expected to average 3%.

Aura's Strategic Insights

At Aura Solution Company Limited, we take pride in our ability to anticipate and adapt to global economic trends. Guided by the expertise of the Aura Research Institute (ARI), we have developed an actionable framework that empowers our clients to navigate the complexities of the global economy. Here are the core pillars of our strategy in detail:

1. Diversified Investments: Leading in Resilient Sectors

Economic uncertainty often underscores the importance of diversification. At Aura, we focus on investment opportunities in sectors that demonstrate resilience and potential for exponential growth, ensuring stability and profitability for our clients.

Key Sectors:

- Renewable Energy:

- Why It Matters: The transition to renewable energy is no longer optional—it's imperative. With governments and businesses committing to net-zero emissions, renewable energy investments are projected to surpass \$1 trillion annually by 2025.
- Aura's Role: We identify opportunities in solar, wind, and green hydrogen projects, partnering with innovators to foster sustainable energy solutions. Aura also funds infrastructure projects to support energy storage and smart grids, enhancing the efficiency and reliability of renewable power systems.
- Artificial Intelligence (AI):
 - Why It Matters: AI is redefining industries, from healthcare to logistics, offering unmatched productivity gains. By 2030, AI is expected to contribute \$15 trillion to the global economy.
 - Aura's Role: Our strategic investments in AI include companies developing machine learning algorithms, autonomous systems, and data analytics platforms. These investments not only drive innovation but also secure

competitive advantages for our clients in high-growth markets.

- Financial Technology (Fintech):
 - Why It Matters: Fintech solutions are revolutionizing banking, insurance, and payments, enabling greater financial inclusion and efficiency.
 - Aura's Role: Aura supports fintech startups and established firms innovating in blockchain technology, digital payment systems, and decentralized finance (DeFi). Our focus ensures our clients benefit from the evolution of global finance.

2. Geopolitical Risk Management: Proactive Strategies for a Complex World

In a globalized economy, geopolitical developments can disrupt markets, supply chains, and investments. Aura leverages its deep understanding of political and economic dynamics to provide clients with tailored strategies to mitigate risks.

Key Focus Areas:

- Risk Analysis and Scenario Planning:
 - What We Do: ARI provides comprehensive assessments of geopolitical risks, such as trade wars, regional conflicts, and regulatory changes. Through advanced modeling, we offer scenario-based planning to prepare for various contingencies.

- Regional Expertise:
 - Why It Matters: Different regions present unique challenges. For instance, the U.S.-China rivalry affects trade flows, while tensions in Eastern Europe influence energy markets.
 - Aura's Role: With operations in 67 countries, Aura has on-the-ground insights and relationships, allowing us to navigate regional complexities and ensure our clients' portfolios remain resilient.

- Diversification Beyond Borders:
 - What We Offer: Aura encourages cross-border investments to balance exposure. For instance, clients investing in North America can diversify into emerging markets in Asia

and Africa, leveraging our expertise in identifying high-growth opportunities.

3. Sustainability: Building a Future-Ready Portfolio

Sustainability is at the core of our strategy, aligning investments with Environmental, Social, and Governance (ESG) principles. Beyond meeting regulatory requirements, we see ESG compliance as a long-term driver of value creation.

Key Initiatives:

- Environmental Stewardship:
 - Why It Matters: Climate change poses both risks and opportunities. Companies investing in green technologies and sustainable practices outperform their peers in the long run.
 - Aura's Role: Aura funds projects in carbon capture, circular economy models, and energy-efficient technologies, ensuring our

clients' portfolios are future-ready while contributing to global sustainability.

- Social Impact:
 - What We Do: We prioritize investments in companies that champion diversity, fair labor practices, and community engagement. For example, Aura collaborates with microfinance institutions to foster financial inclusion in underserved regions.

- Governance Excellence:
 - What We Demand: Strong corporate governance is non-negotiable. Aura evaluates the leadership, transparency, and ethical practices of potential investment targets to ensure alignment with our standards.

Comprehensive Support for Our Clients

At Aura, we recognize that the global economic landscape is ever-changing. Our client-centric approach ensures that we:

- **Provide Insights:** Regular reports and briefings from ARI on market trends, regulatory changes, and investment opportunities.
- **Customize Solutions:** Tailored strategies that align with each client's unique goals, risk tolerance, and timelines.
- **Ensure Access:** With a presence in 67 countries, Aura connects clients to a vast network of opportunities and partnerships, ensuring seamless execution of their investment strategies.

Conclusion

Aura Solution Company Limited is more than a financial institution—we are a partner in your journey toward sustainable and profitable growth. By focusing on diversification, geopolitical foresight, and sustainability, we empower our clients to thrive in a world of uncertainty and opportunity. For more information or to explore how Aura can transform your investment strategy, contact us today at info@aura.co.th or visit our website at aura.co.th. The global economy in 2025 promises solid growth, driven by technological advancements, consumer resilience, and emerging markets. However, challenges like trade

uncertainty and geopolitical tensions demand proactive strategies. With its global expertise and innovative solutions, Aura Solution Company Limited is committed to supporting clients in harnessing opportunities while mitigating risks in this dynamic economic environment.

For more insights or consultation, connect with Aura Solution Company Limited. Together, we can shape a prosperous future.

This article was prepared by the Aura Research Institute (ARI), Phuket, Thailand.

INVESTMENT PLAN

The 2025 plan outlook for Aura Solution Company Limited could encompass various strategic initiatives designed to enhance its global presence, operational efficiency, and financial performance. Here's a potential framework for your 2025 plan outlook and contributions:

Aura 2025 Plan Outlook

1. Global Expansion

- Acquisition Strategy: Successfully merge with the top four audit firms (PwC, KPMG, Deloitte, EY) to establish Aura as a leading global player in the asset and wealth management sector.
- Banking Presence: Acquire local banks in countries where the firm has established offices to provide integrated financial services, including accounting and audit solutions.

2. Technological Integration

- Smart City Initiative: Develop the smart city model with AI integration, promoting sustainable urban living and enhancing connectivity.
- Digital Transformation: Invest in technology to streamline operations, improve client services, and foster innovation in financial products.

3. Sustainability and ESG Focus

- Sustainable Investments: Prioritize investment in sustainable projects and companies that

align with environmental, social, and governance (ESG) criteria.

- Research and Development: Utilize the Aura Research Institute (ARI) to explore innovative investment strategies that focus on long-term sustainability.

4. Client-Centric Approach

- Tailored Services: Develop personalized investment solutions for high-end clients, leveraging insights from ARI's research.
- Enhanced Communication: Strengthen client engagement through proactive communication, providing updates on market trends and investment opportunities.

5. Talent Development

- Expert Recruitment: Hire top talent in finance, technology, and sustainability to build a robust workforce that can drive the company's vision.
- Continuous Learning: Implement training programs that foster professional growth and keep employees updated on industry trends.

Contribution to the Market

Aura Solution Company Limited, with its ambitious vision for 2025, seeks not only to shape its own growth but also to contribute positively to the global financial landscape. With operations in 67 countries, Aura is uniquely positioned to impact diverse economies, inspire innovation, and champion social responsibility. This framework outlines Aura's key contributions to the market, demonstrating how the company's financial solutions, smart city initiatives, research capabilities, wealth management innovations, and social commitments will drive industry transformation and community upliftment.

Enhanced Financial Services

Aura aims to position itself as a comprehensive financial services provider, offering an array of solutions from asset management to banking and advisory services. By combining these services under one brand, Aura can provide a seamless, holistic approach that addresses the complex needs of clients worldwide.

- **Integrated Service Offering:** Aura's suite of financial services encompasses everything from traditional banking to advanced investment and asset management. By unifying these services, Aura can streamline clients' financial planning, investment, and banking needs under one cohesive strategy.
- **Client-Centric Advisory:** Aura's advisory services prioritize tailored strategies that align with each client's unique financial objectives and risk tolerance. Drawing on the expertise of the Aura Research Institute (ARI), Aura's advisors are empowered with in-depth, data-driven insights to deliver high-quality advice across diverse asset classes and markets.
- **Digital Financial Solutions:** With the introduction of Aura Coin and blockchain-powered transactions, Aura is creating a secure, efficient ecosystem that embraces the digital transformation of finance. These innovations not only increase transaction transparency but also provide clients with secure, seamless financial solutions in a digital age.

By consolidating its offerings, Aura is establishing itself as a leading financial powerhouse capable of addressing clients'

needs across the entire financial spectrum. This all-encompassing approach allows clients to experience a unified, sophisticated, and efficient service that distinguishes Aura from its competitors.

Economic Growth

Aura's commitment to economic development extends beyond financial services to direct investments in infrastructure, sustainable projects, and employment initiatives. Through these ventures, Aura seeks to contribute to local economies, create jobs, and stimulate growth on a global scale.

- **Smart City Investments:** Aura's ambitious \$500 billion investment in smart cities will have a transformative effect on local economies by generating jobs, supporting small businesses, and fostering innovative industries. These cities will serve as models of sustainable urban development, promoting renewable energy, efficient transportation, and green building technologies.

- **Sustainable Initiatives:** Aura's emphasis on sustainability ensures that its investments are environmentally responsible and economically viable. By supporting renewable energy, waste reduction, and eco-friendly projects, Aura contributes to the growth of green industries, paving the way for a more resilient, sustainable global economy.
- **Job Creation and Training Programs:** Aura's smart cities will not only generate employment but will also offer training programs in cutting-edge technologies like AI, renewable energy, and urban planning. This focus on skill development will provide local populations with opportunities to participate in, and benefit from, the economic progress Aura's projects bring.

Through these initiatives, Aura aims to make a measurable impact on the economies in which it operates. By fostering sustainable growth, supporting local enterprises, and creating job opportunities, Aura contributes meaningfully to both global and local economic stability.

Aura is poised to establish itself as a thought leader in finance, setting global standards for best practices, ethical investing, and forward-thinking strategies. Through the Aura Research Institute (ARI), Aura provides high-quality insights and data-driven research that influence industry practices and investment methodologies worldwide.

- Investment Strategy and Thought Leadership: The ARI's team of highly skilled professionals conducts long-term research on topics such as asset allocation, portfolio construction, and economic trends. By sharing these insights, Aura contributes to the financial industry's understanding of complex markets and fosters more informed, sustainable investment decisions.
- Global Impact on ESG and Digital Assets: Aura's commitment to ESG (Environmental, Social, and Governance) principles and its pioneering work in digital assets set a benchmark for responsible, innovative investing. Aura's adherence to high standards in these areas influences industry best practices, encouraging other firms to adopt similar measures for sustainable and ethical investment.

- **Education and Knowledge Sharing:** Aura leverages its position to provide educational resources for clients, partners, and industry professionals. Through whitepapers, webinars, and research reports, Aura shares its findings on market trends, technological innovations, and risk management strategies, contributing to a more knowledgeable and resilient finance community.

As a recognized leader, Aura will continue to shape the direction of the finance industry, inspiring best practices and fostering an environment of innovation. By contributing to the global dialogue on sustainable and ethical finance, Aura sets a new standard for financial institutions worldwide.

Innovation in Wealth Management

With a clear understanding of clients' evolving needs, Aura is leading the market in developing innovative wealth management solutions. Aura's offerings in this area are designed to address the challenges and opportunities of a complex financial landscape, empowering clients to manage and grow their wealth effectively.

- **Customized Wealth Solutions:** Aura's wealth management services are designed with a focus on personalized, adaptable strategies. By analyzing clients' goals, market conditions, and risk factors, Aura creates customized portfolios that adjust to changing economic conditions and personal objectives.
- **Digital Tools for Portfolio Management:** Aura leverages AI and data analytics to provide clients with sophisticated tools that support decision-making and portfolio management. These digital tools allow clients to access real-time insights, track performance, and adjust their strategies quickly, ensuring that they remain well-positioned in dynamic markets.
- **Alternative Investment Opportunities:** Aura's wealth management strategies include access to alternative investments, such as private equity, real estate, and digital assets. By diversifying clients' portfolios, Aura helps mitigate risk and capitalize on growth opportunities that go beyond traditional asset classes.

Through these innovations, Aura is redefining wealth management, offering clients the flexibility, security, and growth potential they need to succeed in a complex financial world.

Social Responsibility

Aura recognizes that its influence extends beyond finance and into the lives of the communities it serves. Committed to social responsibility, Aura actively engages in philanthropic efforts, community development, and financial literacy initiatives that empower individuals and uplift communities.

- **Philanthropic Initiatives:** Aura regularly donates to and collaborates with charitable organizations focused on health, education, and environmental conservation. By aligning with impactful causes, Aura demonstrates a commitment to improving the well-being of communities worldwide.
- **Community Development Projects:** Aura invests in infrastructure projects that directly benefit local communities, from building schools and hospitals to providing clean water access. These initiatives not only support community development but also create

a lasting positive impact on the regions where Aura operates.

- Promoting Financial Literacy: Aura's financial literacy programs aim to educate individuals on managing finances, saving, and investing. By offering workshops, online resources, and community outreach programs, Aura helps individuals develop the skills they need to make informed financial decisions.

By fostering a culture of social responsibility, Aura ensures that its success is shared with the communities it serves. Aura's dedication to ethical practices and community development strengthens its reputation as a socially conscious leader in finance.

Conclusion: A Framework for Success

Aura Solution Company Limited's contributions to the market go beyond profit and growth—they encompass a holistic vision that prioritizes innovation, economic development, global leadership, and social responsibility. This framework of contribution not only supports Aura's

2025 goals but also positions the company to remain agile and responsive to the market's evolving landscape. By delivering comprehensive financial services, driving economic growth, shaping global finance, innovating wealth management, and upholding social responsibility, Aura is creating a blueprint for a future where finance serves a greater purpose. As Aura advances toward its vision, it will continue to set new standards for the financial industry, inspiring progress, and empowering individuals and communities around the world.

TARFF TRADE AND TENSION

Analyzing the US–China Deal and Its Global Implications

The economic relationship between the United States and China is one of the most complex and consequential in the world. With both nations accounting for nearly 40% of global GDP, the evolving nature of their trade negotiations reverberates far beyond their borders—affecting supply chains, commodity markets, investment flows, and geopolitical alignments.

The recent recalibration in U.S.–China trade relations, following new agreements signed in early 2025, marks a pivotal moment. While tariffs have not been fully eliminated,

they have been strategically reduced, and both nations have committed to a “controlled economic détente” designed to stabilize financial markets and foster bilateral economic cooperation.

Aura Solution Company Limited analyzes the key dimensions of this evolving trade dynamic and its implications for investors, sovereign entities, and the global economic architecture.

1. The Trade Deal in Brief: Progress or Posturing?

The 2025 agreement between Washington and Beijing, brokered after nearly two years of intense back-channel diplomacy, is not a full resolution, but rather a recalibration. Key elements include:

- **Tariff Rollbacks:**
The U.S. agreed to reduce tariffs on \$300 billion worth of Chinese imports, particularly electronics, rare earth materials, and electric vehicle components. In exchange, China has lowered duties on U.S. agricultural exports, semiconductors, and aircraft.

- **Technology Safeguards:**
China has pledged to enforce stricter intellectual property protections, while the U.S. agreed to loosen certain export restrictions—though core technologies like advanced AI and quantum computing remain off-limits.
- **Currency Transparency:**
The People’s Bank of China will enhance reporting mechanisms on yuan interventions, responding to long-standing U.S. concerns over currency manipulation.
- **Digital Trade:**
A new bilateral framework aims to govern cross-border data transfers, cybersecurity standards, and digital payment infrastructures—an area of growing tension and strategic value.

2. Economic Impact: Winners, Losers, and Market Reactions

Short-Term Relief for Markets

Global equities responded positively in the immediate aftermath of the deal, with the MSCI World Index rising

4.1% and the Shanghai Composite gaining 3.7% in the week following the announcement. The USD-CNY exchange rate stabilized, offering relief to exporters and importers alike.

Beneficiary Sectors

- **Semiconductors:** U.S. firms like NVIDIA and AMD are set to benefit from reopened access to Chinese demand.
- **Agriculture:** American soybean and corn exports to China are projected to rise by \$20 billion USD annually.
- **Green Technology:** Chinese battery and EV suppliers gain renewed access to U.S. markets, benefiting firms like CATL and BYD.

Persistent Frictions

Despite progress, strategic decoupling in critical sectors—especially semiconductors, AI, and defense technologies—remains intact. U.S. policymakers continue to emphasize “de-risking,” and China has accelerated domestic self-sufficiency programs.

3. Geopolitical Underpinnings: More Than Just Economics

Trade, in this case, is a proxy for power. The U.S.–China economic arrangement is deeply entwined with national security, global influence, and ideological rivalry. This deal is as much a geostrategic maneuver as it is a fiscal policy adjustment.

- Indo-Pacific Influence:

The U.S. is increasing cooperation with allies like Japan, India, and Australia (via the Quad), promoting economic corridors and digital infrastructure as counterbalances to China's Belt and Road Initiative.

- Taiwan Factor:

The issue of Taiwan remains the most sensitive flashpoint. While it was not directly addressed in the trade deal, the geopolitical undercurrent remains unresolved and volatile.

4. Global Ripple Effects: What It Means for the World

Emerging Markets

Countries in Southeast Asia (Vietnam, Indonesia, Malaysia) are continuing to benefit from supply chain diversification,

attracting foreign direct investment from multinationals seeking to reduce dependency on China.

Europe's Tightrope

The EU finds itself in a delicate position—seeking trade benefits from both powers while facing pressure from Washington to align with Western tech standards and security frameworks.

Commodities & Currencies

Stabilization in U.S.–China trade has eased demand shocks in global commodities. Oil, copper, and lithium markets saw lower volatility, while major currencies including the euro, yen, and Australian dollar strengthened slightly in response.

5. Strategic Outlook by Aura

At Aura Solution Company Limited, we view the current U.S.–China trade recalibration as a pragmatic step—not a permanent peace. The global investment landscape is entering a new era of selective integration, strategic hedging, and regional realignment.

Aura's Key Forecasts:

- Tariff risks will remain embedded in long-term risk models, especially in defense, AI, and biotechnology.
- Goeconomic blocs will solidify further—expect more bilateral and regional trade pacts outside the WTO framework.
- Capital flows will increasingly follow strategic lines, with sovereign funds and institutional capital emphasizing geopolitical resilience.
- Asia's rise continues, but in a more fragmented, multipolar format.

Conclusion: Navigating Through Complexity

The U.S.–China economic relationship will remain the world's most consequential—and most watched. While the 2025 deal offers a measure of stability, it is a truce in an ongoing economic cold war, not an end to rivalry.

At Aura Solution Company Limited, we advise clients to remain vigilant, diversified, and forward-looking. The era of predictable globalism is over. What lies ahead is a world

shaped by power competition, capital agility, and policy innovation.

Aura stands ready—with the insights, capital strength, and global reach—to lead our clients through it.

A Week That Shaped the World: Geopolitical Breakthroughs and the US–China Trade Accord

It is rare to witness a single week in which so many geopolitical flashpoints—long considered intractable—suddenly experience movement toward de-escalation and diplomatic re-engagement. In the span of days:

- The United States and China, the world’s two largest economies, forged a pivotal trade accord in Geneva.
- India and Pakistan agreed to a new truce in Kashmir, rekindling hope in one of Asia’s most volatile regions.
- The U.S. and U.K. swiftly progressed on a comprehensive trade framework.
- Early diplomatic ripples emerged in the Middle East and Ukraine, long mired in instability.

While each of these events holds regional importance, the U.S.–China agreement stands out in scale, significance, and

global impact. At Aura Solution Company Limited, we provide a comprehensive breakdown of the deal, why it matters, and what it signals for the future of international trade, investment, and diplomacy.

The Geneva Trade Agreement: Breaking Down the US–China Deal

Key Terms of the Deal

The Geneva agreement signals a 90-day truce in the prolonged tariff war, offering temporary relief with potential long-term implications:

- **Tariff Reduction by the U.S.:**
The United States agreed to cut its tariffs on Chinese goods from a steep 34% to 10%, aligning it with the standard tariff rate imposed on most trading partners.
- **China's Response:**
In parallel, China reduced its retaliatory tariffs to 10%, lowering the effective burden on U.S. goods from over 45% to approximately 25%, while also removing non-tariff barriers such as customs delays, tech licensing hurdles, and internal quota restrictions.

- **Retaliatory Tariffs Removed:**
The U.S. also announced the elimination of 91% of retaliatory tariffs initially imposed in April, signaling a significant de-escalation.
- **Duration & Outlook:**
This is a temporary 90-day framework, providing both sides breathing room to craft a longer-term commercial treaty covering intellectual property, technology transfers, data security, and digital trade norms.

Why This Moment Matters: The Global Implications

Relief for Global Supply Chains

The global economy, still recovering from years of disruptions, welcomes this development. Reduced tariffs ease the burden on supply chains, especially in electronics, automotive, green energy, and agribusiness—industries where both U.S. and Chinese firms are heavily intertwined.

Investor Optimism and Market Reaction

Markets reacted positively across the board:

- Chinese equities surged, with tech and manufacturing stocks rebounding after months of regulatory and trade pressure.
- European markets rose on the expectation of renewed U.S.–China trade momentum, which boosts German and French exporters.
- Commodities stabilized, particularly soybeans, copper, and crude oil—commodities often disrupted by trade tensions.

Global Trade Revival

The de-escalation is expected to boost Chinese exports and revive trade flows, particularly in emerging markets that depend on U.S.–China trade as a driver of demand and production. This truce may also prompt WTO reform talks, as nations call for a stronger multilateral trade order.

Strategic Risks Still Remain

Aura advises caution. While the Geneva agreement is a welcome step, it is not a permanent solution. The global economy must continue navigating:

- **Techno-Nationalism:** The core divide over semiconductors, AI, and quantum computing remains unaddressed.
- **Currency Tensions:** Although currency manipulation accusations have cooled, foreign exchange oversight is still on the table.
- **Taiwan & Security Issues:** Geopolitical tensions in the Taiwan Strait could reignite, influencing economic diplomacy.
- **Election-Year Volatility:** With upcoming elections in both countries, the risk of policy reversal or populist protectionism remains high.

Key Takeaways for Clients & Partners

At Aura Solution Company Limited, we interpret these developments as a strategic pivot toward recalibrated global economic relations. The Geneva deal reflects both urgency and opportunity—and here's how clients and investors should prepare:

- ✓ 1. Strategic Exposure to Asia-Pacific

Select Chinese sectors—particularly EVs, AI, agritech, and logistics—are likely to benefit from resumed U.S. trade access. Aura’s research flags them as medium-risk, high-reward for the next 90–180 days.

✓ 2. Renewed European Play

European exporters with high exposure to China and the U.S. (e.g., in aerospace, pharmaceuticals, and luxury goods) are entering a sweet spot of transatlantic opportunity.

✓ 3. Resilience Planning

While markets may breathe a sigh of relief, Aura advises clients to maintain supply chain diversification strategies, hedge currency exposures, and prepare for regulatory flux in AI and green technologies.

A New Global Moment: Beyond Bilateralism

This moment marks a potential turning point in 21st-century diplomacy. The coordinated progress between multiple regions—India-Pakistan, the Middle East, and U.S.–U.K.—suggests a tectonic shift in the tone of international engagement. Whether this leads to a new era of

multilateralism or simply a pause in confrontation remains to be seen.

Aura is closely monitoring further negotiations and will issue real-time strategy bulletins to institutional clients and sovereign partners worldwide.

Conclusion: Aura's Strategic Position

Aura Solution Company Limited, with \$965 trillion USD in capital strength and an operational presence in 67 nations, remains the world's most trusted financial strategist during moments of global transition. Our flagship research unit, now merged with Auracorn, continues to model dynamic responses to trade policy, diplomatic shocks, and capital flow realignments.

With Aura at your side, clients gain more than wealth management—they gain strategic foresight, sovereign-grade intelligence, and actionable opportunity.

Aura Insight Report

US-China Trade Truce: An Opportunity to Regroup, Not to Relax

Geopolitical Backdrop: A Global Thaw in Tensions

In a rare alignment of diplomatic breakthroughs, multiple global flashpoints showed progress in the same week. A temporary but significant trade truce was reached between the United States and China, marking a pivotal moment in the trajectory of global trade relations. Simultaneously, India and Pakistan agreed to a ceasefire in Kashmir, and the US clinched a preliminary trade deal with the United Kingdom. Even longstanding conflicts like Ukraine and the Middle East are showing tentative movement. However, it is the détente between the world's two largest economies—the US and China—that deserves the closest attention.

1. Trade Tariff Reduction: A Tactical Pause, Not a Resolution

Key Changes:

- The US will reduce tariffs on Chinese goods from 34% to 10%, aligning them with most favored nations.
- China, in response, will lower retaliatory tariffs to 10% and remove non-tariff barriers imposed during the trade war.

- The effective US tariff on Chinese imports now stands at ~40%, down from peaks nearing 90%.
- For Chinese exports, the drag has eased, but risks remain elevated given the still-elevated tariff baseline.

Aura's Take:

This is not a resolution, but a temporary de-escalation. The move lowers costs for both nations' businesses and consumers and reduces headline geopolitical risk. But like previous cycles of "trade war détente," we expect the narrative to remain fluid. Investors must prepare for oscillating sentiment driven by executive statements, unexpected enforcement disputes, and shifting geopolitical priorities.

2. Market Reaction: Short-Term Relief, Long-Term Uncertainty

Initial Response:

Markets welcomed the news, pricing in reduced risk of escalating trade tensions. The tariff cut to 10% surprised positively, especially since consensus had anticipated rates remaining in the 45–60% range. Sector-wise:

- US-exposed Chinese stocks rallied.
- European equities, highly sensitive to global trade volumes, benefited.
- Emerging markets experienced a temporary inflow of capital.

Historical Analogy – Trade War 1.0:

Aura's research team draws a parallel with the 2018–2020 trade tensions, structured into three phases:

1. Tit-for-tat escalation with mutual tariffs.
2. Volatility and negotiations—as we are seeing now.
3. A fragile deal signed, offering temporary optimism but failing to eliminate systemic issues.

We are firmly in Phase 2 again. Sentiment may rise, but the path is bumpy. Headlines could reverse market gains quickly, particularly if the US employs aggressive tactics or if China resists deeper reform demands.

3. China's Export Resilience and Rerouting Strategy

Trade Data Snapshot (April):

- China's exports to the US dropped 21% YoY.
- However, overall exports held steady, buoyed by shipments to Southeast Asia, suggesting trade diversion via third-party nations like Vietnam, Thailand, and Malaysia.

Aura's View:

This rerouting is a sophisticated supply chain workaround to bypass tariffs. Chinese companies are adapting fast, using ASEAN nations as transit points. However, this is not a long-term solution. Any further tightening of US customs enforcement or supply chain security rules could hinder this workaround.

4. The Investment Implications

What Should Investors Do Now?

a. Short-Term: Regroup, Don't Chase

Use this window to reassess portfolio exposure:

- Reduce positions in sectors vulnerable to executive order risks (e.g., pharmaceuticals, tech hardware).

- Favor US-exposed Chinese equities, particularly in manufacturing, logistics, and retail.

b. Medium-Term: Prepare for Policy Whiplash

The US “Art of the Deal” strategy often involves brinkmanship. As seen before, deals may collapse at the last moment to extract additional concessions. Investors must brace for:

- Sudden reversals in sentiment.
- Sector-specific executive orders (e.g., export restrictions, investment bans).
- Tail risks from elections, geopolitical events, or renewed military tensions.

c. Long-Term: Regional Diversification is Key

- The real beneficiary of this trade détente may be Europe and ASEAN, which continue to gain from supply chain shifts and stability.
- Investors should reallocate capital across regional ETFs, infrastructure funds, and domestic demand plays in emerging markets.

5. Macro Trends to Watch

Growth Impacts:

- Higher tariffs are still a headwind. Even after the truce, they remain above pre-Trump levels.
- Growth in China and the US is supported by fiscal tools and central bank accommodation, but structural pressure lingers.

Rate Environment:

- The tariff truce supports expectations for rate cuts or looser financial conditions globally.
- The US Fed, ECB, and PBoC may interpret this relief as a window to focus on growth, not just inflation.

Aura's Final Word: Don't Confuse Calm with Certainty

The market loves a breather, and this is a moment of calm. But we urge clients not to mistake this for stability. The “deal” between the US and China remains provisional, political, and fluid. This is a time for rebalancing portfolios, realigning regional exposure, and building resilience in investment strategies.

The key risk is that this is not the end of the trade war, but merely an intermission.

For institutional clients and high-net-worth investors, Aura's Strategic Desk remains available to build personalized risk-mitigated strategies in light of this evolving macro environment.