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# Trade of the Day: opportunity in Swiss equities

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**Within the Swiss equity market, we recommend focusing on quality firms and services companies, with greater selectivity on cyclical, exporters, and mid-cap stocks.**

- We favor companies with robust business trends and balance sheets and attractive valuations.
- In terms of themes, we recommend a focus on high-quality dividend payers with growth.
- We expect 7.5% profit growth in both 2024 and 2025. This compares to an 11% profit correction in 2023 versus 2021 for Swiss large-caps (and even more for small- and mid-caps).
- We believe an overall profit recovery is supported by robust organic sales growth, selective margin increases, cost-cutting measures, and only moderate currency losses.

*Trade of the Day highlights single-security investment ideas across sectors, countries, and regions. It is a security pick from the CIO single-security universe for which we currently see a good entry point to build up or reduce exposure.*

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