

Thoughts on Artificial Intelligence

Perspectives: April 5th, 2023

After decades of research and development, artificial intelligence (“AI”) has finally entered mainstream consciousness.

I acknowledge there are many amazing positive impacts that will benefit humankind, for example in healthcare. However, in combination with billions of smartphones and billions of social media users, I can also see that **AI is kryptonite to every Dr. Evil wannabe hustling on our planet** .

Focusing this flow of thought on the investment profession, I am reflecting on what this might mean for the reliability and trustworthiness of *information*.

As a **business founder & leader** I need to answer critical questions such as:

1. How should I evaluate job applicants if there can be no guarantee that they did not use AI to pass their school and university exams?
2. How do I ensure that our fund investors and other key stakeholders know and trust that we are authentically crafting original thought and content?

As a **professional investor** I need to answer critical questions such as:

1. How can I determine if the Chairman, CEO, COO, or CFO of a business is an original thinker and wrote their own scripts from first principles?
2. How do I further step up my ability to discern between fake news and real news?

Our world has *always* consisted of a mix of trustworthy and untrustworthy people and information. The arrival of AI for the masses will not alter this, but as with any new technological breakthrough, businesses will need to adapt to it, and fast. As always, there will be risks, as well as opportunities. I

believe that discerning people will continue to seek out and confidently pay a premium for quality original work.

The global financial services industry and the investment profession is rapidly adopting the use of AI to deliver content and digitalised service to customers at vast scale. In contrast, at Perspective we will continue establishing and maintaining direct, personalised, authentic, and long-term trust relationships with each of our fund investors and all our other key stakeholders.

Thought of and written by a fellow human.

Our work continues...

Daniel Malan

Managing Director & Chief Investment Officer

daniel@perspectiveim.co.za

Perspective Investment Management

www.perspectiveim.co.za

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