Barbell strategy with bond portfolios: theory review and empirical study with government bond portfolios of Vietnam Prosperity Joint Stock Commercial Bank in 2018

Abstract. The Barbell strategy is founded on the methodology initiated by the economic professor Harry Markowitz in a «portfolio theory» [2]. This strategy is mostly conducted by big scale institutions to cope with volatilities of market interest rates, diversify portfolios and increase the probability of higher return. The Barbell strategy is one of the fixed income securities investment strategies, focusing on short-term and long-term bonds and ignoring medium-term bonds, with the aim of balancing between liquidity and profit. In the context of a stable economy, the Barbell strategy is considered an advisable tool for big investors such as commercial banks, which helps them to construct their bond portfolios in not only preserving liquidity but also in ensuring sustainable profit. Besides reviewing the contents of the Barbell strategy and the forecasted yield curve of Vietnamese government bonds in 2018, the authors also test this strategy with Vietnam Prosperity Joint Stock Commercial Bank’s Portfolio in Vietnam Government Bonds in 2018. The suggested portfolio is classified into four types of bonds: one-year bonds (EUR 269.117 million); three-year bonds (EUR 459.082 million); ten-year bonds (EUR 708.412 million); and fifteen-year bonds (EUR 19.789 million). This application demonstrates the feasibility and reliability of the Barbell strategy.

Keywords: Barbell Strategy; Portfolio; Government Bonds; Duration; Yield Curve

JEL Classification: B23; C22; C41; C52; G11

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Bond duration is considered a key to most innovations in the modern management of bond portfolio. Macaulay [8] was the first to mention the concept of duration and scope of its application. Having found different incomes generated from securities with the same maturity, Macaulay [8] introduced the concept of duration, especially the market risk, which makes it possible to set limits based on an acceptable risk appetite [4].

A yield curve represents interest rates at different maturities of the same debt, showing a relationship between the borrowing cost and the time to maturity [6-11]. To effectively manage a portfolio, the yield curve is a prerequisite for investors to decide which bonds to invest in and how long they should be held. The yield curve is useful for a variety of purposes: investors use it to decide the expected interest rate by adding a risk premium to cover liquidity risk, credit risk, and profit [6]; it is also a parameter for the expected interest rate by adding a risk premium to cover liquidity risk, credit risk, and profit [6]. A portfolio is a range of securities, commodities, real estate, cash equivalents or other assets held by an individual or an organisation [3]. Forming a portfolio is putting money into securities with various risk levels by different investment shares in the market, or building a reasonable asset structure to diversify or minimise risks [4].

A government bond is a bond issued by the government and has its term, face value, interest rate, as well as the government’s debt repayment obligation before bondholders. Government bonds are generally considered risk-free because the government may raise taxes or print more money to pay for its debt repayment obligation before bondholders. Government bonds include: 1) a Treasury-bill (T-bill), a type of bond issued by the State Treasury with a less than one-year term in the form of a discount or interest payment at maturity; 2) a Treasury bonds (T-bond), a type of bond issued by the State Treasury with a more than one-year term, usually with interests paid periodically [5].

The duration is measured in years. The duration of a bond will be longer than it. In the case of a zero-coupon bond, the bond’s duration will be. In other words, the more money is attracted (because of a higher rate), the faster the cost of the bond will be recovered, and the investors would need to wait a shorter period to receive the coupon payments and principal. Thus, duration is the weighted average maturity of fixed income securities, reflecting the volatility of bond prices when interest rates change. It helps assess the change in bond value, when there is a change in interest rates.

The Barbell strategy is based on the methodology initiated by the economic professor Harry Markowitz in a “portfolio theory” which developed into “portfolio choices” [2], stating that the overall risk of a portfolio drops significantly when a proper mix of investments is achieved. Based on Markowitz’s theory, William Sharpe and Jan Mossin established modern financial modelling with the CAPM model [9-10] as the first quantitative model forming the correlation between risk and profit. According to the theory, investors target at maximising their expected return of a portfolio at an acceptable level of risk. Having assumptions of investment horizon and risk attitude of investors, risks can be measured by the variance or standard deviation of

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the portfolio’s rate of return. William Sharpe, among other scientists, found a way to simplify the input processing and data arrangement to determine the correlation of investments [9]. Mitigating risks through diversification in the portfolio measured by its variance and the covariance in pairs of all assets, the Barbell strategy is a model that satisfies the balance between the rate of return and the risk for all assets. In the portfolio optimisation model, it is found that the return on any asset is linearly related to its required beta. A negative beta represents the securities unlinked by the market and is removed as soon as the investment option is chosen. Similarly, the securities, which earn a return lower than the risk-free rate, are also removed from the portfolio because the risks inherent to the investment are not adequately compensated by profitability [9]. The model results show a relatively high (approximately 1) correlation between returns and risks. This means that short-term securities, providing liquidity and long-term investments with higher profitability, are closely correlated. It is important to consider the ratio of short-term and long-term securities in the selected portfolio.

\[ D_i = \sum w_i x D_i + \sum w_i x D_i, \]

where:
- \(D_i\) is targeted duration;
- \(w_i\) is proportion of short-term bond \(i\) compared to the whole portfolio;
- \(D_i\) is duration of short-term bond \(i\);
- \(w_i\) is proportion of long-term bond \(j\) compared to the whole portfolio;
- \(D_i\) is duration of long-term bond \(j\).

Step 1: Determine how long the portfolio is held.

Step 2: Predict the yield curve of the selected bond.

Step 3: Based on the budget limit and expected return for the bond portfolio, determine the targeted duration for the bond portfolio.

Balancing the reasonable risk and return rates in a portfolio is extremely important. It is essential to have a portfolio that balances short-term and long-term securities at an appropriate timing [11]. To form a bond portfolio that follows the Barbell Strategy, two factors that investors need to determine are the yield curve and the duration of this bond.

3. Research methodology

3.1. Data source and processing methods

The secondary data used in research include: government bond yields from 1 May 2011 to 31 December 2017 with various maturities of 1 year, 2 years, 3 years, 5 years, 10 years and 15 years collected by Bloomberg, used to forecast the interest rate of government bonds maturing in 2018; a VPBank Annual Report used to apply the Barbell strategy for the 2018 government bond portfolio in VPBank. VPBank was among the top four commercial banks in Vietnam based on the research conducted by Brand Finance in 2017 [11]. In terms of profitability, VPBank ranked third with a lesser difference from the top 2 domestic commercial banks. Attributing to this success, VPBank uses bond investments as one of the major services which comprised a significant share in the total bank’s revenue.

Most government bonds invested by Vietnamese commercial banks have maturities of 1 year, 2 years, 3 years, 5 years, 10 years and 15 years. The ARIMA model is applied to forecast interest rates on government bonds. To simulate the yield curve, the study forecasts interest rates corresponding to each term for subsequent periods, using the ARIMA model. In particular, the technique chosen is to automatically predict the suitability standards of the model. For each data series, EVIEW software automatically selects the format of the predictor variable (initial or differential) and the corresponding lag length of AR and MA. By running all models within the lag limit, the software will select the model with the best AIC criteria as the forecasting model [13].

Estimate equation of the ARIMA model \((p, q)\) with the dependent variables in the form of first order differential equations and criterion of model selection

\[ (Y_t - Y_t) - c(1 - \theta_1 L - \theta_2 L^2 - ... - \theta_q L^q) = u_t(1 + \delta L + \delta_1 L^2 + ... + \delta_q L^q), \]

where:
- \(L \times X_{t-i} = X_{t-i}\), and \(L \times X_{t-i}\) are corresponding coefficients of MA(1), MA(2), ..., MA(q).

The estimate equation is:

\[ Y_t - \theta_1 Y_{t-1} - ... - \theta_p Y_{t-p} = u_t(1 + \delta_1 L + ... + \delta_q L^q), \]

Step 4: Based on the budget limit and expected return for the bond portfolio, determine the targeted duration for the bond portfolio.

Combining the ratio of short-term and long-term securities in a portfolio is crucially important. It is essential to have a portfolio that balances short-term and long-term securities at an appropriate timing [11]. To form a bond portfolio that follows the Barbell Strategy, two factors that investors need to determine are the yield curve and the duration of this bond.

3.3. Methodology specified in the research framework

A research framework is visualised in Figure 1. The determinants for applying the Barbell strategy to the bond portfolio at VPBank in 2018 include: the forecasted volatility of government bond yields used to establish its yield curve in 2018, the duration of the government bond portfolio (calculated by the first derivative of the regression formula of the present values of cash flows) and the share \(Wi\) and \(Wj\) for each bond term.

4. Test results

4.1. Projection of government bonds in 2018

To forecast the yield curves, the interest rates for next periods are predicted by the ARIMA forecasting model. In particular, the technique chosen is to automatically predict by the suitability standards of the model. For each data series, EVIEW software automatically selects the format of the predictor variable (initial or differential) and the corresponding lag length of AR and MA. By running all models within the lag limit, the software will select the model with the best AIC criteria as the forecasting model [13].

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As a result, the forecasts show that the Government bond yield curve for 2018 with various terms is a normal yield curve with upward-sloping, lower interest rates for short terms and higher interest rates for long terms. This shows a relatively stable evolution of Vietnam’s economy in 2018 and the use of conservative strategies in the short term and aggressive in the long term.

4.2. Application of the Barbell strategy for the government bond portfolio of VPBank in 2018

In 2018, VPBank plans to invest VND1 40 trillion (EUR 1,456,400 million) to target a profit of VND 1,900 billion (EUR 69,178.9 million) [12].

Having such targets, a Barbell portfolio of the government bonds is formulated, consisting of short-term bonds (50%) and long-term bonds (50%).

Adopting the Macaulay formulas [8], the study assumes the share of bonds in the portfolio, the reinvestment effect on cash flows and the capitalisation effect of bond prices, combined with the yield to maturity of investors (VPBank in this case), and the maturity of bond portfolio as follows:

VPBank invests in bonds of 1-year, 3-year, 10-year and 15-year maturities.

The market interest rate of 2018 government bonds is \( r_t \).

The market interest rate of \( TP_1 \) at the portfolio starting time is \( y_1 \);

The market interest rate of \( TP_3 \) at the portfolio starting time is \( y_3 \);

The maturity of \( TP_1 \) is \( n_1 \) years.

The maturity of \( TP_2 \) is \( n_2 \) years.

The maturity of \( TP_3 \) is \( n_3 \) years.

The maturity of \( TP_4 \) is \( n_4 \) years.

Interest rate:

\[ w_1*DP_1 + w_2*DP_2 + w_3*DP_3 + w_4*DP_4 = \sum w_i = 1 \mbox{ (1) } \]

The yield to maturity of the bank determines for this portfolio is \( r \);

The market interest rate of \( TP_2 \) at the portfolio starting time is \( y_2 \);

The market interest rate of \( TP_4 \) at the portfolio starting time is \( y_4 \);

To have this portfolio, the following conditions must be met:

\[ w_1*DP_1 + w_2*DP_2 + w_3*DP_3 + w_4*DP_4 = \sum w_i = 1 \mbox{ (1) } \]

where:

\( D \) is the duration of \( TP_1 \), \( TP_2 \), \( TP_3 \), and \( TP_4 \);

\( w \) is the weight of each bond on the portfolio.

The Barbell portfolio requires:

\[ w_1 + w_2 = 0.5; \]

\[ w_3 + w_4 = 0.5, \]

In order to satisfy the holding period, the coupons are reinvested and the bond principals are capitalised. The total value of the portfolio on the maturity date is equal to the expected profitability of the initial investment by the bank. In other words, the following equation must be satisfied:

\[ M^{1+mr} = \frac{P_1(1+y_1)^{-n_1}}{y_1} + \frac{P_2(1+y_2)^{-n_2}}{y_2} + \frac{P_3(1+y_3)^{-n_3}}{y_3} + \frac{P_4(1+y_4)^{-n_4}}{y_4} \]

\[ + \frac{(1+y_1)^{-n_1} + (1+y_2)^{-n_2} + (1+y_3)^{-n_3} + (1+y_4)^{-n_4}}{y_1 + y_2 + y_3 + y_4} \]

It is assumed that VPBank invests VND 40,000 billion in government bonds in 2018, with a 5% rate of return expected for this portfolio in a 5-year holding period. Applying the Barbell strategy, the bank chooses to obtain 1-year, 3-year, 10-year and 15-year bonds in their portfolio. These bonds have coupon rates of 3%, 4.5%, 6% and 7%, respectively.

The discount rates valid on the purchase date of these bonds have coupon rates of 3%, 4.5%, 6% and 7%, respectively. Applying the stated conditions, the investments are classified as follows:

1-year bonds: VND 7,391.3 billion (EUR 269,117 million);
3-year bonds: VND 12,608.7 billion (EUR 459,082 million);
10-year bonds: VND 19,456.5 billion (EUR 708,412 million);
15-year bonds: VND 543.5 billion (EUR 19,789 million).

1 The exchange rate VND/EUR = 27.465 as of 13 February 2018.
to changes in bond prices and expected portfolio performance as a consequence. Secondly, yield curves of government bonds should be built accurately, which helps to reflect the whole picture of market references for investors, which should serve as guidance when making decision.

Thirdly, the shape of yield curves is a prerequisite for an effective Barbell strategy. It should be normal with its upward sloping. The longer the maturity is, the higher the interest rate is. Consequently, the difference between short, medium and long-term interest rates is moderate.

### 5.2. Limitations of study

The research sets out the possibility of the Barbell strategy with bond portfolio management. Other limitations can be defined as follows:

1) a broader picture of macroeconomic forecasts should be covered;

2) only a government bonds portfolio is considered in the study, yet the two common categories of bond portfolio in commercial banks include the trading book and the bank book;

3) transaction costs payable from the bond portfolio have not been taken into consideration.

Thus, the focus on short-term and long-term securities at VPBank has proven that the Barbell strategy enables to select an effective and sufficient investment strategy that investors should consider in order to balance liquidity and profitability of their portfolios in the current context.

### References


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**Fig. 2: Forecasted yield curve of government bonds in 2018**

Source: Compiled by the authors based on forecast of interest rate for 2018 government bonds