

SUPPLEMENT TO “CAUTION AND REFERENCE EFFECTS”  
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THIS APPENDIX includes all the missing proofs and the ancillary facts used in the main body of the paper. We begin with a section on facts instrumental for Theorem 1 and Proposition 5.

*Foundation*

Recall the definition of  $\succsim'$  in Section 5, that is,

$$p \succsim' q \stackrel{\text{def}}{\iff} \lambda p + (1 - \lambda)r \succsim \lambda q + (1 - \lambda)r \quad \forall \lambda \in (0, 1], \forall r \in \Delta.$$

The goal of this section is to provide a Multi-Expected Utility representation for  $\succsim'$ .

LEMMA 1: *Let  $\succsim$  be a binary relation on  $\Delta$  that satisfies Weak Order. The following statements are true:*

1. *The relation  $\succsim$  satisfies M-NCI if and only if, for each  $p \in \Delta$  and for each  $m \in \mathbb{R}$ ,*

$$p \succ \delta_{me_1} \implies p \succsim' \delta_{me_1}. \quad (\text{Equivalently, } p \not\succ \delta_{me_1} \implies \delta_{me_1} \succ p.)$$

2. *If  $\succsim$  satisfies Monotonicity, then for each  $x, y \in \mathbb{R}^k$ ,*

$$x \succ y \implies \delta_x \succ' \delta_y. \quad (12)$$

3. *If  $\succsim$  satisfies Monetary equivalent, then, for each  $x, y \in \mathbb{R}^k$ , there exists  $m \in \mathbb{R}_+$  such that*

$$\delta_{y+me_1} \succ' \delta_x \succ' \delta_{y-me_1}. \quad (13)$$

PROOF: All three points follow from the definition of  $\succsim'$  and M-NCI, Monotonicity, and Monetary equivalent, respectively. *Q.E.D.*

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### Aumann Utilities and Multi-Expected Utility Representations

In this section, in our formal results, we consider a binary relation  $\succ^*$  over  $\Delta$  such that

$$p \succ^* q \iff \mathbb{E}_p(v) \geq \mathbb{E}_q(v) \quad \forall v \in \mathcal{W}, \quad (14)$$

where  $\mathcal{W} \subseteq C(\mathbb{R}^k)$ . Recall that a function  $v \in C(\mathbb{R}^k)$  is an Aumann utility if and only if

$$p \succ^* q \implies \mathbb{E}_p(v) > \mathbb{E}_q(v) \quad \text{and} \quad p \sim^* q \implies \mathbb{E}_p(v) = \mathbb{E}_q(v).$$

We denote by  $e$  the vector whose components are all 1's. We endow  $C(\mathbb{R}^k)$  with the distance  $d : C(\mathbb{R}^k) \times C(\mathbb{R}^k) \rightarrow [0, \infty)$  defined by

$$d(f, g) = \sum_{n=1}^{\infty} \left(\frac{1}{2}\right)^n \min \left\{ \max_{x \in [-ne, ne]} |f(x) - g(x)|, 1 \right\} \quad \forall f, g \in C(\mathbb{R}^k).$$

It is routine to show that  $(C(\mathbb{R}^k), d)$  is separable.<sup>1</sup> Moreover, if  $\{f_m\}_{m \in \mathbb{N}} \subseteq C(\mathbb{R}^k)$  is such that  $f_m \xrightarrow{d} f$ , then  $\{f_m\}_{m \in \mathbb{N}}$  converges uniformly to  $f$  on each compact subset of  $\mathbb{R}^k$ .

**PROPOSITION 7:** *If  $\succ^*$  is as in (14) and such that*

$$x > y \implies \delta_x \succ^* \delta_y, \quad (15)$$

*then  $\succ^*$  admits a strictly increasing Aumann utility.*

**PROOF:** By (14), observe that  $x > y$  implies  $v(x) \geq v(y)$  for all  $v \in \mathcal{W}$ . This implies that each  $v \in \mathcal{W}$  is increasing. By Aliprantis and Border (2006, Corollary 3.5), there exists a countable  $d$ -dense subset  $D$  of  $\mathcal{W}$ . Clearly, we have that

$$p \succ^* q \implies \mathbb{E}_p(v) \geq \mathbb{E}_q(v) \quad \forall v \in D. \quad (16)$$

Vice versa, consider  $p, q \in \Delta$  such that  $\mathbb{E}_p(v) \geq \mathbb{E}_q(v)$  for all  $v \in D$ . Since  $p$  and  $q$  have compact support, there exists  $\bar{n} \in \mathbb{N}$  such that  $[-\bar{n}e, \bar{n}e]$  contains both supports. Consider  $v \in \mathcal{W}$ . Since  $D$  is  $d$ -dense in  $\mathcal{W}$ , there exists a sequence  $\{v_l\}_{l \in \mathbb{N}} \subseteq D$  such that  $v_l \xrightarrow{d} v$ . It follows that  $v_l$  converges uniformly on  $[-\bar{n}e, \bar{n}e]$ . This implies that

$$\begin{aligned} \mathbb{E}_p(v) &= \int_{[-\bar{n}e, \bar{n}e]} v \, d p = \lim_l \int_{[-\bar{n}e, \bar{n}e]} v_l \, d p = \lim_l \mathbb{E}_p(v_l) \\ &\geq \lim_l \mathbb{E}_q(v_l) = \lim_l \int_{[-\bar{n}e, \bar{n}e]} v_l \, d q = \int_{[-\bar{n}e, \bar{n}e]} v \, d q = \mathbb{E}_q(v). \end{aligned}$$

By (14) and (16) and since  $v$  was arbitrarily chosen, we can conclude that

$$p \succ^* q \iff \mathbb{E}_p(v) \geq \mathbb{E}_q(v) \quad \forall v \in D. \quad (17)$$

Since  $D$  is countable, we can list its elements:  $D = \{v_m\}_{m \in \mathbb{N}}$ . Set  $b_l = l + \max\{|v_l(-le)|, |v_l(le)|\}$  for all  $l \in \mathbb{N}$  and  $a_m = \prod_{l=1}^m b_l \geq b_m$  for all  $m \in \mathbb{N}$ . Finally, define  $v : \mathbb{R}^k \rightarrow \mathbb{R}$  by

$$v(x) = \sum_{m=1}^{\infty} \frac{v_m(x)}{a_m} \quad \forall x \in \mathbb{R}^k. \quad (18)$$

<sup>1</sup>A proof is available upon request.

We first prove that  $v$  is a well-defined continuous function. Fix  $x \in \mathbb{R}^k$ . It follows that there exists  $\bar{m} \in \mathbb{N}$  such that  $x \in [-me, me]$  for all  $m \geq \bar{m}$ . Since each  $v_m$  is increasing, we have that  $|v_m(x)| \leq \max\{|v_m(-me)|, |v_m(me)|\} \leq b_m \leq a_m$  for all  $m \geq \bar{m}$ . Since  $a_m \geq m!$  for all  $m \in \mathbb{N}$ , it follows that

$$\frac{|v_m(x)|}{a_m} = \frac{|v_m(x)|}{b_m a_{m-1}} \leq \frac{1}{a_{m-1}} \leq \frac{1}{(m-1)!} \quad \forall m \geq \bar{m} + 1.$$

This implies that the right-hand side of (18) converges. Since  $x$  was arbitrarily chosen,  $v$  is well-defined. Next, consider  $n \in \mathbb{N}$ . From the same argument above, we have that

$$\frac{|v_m(x)|}{a_m} \leq \frac{1}{(m-1)!} \quad \forall x \in [-ne, ne], \forall m \geq n + 1.$$

By Weierstrass's  $M$ -test and since  $\{v_m/a_m\}_{m \in \mathbb{N}}$  is a sequence of continuous functions, we can conclude that  $v = \sum_{m=1}^{\infty} \frac{v_m}{a_m}$  converges uniformly on  $[-ne, ne]$ , yielding that  $v$  is continuous on  $[-ne, ne]$ . Since  $n$  was arbitrarily chosen, it follows that  $v$  is continuous.

Finally, assume that  $p \succ^* q$  (resp.  $p \sim^* q$ ). By (17), we have that  $\mathbb{E}_p(v_m) \geq \mathbb{E}_q(v_m)$  for all  $m \in \mathbb{N}$  and  $\mathbb{E}_p(v_{\hat{m}}) > \mathbb{E}_q(v_{\hat{m}})$  for some  $\hat{m} \in \mathbb{N}$  (resp.  $\mathbb{E}_p(v_m) = \mathbb{E}_q(v_m)$  for all  $m \in \mathbb{N}$ ). In particular, we have that  $\mathbb{E}_p(v_m/a_m) \geq \mathbb{E}_q(v_m/a_m)$  for all  $m \in \mathbb{N}$  and  $\mathbb{E}_p(v_{\hat{m}}/a_{\hat{m}}) > \mathbb{E}_q(v_{\hat{m}}/a_{\hat{m}})$  for some  $\hat{m} \in \mathbb{N}$  (resp.  $\mathbb{E}_p(v_m/a_m) = \mathbb{E}_q(v_m/a_m)$  for all  $m \in \mathbb{N}$ ). Since  $\sum_{m=1}^{\infty} \frac{v_m}{a_m}$  converges uniformly on compacta and the supports of  $p$  and  $q$  are compact, we can conclude that

$$\begin{aligned} \mathbb{E}_p(v) - \mathbb{E}_q(v) &= \mathbb{E}_p\left(\sum_{m=1}^{\infty} \frac{v_m}{a_m}\right) - \mathbb{E}_q\left(\sum_{m=1}^{\infty} \frac{v_m}{a_m}\right) = \lim_l \sum_{m=1}^l \mathbb{E}_p\left(\frac{v_m}{a_m}\right) - \lim_l \sum_{m=1}^l \mathbb{E}_q\left(\frac{v_m}{a_m}\right) \\ &= \lim_l \left[ \sum_{m=1}^l \left( \mathbb{E}_p\left(\frac{v_m}{a_m}\right) - \mathbb{E}_q\left(\frac{v_m}{a_m}\right) \right) \right]. \end{aligned}$$

This implies that if  $p \succ^* q$  (resp.  $p \sim^* q$ ), then  $\mathbb{E}_p(v) > \mathbb{E}_q(v)$  (resp.  $\mathbb{E}_p(v) = \mathbb{E}_q(v)$ ), proving that  $v$  is an Aumann utility. In particular, by (15),  $v$  is strictly increasing. *Q.E.D.*

Consider a binary relation  $\succ^*$  on  $\Delta$ . Define  $\mathcal{W}_{\max}(\succ^*)$  as the set of all strictly increasing functions  $v \in C(\mathbb{R}^k)$  such that  $v(0) = 0$  and  $p \succ^* q$  implies  $\mathbb{E}_p(v) \geq \mathbb{E}_q(v)$ . We say that a set  $\mathcal{W}$  in  $C(\mathbb{R}^k)$  has full image if and only if

$$\forall x, y \in \mathbb{R}^k, \exists m \in \mathbb{R}_+ \text{ s.t. } v(y + me_1) \geq v(x) \geq v(y - me_1) \quad \forall v \in \mathcal{W}.$$

**PROPOSITION 8:** *Let  $\succ^*$  be a binary relation on  $\Delta$  represented as in (14). If  $\succ^*$  satisfies (12) and (13), then  $\mathcal{W}_{\max}(\succ^*)$  is a nonempty convex set with full image that satisfies (14).*

**PROOF:** Consider  $v_1, v_2 \in \mathcal{W}_{\max}(\succ^*)$  and  $\lambda \in (0, 1)$ . Since both functions are strictly increasing and continuous and such that  $v_1(0) = 0 = v_2(0)$ , it follows that  $\lambda v_1 + (1 - \lambda)v_2$  is strictly increasing, continuous, and takes value 0 in 0. Since  $v_1, v_2 \in \mathcal{W}_{\max}(\succ^*)$ , if  $p \succ^* q$ , then  $\mathbb{E}_p(v_1) \geq \mathbb{E}_q(v_1)$  and  $\mathbb{E}_p(v_2) \geq \mathbb{E}_q(v_2)$ . This implies that

$$\begin{aligned} \mathbb{E}_p(\lambda v_1 + (1 - \lambda)v_2) &= \lambda \mathbb{E}_p(v_1) + (1 - \lambda) \mathbb{E}_p(v_2) \\ &\geq \lambda \mathbb{E}_q(v_1) + (1 - \lambda) \mathbb{E}_q(v_2) = \mathbb{E}_q(\lambda v_1 + (1 - \lambda)v_2), \end{aligned}$$

proving that  $\lambda v_1 + (1 - \lambda)v_2 \in \mathcal{W}_{\max}(\succ^*)$  and, in particular,  $\mathcal{W}_{\max}(\succ^*)$  is convex. By Proposition 7, there exists a strictly increasing  $\hat{v} \in C(\mathbb{R}^k)$  such that

$$p \succ^* q \implies \mathbb{E}_p(\hat{v}) > \mathbb{E}_q(\hat{v}) \quad \text{and} \quad p \sim^* q \implies \mathbb{E}_p(\hat{v}) = \mathbb{E}_q(\hat{v}).$$

Without loss of generality, we can assume that  $\hat{v}(0) = 0$  (given  $\hat{v}$ , set  $v = \hat{v} - \hat{v}(0)$ ) and, in particular, we have that  $\hat{v} \in \mathcal{W}_{\max}(\succ^*)$ , proving that  $\mathcal{W}_{\max}(\succ^*)$  is nonempty. Since  $\succ^*$  satisfies (13), it follows that  $\mathcal{W}_{\max}(\succ^*)$  has full image. Since  $\succ^*$  satisfies (12),  $v$  is increasing for all  $v \in \mathcal{W}$ . This implies that for each  $v \in \mathcal{W}$  and for each  $n \in \mathbb{N}$ , the function  $v_n = (1 - \frac{1}{n})v + \frac{1}{n}\hat{v} - [(1 - \frac{1}{n})v(0) + \frac{1}{n}\hat{v}(0)] \in \mathcal{W}_{\max}(\succ^*)$ . By definition, if  $p \succ^* q$ , then  $\mathbb{E}_p(v) \geq \mathbb{E}_q(v)$  for all  $v \in \mathcal{W}_{\max}(\succ^*)$ . Vice versa, we have that

$$\begin{aligned} \mathbb{E}_p(v) &\geq \mathbb{E}_q(v) \quad \forall v \in \mathcal{W}_{\max}(\succ^*) \\ \implies \mathbb{E}_p\left(\left(1 - \frac{1}{n}\right)v + \frac{1}{n}\hat{v}\right) &\geq \mathbb{E}_q\left(\left(1 - \frac{1}{n}\right)v + \frac{1}{n}\hat{v}\right) \quad \forall v \in \mathcal{W}, \forall n \in \mathbb{N} \\ \implies \mathbb{E}_p(v) &\geq \mathbb{E}_q(v) \quad \forall v \in \mathcal{W} \implies p \succ^* q, \end{aligned}$$

proving that (14) holds with  $\mathcal{W}_{\max}(\succ^*)$  in place of  $\mathcal{W}$ . Q.E.D.

We conclude by discussing Multi-Expected Utility representations which feature odd sets. To do this, we make two simple observations. First, recall the map  $\sigma : \Delta \rightarrow \Delta$ , which swaps gains with losses, defined by

$$\sigma(p)(B) = p(-B) \quad \text{for all Borel subsets } B \text{ of } \mathbb{R}^k \text{ and for all } p \in \Delta.$$

It is immediate to see that  $\sigma$  is affine and  $\sigma(\sigma(p)) = p$  for all  $p \in \Delta$ . Second, by the Change of Variable Theorem (see, e.g., [Aliprantis and Border 2006](#), Theorem 13.46), we have that

$$\mathbb{E}_{\sigma(r)}(v) = \int_{\mathbb{R}^k} v d\sigma(r) = - \int_{\mathbb{R}^k} \bar{v} dr = -\mathbb{E}_r(\bar{v}) \quad \forall r \in \Delta, \forall v \in C(\mathbb{R}^k), \quad (19)$$

where  $\bar{v} : \mathbb{R}^k \rightarrow \mathbb{R}$  is defined by  $\bar{v}(x) = -v(-x)$  for all  $x \in \mathbb{R}^k$  and for all  $v \in C(\mathbb{R}^k)$ .

**PROPOSITION 9:** *Let  $\succ^*$  be a binary relation on  $\Delta$  represented as in (14) which satisfies (12) and (13). The following statements are equivalent:*

(i) For each  $p, q \in \Delta$ ,

$$p \succ^* q \iff \sigma(q) \succ^* \sigma(p).$$

(ii) For each  $p, q \in \Delta$ ,

$$p \succ^* q \implies \sigma(q) \succ^* \sigma(p).$$

(iii)  $\mathcal{W}_{\max}(\succ^*)$  is odd.

Moreover, if  $\mathcal{W}$  in (14) is odd, then (i) and (ii) hold.

For the last part of the statement, that is, proving that if  $\mathcal{W}$  is odd, then (i) and (ii) hold, we can dispense with the assumption that  $\succ^*$  satisfies (12) and (13). The proof will clarify.

PROOF: By Proposition 8, we have that

$$p \succ^* q \iff \mathbb{E}_p(v) \geq \mathbb{E}_q(v) \quad \forall v \in \mathcal{W}_{\max}(\succ^*).$$

In other words, for the first part of the statement, we can replace  $\mathcal{W}$  in (14) with  $\mathcal{W}_{\max}(\succ^*)$ .

(i) implies (ii). It is obvious.

(ii) implies (iii). Fix  $v \in \mathcal{W}_{\max}(\succ^*)$ . By definition of  $\bar{v}$  and since each  $v$  in  $\mathcal{W}_{\max}(\succ^*)$  is strictly increasing, continuous, and such that  $v(0) = 0$ , we have that  $\bar{v}$  is strictly increasing, continuous, and such that  $\bar{v}(0) = 0$ . By assumption and (19), we have that

$$\begin{aligned} p \succ^* q &\implies \sigma(q) \succ^* \sigma(p) \implies \mathbb{E}_{\sigma(q)}(v) \geq \mathbb{E}_{\sigma(p)}(v) \\ &\implies -\mathbb{E}_q(\bar{v}) \geq -\mathbb{E}_p(\bar{v}) \implies \mathbb{E}_p(\bar{v}) \geq \mathbb{E}_q(\bar{v}). \end{aligned}$$

By definition of  $\mathcal{W}_{\max}(\succ^*)$ , we can conclude that  $\bar{v} \in \mathcal{W}_{\max}(\succ^*)$ , proving that  $\mathcal{W}_{\max}(\succ^*)$  is odd.

(iii) implies (i). By (19) and since  $\mathcal{W}$  is odd and represents  $\succ^*$ , we have that

$$\begin{aligned} p \succ^* q &\iff \mathbb{E}_p(v) \geq \mathbb{E}_q(v) \quad \forall v \in \mathcal{W} \iff \mathbb{E}_p(\bar{v}) \geq \mathbb{E}_q(\bar{v}) \quad \forall v \in \mathcal{W} \\ &\iff \mathbb{E}_{\sigma(q)}(v) \geq \mathbb{E}_{\sigma(p)}(v) \quad \forall v \in \mathcal{W} \iff \sigma(q) \succ^* \sigma(p), \end{aligned}$$

proving the implication (since  $\mathcal{W}_{\max}(\succ^*)$  represents  $\succ^*$ ) and also the second part of the statement. *Q.E.D.*

### Representing $\succ'$

We can finally provide a Multi-Expected Utility representation for  $\succ'$ .

PROPOSITION 10: *If  $\succ$  satisfies Weak Order, Continuity, Monotonicity, and Monetary equivalent, then*

$$p \succ' q \iff \mathbb{E}_p(v) \geq \mathbb{E}_q(v) \quad \forall v \in \mathcal{W}_{\max}(\succ').$$

Moreover,  $\mathcal{W}_{\max}(\succ')$  is a nonempty convex set with full image.

PROOF: By the same techniques of Cerreia-Vioglio (2009, Proposition 22) (see also Cerreia-Vioglio, Maccheroni, and Marinacci 2017, Lemma 1 and Footnote 10),  $\succ'$  is a preorder that satisfies Sequential Continuity and Independence.<sup>2</sup> By Evren (2008, Theorem 2), there exists a set  $\mathcal{W} \subseteq C(\mathbb{R}^k)$  such that  $p \succ' q$  if and only if  $\mathbb{E}_p(v) \geq \mathbb{E}_q(v)$  for all  $v \in \mathcal{W}$ . By Lemma 1 and since  $\succ$  is a Weak Order which satisfies Monotonicity and Monetary equivalent, we have that  $\succ'$  satisfies (12) and (13). By Proposition 8 and considering  $\succ'$  in place of  $\succ^*$ ,  $\mathcal{W}$  can be chosen to be  $\mathcal{W}_{\max}(\succ')$ , proving the statement. *Q.E.D.*

<sup>2</sup>That is, for each two generalized sequences  $\{p_\alpha\}_{\alpha \in A}$  and  $\{q_\alpha\}_{\alpha \in A}$  in  $\Delta$ ,

$$p_\alpha \succ' q_\alpha \quad \forall \alpha \in A, \quad p_\alpha \rightarrow p, \quad \text{and} \quad q_\alpha \rightarrow q \implies p \succ' q.$$

### Other Results

In this last section, we prove an ancillary lemma which is instrumental in proving Proposition 4. We show that if  $\succsim$  admits a finite essential Cautious Utility representation, then it is canonical.

**LEMMA 2:** *If  $\succsim$  admits a finite essential Cautious Utility representation, then it is canonical.*

**PROOF:** Define  $\succsim^*$  to be such that  $p \succsim^* q$  if and only if  $\mathbb{E}_p(v) \geq \mathbb{E}_q(v)$  for all  $v \in \mathcal{W}$ , where  $\mathcal{W}$  is a finite essential Cautious Utility representation of  $\succsim$ . Since  $\mathcal{W}$  is finite, we have that the smallest convex cone containing  $\mathcal{W}$ , denoted by  $\text{cone}(\mathcal{W})$ , is closed with respect to the  $\sigma(C(\mathbb{R}^k), \Delta)$ -topology and so is the set  $\text{cone}(\mathcal{W}) + \{\theta \mathbf{1}_{\mathbb{R}^k}\}_{\theta \in \mathbb{R}}$ . By definition of  $\mathcal{W}_{\max}(\succsim^*)$ , it follows that  $\text{cone}(\mathcal{W}) \setminus \{0\} \subseteq \mathcal{W}_{\max}(\succsim^*)$ . By Proposition 8, Remark 3, and Evren (2008, Theorem 5) and since  $\mathcal{W}$  is a Cautious Utility representation, we have that (where the closure is in the  $\sigma(C(\mathbb{R}^k), \Delta)$ -topology)

$$\begin{aligned} \text{cone}(\mathcal{W}) + \{\theta \mathbf{1}_{\mathbb{R}^k}\}_{\theta \in \mathbb{R}} &= \text{cl}(\text{cone}(\mathcal{W}_{\max}(\succsim^*)) + \{\theta \mathbf{1}_{\mathbb{R}^k}\}_{\theta \in \mathbb{R}}) \\ &\supseteq \text{cl}(\mathcal{W}_{\max}(\succsim^*) + \{\theta \mathbf{1}_{\mathbb{R}^k}\}_{\theta \in \mathbb{R}}) \\ &\supseteq \mathcal{W}_{\max}(\succsim^*) + \{\theta \mathbf{1}_{\mathbb{R}^k}\}_{\theta \in \mathbb{R}}, \end{aligned}$$

yielding that  $\text{cone}(\mathcal{W}) \setminus \{0\} \supseteq \mathcal{W}_{\max}(\succsim^*)$  and, in particular,  $\text{cone}(\mathcal{W}) \setminus \{0\} = \mathcal{W}_{\max}(\succsim^*)$ . Since the functional  $v \mapsto c(p, v)$  is quasiconcave over  $\text{cone}(\mathcal{W}) \setminus \{0\}$  for all  $p \in \Delta$ , it is immediate to see that

$$V(p) = \min_{v \in \mathcal{W}} c(p, v) = \min_{v \in \text{cone}(\mathcal{W}) \setminus \{0\}} c(p, v) \quad \forall p \in \Delta.$$

By Remark 3 and since  $\mathcal{W} = \{v_i\}_{i=1}^n$  is a finite Cautious Utility representation, we have that  $\succsim$  satisfies Axioms 1–5. By Theorem 1 and its proof,  $\mathcal{W}_{\max}(\succsim)$  is a canonical Cautious Utility representation for  $\succsim$ . In particular, we have that

$$V(p) = \min_{v \in \mathcal{W}} c(p, v) = \min_{v \in \text{cone}(\mathcal{W}) \setminus \{0\}} c(p, v) = \inf_{v \in \mathcal{W}_{\max}(\succsim)} c(p, v) \quad \forall p \in \Delta.$$

Since  $\succsim'$  is the largest subrelation of  $\succsim$  that satisfies the Independence axiom and  $p \succsim^* q$  implies  $p \succsim q$ , we have that  $\succsim^*$  is a subrelation of  $\succsim'$  and  $\mathcal{W}_{\max}(\succsim') \subseteq \mathcal{W}_{\max}(\succsim^*) = \text{cone}(\mathcal{W}) \setminus \{0\}$ . By contradiction, assume that  $\mathcal{W}_{\max}(\succsim') \neq \text{cone}(\mathcal{W}) \setminus \{0\}$ . Since  $\mathcal{W}_{\max}(\succsim')$  is a convex set closed with respect to strictly positive scalar multiplications, this implies that  $\mathcal{W} \not\subseteq \mathcal{W}_{\max}(\succsim')$ . If  $\mathcal{W}$  is a singleton, then  $\succsim$  is Expected Utility and, in particular,  $\succsim'$  is complete and coincides with  $\succsim$ . This implies that  $\mathcal{W} = \{v_1\}$  and  $\mathcal{W}_{\max}(\succsim') = \{\lambda v_1\}_{\lambda > 0} = \text{cone}(\mathcal{W}) \setminus \{0\}$ , a contradiction. Assume  $\mathcal{W}$  is not a singleton. Consider  $\tilde{v} \in \mathcal{W} \setminus \mathcal{W}_{\max}(\succsim')$ . Since  $\mathcal{W}$  is essential, there exists  $\bar{p} \in \Delta$  such that  $\min_{v \in \mathcal{W}} c(\bar{p}, v) < \min_{v \in \mathcal{W} \setminus \{\tilde{v}\}} c(\bar{p}, v)$ . Since  $\mathcal{W} = \{v_i\}_{i=1}^n$  and  $n \geq 2$ , without loss of generality, we can set  $\tilde{v} = v_n \notin \mathcal{W}_{\max}(\succsim')$ . In particular, we have that

$$\inf_{v \in \mathcal{W}_{\max}(\succsim')} c(\bar{p}, v) = \min_{v \in \mathcal{W}} c(\bar{p}, v) = c(\bar{p}, v_n) < c(\bar{p}, v_i) \quad \forall i \in \{1, \dots, n-1\}. \quad (20)$$

Consider a sequence  $\{\hat{v}_m\}_{m \in \mathbb{N}} \subseteq \mathcal{W}_{\max}(\succsim')$  such that  $c(\bar{p}, \hat{v}_m) \downarrow \inf_{v \in \mathcal{W}_{\max}(\succsim')} c(\bar{p}, v)$ . By construction and since  $\mathcal{W}_{\max}(\succsim') \subseteq \text{cone}(\mathcal{W}) \setminus \{0\}$ , there exists a collection of scalars

$\{\lambda_{m,i}\}_{m \in \mathbb{N}, i \in \{1, \dots, n\}} \subseteq [0, \infty)$  such that  $\hat{v}_m = \sum_{i=1}^n \lambda_{m,i} v_i$  for all  $m \in \mathbb{N}$ . Since  $\hat{v}_m$  is strictly increasing, we have that, for each  $m \in \mathbb{N}$ , there exists  $i \in \{1, \dots, n\}$  such that  $\lambda_{m,i} > 0$ . Define  $\lambda_{m,\sigma} = \sum_{i=1}^n \lambda_{m,i} > 0$  for all  $m \in \mathbb{N}$ . For each  $m \in \mathbb{N}$  and for each  $i \in \{1, \dots, n\}$ , define also  $\bar{\lambda}_{m,i} = \lambda_{m,i} / \lambda_{m,\sigma}$  as well as  $\tilde{v}_m = \sum_{i=1}^n \bar{\lambda}_{m,i} v_i = \hat{v}_m / \lambda_{m,\sigma}$ . Since  $\lambda_{m,\sigma} > 0$  for all  $m \in \mathbb{N}$ , it is immediate to see that  $c(\bar{p}, \tilde{v}_m) = c(\bar{p}, \hat{v}_m)$  for all  $m \in \mathbb{N}$  and, in particular,  $c(\bar{p}, \tilde{v}_m) \downarrow \inf_{v \in \mathcal{W}_{\max}(\succ')} c(\bar{p}, v)$ . For each  $m \in \mathbb{N}$ , denote by  $\bar{\lambda}_m$  the  $\mathbb{R}^n$  vector whose  $i$ th component is  $\bar{\lambda}_{m,i}$ . Since  $\{\bar{\lambda}_m\}_{m \in \mathbb{N}}$  is a sequence in the  $\mathbb{R}^n$  simplex, there exists a subsequence  $\{\bar{\lambda}_{m_l}\}_{l \in \mathbb{N}}$  such that  $\bar{\lambda}_{m_l,i} \rightarrow \bar{\lambda}_i \in [0, 1]$  for all  $i \in \{1, \dots, n\}$  and  $\sum_{i=1}^n \bar{\lambda}_i = 1$ . It is immediate to see that  $\tilde{v}_{m_l} = \sum_{i=1}^n \bar{\lambda}_{m_l,i} v_i \xrightarrow{\sigma(C(\mathbb{R}^k), \Delta)} \sum_{i=1}^n \bar{\lambda}_i v_i = \tilde{v}$ , where  $\tilde{v}$  is continuous, strictly increasing, and such that  $\tilde{v}(0) = 0$ . Moreover, for each  $p, q \in \Delta$ , we have that  $p \succ' q$  implies  $\mathbb{E}_p(\tilde{v}) \geq \mathbb{E}_q(\tilde{v})$ , proving that  $\tilde{v} \in \mathcal{W}_{\max}(\succ')$ . Note that  $\bar{\lambda}_n < 1$ ; otherwise, we would have that  $v_n = \tilde{v} \in \mathcal{W}_{\max}(\succ')$ , a contradiction. By (20) and since  $\bar{\lambda}_n < 1$  and the functional  $v \mapsto c(p, v)$  is explicitly quasiconcave over  $\text{co}(\mathcal{W})$  for all  $p \in \Delta$ ,<sup>3</sup> we have that

$$c(\bar{p}, v_n) < c(\bar{p}, \tilde{v}) = \lim_l c(\bar{p}, \tilde{v}_{m_l}) = \lim_m c(\bar{p}, \tilde{v}_m) = \inf_{v \in \mathcal{W}_{\max}(\succ')} c(\bar{p}, v) = c(\bar{p}, v_n),$$

a contradiction. It follows that  $\mathcal{W}_{\max}(\succ') = \text{cone}(\mathcal{W}) \setminus \{0\}$  and, in particular,  $\mathcal{W}$  represents also  $\succ'$ . This implies that  $\mathcal{W}$  is canonical. Q.E.D.

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<sup>3</sup>Formally (see, e.g., Aliprantis and Border (2006, p. 300)), given  $p \in \Delta$ , for each  $h \in \mathbb{N} \setminus \{1\}$ , for each  $\{v_l\}_{l=1}^h \subseteq \text{co}(\mathcal{W})$ , and for each  $\{\lambda_l\}_{l=1}^h \subseteq [0, 1]$  such that  $\sum_{l=1}^h \lambda_l = 1$  and  $\lambda_h < 1$ ,

$$c(p, v_i) > c(p, v_h) \quad \forall i \in \{1, \dots, h-1\} \implies c\left(p, \sum_{l=1}^h \lambda_l v_l\right) > c(p, v_h).$$