

2023 **Strategy Outlook**

Less crisis

More Opportunity



fundstrat



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Crisis (in Japanese) comprised two words

危機

Danger

Opportunity

2022 → 2023



EXECUTIVE SUMMARY: March-April will be “buy the dip” months

The 2022 crisis is now shifted into **opportunities**, creating the highest probabilities >10% returns since 2020.

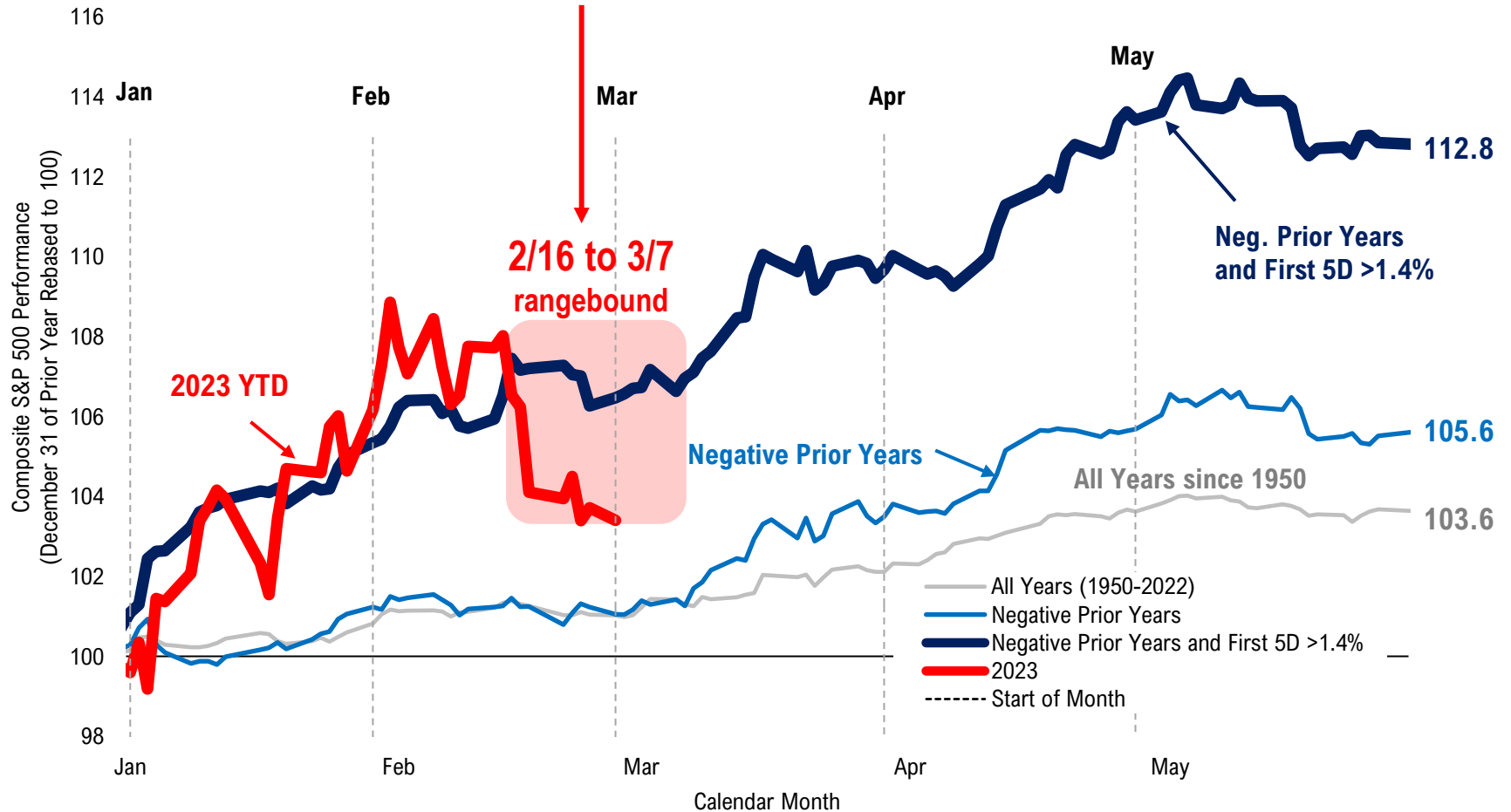
- Contrary to those arguing for “sticky,” **inflation is falling like a rock** evidenced by near halt in inflation in Oct and Nov CPI (core, services ex-shelter) and likely repeated Dec to March ([Slide 10-16](#)).
- We think Fed framework very likely to change in 2023, as inflation is tracking lower and lead to **fewer hikes in 2023 and a lower terminal rate**. US economy remarkably resilient in the face of rapid Fed hike cycle. The plurality of equity investors expect an inevitable recession as Fed hikes until it breaks something. But if above assessment is correct, a **“soft landing” is the highest probability**.
- There are two vectors of argument that suggest stocks will rise 20% in 2023. These are:
 - Seasonal “rule of 1st 5 days”: gains >1.4% in 1st 5 days lead to >20% FY returns
 - Seasonal “rule of day 26”: stocks >5% gains by day 26 = 100% win-rate into YE
 - Breadth expansion: 3 market breadth expansion triggers on 1/12/23 only see 7 times in 50 years. 100% win-ratio
- P/E ex-FAANG is 14.8X, hardly demanding. And with 10-yr at 4%, this is still a 25X P/E for a 10-yr bond.
- VIX matters more than EPS actually.
- Our top 3 sectors for 2023 are: **Technology**, **Energy** and **Industrials**.
- Technology/FAANG is the only real way to innovate out of inflation. And EPS revisions relatively more attractive.



PAYBACK: Rule of "1st 5 days" says around March 7... coincides with NFP

Rule of 1st 5D Price Composites
Since 1950 and YTD. Jan-May Shown.

***Payback (3 weeks)...
consolidating gains***



Source: Fundstrat, Bloomberg



Rule of 1st 5 Days: Feb is payback month

Returns for all years with first 5D >1.4% and neg prior year

Since 1950. N = 7. Average, median, and win ratio excluding 2023

ALL YEARS SINCE 1950 WITH NEG PRIOR YEARS & >1.4% FIRST 5 DAYS

Monthly Performance

	Day 5 -->											
	Jan End	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1958	1.7%	-2.1%	3.1%	3.2%	1.5%	2.6%	4.3%	1.2%	4.8%	2.5%	2.2%	5.2%
1963	2.3%	-2.9%	3.5%	4.9%	1.4%	-2.0%	-0.3%	4.9%	-1.1%	3.2%	-1.1%	2.4%
1967	4.6%	0.2%	3.9%	4.2%	-5.2%	1.8%	4.5%	-1.2%	3.3%	-2.9%	0.1%	2.6%
1975	9.9%	6.0%	2.2%	4.7%	4.4%	4.4%	-6.8%	-2.1%	-3.5%	6.2%	2.5%	-1.2%
2003	-6.0%	-1.7%	0.8%	8.1%	5.1%	1.1%	1.6%	1.8%	-1.2%	5.5%	0.7%	5.1%
2012	2.5%	4.1%	3.1%	-0.7%	-6.3%	4.0%	1.3%	2.0%	2.4%	-2.0%	0.3%	0.7%
2019	5.0%	3.0%	1.8%	3.9%	-6.6%	6.9%	1.3%	-1.8%	1.7%	2.0%	3.4%	2.9%
Average	2.9%	0.9%	2.6%	4.0%	-0.8%	2.7%	0.8%	0.7%	0.9%	2.1%	1.2%	2.5%
Median	2.5%	0.2%	3.1%	4.2%	1.4%	2.6%	1.3%	1.2%	1.7%	2.5%	0.7%	2.6%
Win Ratio	86%	57%	100%	86%	57%	86%	71%	57%	57%	71%	86%	86%
2023	4.7%	-2.6%	-	-	-	-	-	-	-	-	-	-

Feb = payback = ouch

Source: Fundstrat, Bloomberg



Rule of 1st 5 Days: March + April = Fire

Returns for all years with first 5D >1.4% and neg prior year

Since 1950. N = 7. Average, median, and win ratio excluding 2023

ALL YEARS SINCE 1950 WITH NEG PRIOR YEARS & >1.4% FIRST 5 DAYS

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1967	4.6%	0.2%	3.9%	4.2%	-5.2%	1.8%	4.5%	-1.2%	3.3%	-2.9%	0.1%	2.6%
1975	9.9%	6.0%	2.2%	4.7%	4.4%	4.4%	-6.8%	-2.1%	-3.5%	6.2%	2.5%	-1.2%
2003	-6.0%	-1.7%	0.8%	8.1%	5.1%	1.1%	1.6%	1.8%	-1.2%	5.5%	0.7%	5.1%
2012	2.5%	4.1%	3.1%	-0.7%	-6.3%	4.0%	1.3%	2.0%	2.4%	-2.0%	0.3%	0.7%
2019	5.0%	3.0%	1.8%	3.9%	-6.6%	6.9%	1.3%	-1.8%	1.7%	2.0%	3.4%	2.9%
Average	2.9%	0.9%	2.6%	4.0%	-0.8%	2.7%	0.8%	0.7%	0.9%	2.1%	1.2%	2.5%
Median	2.5%	0.2%	3.1%	4.2%	1.4%	2.6%	1.3%	1.2%	1.7%	2.5%	0.7%	2.6%
Win Ratio	86%	57%	100%	86%	57%	86%	71%	57%	57%	71%	86%	86%
2023	4.7%	-2.6%	-	-	-	-	-	-	-	-	-	-

March + April = Fire



Source: Fundstrat, Bloomberg



DAY 26: Strength continues to lead to market strength

Since 1950

Median Performance

	N=	YTD - end of Feb W1	Feb W1 to end month	Feb W1 to 1H	Feb W1 to YE	1H	2H	Full Year
Up >5% through 1st week of Feb	17	7.7%	0.2%	4.8%	16.1%	12.8%	10.1%	25.8%
Up through 1st week of Feb	44	4.3%	0.1%	4.8%	12.9%	9.4%	8.3%	18.1%
All Years (1950 - 2022)	73	1.6%	0.2%	3.5%	10.2%	4.9%	5.0%	11.8%
Down through 1st week of Feb	29	(4.3%)	0.2%	(0.7%)	(0.7%)	(3.4%)	2.1%	(0.7%)
Down >5% through 1st week of Feb	11	(5.9%)	(0.5%)	1.7%	1.7%	(5.0%)	0.6%	(6.6%)

Win Ratio

	N=	YTD - end of Feb W1	Feb W1 to end month	Feb W1 to 1H	Feb W1 to YE	1H	2H	Full Year
Up >5% through 1st week of Feb	17	100%	53%	88%	94%	100%	88%	100%
Up through 1st week of Feb	44	100%	50%	82%	86%	89%	80%	89%
All Years (1950 - 2022)	73	60%	51%	68%	73%	68%	71%	73%
Down through 1st week of Feb	29	0%	52%	48%	52%	38%	59%	48%
Down >5% through 1st week of Feb	11	0%	45%	55%	45%	45%	55%	36%

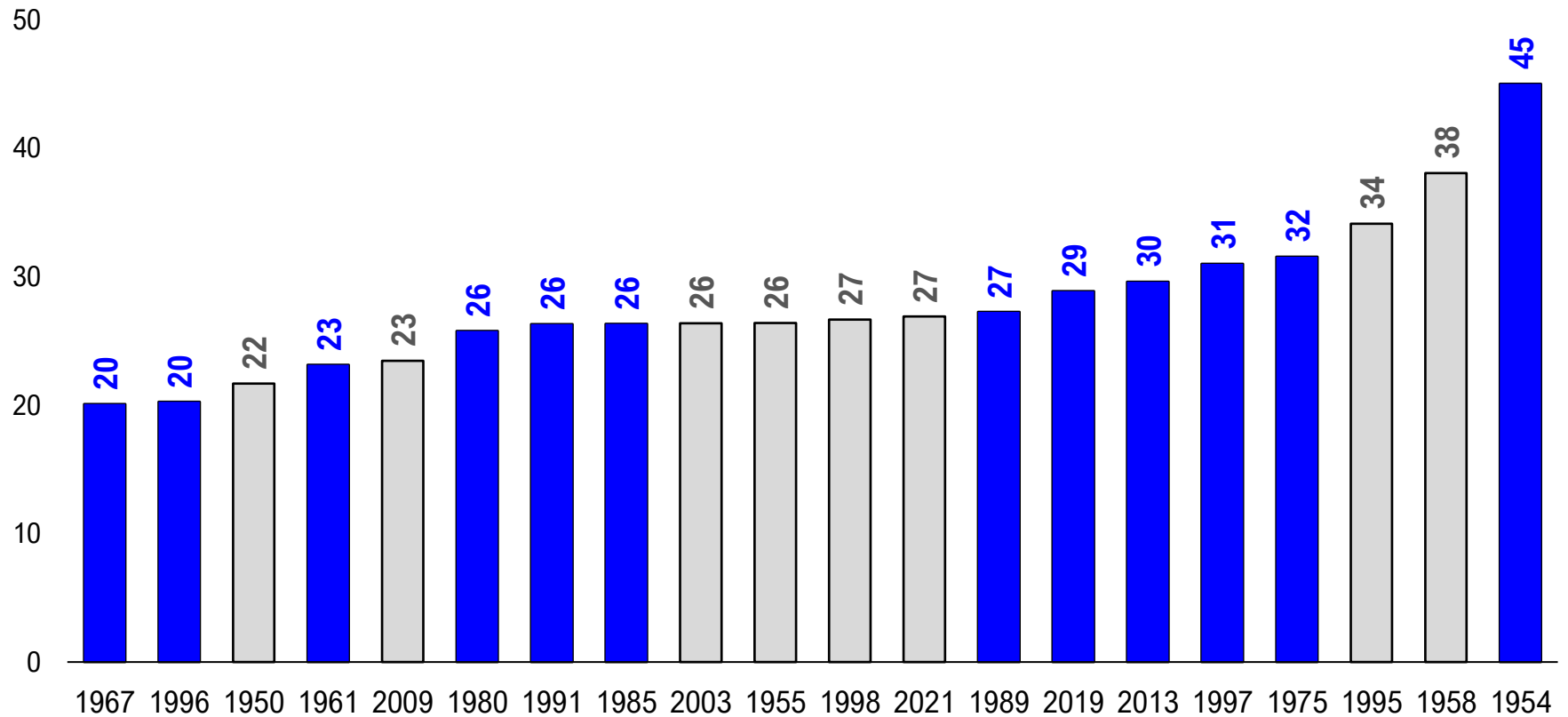
Source: Fundstrat, Bloomberg



RETURNS: 20% Annual Returns Coincide With Strong Starts

S&P 500 Annual Gains >20% and Returns Through 1W Feb
Since 1950

- Years When S&P 500 Annual Return >20% (Since 1950) (n= 20)
- Years When YTD Gain (Through 1W Feb) > 5% (n= 12)



Source: Fundstrat, Bloomberg



YE 2023: S&P 500 should exceed 4,800...unless this is '87

Years with >5% Returns After Feb Week 1

Sorted by Returns from Feb Week 1 to YE. Since 1950

	Year	YTD to end of Feb W1	Feb W1 to YE	Implied S&P 500 YE 2023	Full Year Return
1	1954	6.0%	36.8%	5,697	45.0%
2	1997	6.6%	22.9%	5,118	31.0%
3	2013	5.8%	22.5%	5,099	29.6%
4	2019	7.9%	19.4%	4,971	28.9%
5	1989	7.9%	17.9%	4,911	27.3%
6	1991	8.0%	17.0%	4,871	26.3%
7	1980	7.7%	16.8%	4,862	25.8%
8	1985	8.7%	16.2%	4,839	26.3%
9	1961	6.1%	16.1%	4,833	23.1%
10	1975	14.7%	14.7%	4,776	31.5%
11	1996	5.5%	14.0%	4,746	20.3%
12	1967	8.2%	10.9%	4,620	20.1%
13	1951	7.6%	8.1%	4,501	16.3%
14	1976	10.3%	8.0%	4,499	19.1%
15	2012	7.1%	5.9%	4,409	13.4%
16	1971	5.2%	5.3%	4,386	10.8%
17	1987	15.6%	(11.8%)	3,674	2.0%
	Average		14.2%	4,754	23.3%
	Median		16.1%	4,833	25.8%
	Win Ratio		94%	-	100%
18	2023	8.5%	-	-	-

Source: Fundstrat, Bloomberg



JANUARY: Rule of 1st 5 Days, Falling Vix w/ Neg Prior Year, and “Ultra Breadth Thrust”

Figure: Summary of January Signals

Various Base Dates

S&P 500 Forward Returns

Signal Name	Description	Base Date	Threshold	N=*	3M	6M	12M
Rule of 1st 5 Days	When S&P 500 the prior year is negative and the first 5D of the following year is >1.4%	1950	i) Neg. Prior Year ii) First 5D >1.4%	7	11.6% (86%)	12.3% (100%)	26.4% (100%)
Falling VIX with Neg Prior Year	When S&P 500 the prior year is negative and the Vix in “this year” is down	1990	i) Neg. Prior Year ii) VIX down “this year”	23	5.5% (74%)	8.3% (83%)	22.2% (83%)
Post ‘09 Whaley Breadth Thrust	A Whaley Breadth Thrust measures a large % of #Adv vs #Dec over a 5D	2009	# NYSE 5D Adv. / # NYSE 5D Adv.+Dec. >73.67%	8	4.5% (67%)	4.5% (83%)	19.3% (100%)
Walter Deemer Breakaway Momentum	Walter Deemer “BAM” Signal measures “Breakaway Momentum” >1.97. We use >2.1 threshold	1950	# NYSE Adv. 10D / # NYSE Dec. 10D >2.1	15	9.3% (93%)	13.9% (100%)	18.2% (93%)
Triple 70 Thrust	A triple 70 Thrust occurs when 70% of NYSE Stocks Advance 3 Days in a row	1970	70% of Stocks Advance 3D in a row	49	4.7% (71%)	8.2% (74%)	13.5% (87%)
“Ultra Breadth Thrust”	At least 2 of 3 of above 3.	1970	At least 2/3 overlap: i) “Whaley” Thrust ii) “BAM” Thrust iii) “Triple 70 Thrust”	8	10.7% (100%)	14.7% (100%)	24.3% (100%)
S&P 500 Returns	Rolling Monthly S&P 500 Returns	1950	-	-	2.5% (66%)	4.8% (70%)	10.1% (74%)

Source: Fundstrat, Bloomberg, Wayne Whaley (<https://docs.cmtassociation.org/pdfs/dowaward-2010.pdf>), Walter Deemer (<https://www.walterdeemer.com/bam.htm>), Triple 70 Thrust (<https://www.investopedia.com/terms/b/breadth-thrust-indicator.asp>)

* Rule of 1st 5 days: calendar year since 1950. Falling VIX with Neg Prior Year: rolling 4 quarters since 1990. Post ‘09 Whaley Breadth Thrust: daily since 2009. Walter Deemer “BAM” Thrust: daily since 1949. *N= for Rule of 1st 5 Days and Thrust Indicators Includes “Current”



THRUSTS: Returns Strong When “Ultra Breadth Thrusts” Occur

“Ultra Breadth Thrust” Forward Returns Since 1970.

S&P 500 Forward Returns...

	"Ultra Breadth Thrusts" (Since 1957)	Whaley Breadth Thrust	"BAM" Thrust	"Triple 70" Thrust	3M	6M	12M
1	10/11/1974	x		x	0.0%	16.4%	24.0%
2	1/6/1976	x	x		10.7%	11.3%	12.0%
3	8/23/1982		x	x	18.0%	27.5%	40.2%
4	10/13/1982		x	x	6.6%	13.5%	24.3%
5	7/3/2012	x		x	5.1%	2.1%	17.6%
6	1/10/2019		x	x	11.2%	14.7%	25.8%
7	6/3/2020	x		x	12.9%	16.0%	34.3%
	Average	-	-	-	9.2%	14.5%	25.4%
	Median	-	-	-	10.7%	14.7%	24.3%
	Win Ratio	-	-	-	100%	100%	100%
8	1/12/2023	x	x	x	-	-	-

Jan 12, 2023 only instance of 3 of 3 since 1970

Source: Fundstrat, Bloomberg, Wayne Whaley (<https://docs.cmtassociation.org/pdfs/dowaward-2010.pdf>), Walter Deemer (<https://www.walterdeemer.com/bam.htm>)



STRATEGISTS: YE '23 S&P 500 Targets

STRATEGISTS: Strategist Estimates for 2023

YE '23

Macro Research

Firm	Strategist	YE '23 S&P 500 Target	FY '23 EPS Est.
Deutsche Bank	Binky Chadha	4,500	\$195
BMO	Brian Belski	4,300	\$220
Scotiabank	Hugo Ste-Marie	4,225	\$225
Jefferies	Sean Darby	4,200	\$232
JP Morgan	Dubravko Lakos-Bujac	4,200	\$205
Cantor Fitzgerald	Eric Johnson	4,100	\$212
RBC Capital Markets	Lori Calvasina	4,100	\$199
Credit Suisse	Jonathan Golub	4,050	\$230
Bank of America	Savita Subramanian	4,000	\$200
Goldman Sachs	Davis Kostin	4,000	\$224
HSBC	Max Kettner	4,000	\$225
Citigroup	Scott Chronert	3,900	\$215
Morgan Stanley	Mike Wilson	3,900	\$241*
UBS	Keith Parker	3,900	\$198
Barclays	Venu Krishna	3,725	\$207
Societe Generale	Manish Kabra	3,650	\$220
BNP Paribas	Greg Boutle	3,400	\$219
Evercore ISI	Julian Emanuel	-	\$222
Stifel	Barry Bannister	-	\$220
	Average	4,009	\$215
	Median	4,000	\$219
	High	4,500	\$232
	Low	3,400	\$195
	No. of Replies	17	18

~4% upside = 4,225

*Wilson's EPS Forecast is for 2024

Source: Fundstrat, Bloomberg



CONSENSUS: Looking to “short SPY” in 2023

Marquee Views - The Fork



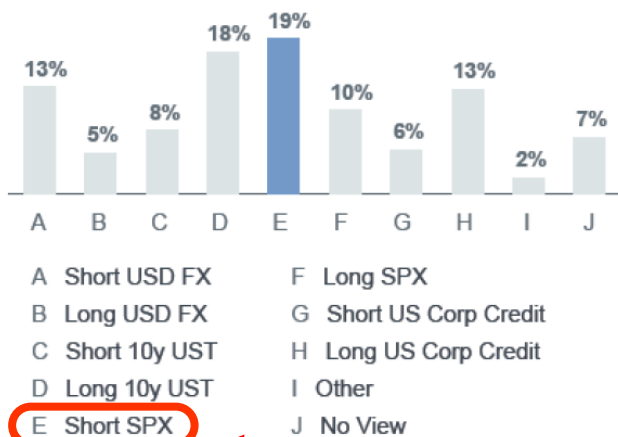
Global Markets | 10 December 2022 | 3:35PM UTC

US Outlook

When looking at the US outlook, unsurprisingly, investors are not very bullish equities. With US Equities now richer vs Bonds and Credit as in the beginning of the year, investors aren't rushing to buy them.

But the more interesting data points are that investors are now **bearish** USD FX and **bullish** UST. Indeed, in both those markets, the move over the past year and recent turn is finally giving investors confidence that a top in FX and a low in Bonds may have been set.

3. US TRADE. Which US trade do you think offers best risk/reward for 1H23?



Source: Goldman Sachs

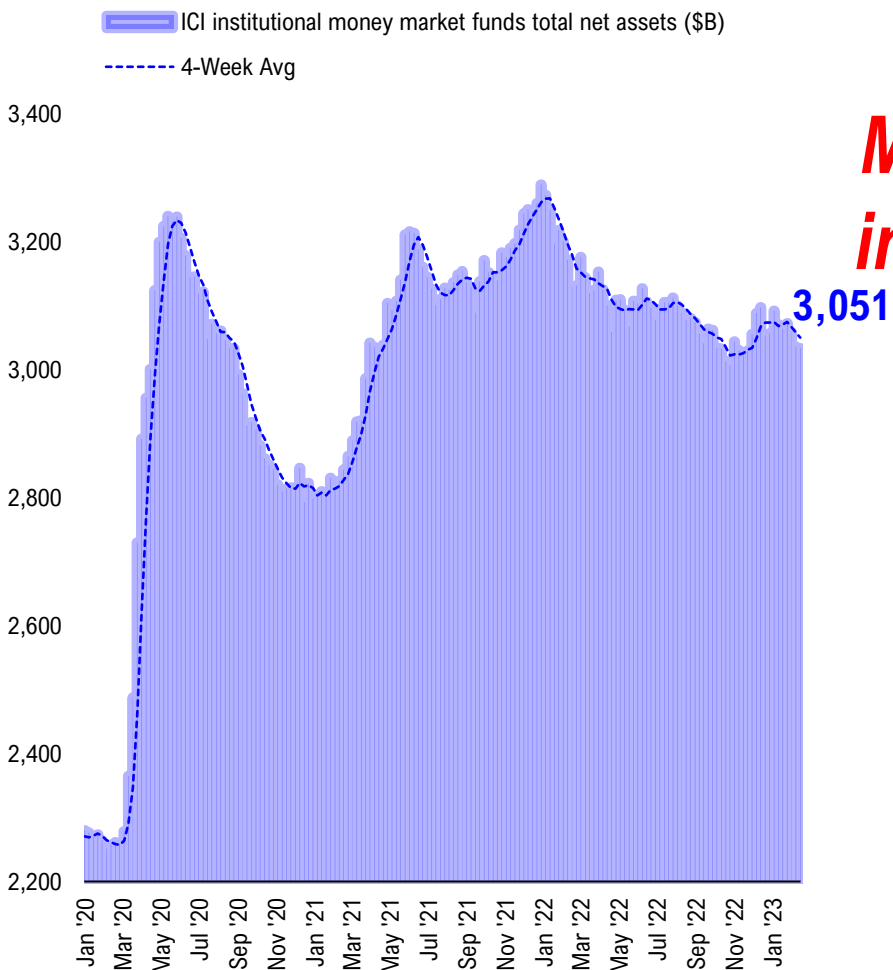
We know what this means



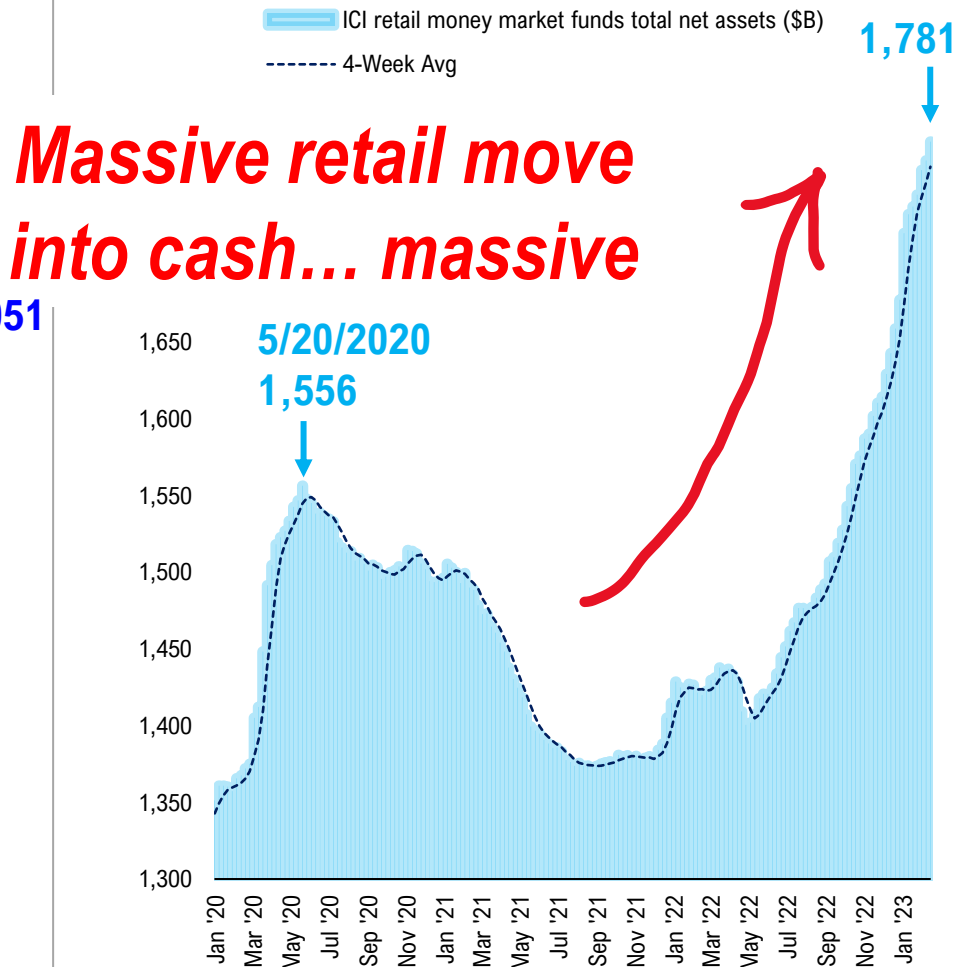


CASH: Sitting on more cash than pandemic low

Money Market Fund Assets Institutional Funds. In \$ billions.



Money Market Fund Assets Retail Funds. In \$ billions.



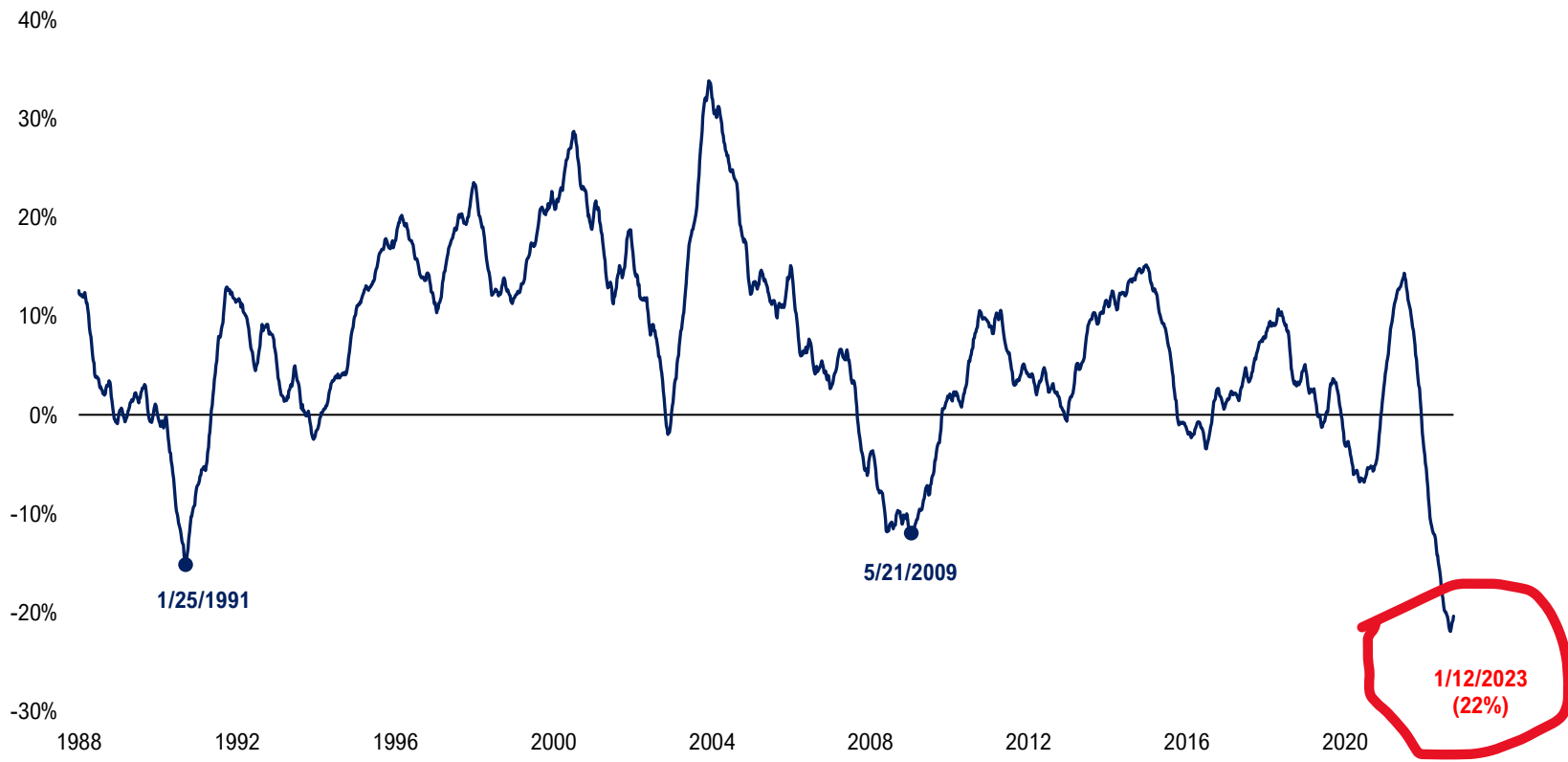
Source: Fundstrat, ICI, Bloomberg



SENTIMENT: Retail went ULTRA Bearish in 2022... never more beared up

AAll Bull-Bear Spread (Rolling 52W Average)
Since 1988

Retail investors never been this bearish



Source: Fundstrat, AAll



VALUATION: P/E hardly demanding

PE Ratios of FANG+ & GICS Level 1 Sectors

Based on 2024 EPS Estimates

Sector	PE Ratio ('24 EPS)
1 FANG+	22.7x
2 Discretionary ex-FANG+	19.7x
3 Consumer Staples	18.8x
4 Industrials	16.7x
5 Tech ex-FANG+	16.6x
6 Utilities	16.4x
7 Real Estate	16.1x
8 Materials	16.1x
9 Healthcare	15.7x
10 Financials	11.4x
11 Comm. Services ex-FANG+	11.0x
12 Energy	10.5x
S&P 500	16.1x
S&P 500 ex-FANG	14.8x

**Ex-FAANG,
P/E of 14.8X 2024
hardly demanding**



Source: Fundstrat, Bloomberg

* FANG+ includes META, AMZN, NFLX, GOOGL, NVDA, AAPL, MSFT, TSLA

Any S&P 500 Sector with a FANG+ Stock as a constituent has had that company's price and earnings removed from the ratio.



DON'T WAIT FOR FED: Market bottomed before Volcker shifted Tactics. Entire decline erased in 4 months.

VOLCKER SUGGESTS FEDERAL RESERVE MAY SHIFT TACTICS

Give this article

By Peter T. Kilborn, Special To the New York Times
Oct 10, 1982

Volcker suggests Fed "may shift tactics" (10/5/82)

New ALL-TIME highs one month after Volcker "considers ending inflation war"

Entire decline erased 4 months later



SPX Index (S&P 500 INDEX) Volcker 1980s LT Version Weekly 31OCT1980-31DEC1982 Copyright© 2023 Bloomberg Finance L.P. 09-Feb-2023 11:47:19

Source: Fundstrat, Bloomberg



Not “fighting Fed” if inflation is falling

The minority view, which is also mine, is that much of the US. inflationary pressure in 2022 has transitory components:

- supply chain,
- bullwhip effect,
- one-offs like healthcare insurance
- even services like travel had “revenge spend” (not last forever)

Thus, the Fed did not need to go full **Volck-an** to fight inflation.

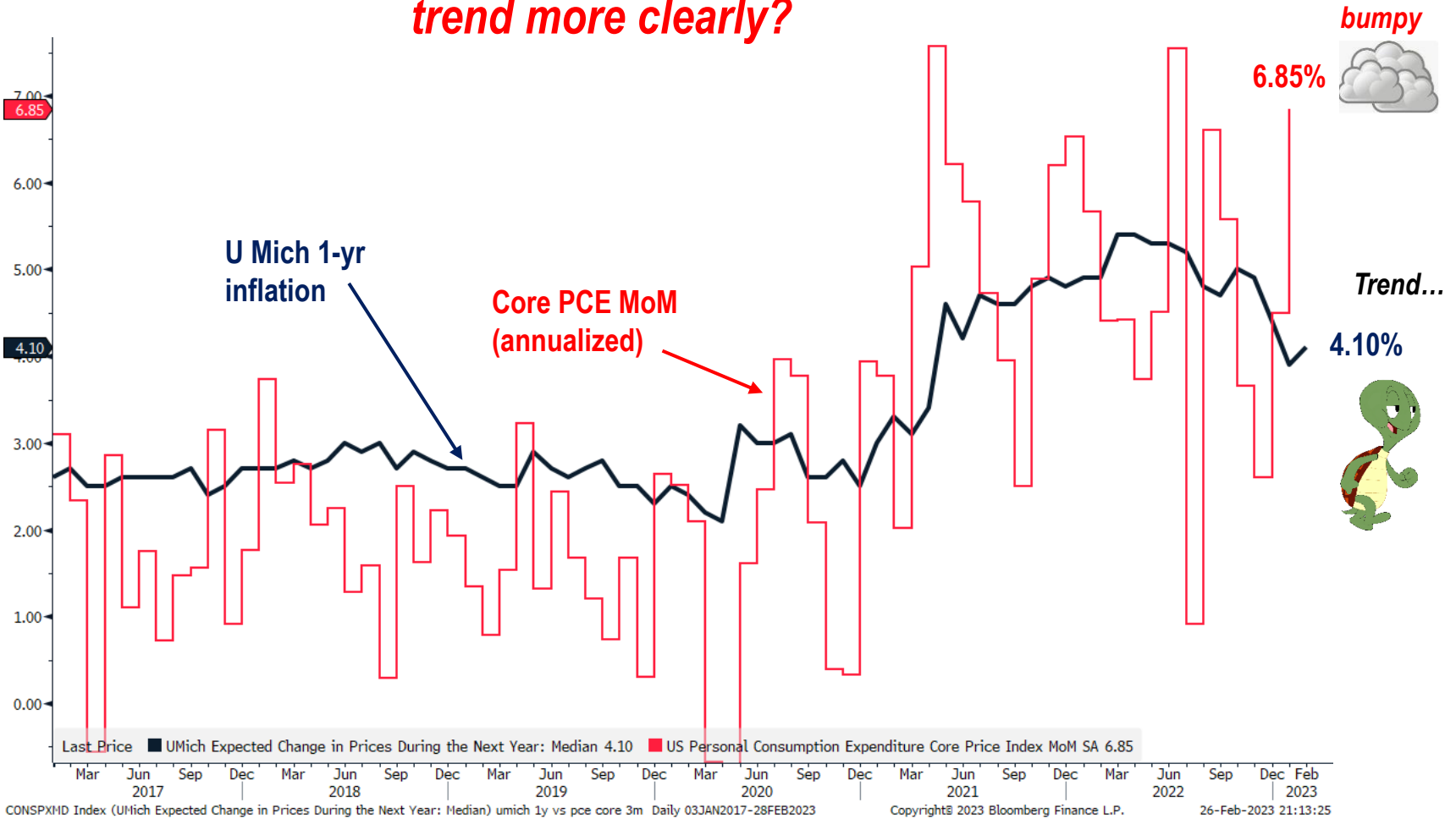
Source: Fundstrat



INFLATION: Which series seems to better reflect the trend? PCE or U Mich?

INFLATION – U Mich 1-yr inflation vs Core PCE annualized
Monthly

Which of these is showing the trend more clearly?



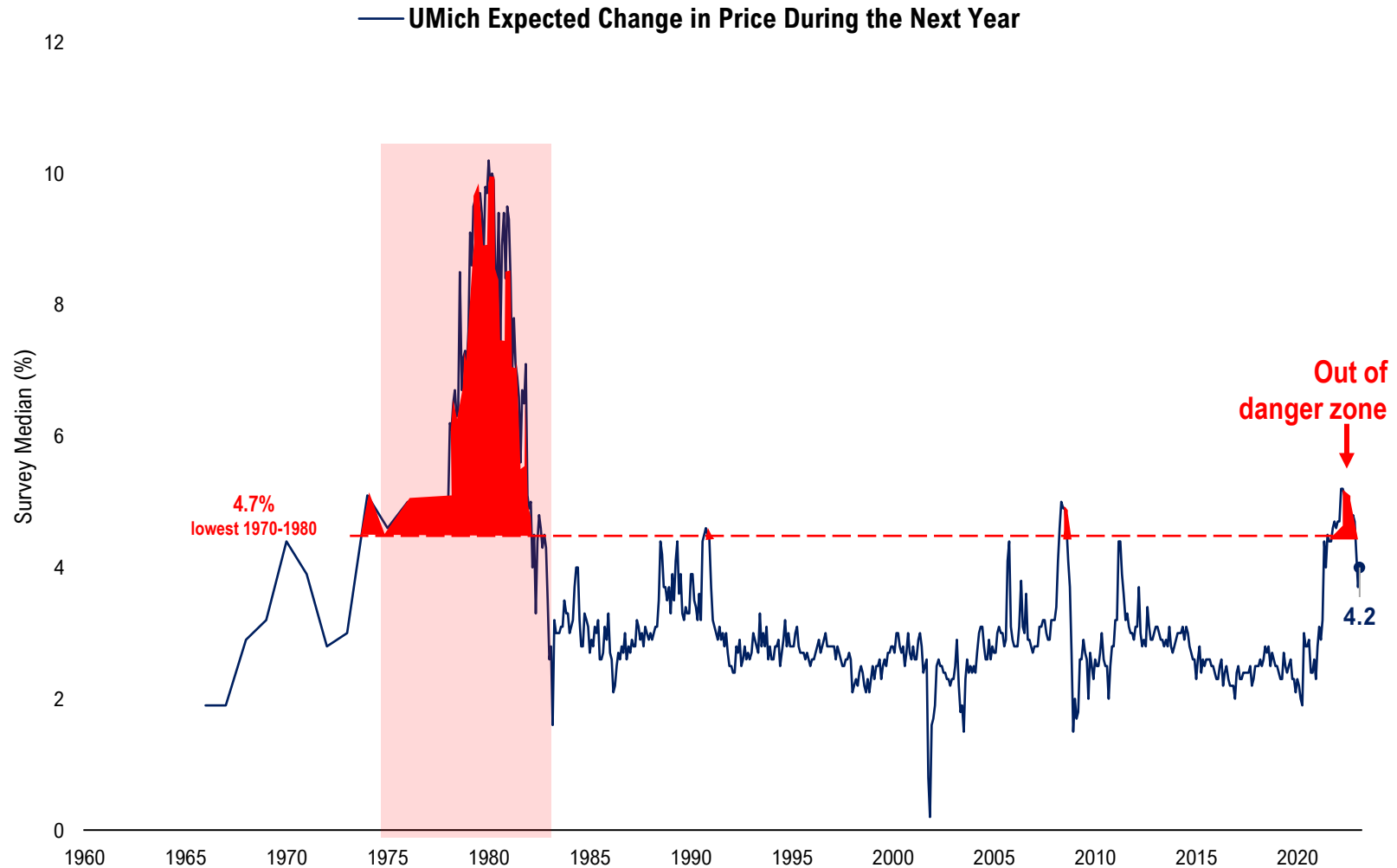
Source: Fundstrat, Bloomberg



INFLATION: Expectations in the next year have fallen below “danger zone”

Figure: UMich Expected Change in Price During the Next Year

1 Year Median Inflation Expectation. Since 1960.



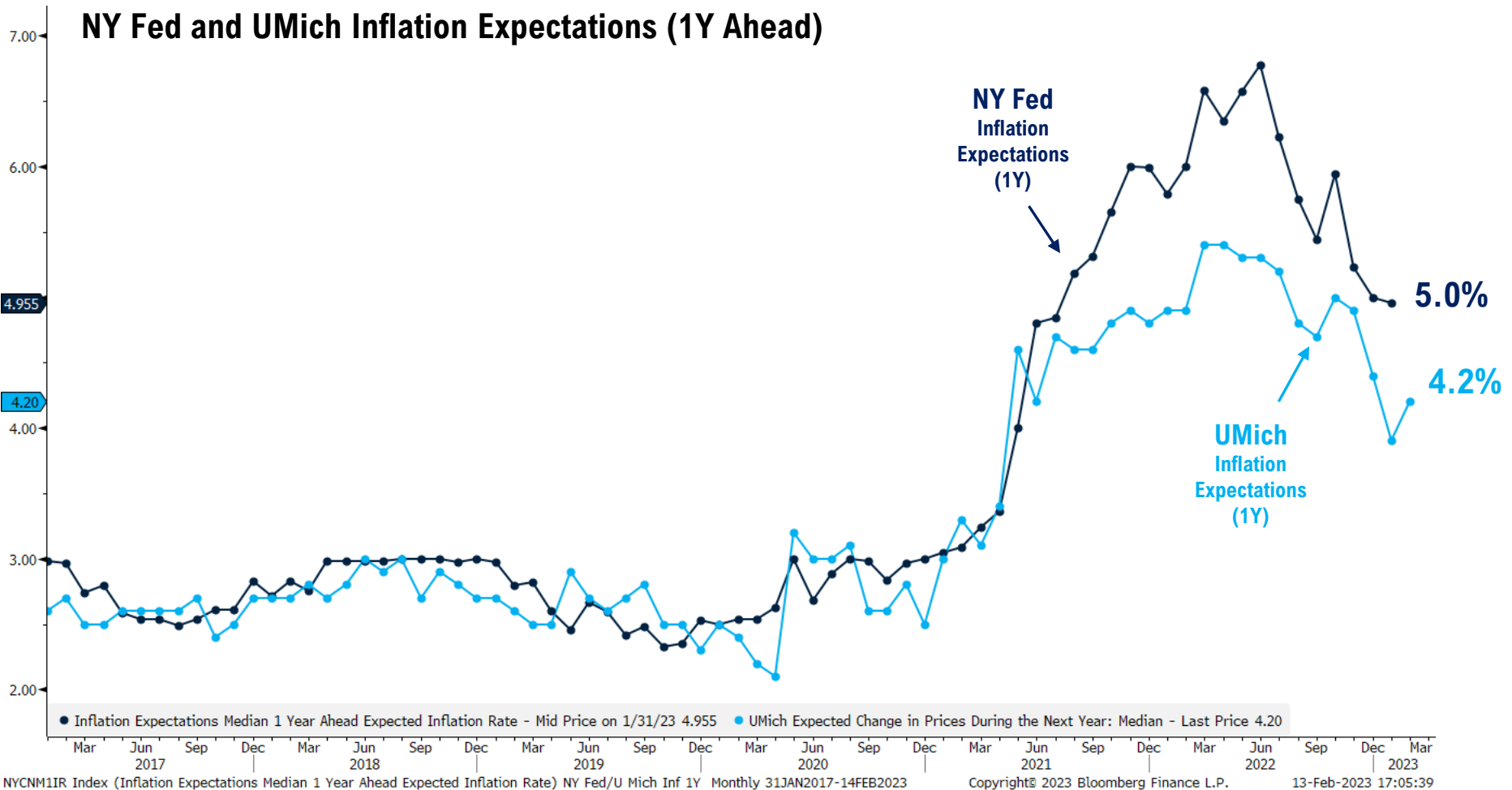
Source: Fundstrat, Bloomberg



INFLATION: NY Fed Inflation Expectations (1Y) Higher Than U Mich

NY Fed and UMich Inflation Expectations (1Y Ahead)
Since 2017

Macro Research



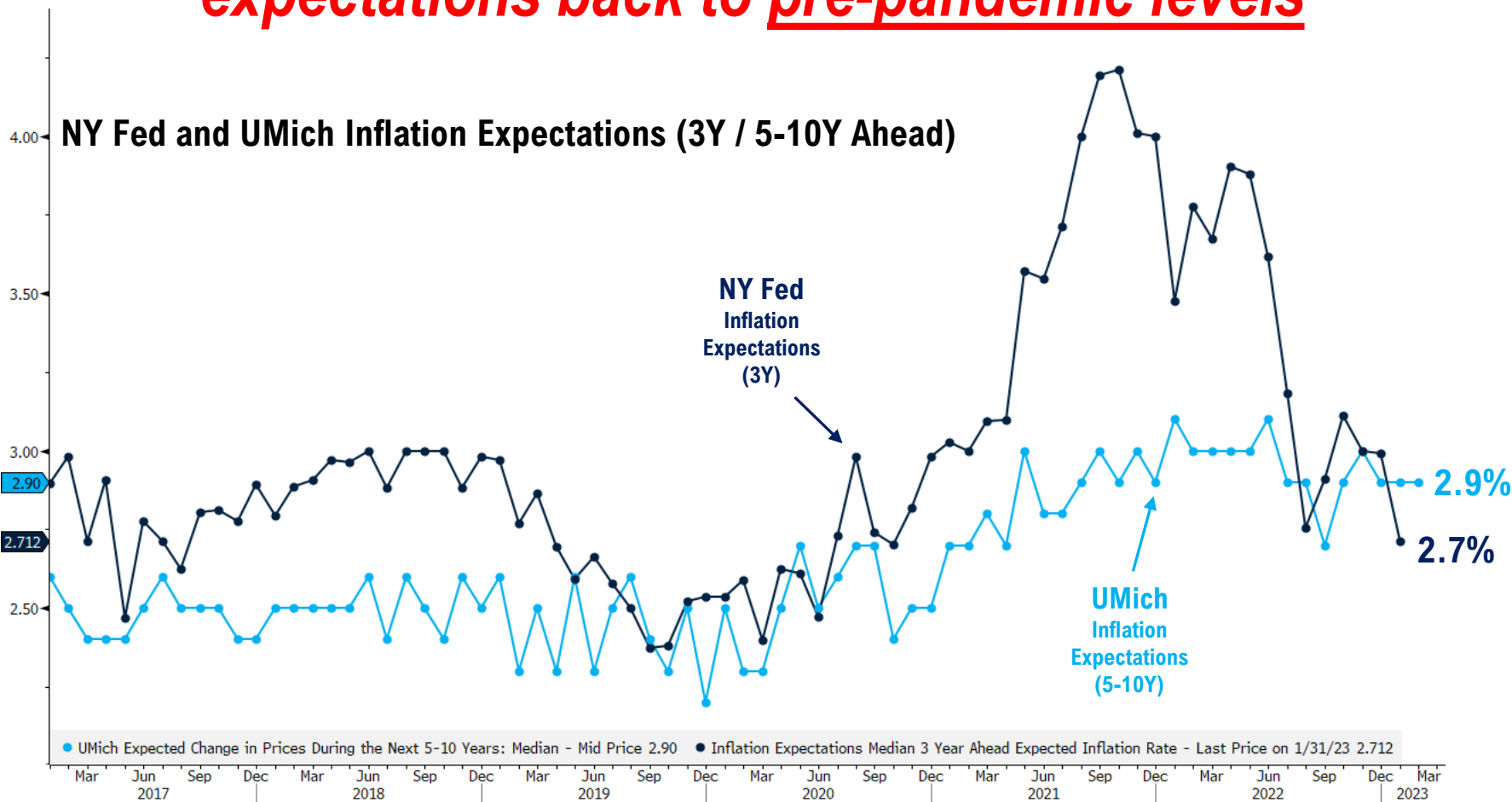
Source: Fundstrat, Bloomberg



INFLATION: Back to pre-pandemic levels

NY Fed and UMich Inflation Expectations (3Y / 5-10Y Ahead)
Since 2017

If inflation so “hot,” why is long term inflation expectations back to pre-pandemic levels

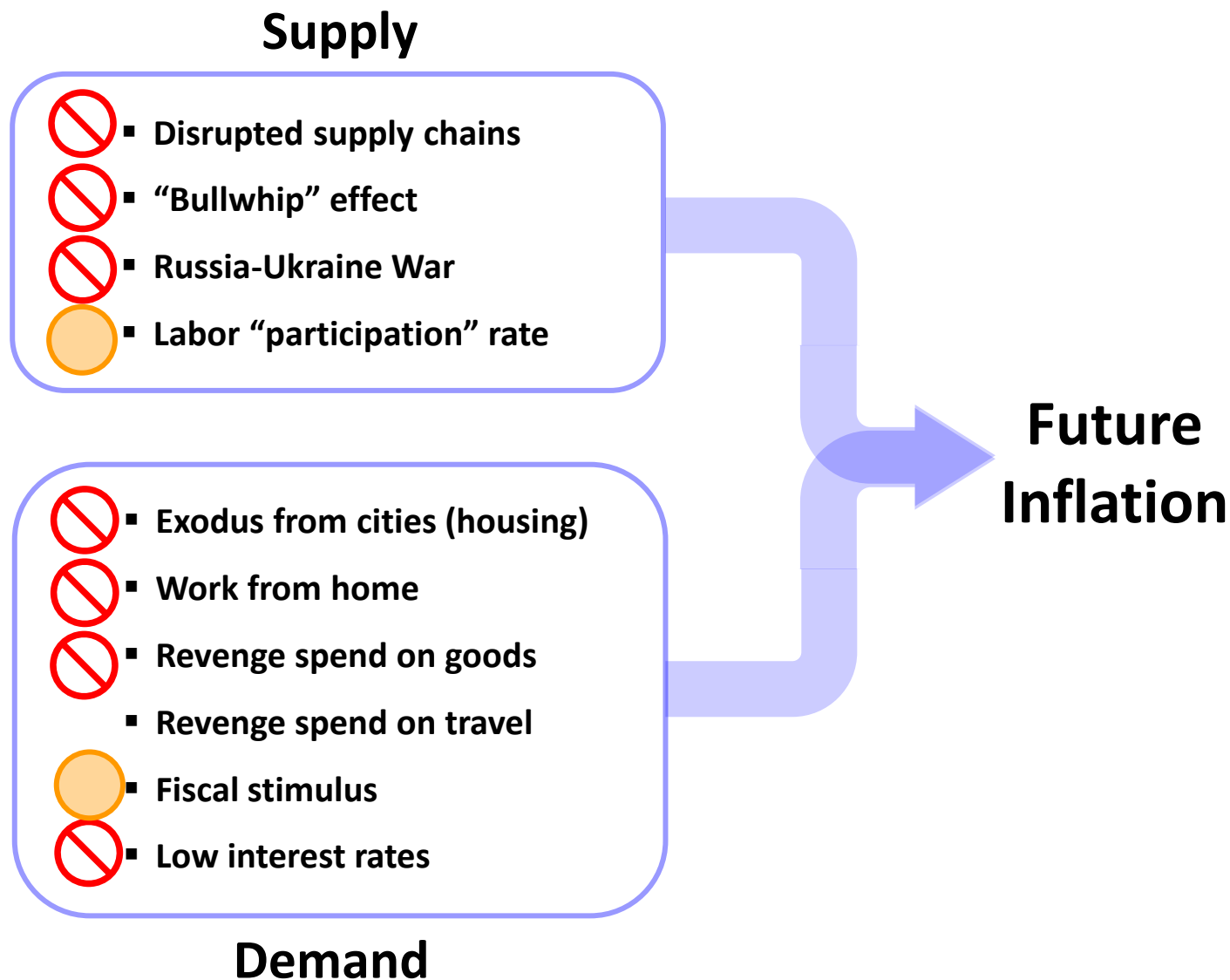


CONSP5MD Index (UMich Expected Change in Prices During the Next 5-10 Years: Median) NY Fed/U Mich Inf 5Y Monthly 31JAN2017-28FEB2023 Copyright© 2023 Bloomberg Finance L.P. 13-Feb-2023 17:06:36

Source: Fundstrat, Bloomberg



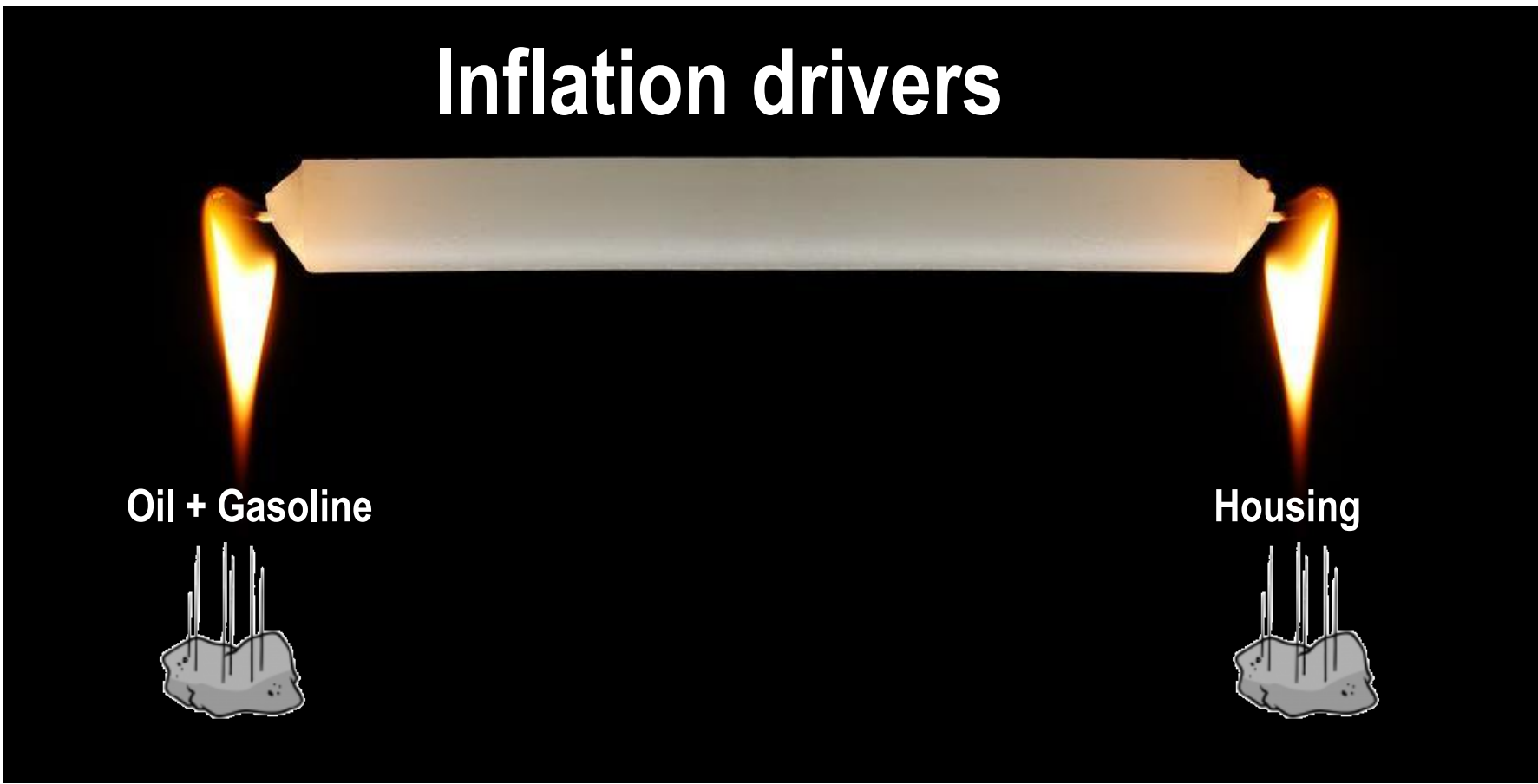
2023 Inflation Per Fundstrat



Source: Fundstrat



Inflation is dead...long live inflation

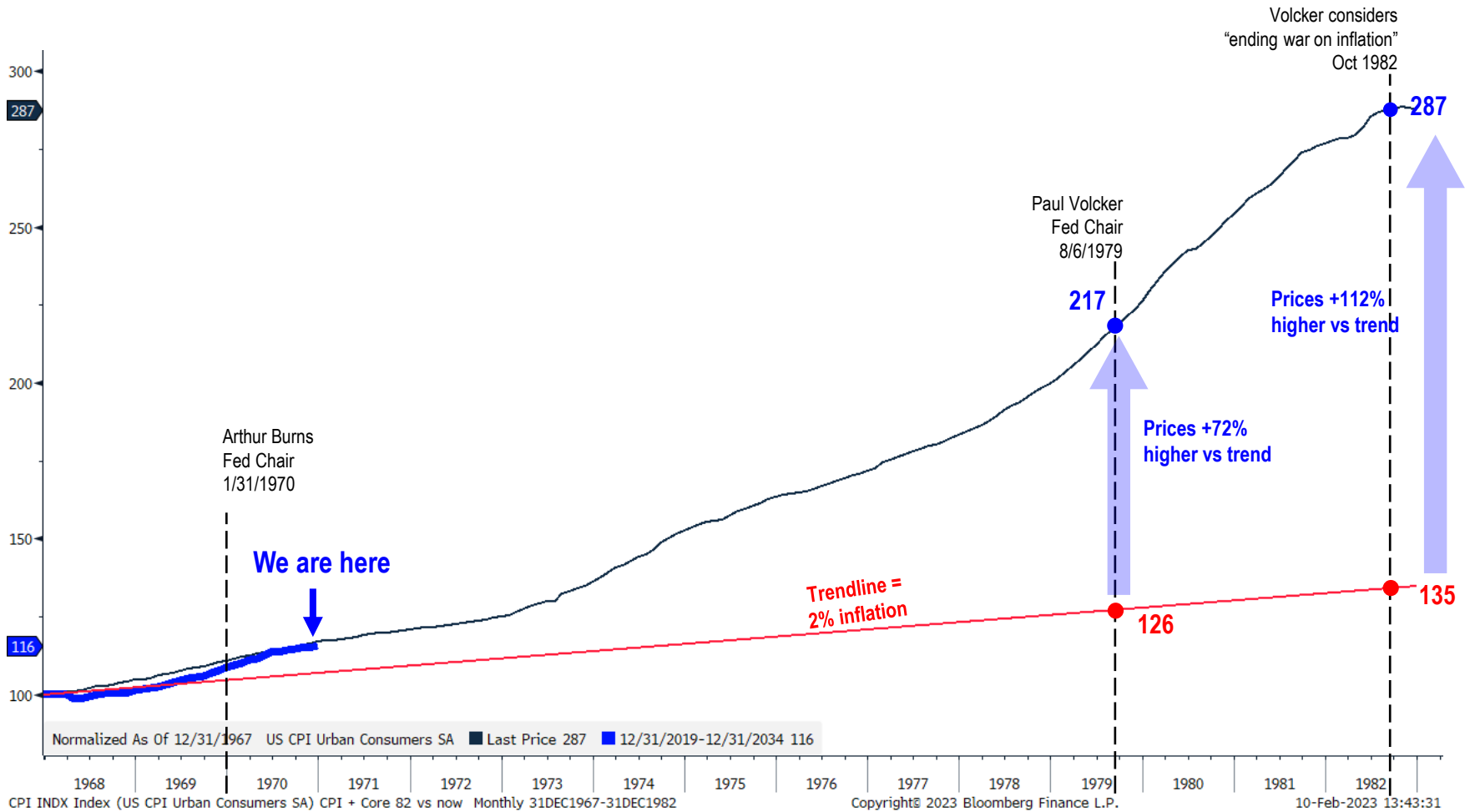




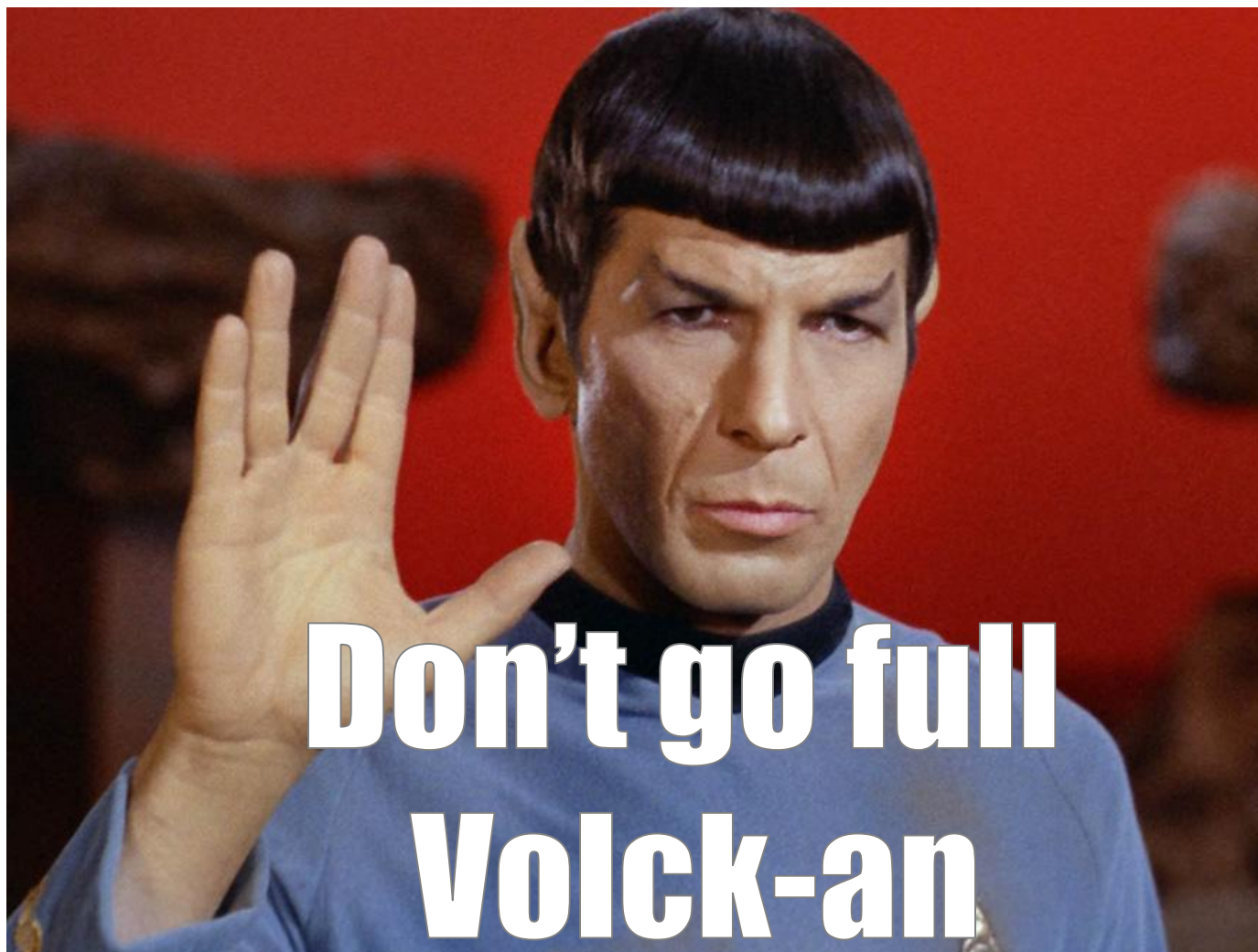
INFLATION: Less “wood to chop” for Powell vs Volcker

Figure: Powell has far less “wood to chop”

CPI + Core Index Levels. 100 = 12/31/2019 and 100 = 12/31/1967



Source: Fundstrat, Bloomberg, BLS



Source: Fundstrat, Internet



VOLCKER: Stocks did exceptionally well under Volcker

FED CHAIRS – Stocks returns and Economic Metrics under each Fed Chair

Since 1951

Name	Term of office		S&P 500 Returns...		US Treasury 10Y Yield (%)...			US Economy...	
	Start	End	Nominal CAGR	Real CAGR	Start	End	Delta	GDP SAAR	Inflation *
Bill Martin	Apr 2, 1951	Jan 31, 1970	7.6%	5.5%	2.60	7.75	5.15	3.9%	2.1%
Arthur Burns	Feb 1, 1970	Jan 31, 1978	0.6%	-5.5%	7.75	7.94	0.19	3.1%	6.6%
William Miller	Mar 8, 1978	Aug 6, 1979	13.4%	1.9%	8.03	8.91	0.88	4.9%	11.2%
Paul Volcker	Aug 6, 1979	Aug 11, 1987	15.6%	9.4%	8.91	8.72	-0.19	2.9%	5.7%
Alan Greenspan	Aug 11, 1987	Jan 31, 2006	7.5%	4.4%	8.72	4.52	-4.20	3.2%	3.1%
Ben Bernanke	Feb 1, 2006	Jan 31, 2014	4.2%	2.1%	4.56	2.64	-1.91	1.3%	2.1%
Janet Yellen	Feb 3, 2014	Feb 3, 2018	12.2%	10.6%	2.58	2.84	0.27	2.3%	1.5%
Jay Powell	Feb 5, 2018	--**	8.5%	4.6%	2.71	3.95	1.25	2.0%	3.8%

Source: Fundstrat, Bloomberg, FRED, Robert Shiller Online Data, Samuel H. Williamson 'What Was the U.S. GDP Then?'

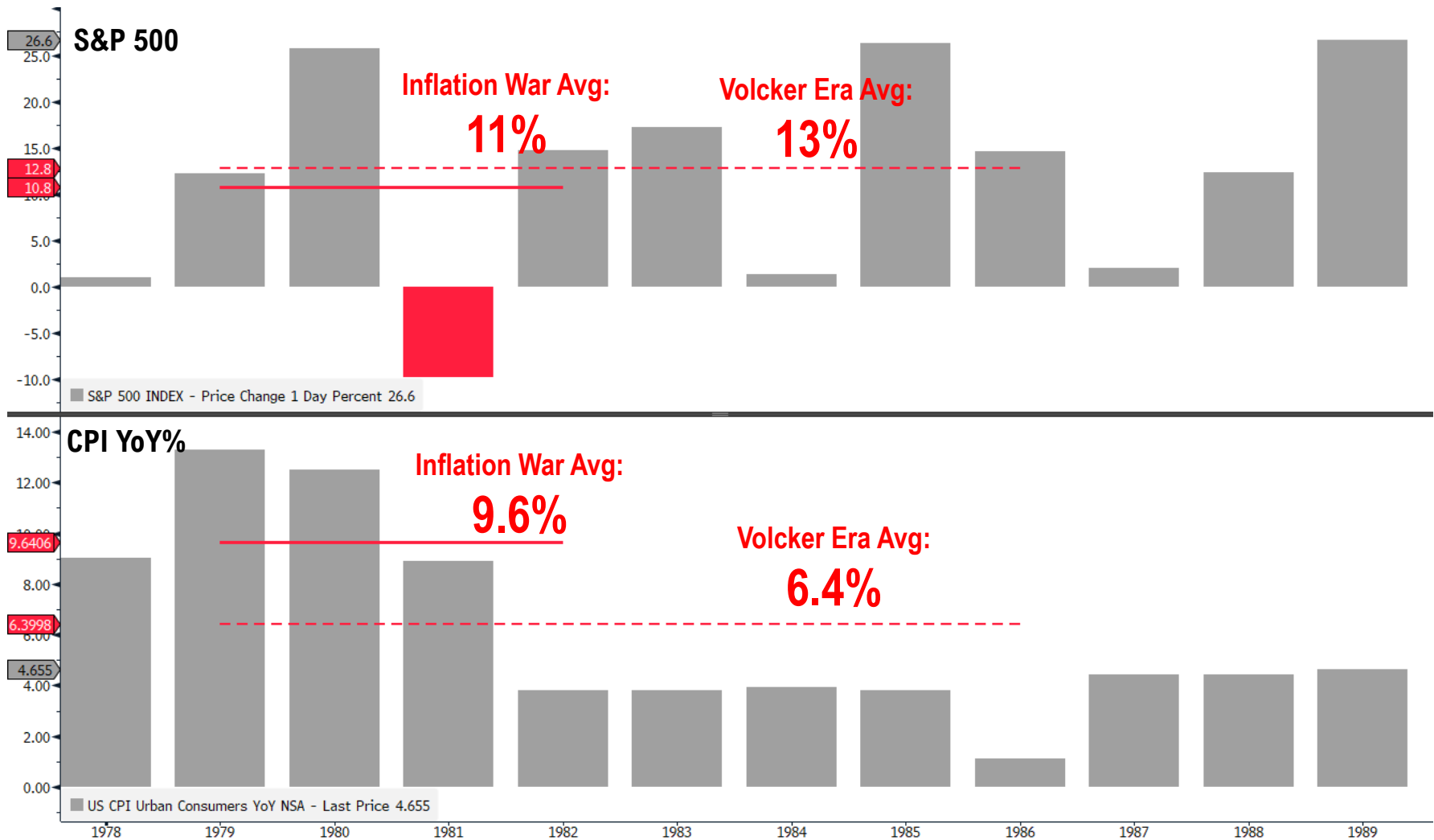
* Average Inflation is the annualized growth of price level from the start of term to the end of term.

** Incumbent as of 3/1/2023



VOLCKER: Equity returns strong under Volcker

Annual S&P 500 Price Return vs CPI 1978 to 1989



SPX Index (S&P 500 INDEX) SPX annual return 65-85 Yearly 31DEC1977-12DEC1989

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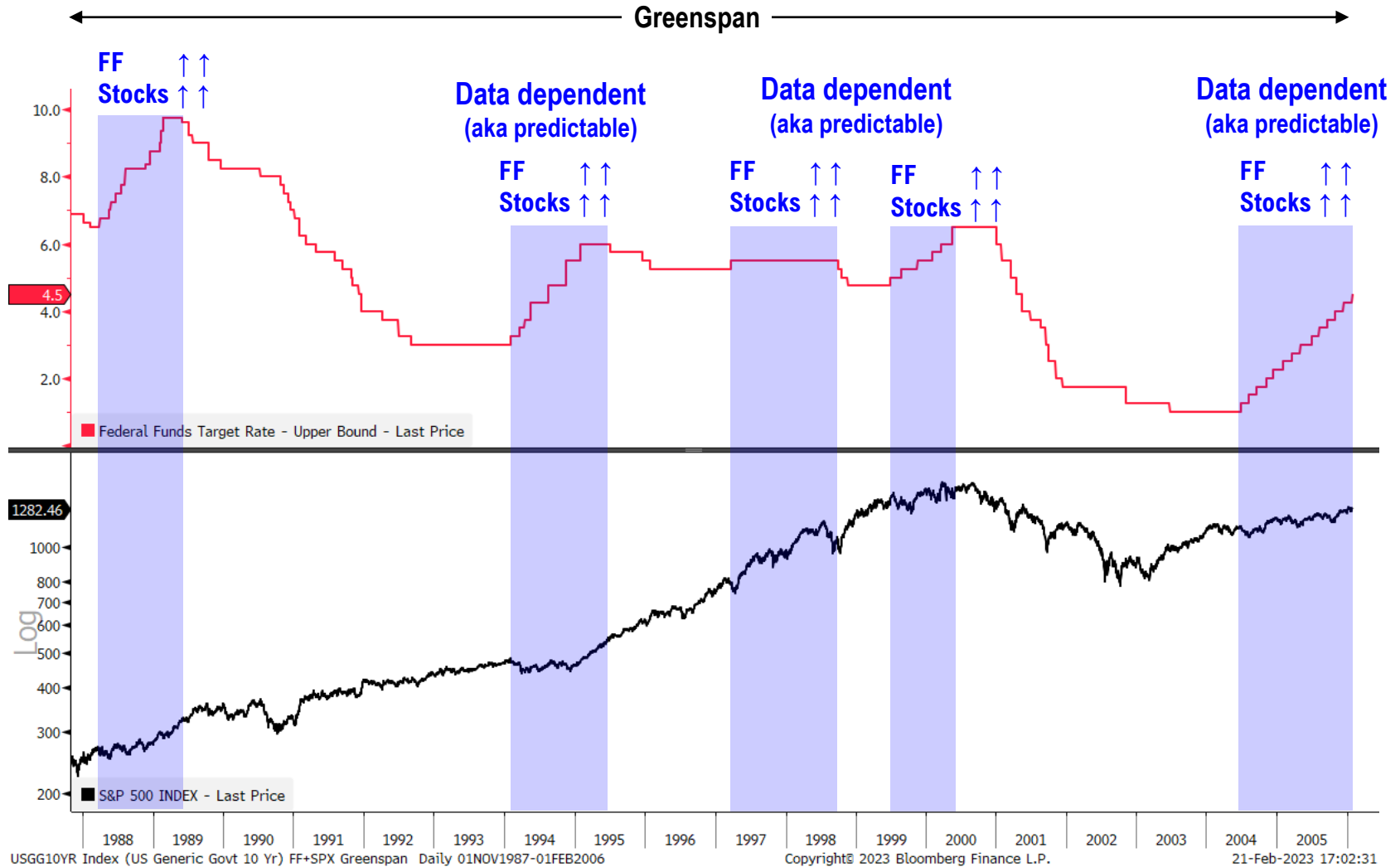
Source: Bloomberg and Fundstrat



FED RATES: When Fed Raising but “Data Dependent” Equities Strong

FED RATES – Stocks and Fed Funds under Greenspan

Daily. 1988 to 2005



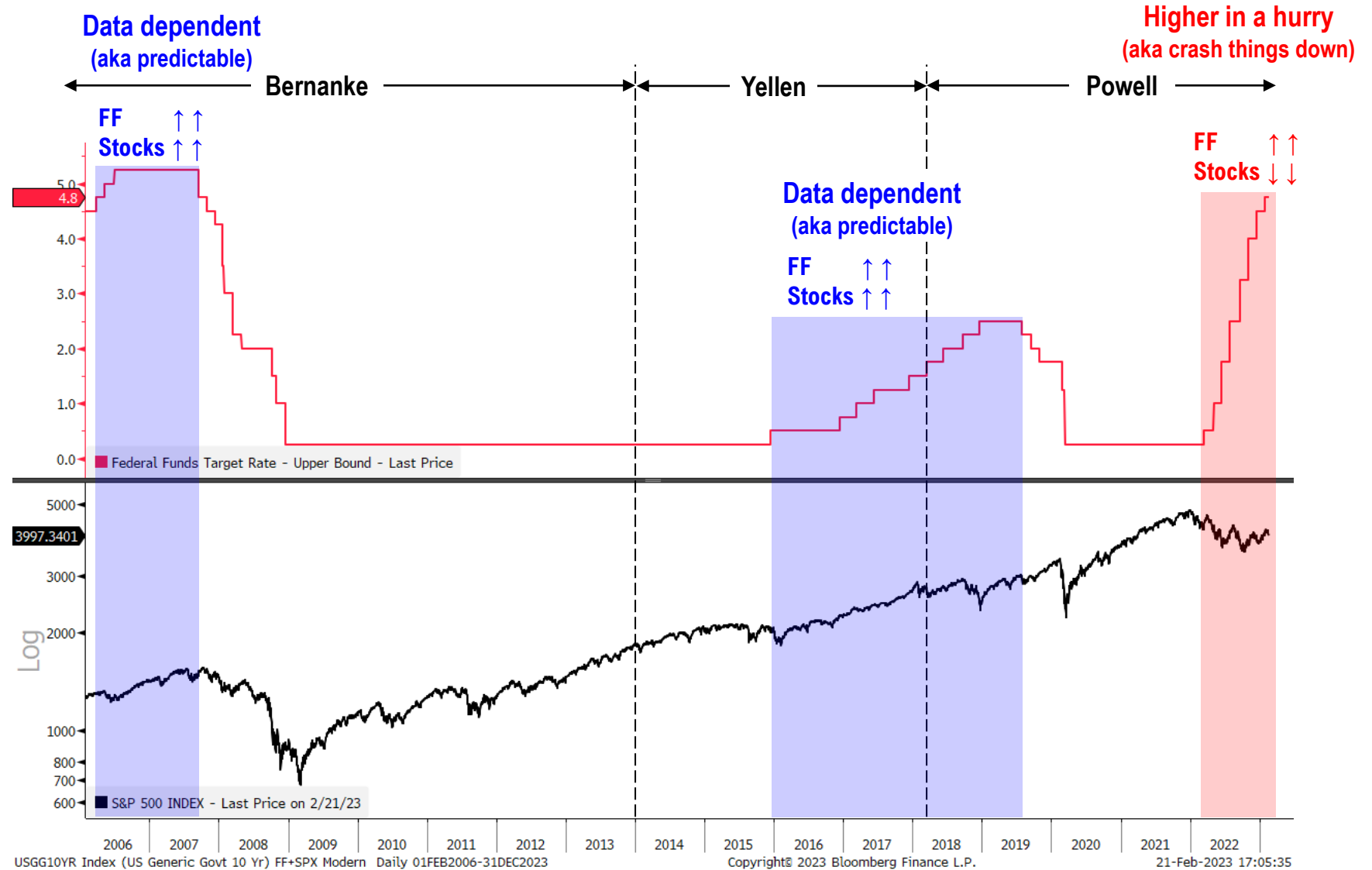
Source: Fundstrat, Bloomberg



FED RATES: Powell “Higher in a Hurry” Resulted In Equity Decline

FED RATES – Stocks and Fed Funds under Bernanke, Yellen, and Powell

Daily. 2006 to 2023



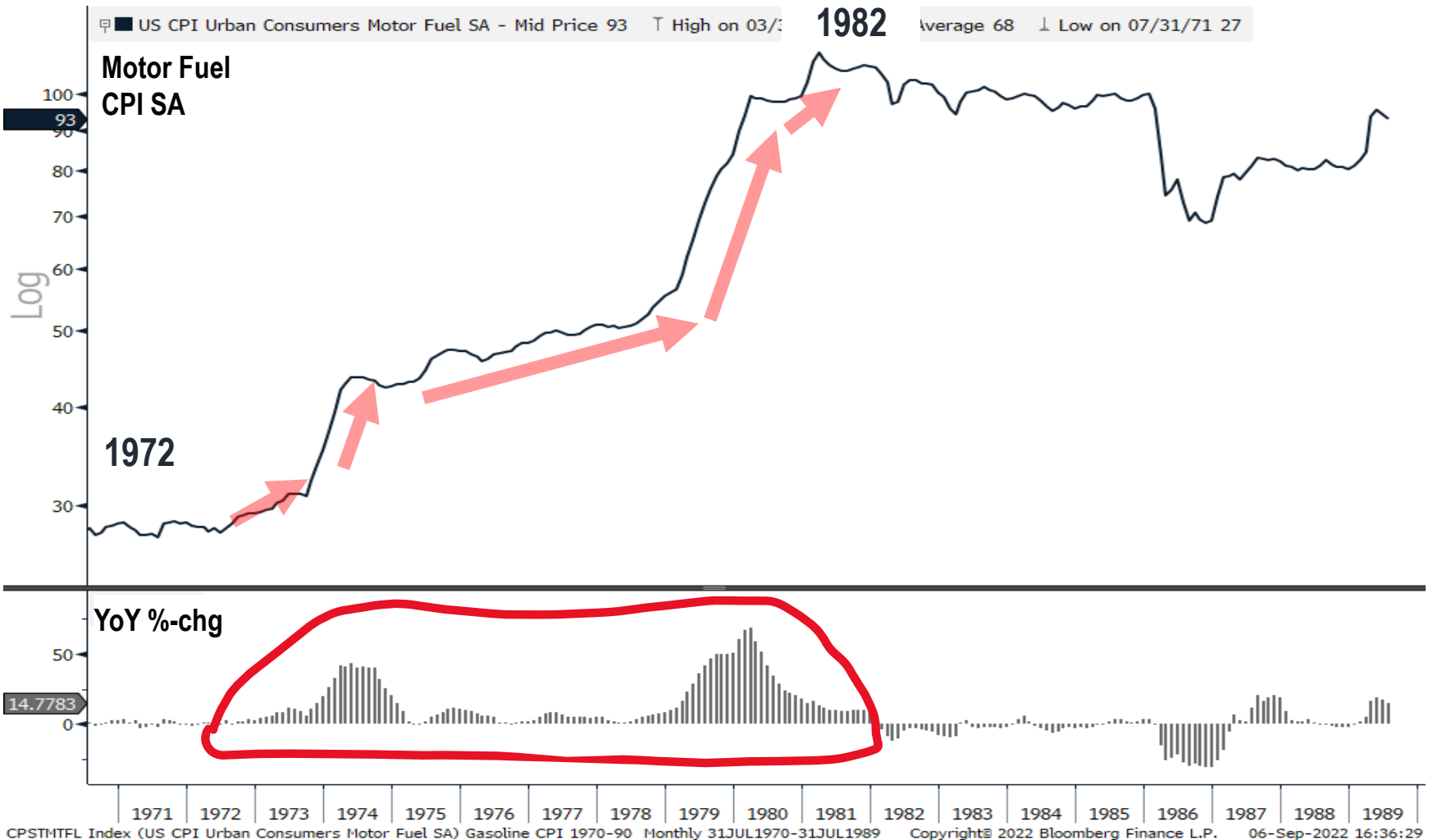
Source: Fundstrat, Bloomberg



OIL: For an Entire Decade, Motor Fuel Rose (1972-1982)

Motor Fuel CPI: Rose Continuously 1972 to 1982

Monthly 1970 to 1990



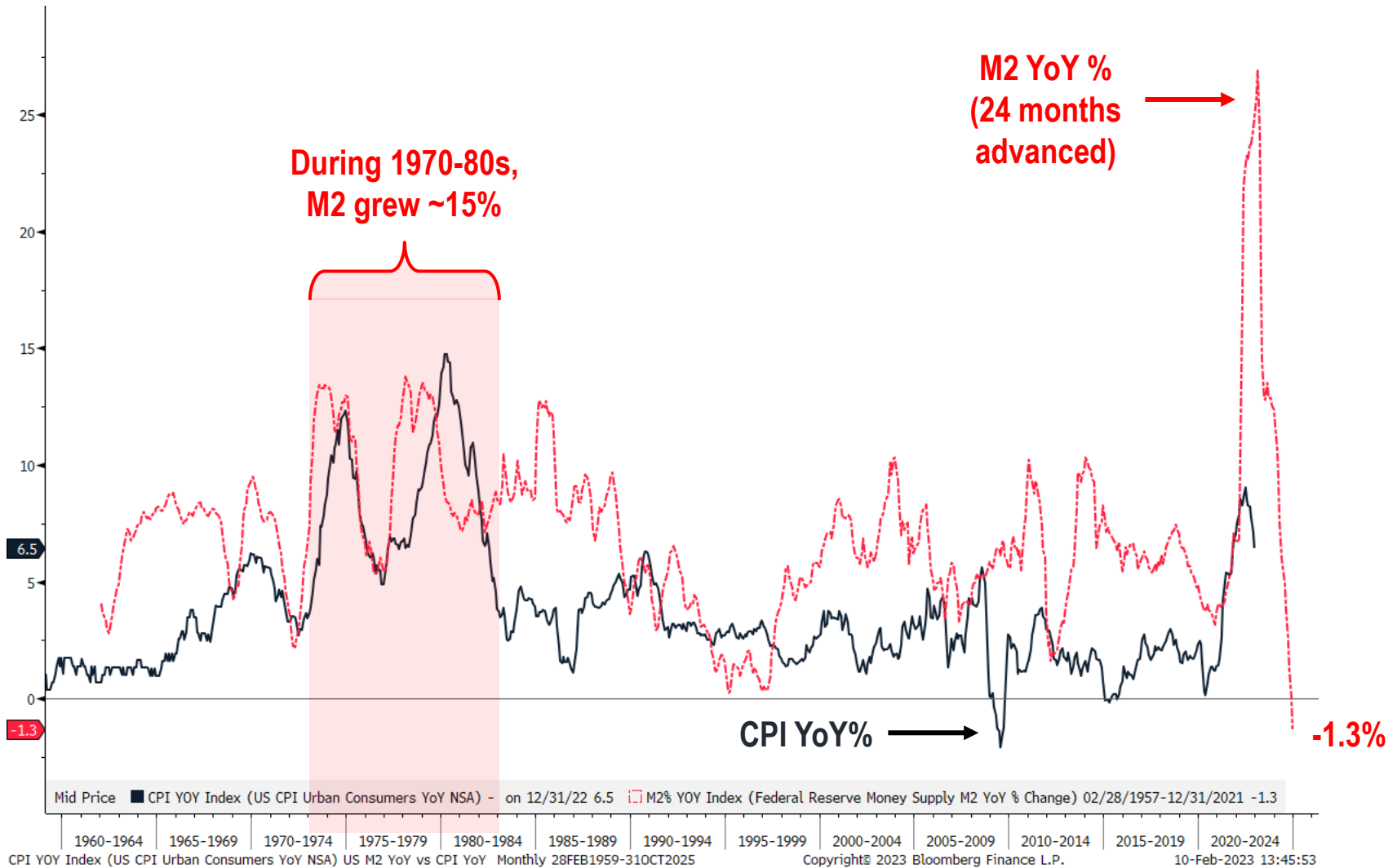
Source: Fundstrat, Bloomberg



M2: Set to turn negative YoY in November = falling inflation

Figure: M2 vs CPI

M2 YoY %chg. CPI YoY %chg. M2 is advanced 24 months



Source: Fundstrat, Federal Reserve



HIGH-YIELD: After a tough 1H22, high-yield rallying...

High-yield OaS Spread and HYG price

2022 Daily



USOHHYTO Index (USD HY All Sectors OAS) HY OAS and HYG Daily 13DEC2020-10FEB2023

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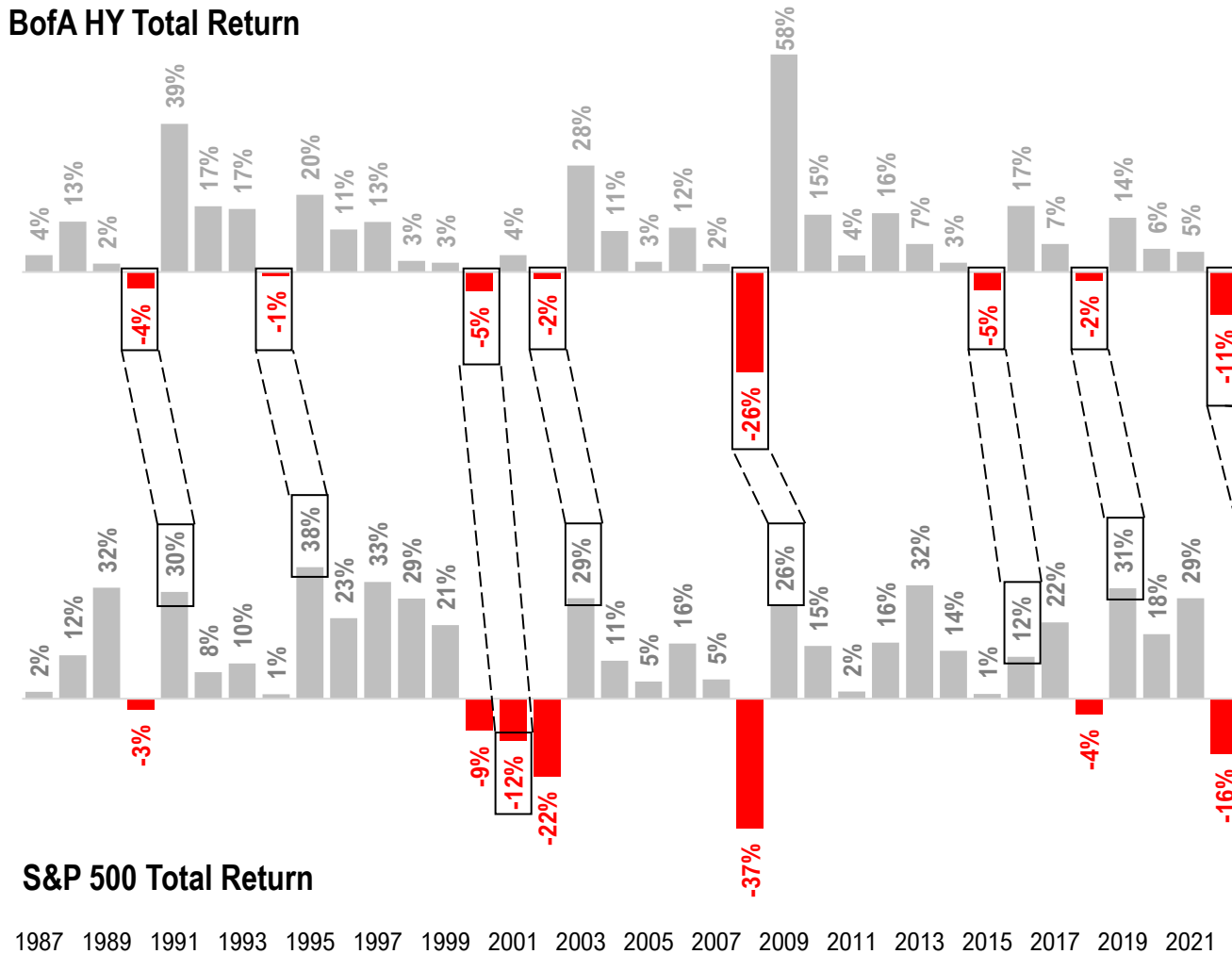
Source: Fundstrat, Bloomberg



HY SIGNAL: S&P 500 Returns Strong After Negative HY Year

Figure: High Yield and S&P 500 Total Returns
Since 1987

BofA HY Total Return



S&P 500 Total Return

S&P 500 year <i>after</i> HY negative return	
1991	+30%
1995	+38%
2001	-12%
2003	+29%
2009	+26%
2016	+12%
2019	+31%
Average	+22%

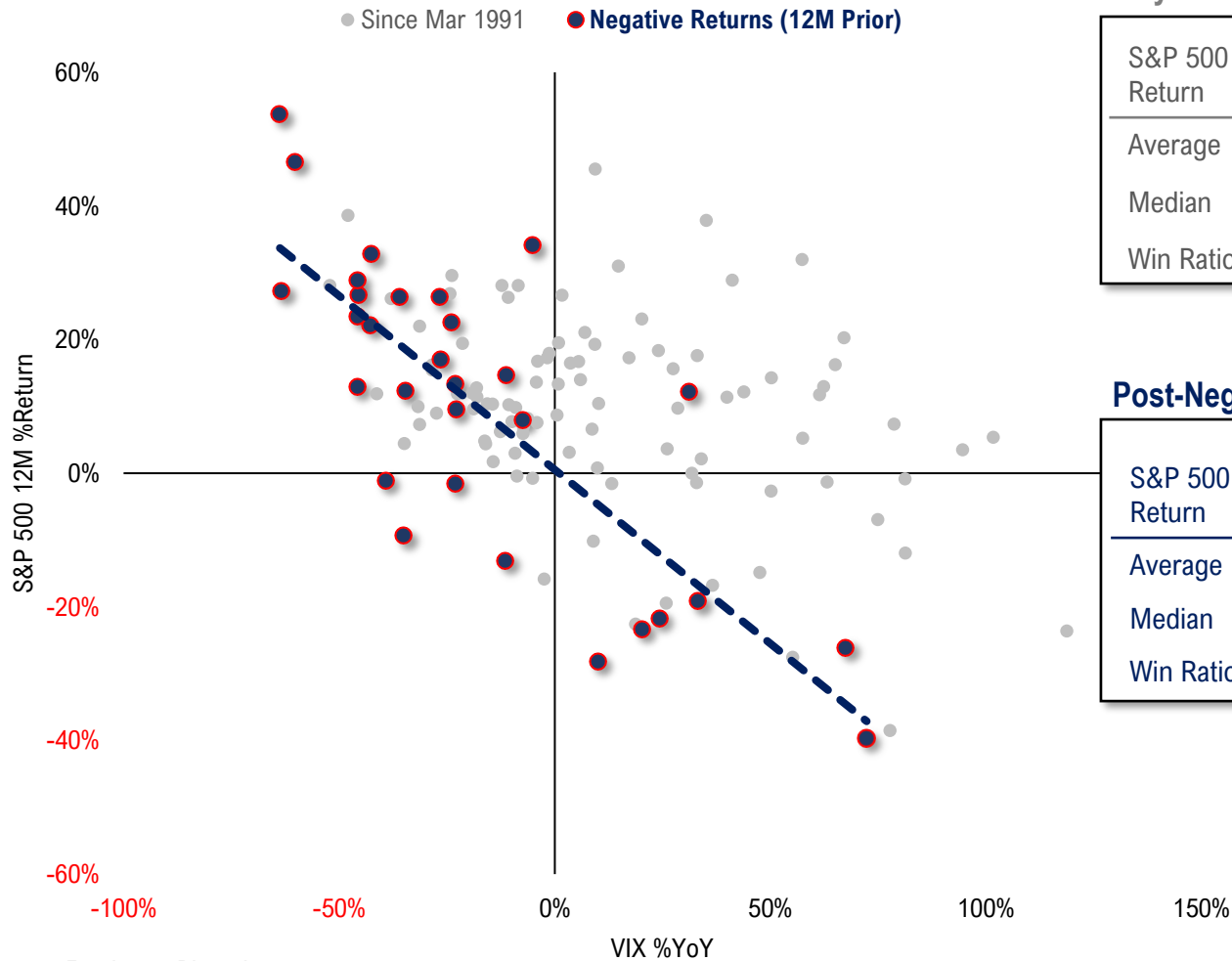
Source: Fundstrat, Bloomberg, FRED



EQUITIES: Strong performance when VIX falls

S&P 500 return when VIX %change is positive or negative

Rolling LTM in quarterly frequency since 1991



All years...

S&P 500 Return	VIX Negative	VIX Positive
Average	14.9%	3.5%
Median	12.6%	6.0%
Win Ratio	89%	61%

Post-Neg years...

S&P 500 Return	VIX Neg. AND Neg. Prior Year	VIX Pos. AND Neg. Prior Year
Average	18.9%	-20.9%
Median	22.2%	-23.4%
Win Ratio	83%	14%

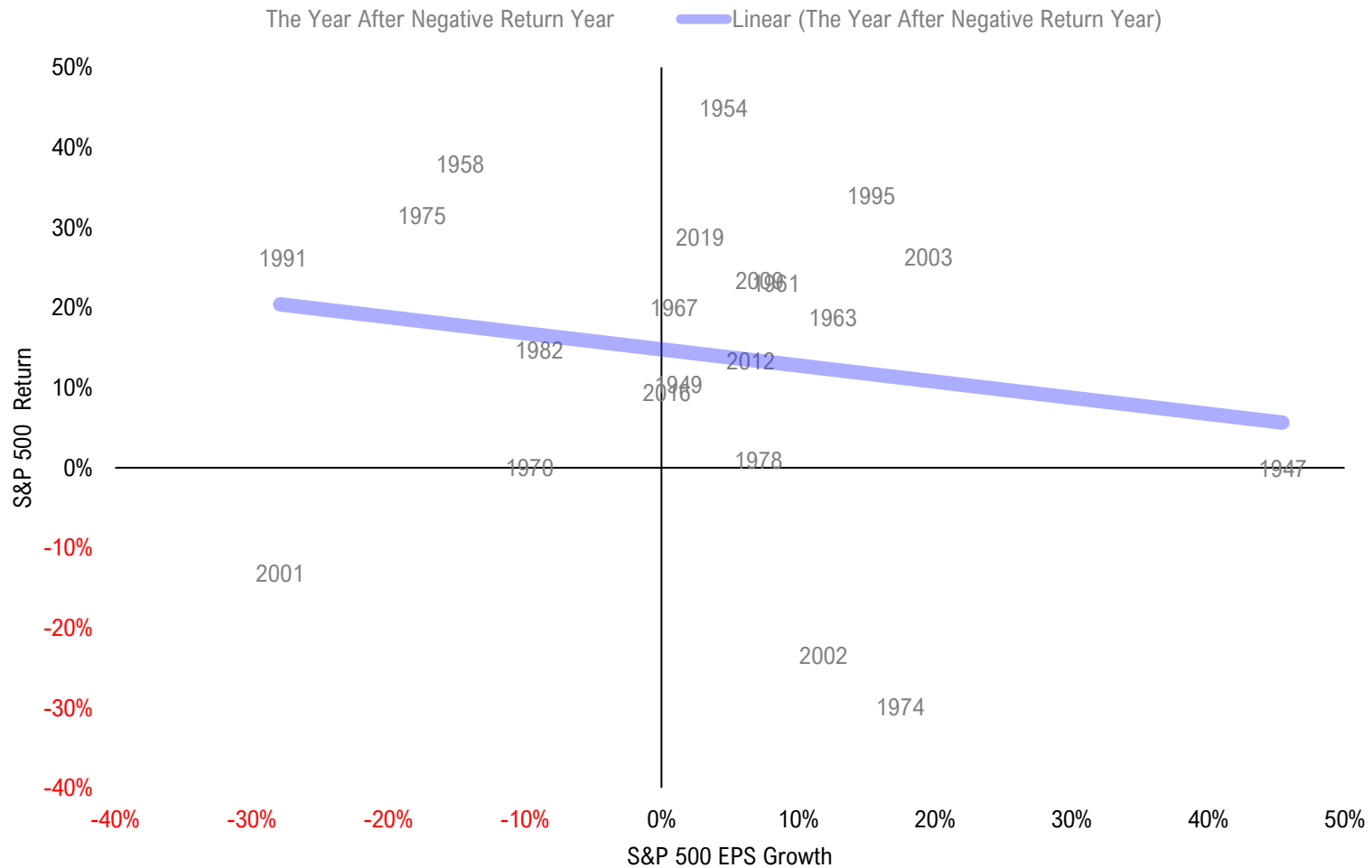
Source: Fundstrat, Bloomberg



S&P 500: Returns in year after *not correlated* to EPS growth...

SCATTER: S&P 500 EPS Growth and Returns the Year after Down Years

Since 1946



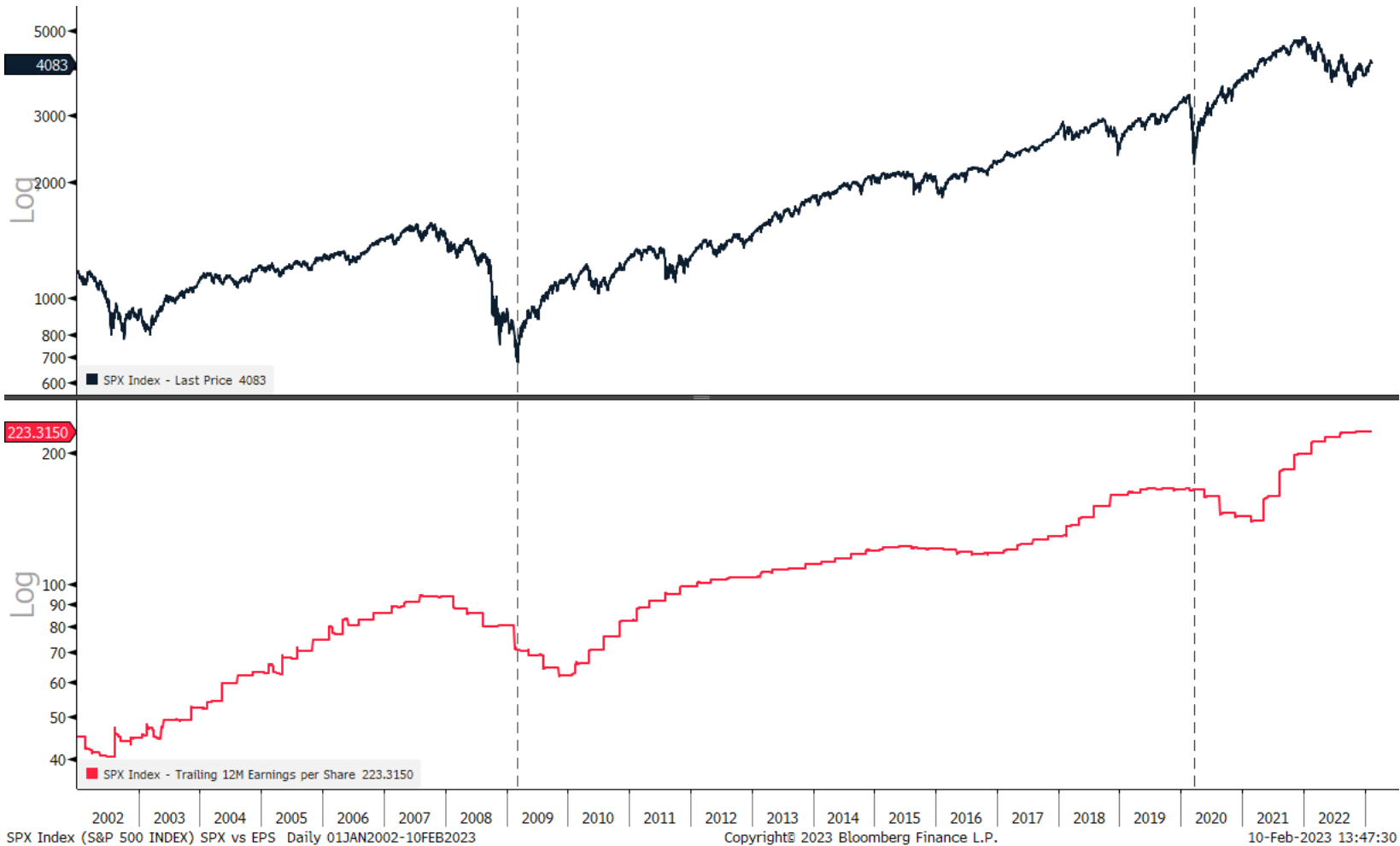
Source: Fundstrat, Bloomberg



EPS: S&P 500 bottoms BEFORE EPS bottoms

Figure: S&P 500 Price and S&P 500 LTM EPS

Last 20 years. Daily since 2002



Source: Fundstrat, Bloomberg



EPS: S&P 500 bottoms 11-12 months BEFORE EPS bottoms

	(a)	(b)	(a)-(b)		
	Date EPS Bottom	Date SPX Bottom	EPS Peak to Trough %	SPX Peak to Trough %	Delta EPS - SPX (Mos)
1	12/31/1921	8/31/1921	(81.0)	(31.9)	4
2	12/30/1932	7/8/1932	(74.2)	(86.1)	6
3	9/30/1938	5/27/1938	(49.2)	(50.2)	4
4	7/26/1946	4/24/1942	(28.0)	(44.9)	52
5	6/27/1952	6/10/1949	(17.6)	(28.0)	37
6	4/3/1959	12/20/1957	(23.4)	(20.5)	16
7	6/30/1961	6/22/1962	(14.6)	(26.8)	(12) Market bottoms <u>after</u> EPS bottom
8	6/30/1967	10/7/1966	(16.4)	(22.0)	9
9	7/30/1971	5/22/1970	(18.4)	(33.1)	14
10	2/27/1976	10/4/1974	(21.6)	(48.0)	17
11	7/29/1983	8/6/1982	(25.8)	(26.2)	12
12	10/16/1987	12/4/1987	(22.5)	(33.0)	(2) Market bottoms <u>after</u> EPS bottom
13	6/19/1992	10/12/1990	(41.2)	(18.3)	21
14	4/5/2002	10/4/2002	(25.6)	(47.6)	(6) Market bottoms <u>after</u> EPS bottom
15	12/25/2009	3/6/2009	(52.9)	(56.2)	10
16	3/26/2021	3/20/2020	(20.8)	(31.8)	12
	Average		(33.3)	(37.8)	12
	Median		(24.5)	(32.4)	11

Equities bottom 11-12 months before EPS

Source: Fundstrat, Bloomberg

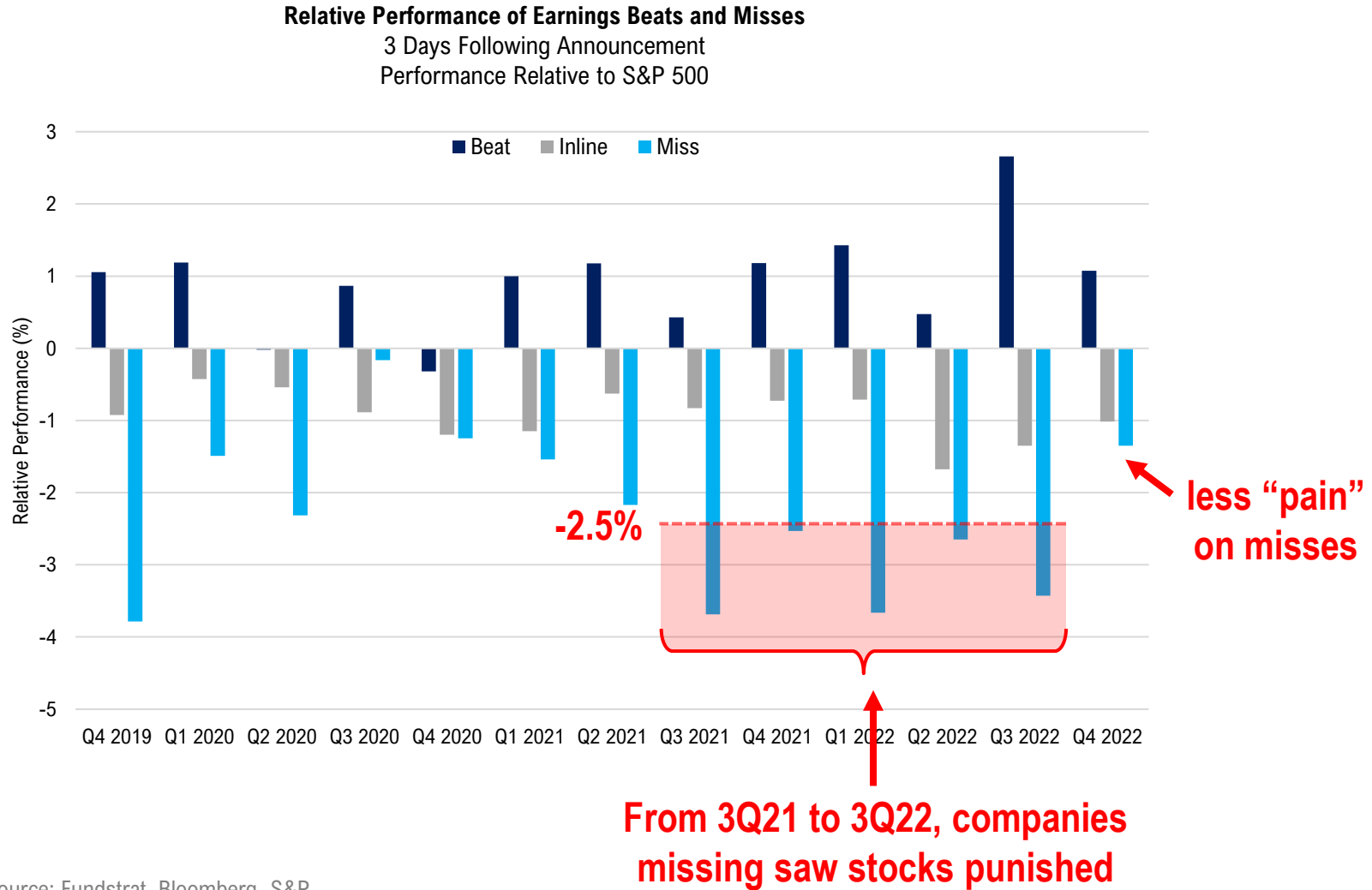


EARNINGS: Individual Stock Performance Driven by Macro Instead of Earnings

Relative Performance of Earnings Beats and Misses

Since Q42019

Macro Research



Source: Fundstrat, Bloomberg, S&P



FAIR VALUE: Midpoint YE 2023 = 4,750

EPS

	Probability	2023	2024
EPS	50%	\$215 (mid)	\$250
EPS if USD -10%	50%	\$225 (+5%)	\$265 (+5%)
Blend EPS		\$220	\$258

P/E

	Weight	Low	High
P/E vs 10-yr yield	50%	17.0X	18.5X
P/E multiple vs bottoms	50%	20.0X	21.0X
Blend P/E		18.5X	19.75X

2024 EPS → **\$250.00**

X

YE P/E → **18.5X-19.75X**

Range → **4,625-4,938**

Midpoint YE → **4,750**

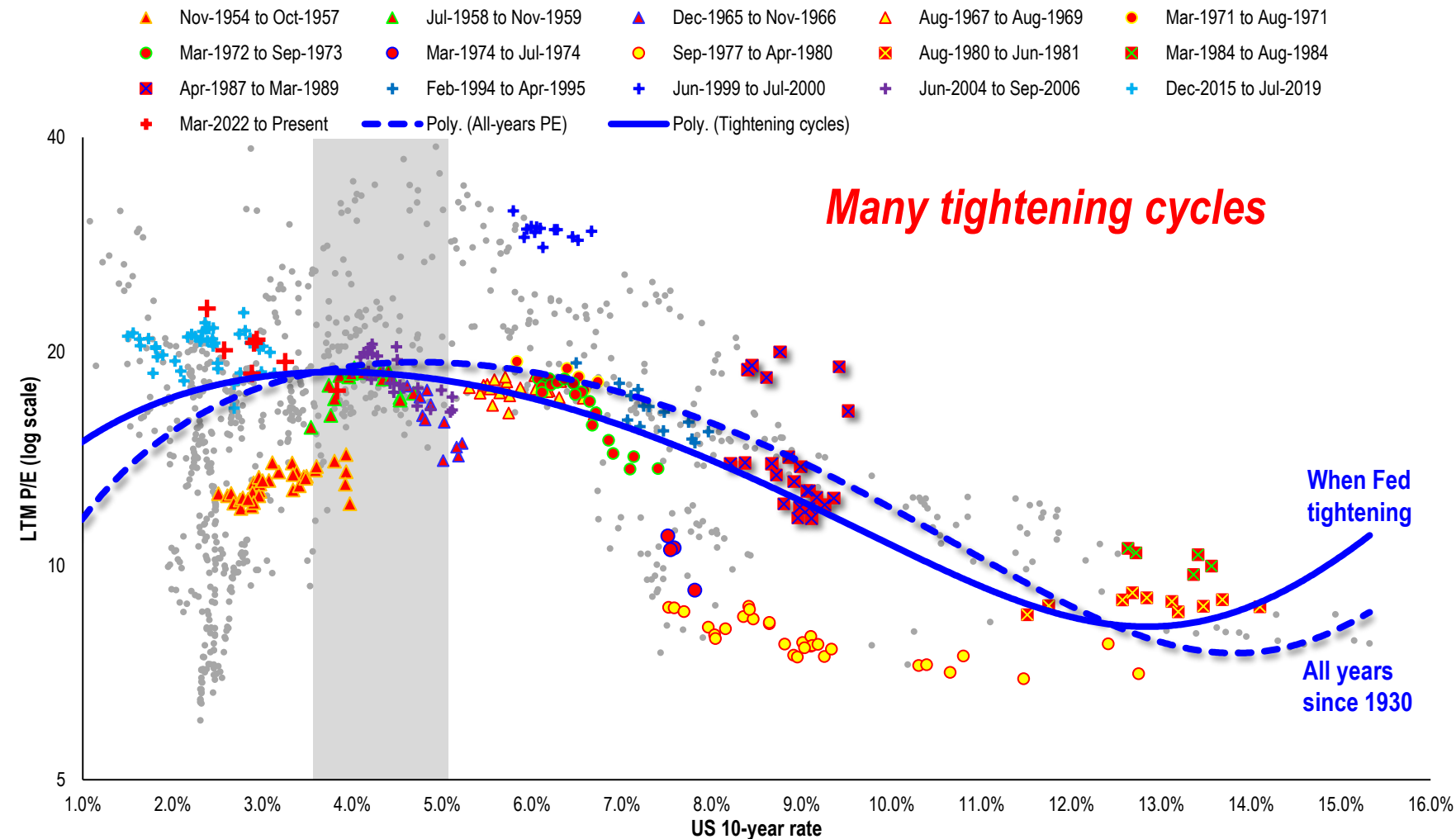
Source: Fundstrat



VALUATION: Multiple tightening cycles since 1930

Figure: S&P 500 multiples given different monetary conditions

X-axis 10-yr yield. Y-axis is P/E. Since 1930

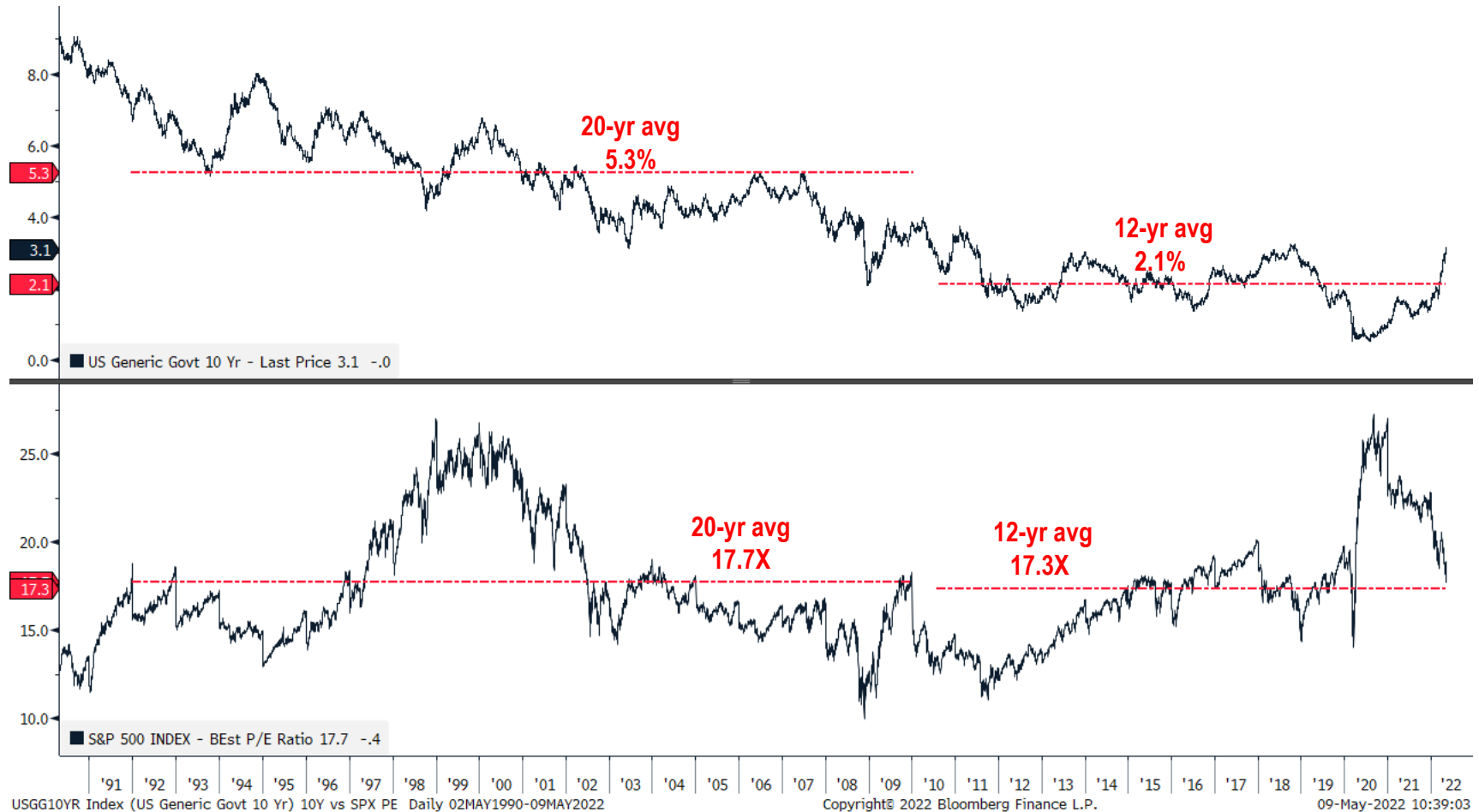


Source: Fundstrat, Bloomberg, Shiller



YIELDS vs PE: S&P 500 P/E tends to be higher when the 10-yr is higher

Figure: S&P 500 higher P/E when 10-yr higher
Since 1990



Source: Fundstrat, Bloomberg



2023 THEMES: Focus on “change agents”

INFLATION IMMUNIZATION

Inflation might be defeated but PTSD means own stocks with either positive leverage to inflation or protect biz against inflation

ENERGY SECURITY

Own sectors and regions and companies that protect against Energy supply risk

GLOBAL LABOR SUPPLIER

World is short “human” labor and thus need to employ “capital labor” – who is the global supplier?

MILLENNIALS

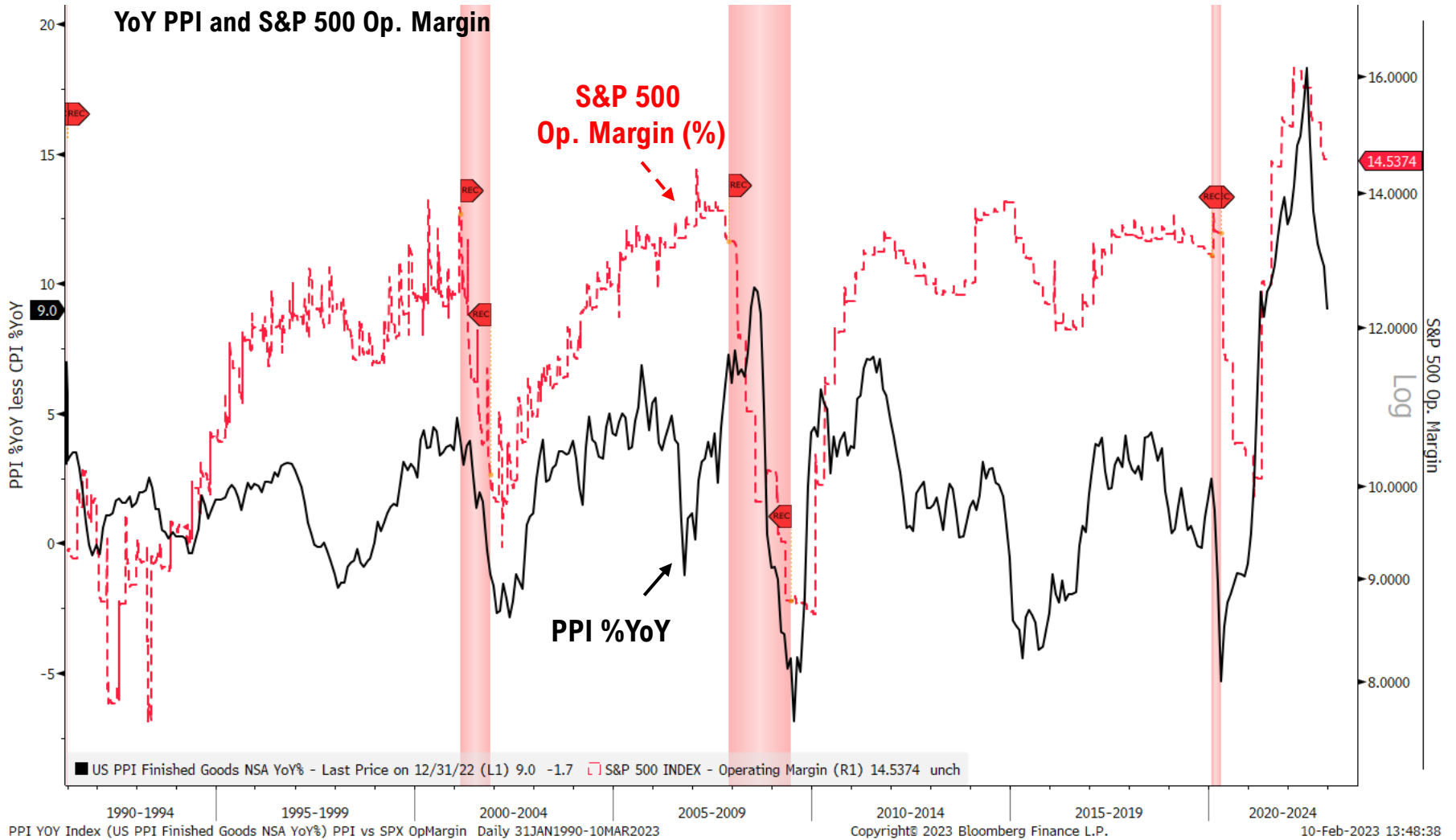
Millennials are largest generation. Set to inherit \$76T over next 20 years. Care about specific things.

Source: Fundstrat



PPI: High Correlation between S&P 500 Operating Margin and PPI YoY

YoY PPI and S&P 500 Operating Margin Since 1990



Source: Fundstrat, Bloomberg

Macro Research



CORRELATIONS: Sectors vs Goldman Sachs FCI and PPI

GICS Level 1 Sectors' Correlations to GS FCI and PPI

GS Correlation since the end of 2020 and PPI since 1990

Sector	Correlation against FCI	Rank	Correlation Group	Correlation against PPI	Rank	Correlation Group
Technology	-87.8%	1	High	28.5%	6	None
Industrials	-84.3%	2	High	46.0%	8	None
Consumer Discretionary	-81.7%	3	High	25.0%	5	None
Basic Materials	-79.8%	4	High	51.4%	9	High
Real Estate	-79.5%	5	Med	81.4%	11	High
Comm. Services	-76.9%	6	Med	17.0%	4	None
Healthcare	-73.4%	7	Med	35.4%	7	None
Financials	-73.0%	8	Low	-2.0%	3	Inverse
Consumer Staples	-67.5%	9	Low	-6.8%	2	Inverse
Utilities	-62.1%	10	Low	-30.1%	1	Inverse
Energy	-30.6%	11	Low	72.0%	10	High

Source: Fundstrat, Bloomberg



SECTOR: Sector ratings by Fundstrat research heads...

S&P 500 Sector Views for 2023

OW = Overweight. UW = Underweight. N = Neutral

Macro Research

	Market Cap (\$B)	Macro Strategy Thomas Lee	Technical Strategy Newton*	Quantitative Strategy Gould*
Cyclicals	\$19,319			
Consumer Discretionary	3,637	OW	N	N
Industrials	N → OW 2,969	OW 3	OW 1	UW
Information Technology	9,158	OW 1	OW	N
Communication Services	2,636	OW	UW	N
Materials	919	N	N	OW
Near-Cyclicals	\$6,412			
Energy	1,659	OW 2	OW 2	OW 1
Financials	3,831	OW	N	OW 3
Real Estate	922	UW	UW	UW
Defensives	\$9,085			
Consumer Staples	N → UW 2,687	UW	N	N
Healthcare	5,347	OW	OW 3	OW 2
Utilities	1,051	UW	UW	UW

Source: Fundstrat



TECHNOLOGY: Better environment in 2023

2022

- Risk of recession = EPS risk
- Strong USD = EPS risk
- Rising interest rates = lower P/E
- Rising corporate bond spreads = lower P/E

2023

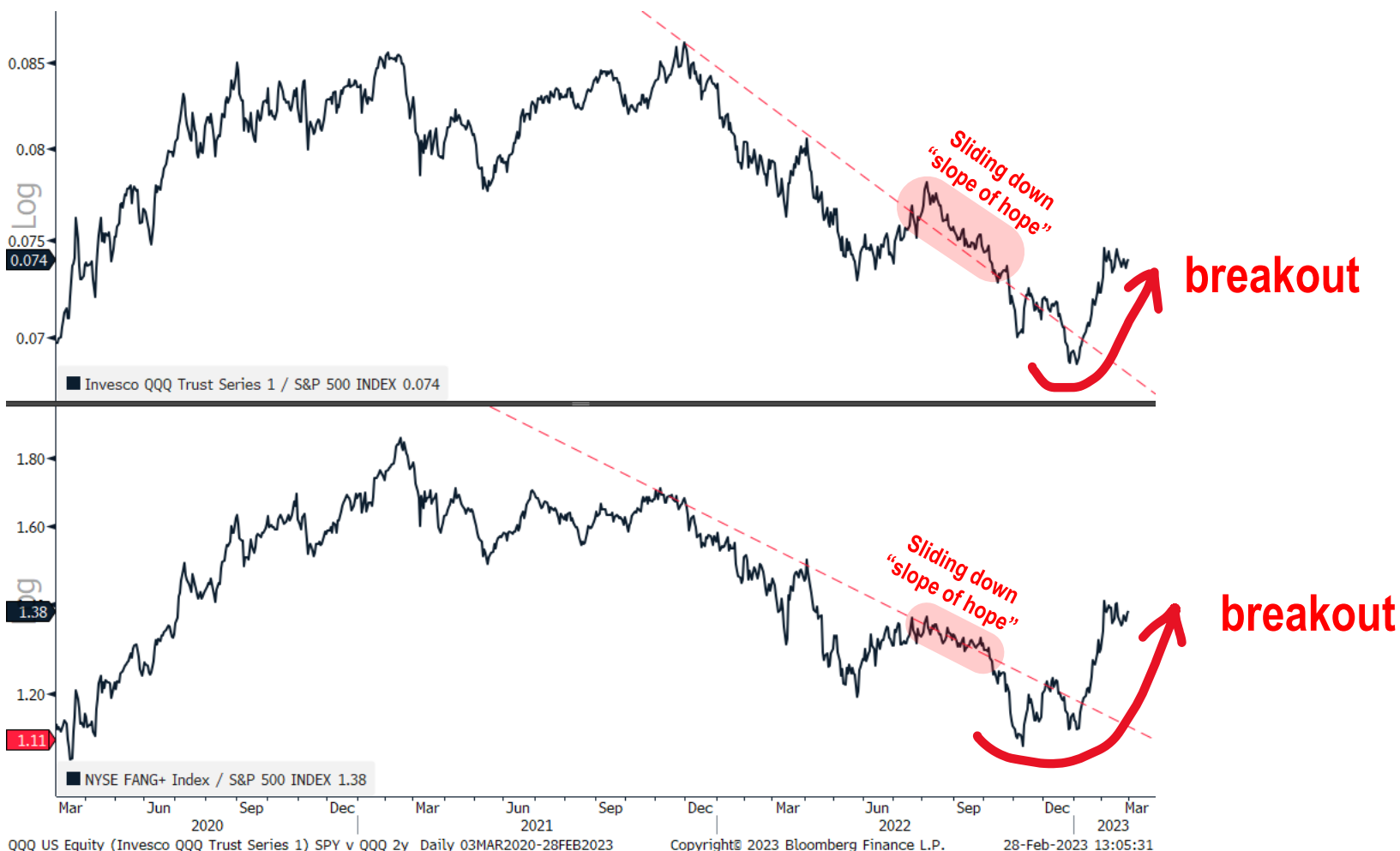
- Focus on containing wage inflation = EPS rise
- Soft landing = EPS raise
- Weaker USD = EPS rise
- Flat/falling interest rates = higher P/E

Source: Fundstrat



NASDAQ + FAANG – Broke out of established downtrends

QQQ and FANG+ Relative to the S&P 500 Daily



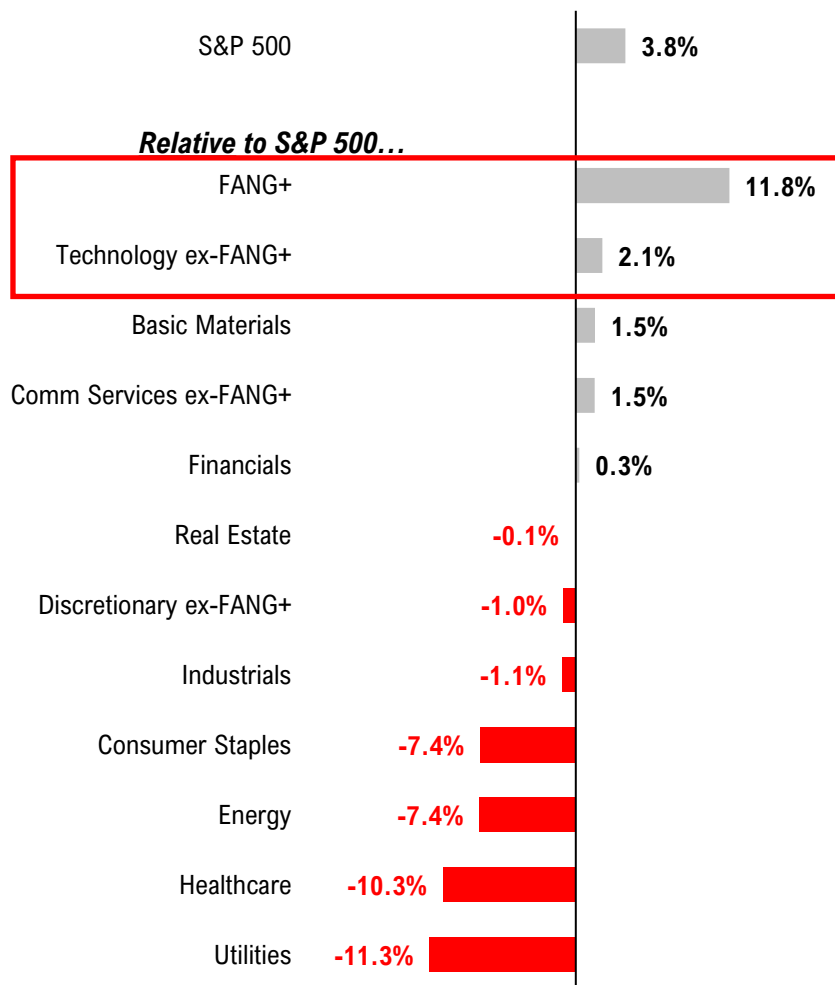
Source: Fundstrat, Bloomberg



SECTOR: Tech/FANG+ EPS revisions are better than overall market

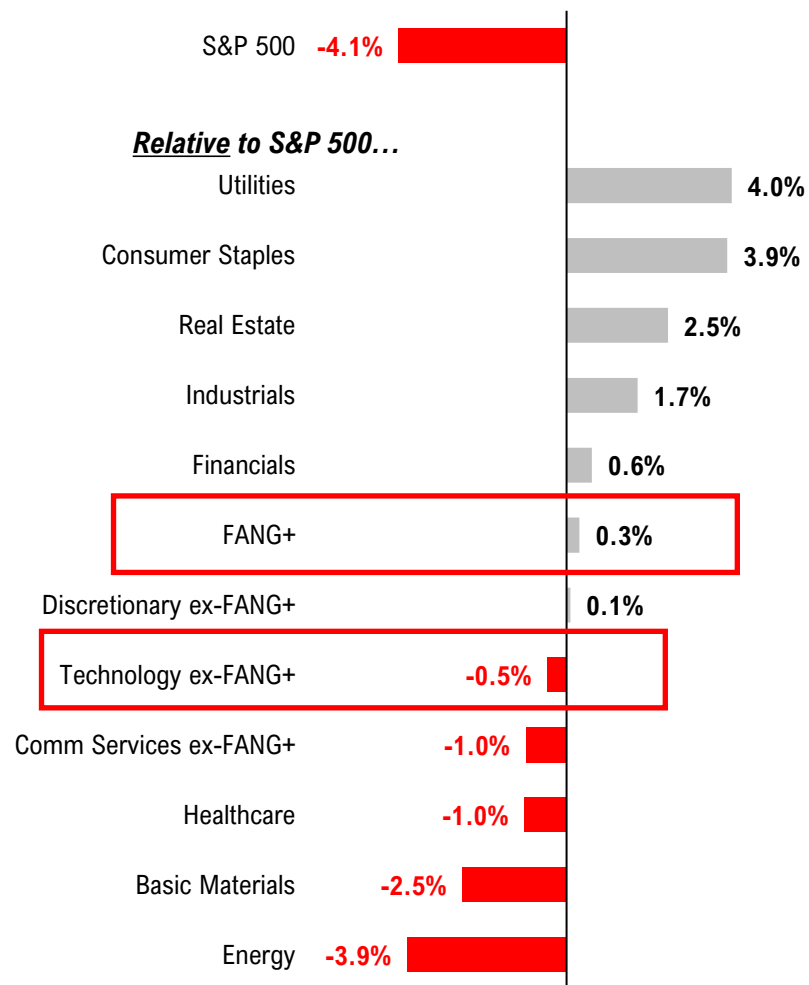
S&P 500 GICS 1 YTD Performance

Sorted. Sector performances are relative to S&P 500.



S&P 500 GICS 1 EPS Revision

% chg of CY23 EPS Estimates over past 3 months, Sorted



Source: Fundstrat, Factset

* FANG+ includes META, AMZN, NFLX, GOOGL, NVDA, AAPL, MSFT, TSLA

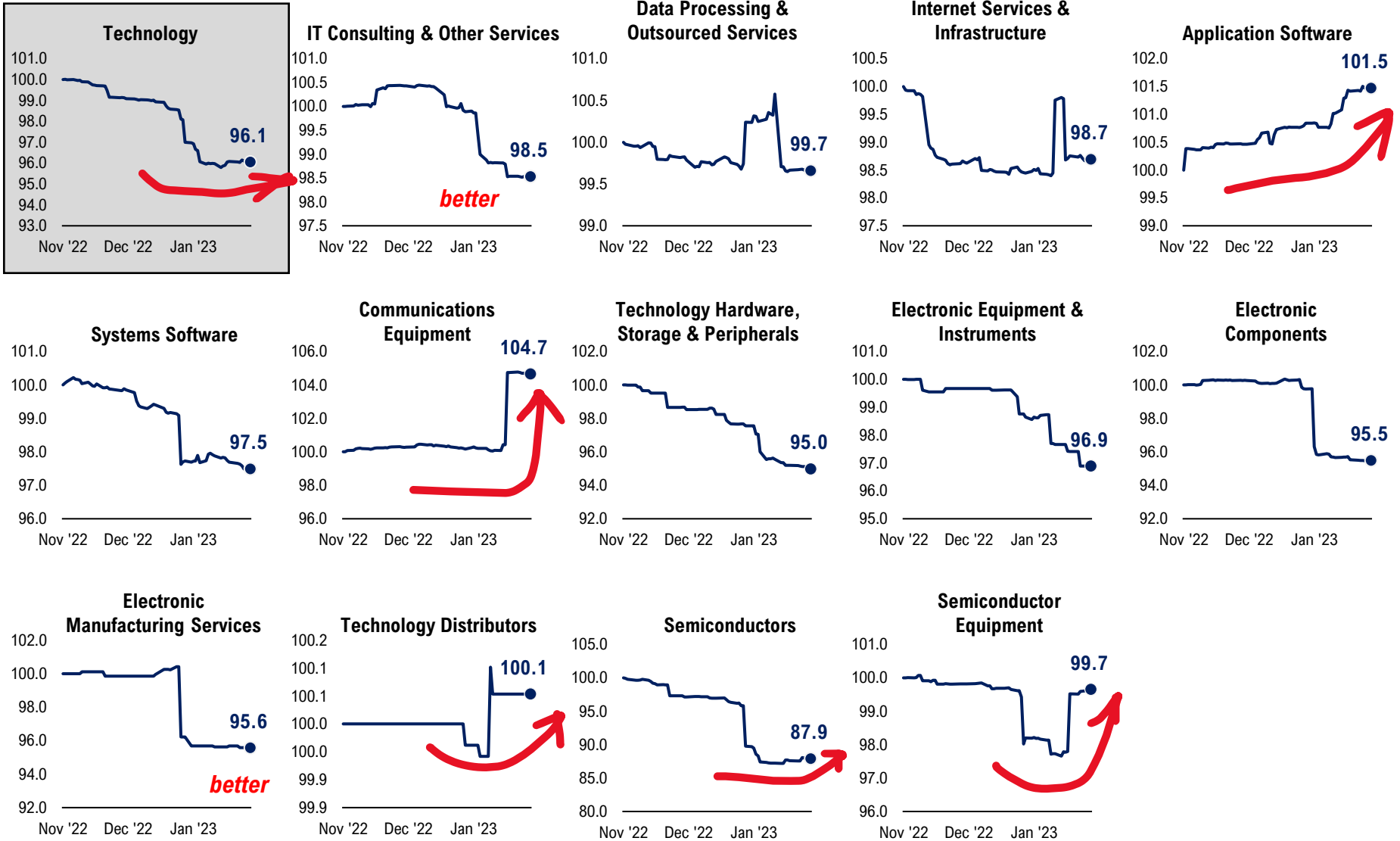


TECH EPS: Less bad = Good

Technology 2023 EPS Revision

By GICS 4 sub-industries. Last 3 months. 11/30/2022 rebased to 100

Macro Research



Source: Fundstrat, Factset



LABOR: Global excess supply of labor is gone, first time since 1973

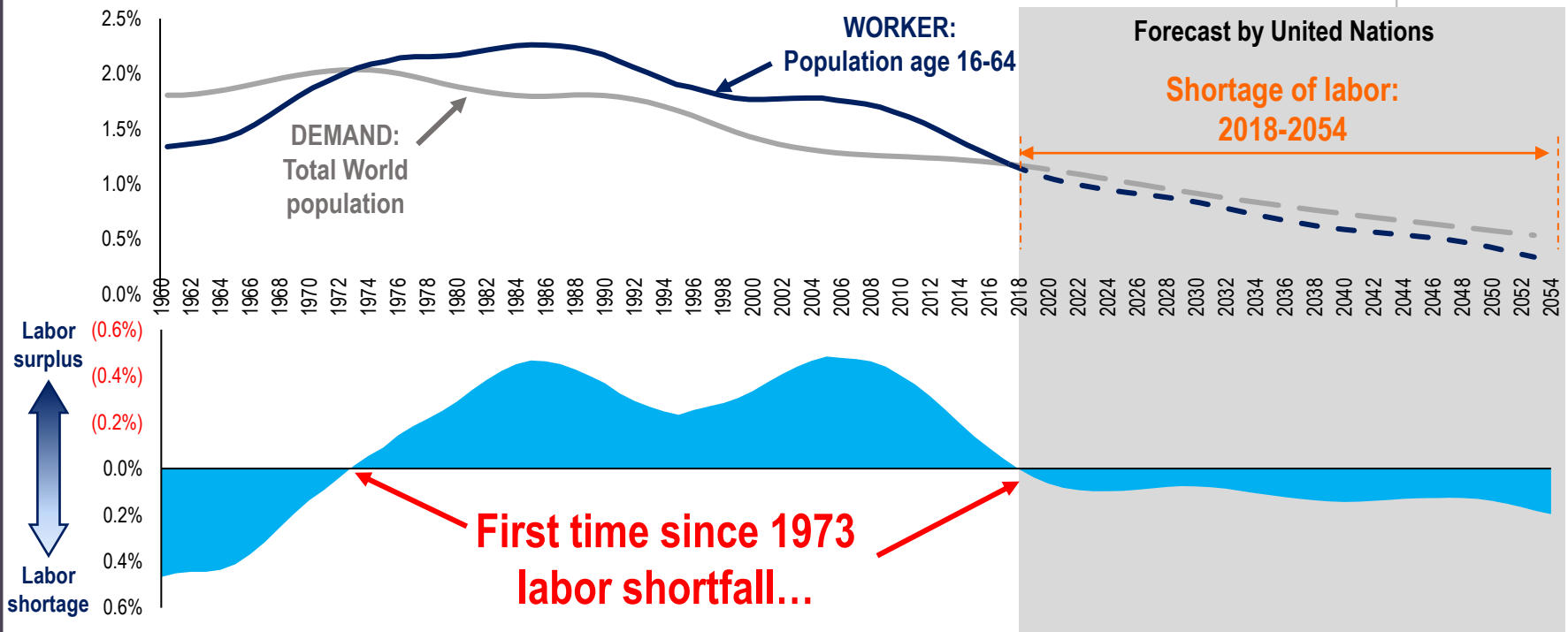
Global labor supply is falling into a deficit. This is shown below and is most acute in high income countries (4.9% labor)

- The decline in labor is widespread (except Africa and India, basically) and total shortfall is 43 million workers.

Figure: Spread between total population growth and workforce growth (age 16-64)

Per UN DESA

	2018		2028		Delta		CAGR		% current	
	Total	Workforce (16-64)	Total	Workforce (16-64)	Total	Workforce (16-64)	Total	Workforce (16-64)	Shortage	workforce
World	7,632,819	4,983,447	8,407,900	5,446,592	775,081	463,145	1.0%	0.9%	(42,903)	(0.9%)
World ex-Africa	6,344,899	4,264,461	6,778,314	4,501,749	433,416	237,288	0.7%	0.5%	(78,025)	(1.8%)
High-income countries	1,197,191	783,527	1,242,592	775,187	45,401	(8,340)	0.4%	(0.1%)	(38,054)	(4.9%)
Mid/Low-income countries	6,435,628	4,199,919	7,165,308	4,671,404	729,680	471,485	1.1%	1.1%	(4,849)	(0.1%)



Source: Fundstrat, Census Bureau, UN DESA



AUTOMATION: Labor Shortage *drives demand* for ‘automation’

‘Demand for automation drive by necessity’

When there was “surplus labor”

Suppliers:

China 

Asia 

India 

Africa 

When there is “labor shortage”

Suppliers:

USA 

Japan 

China 

Germany 

Source: Fundstrat

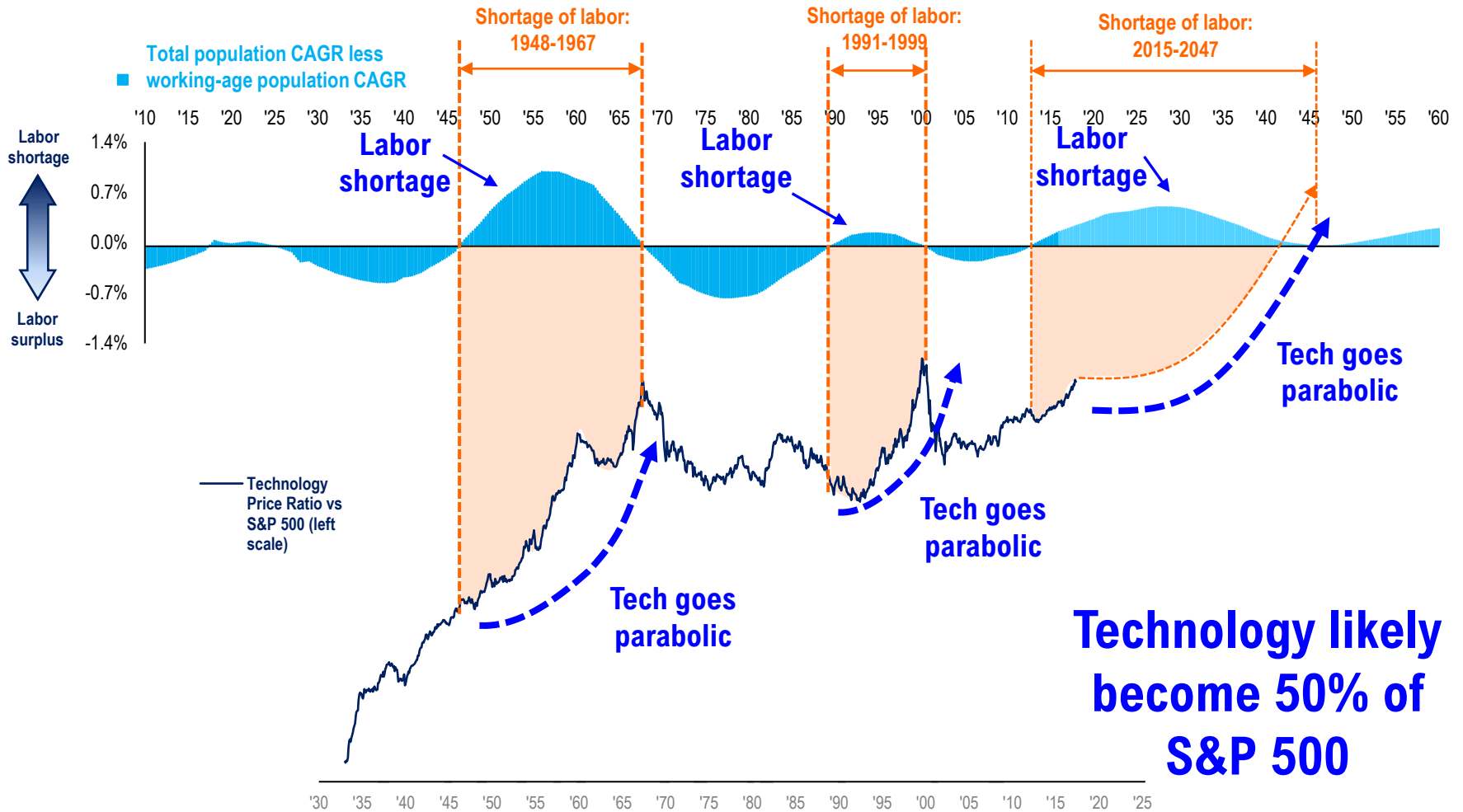


AUTOMATION: Technology becomes 50% of S&P 500 weight

We have compared the performance of US Technology stocks (vs S&P 500) and indicated periods of labor shortage.

- The outperformance of Technology during periods of labor shortage is substantial—and we believe the forecasted 2015-2047 to benefit Technology stocks.

Figure: Comparative relative performance of US Technology stocks during periods of US labor shortage Since 1930-now



Technology likely become 50% of S&P 500

Source: Fundstrat, Bloomberg, US Census Bureau, UN DESA



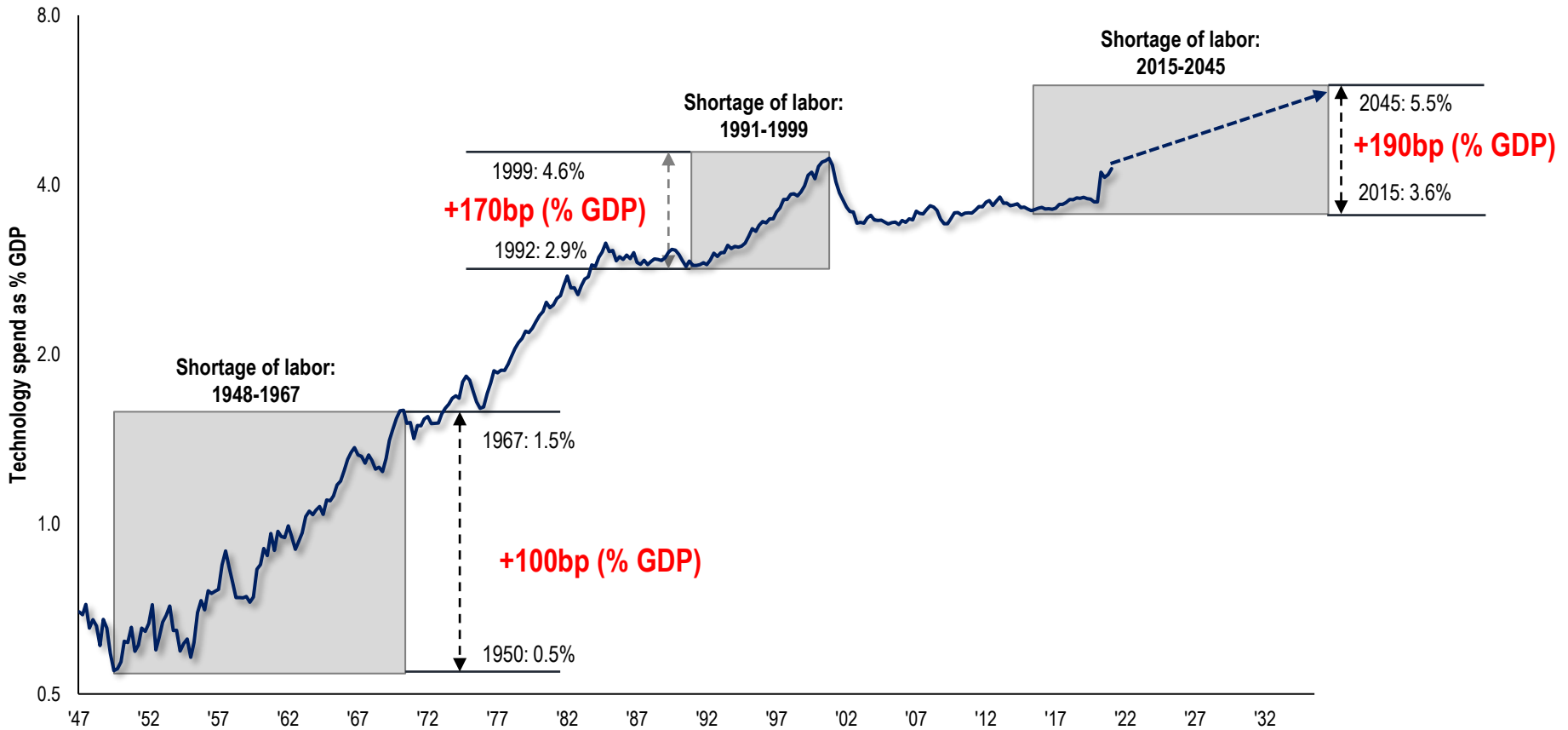
Prior periods of labor shortage saw a surge in Technology spending...

Technology spend (as % GDP) is shown below and the shaded areas show the two prior periods of “labor shortage” (population outstripped worker growth).

- As shown, during both periods, Technology spend rose sharply as % GDP (+100bp, +170bp, respectively). This rise is not surprising—after all, companies meet production demands by automating.
- We believe Technology spend could rise to 5.5% of GDP from 3.6% in 2015 (when the shortage of labor started), given the large labor shortage developing.

Figure: Technology spend as % GDP

Starting in 1947. Based on the sum of GDP components of Information Processing plus software (as % GDP)



Source: Fundstrat, Bloomberg



ENERGY: Market cap converge to EPS share

2022

- Rising oil = EPS rise
- Russia-Ukraine war = P/E and EPS gains
- Energy not held by investors = P/E gain
- Renewable energy sidelined due to war = P/E gain

2023

- Future focus on Energy security = P/E gain
- Democrats hold Senate = higher oil = EPS upside
- Energy becoming essential = P/E gain
- Investor focus on “inflation hedge” = P/E gain

Source: Fundstrat



ENERGY: Market Cap Share Slim Compared To Contribution of NI

Figure: Energy net income share 2x market cap share...
Since 1973



Source: Fundstrat, Bloomberg, DataStream



ENERGY: Energy so bad, one has to be back to 'moby dick' era

So bad, back to Moby Dick era



Source: Fundstrat, Bloomberg, DataStream, Kenneth French Data Library



INDUSTRIALS: Recovery in PMIs, China and Europe = support

2022

- Europe/ Russia-Ukraine economic weakness = EPS risk
- China zero-COVID = EPS risk
- Rising risk of recession = EPS risk
- Strong USD = headwind for EPS

2023

- PMIs recovering = valuation support
- USD could weaken = EPS + valuation support
- Europe recovery = EPS support
- China recovery = EPS support

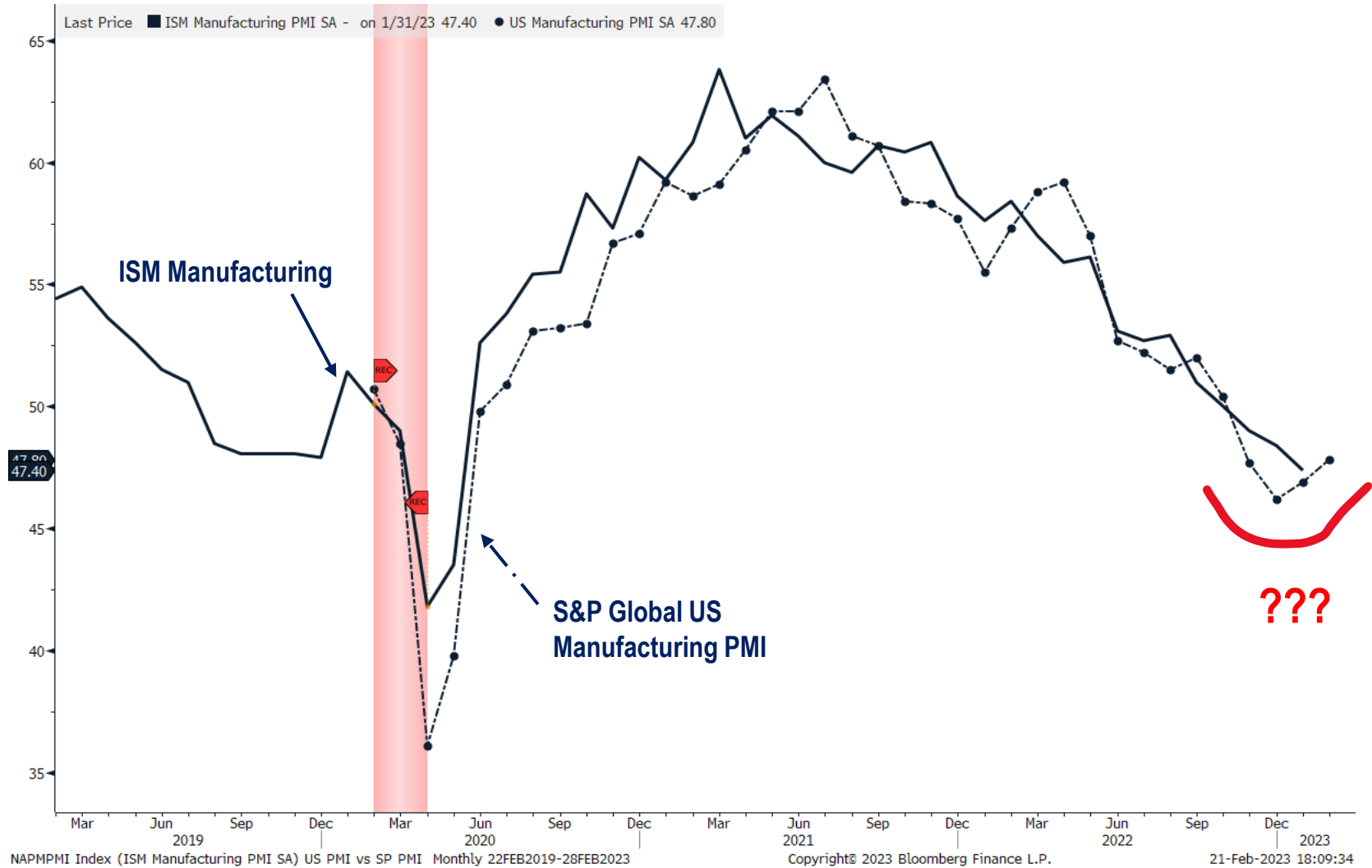
Source: Fundstrat



PMI RECOVERY: PMIs look to be in a “bottoming process”

PMI: ISM and S&P Global Manufacturing PMIs

Since 2019. Monthly.



Source: Fundstrat, Bloomberg

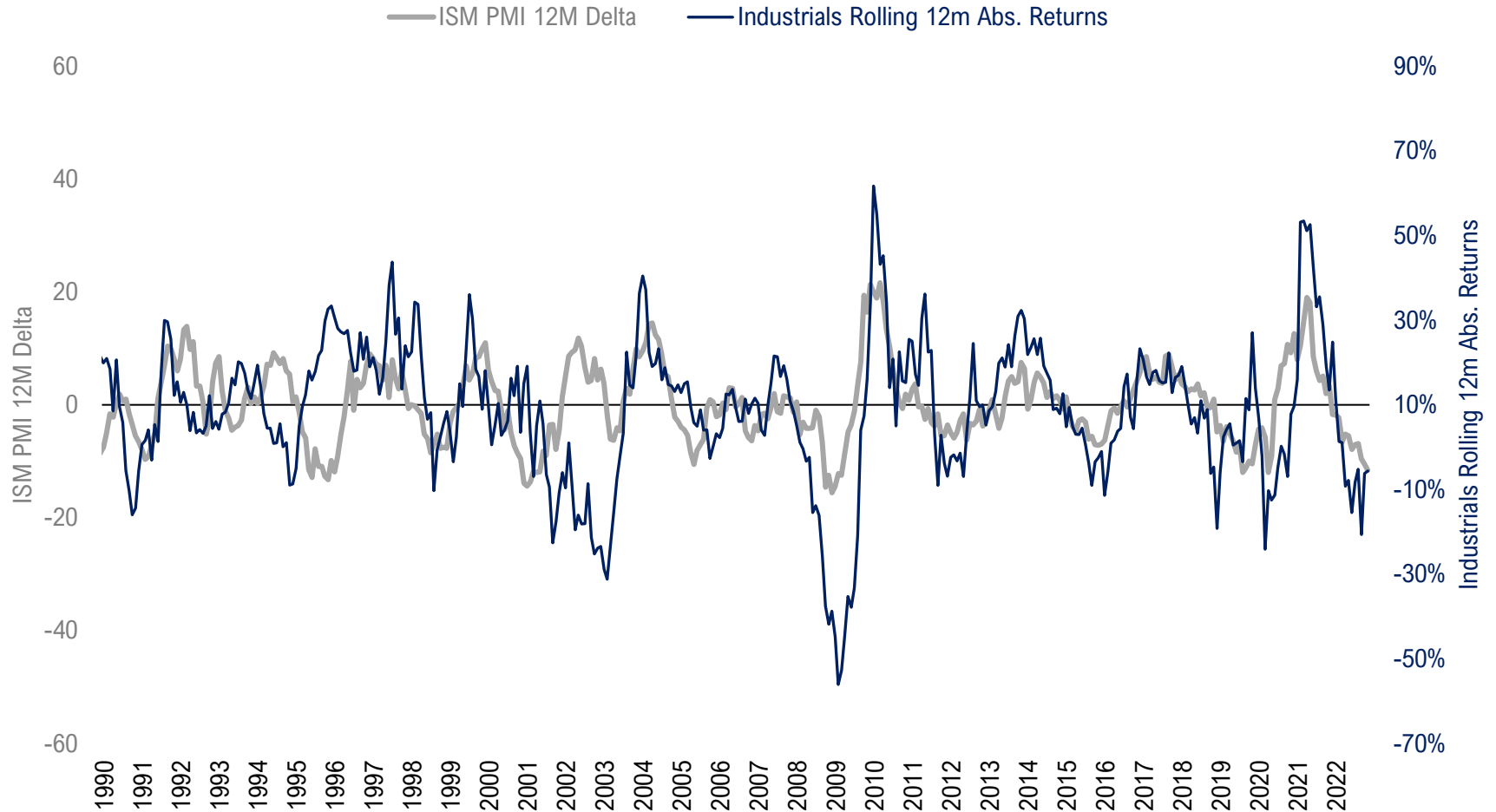
Macro Research



INDUSTRIALS: PMIs recovery = Industrials upside

PMI: Industrials Abs Returns Weak when 12M Chg in PMI Low

Since 1948

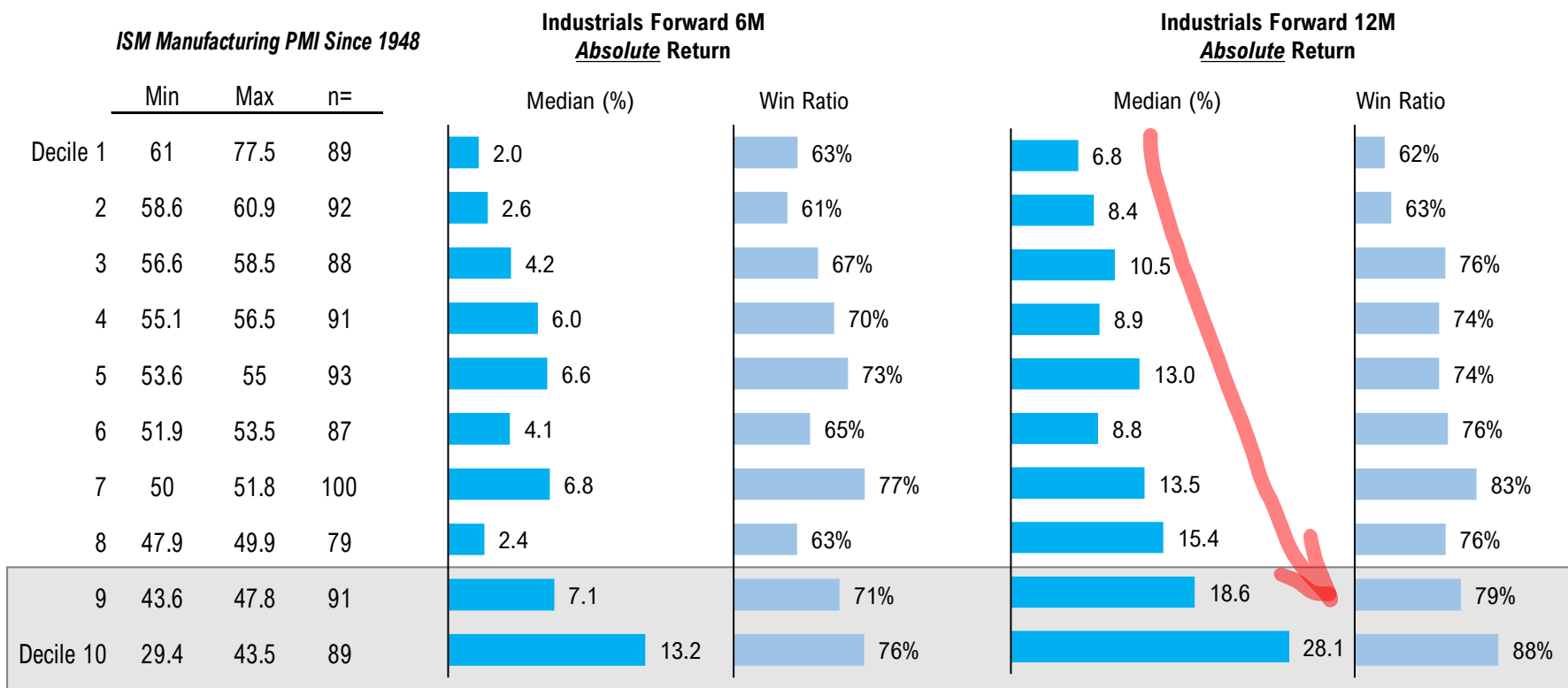


Source: Fundstrat, Bloomberg, Datastream



INDUSTRIALS: Best time to “buy” is when PMIs <50

INDUSTRIALS: Absolute Forward Returns of Industrials Given Various PMI Distributions Since 1948



Best time to buy Industrials is when PMIs <48

Source: Fundstrat, Bloomberg, Datastream

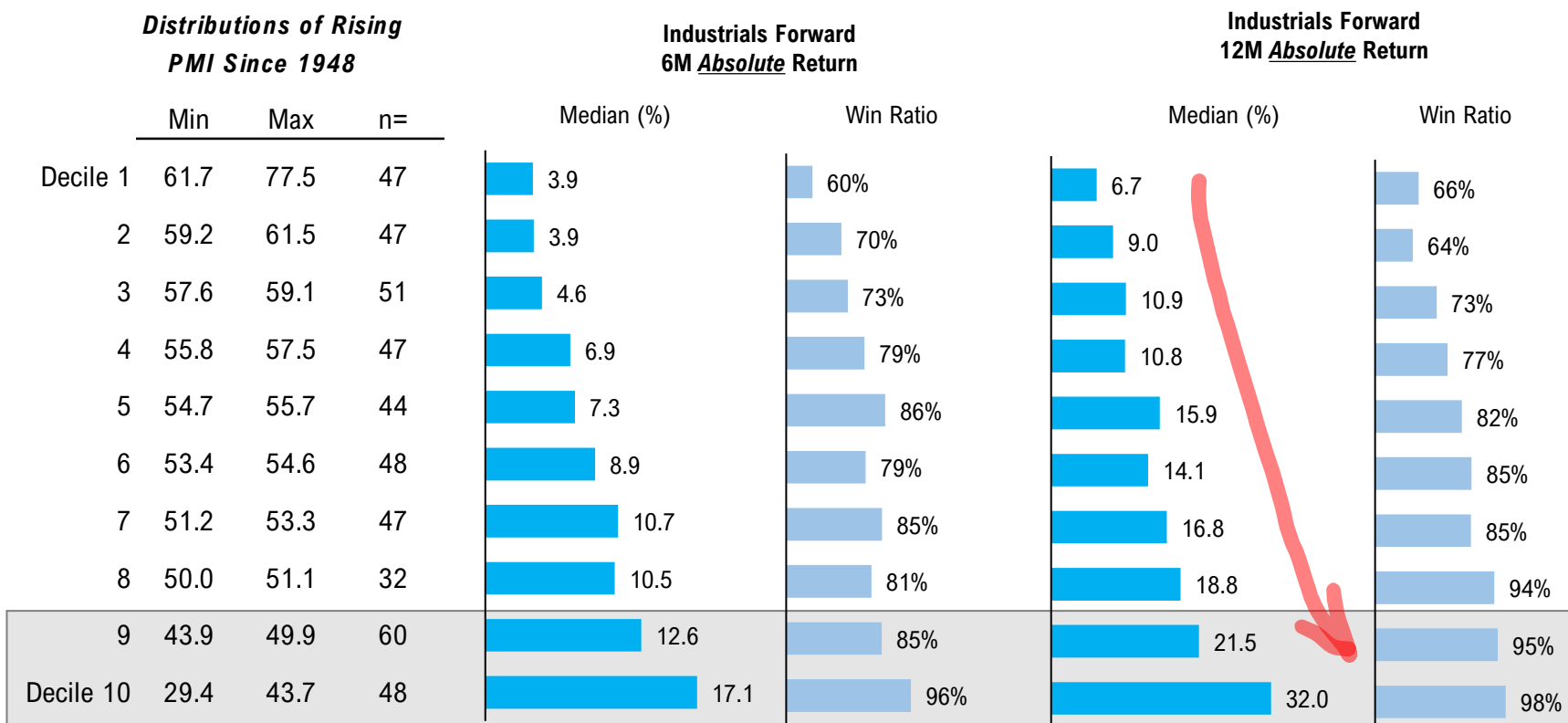


INDUSTRIALS: Even better when PMIs <50 and RISING

INDUSTRIALS: Absolute Forward Returns of Industrials When PMI is Rising

Since 1948

Macro Research



Source: Fundstrat, Bloomberg



STRATEGY: Increase “win-rate” of stock picks...

Shaquille:
(career success)

52%



Source: NBA

Rick Barry:
(career success)

90%





STRATEGY: Granny Shots represents the “best of the best” from Thematics

The granny shots represent the best of the best from the thematic portfolios.

- This is derived from looking at stocks which appear in multiple themes.

Figure: Granny Shots are the “best of the best”

Stocks which appear in multiple themes.

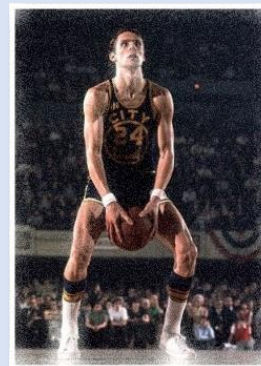
Tactical (6M-12M)

	# stocks
Style tilt	27
Seasonality	24
PMI Recovery	19

Thematic (3Y-5Y)

	# stocks
Energy Security	19
Millennials	27
Global Labor Suppliers	30
Inflation Immunization	49

Granny Shots



Rick Barry career free throw percentage was eye-popping 90%, incredible considering Shaquille O’Neal’s only 52%.

His secret? The unorthodox style of underhanded throws, which is considered “not macho” enough for most players.

# overlaps “layups”	Tickers
4	XOM
3	CSCO, EOG, HUM MNST, MRO, PG UNH, VLO
2	AAPL, AMD, AMGN AMT, AMZN, AXP BF/B, CDNS, DVN GD, GOOGL, GRMN ISRG, JCI, JPM KLAC, KO, META MRK, MSFT, NUE NVDA, OMC, OXY PM, PSX, PYPL TSLA

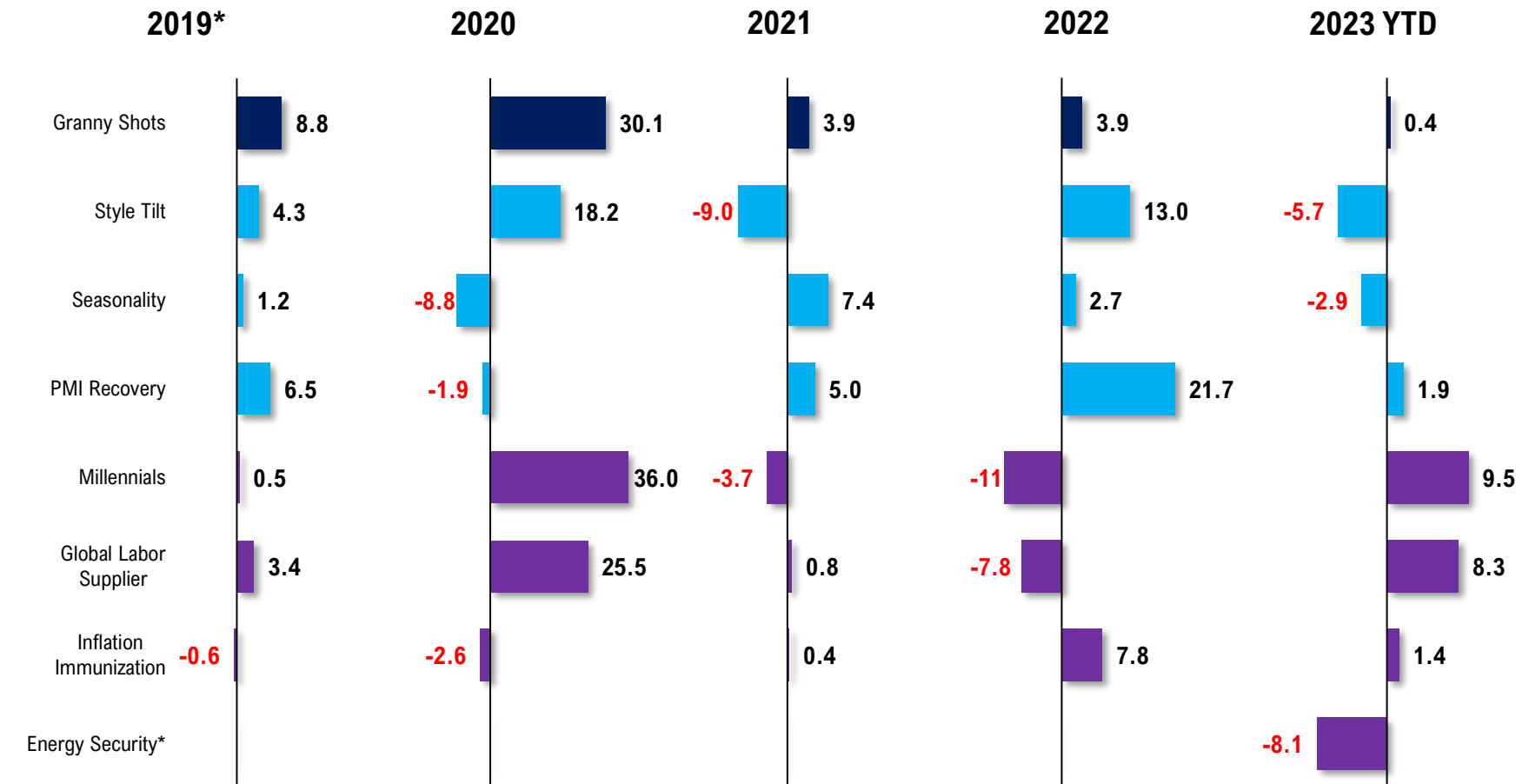
Source: Fundstrat



GRANNY SHOTS: Outperformed S&P 500 Every Year Since Inception

Granny Shots Portfolio Yearly Relative Performance

By calendar year, 2023 as of 2/28/2023. Relative to S&P 500



Source: Fundstrat, Bloomberg, Factset

* Granny Shots' inception was 1/10/2019. Therefore, 2019 performance begins then.

** Energy Security thematic portfolio was introduced during 1Q23 rebalance (published on 1/30/2023). Performance is calculated since then.



GRANNY SHOTS: Beat S&P 500 >7,000bp since inception...

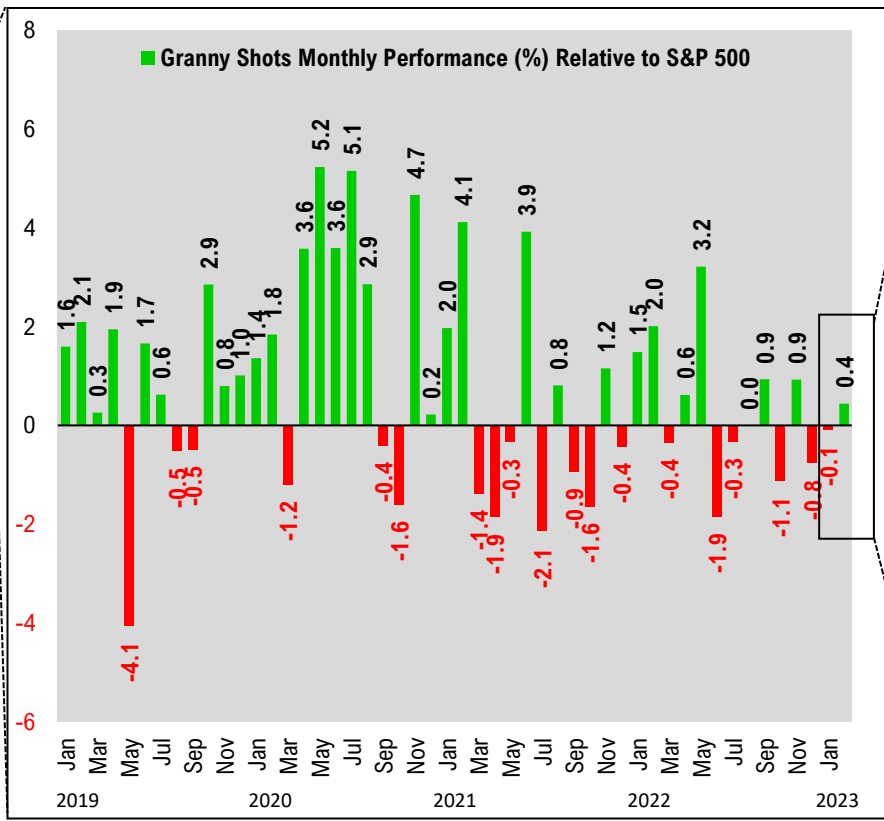
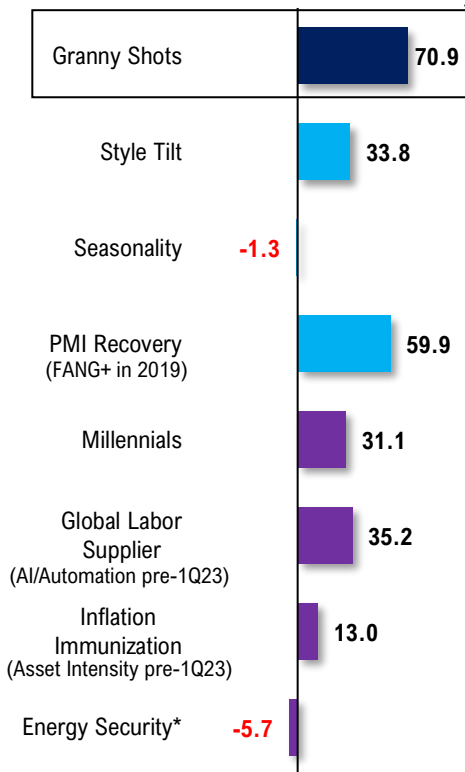
The relative performance of Granny Shots is below and as highlighted, has beaten the S&P 500 by 7,087 since inception.

- **Granny Shots**, which are the “best of the best” for our thematic portfolios (and rebalanced every quarter) has consistently outperformed on a monthly basis.

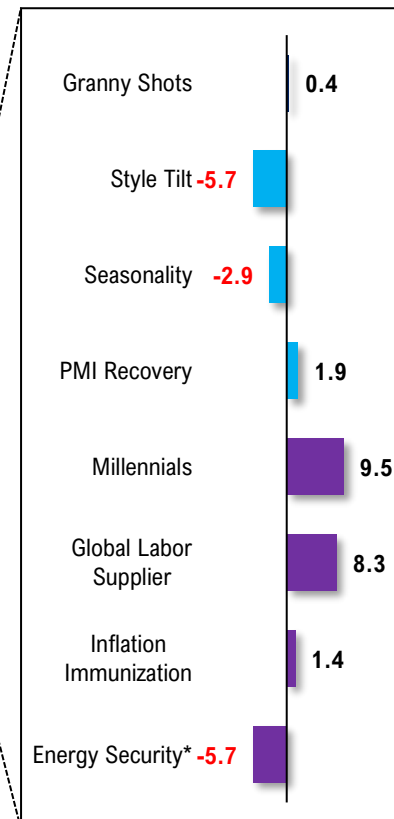
Figure: Granny Shots Portfolio Performance

Monthly; As of 2/28/2023

Relative Return vs. S&P 500 since Inception (1/10/19)*



Relative Return vs. S&P 500 YTD*



Source: Fundstrat, Bloomberg, Factset

* Energy Security thematic portfolio was introduced during 1Q23 rebalance (published on 1/30/2023). All performances were calculated since then.



Rick Barry career free throw percentage was eye-popping 90%, incredible considering Shaquille O'Neal's only 52%.

His secret? The unorthodox style of underhanded throws, which is considered "not cool" enough for most players.

GRANNY SHOTS: Our best bets

We recommend investors our granny shots, comprised of 37 stocks.

- **These stocks are recommended across at least two of our investment strategies, which makes them likely to benefit from multiple themes and secular tailwinds.**

Figure: Granny shots – recommended across at least two investment strategies

Per Fundstrat

	Ticker	Company	Mkt Cap (\$M)	YTD perf (relative to S&P 500)	P/E ('23E)	Style Tilt	Seasonality	PMI Upside	Energy Security	Millennials	Global Labor Supplier	Inflation Immunization	Strategy Count
New	1	XOM	Exxon Mobil Corp	\$452,642	(3.8%)	10.2x	•	•	•	•	•	•	4
New	2	MRO	Marathon Oil Corp	\$15,836	(10.5%)	6.9x	•	•	•	•	•	•	3
	3	MNST	Monster Beverage Corp	\$53,093	(3.2%)	33.5x	•	•	•	•	•	•	3
	4	PG	Procter & Gamble Co/The	\$324,524	(12.6%)	23.6x	•	•	•	•	•	•	3
New	5	VLO	Valero Energy Corp	\$50,785	0.4%	6.0x	•	•	•	•	•	•	3
	6	CSCO	Cisco Systems Inc	\$198,914	(1.8%)	12.9x	•	•	•	•	•	•	3
	7	EOG	Eog Resources Inc	\$66,387	(16.1%)	8.3x	•	•	•	•	•	•	3
	8	UNH	Unitedhealth Group Inc	\$443,979	(13.6%)	19.1x	•	•	•	•	•	•	3
	9	HUM	Humana Inc	\$61,865	(6.8%)	17.6x	•	•	•	•	•	•	3
	10	AMD	Advanced Micro Devices Inc	\$126,699	17.9%	25.2x	•	•	•	•	•	•	2
	11	KLAC	Kla Corp	\$52,536	(2.8%)	15.5x	•	•	•	•	•	•	2
New	12	CDNS	Cadence Design Systems Inc	\$52,661	16.7%	38.7x	•	•	•	•	•	•	2
	13	AMZN	Amazon.Com Inc	\$965,599	8.8%	61.6x	•	•	•	•	•	•	2
	14	NVDA	Nvidia Corp	\$571,114	55.5%	52.7x	•	•	•	•	•	•	2
	15	MSFT	Microsoft Corp	\$1,856,634	0.6%	26.8x	•	•	•	•	•	•	2
	16	AAPL	Apple Inc	\$2,332,313	10.1%	24.7x	•	•	•	•	•	•	2
	17	GRMN	Garmin Ltd	\$18,808	2.9%	18.7x	•	•	•	•	•	•	2
	18	META	Meta Platforms Inc	\$389,375	42.0%	18.2x	•	•	•	•	•	•	2
	19	GOOGL	Alphabet Inc	\$1,075,308	(1.3%)	17.5x	•	•	•	•	•	•	2
	20	PM	Philip Morris International In	\$150,838	(7.3%)	15.5x	•	•	•	•	•	•	2
	21	BF/B	Brown-Forman Corp	\$31,091	(4.6%)	31.8x	•	•	•	•	•	•	2
	22	AXP	American Express Co	\$129,482	14.4%	15.6x	•	•	•	•	•	•	2
	23	PYPL	Paypal Holdings Inc	\$83,269	(0.1%)	15.1x	•	•	•	•	•	•	2
	24	TSLA	Tesla Inc	\$650,888	63.6%	50.4x	•	•	•	•	•	•	2
	25	PSX	Phillips 66	\$48,473	(4.9%)	6.9x	•	•	•	•	•	•	2
New	26	OXY	Occidental Petroleum Corp	\$53,226	(10.4%)	9.1x	•	•	•	•	•	•	2
New	27	JCI	Johnson Controls International	\$43,102	(5.4%)	17.8x	•	•	•	•	•	•	2
New	28	JPM	Jpmorgan Chase & Co	\$421,930	3.5%	11.0x	•	•	•	•	•	•	2
New	29	GD	General Dynamics Corp	\$62,545	(11.5%)	17.8x	•	•	•	•	•	•	2
New	30	KO	Coca-Cola Co/The	\$257,352	(9.8%)	22.9x	•	•	•	•	•	•	2
	31	AMGN	Amgen Inc	\$123,701	(15.2%)	12.9x	•	•	•	•	•	•	2
New	32	MRK	Merck & Co Inc	\$269,360	(7.6%)	15.4x	•	•	•	•	•	•	2
	33	DVN	Devon Energy Corp	\$35,264	(15.7%)	7.3x	•	•	•	•	•	•	2
New	34	NUE	Nucor Corp	\$42,362	23.6%	13.1x	•	•	•	•	•	•	2
New	35	OMC	Omnicom Group Inc	\$18,360	7.6%	12.5x	•	•	•	•	•	•	2
New	36	ISRG	Intuitive Surgical Inc	\$80,376	(17.0%)	43.2x	•	•	•	•	•	•	2
	37	AMT	American Tower Corp	\$92,195	(9.9%)	43.0x	•	•	•	•	•	•	2

Average (relative to S&P 500) \$322,519 2.4% 21.0x
 Median (relative to S&P 500) \$103,485 (3.0%) 17.5x

Source: Fundstrat, Factset, Bloomberg



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