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## CIO Strategy Bulletin

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### The Fed and Broadening Portfolios in 2024

- The Fed surprised markets last week by acknowledging a path of rate cuts for the coming year without forecasting an economic collapse. Much of the Fed's views and actions are consistent with our [Outlook 2024: Slow Then Grow, Investing in the Markets' Big Reset](#).
- The Fed sees a strong possibility that a recession can be avoided. Fed Chairman Powell noted that policy easing could be more aggressive if the economy surprised to the downside.
- After a year in which most S&P 500 firms saw EPS declines while employment and wages grew solidly, we see a reversal in favor of corporate profits beginning in 2024. While we don't expect another 20% surge for the S&P 500, we expect returns to broaden, with larger gains for the "average" stock. We express this view with an overweight to the S&P 500 Equal Weight Index and exposures to profitable small and mid-cap growth shares.
- Why would we want to add shares that have fallen behind the "Magnificent 7" US large cap tech shares? Because the historical pattern for earnings gains and performance suggests "catch up potential" for many others.
- Beating expectations after a very strong growth year is more difficult for shares trading at twice the average of the market's valuation. While we aren't bearish, investors should remember that in 2022, the Magnificent 7 reported an aggregate EPS decline of 22%. Their EPS gain in 2024 is estimated at 44%. In half of the years during the past decade, Magnificent 7 EPS grew by less than 1000%.F
- The S&P 500 Equal Weight Index has beaten the return of the market cap-weighted index in half of all years during the past three decades. If EPS rebound from a 2023 downturn, we wouldn't be surprised to see equities in such as growth SMID and the equal weight index return +15% in 2024.

## The Fed and the Broadening of Portfolios in 2024

The Fed surprised markets last week by acknowledging a path of rate cuts for the coming year without forecasting an economic collapse. The Fed's Summary of Economic Projections (SEP) shows three quarter-point rate cuts during 2024. By adding a single word to their official announcement (officials will consider the extent of "any" additional policy firming) markets implied that there would be no further rate hikes. Compared to the last SEP release, their outlook for 2024 was a reduction in the Fed's key policy rate by 50 basis points.

The Fed's targets suggest a more benign inflation picture even though it will remain "vigilant" and prepared to raise rates if necessary. FOMC participants continue to consider a 2.5% policy rate as normal for the "longer run."

Markets price in a faster decline in rates than the Fed's most recent projections. The six-to-seven 25 basis point easing steps priced in the US bond market seems aggressive to us. However, this is understandable on the basis of the Fed's history of rapid rate reductions (**Figure 1**).

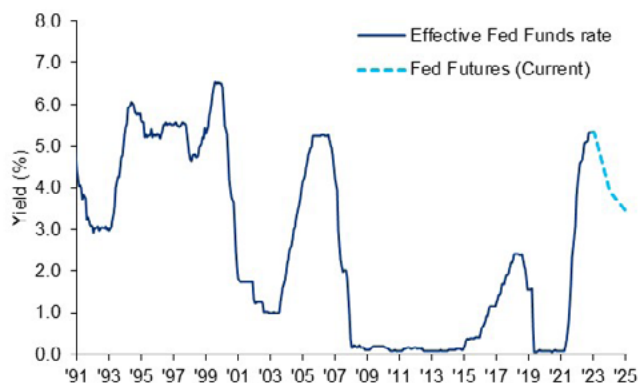
In our view, the broader bond market has rallied sharply from a period of "yield overshoot." After a 6% total return from September 2023 to now, we see current yields as still on the higher side of fair value given our benign inflation outlook (**Figure 2**).

Much of the Fed's view and actions are consistent with our [Outlook 2024: Slow Then Grow, Investing in the Markets' Big Reset](#). The Fed does not see a recession as inevitable. The Fed expects unemployment to rise slightly. Wages growth is moderating. When inflation concerns are satisfied, "maximum employment" becomes a predominant policy objective. While we think unemployment may rise more than the Fed does, their views and ours are broadly aligned.

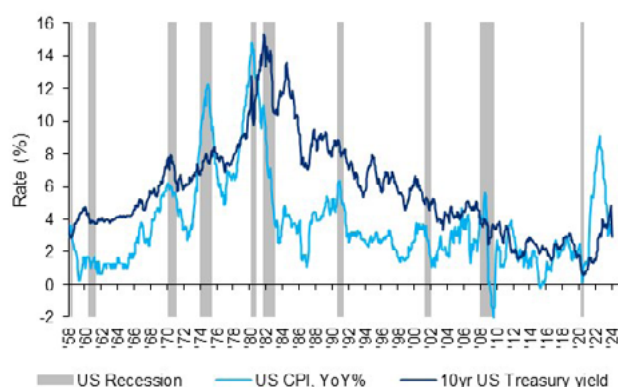
Markets responded enthusiastically to the Fed's pronouncements with the Dow Jones Industrial Average setting a new record, the two-year Treasury dropping by 0.35% to yield 4.37% and the ten-year Treasury yields sinking to 3.93%. In equities, interest rate sensitive sectors did best with US banks, REITs and homebuilders up 7%-9%. What did not hit new highs is of more interest to us. Both the S&P 500 and Nasdaq have not reached new highs. US SMID growth shares remain 12.5% below late 2021 record price levels.

This brings us to the potential opportunities ahead with a focus on what may happen rather than what has happened. We see the broadening of equity market returns as an opportunity over 2024 and 2025. We think earnings will be the driver of this, reflecting broadening economic growth in the US during the latter half of 2024, leading to a more robust 2025. In short, we think markets are ready to rally beyond the "Magnificent 7."

**Figure 1** Fed funds rate and futures market pricing



**Figure 2** 10-Year US Treasury yield and CPI Y/Y%



Source: Bloomberg as of December 13, 2023. All forecasts are expressions of opinion and are subject to change without notice and are not intended to be a guarantee of future events. Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance. Past performance is no guarantee of future results. Real results may vary.

## Going Beyond the Magnificent 7

Surprise! The unusually "narrow" performance engine driving equity markets up and down this year has been firmly grounded in fundamental earnings performance. In 2023, when earnings per share were down for most firms, the Magnificent 7 tech firms outperformed. In 2022, when large cap tech shares were the underperformers, it was their EPS that suffered.

Why would we want to add shares that have fallen behind the "Magnificent 7" US large cap tech shares? Because the historical pattern for earnings gains and performance suggest "catch up potential" based on likely corporate earnings recovery. Relying on a handful of companies or just a few sectors of the economy often adds idiosyncratic risk to portfolios. As importantly, our

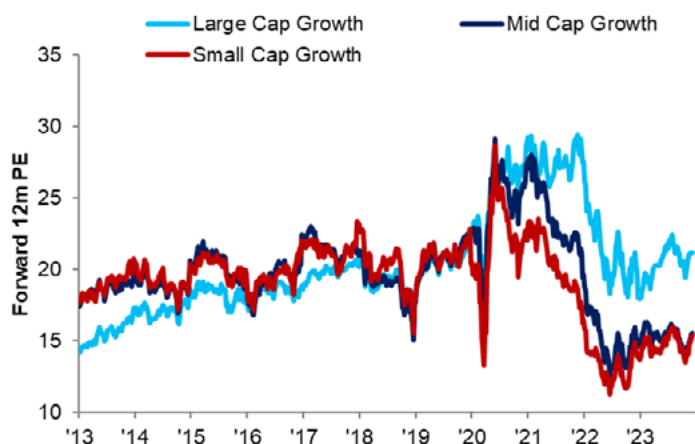
broadening ideas are consistent with potentially better risk-adjusted returns in the coming year.

We see a widening of EPS gains driving a “broadening” for equity performance in 2024. Our Citi Global Wealth Global Investment Committee (GIC) has modified its portfolio weightings over the past few months to **broaden rather than concentrate holdings** within US equities. Specifically, we added tactical over-weights in the S&P 500 Equal Weight Index and the S&P 400 and 600 Growth indices (see [Wealth Outlook 2024](#) again for details and **Figure 3**).

Many investors ask us if the S&P 500 Equal Weight Index ever beats the market cap weighted S&P 500. The answer is telling. The equal weight index has outperformed the market cap weighted index in 50% of all years during the past three decades. And when it has outperformed, the absolute value difference in total annual returns has averaged 5.9%.

In our [Slow then Grow Wealth Outlook](#), while inflation and geopolitical risks remain, we see a return for the S&P 500 Equal Weight Index and SMID growth sectors of +15% as plausible for the coming year.

**Figure 3** Profitable SMID growth now trades 30% lower in value than its long-term average



Source: Bloomberg as of December 13, 2023. Large/Mid/Small cap growth proxies are S&P 500/400/600 Growth Indices. Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance. Past performance is no guarantee of future results. Real results may vary.

## What Makes the “Magnificent” 7 ?

The so-called Magnificent 7 are a diverse group of US megacap tech firms. They are the leaders of disparate industry groups such as software, semiconductors, social media and electric vehicles. They have collectively grown their earnings 16.3% per year for the past decade. They trade at a valuation of 31X trailing earnings, a 58% premium to the S&P 500 overall.

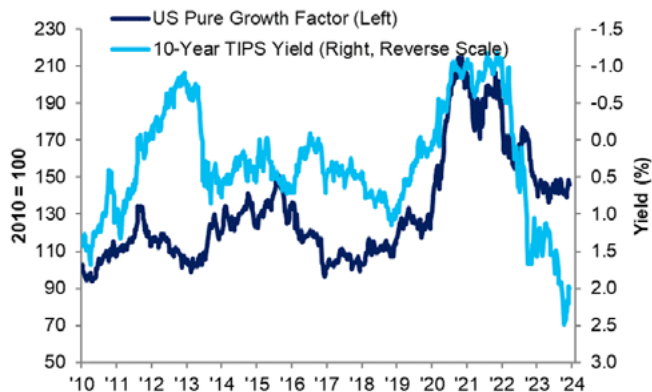
However, their ability to grow and exceed expectations consistently is far from guaranteed. Their collective performance in 2022 and the strong likelihood that they will diverge in performance from each other is a major reason we see risk in concentrating portfolios and expecting a repeat of their 2023 performance.

2022 will be remembered as the “Great Fed Tightening”, with the US central bank swerving from history’s most radical easing cycle to one of history’s most radical tightening cycles. As interest rates surged, “long duration” assets plunged in price. Long duration assets depend on distant future profits, coupon payments or bond redemptions for their value. That’s why the underperformance of tech’s growth leaders in 2022 appeared to be an interest rate problem. (The Nasdaq 100 total return was -32.4%, underperforming the S&P 500’s -18.1%. **Figure 4**).

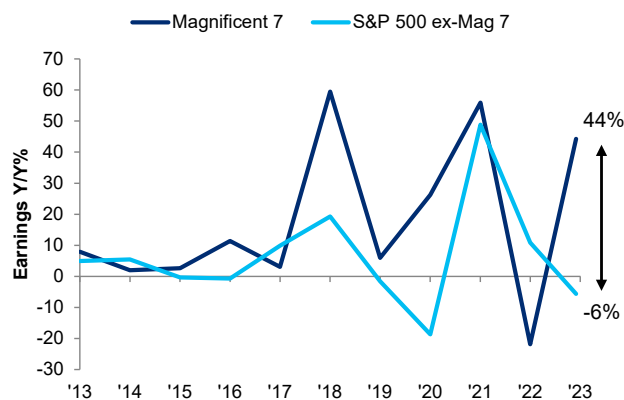
Yet, there was another more fundamental reason for 2022’s tech declines. EPS for the Magnificent 7 fell 22% (**Figure 5**). Today’s largest semiconductor firm, the world’s undisputed AI beneficiary, saw EPS drop 47% in 2022 **before** an EPS gain in 2023 that is expected to be +529%.

While there is little doubt that the long-term growth prospects for US tech leaders are attractive, our confidence in their growth pattern is less rosy. For example, EPS have grown less than 10% in 5 of the past 10 years for Magnificent 7 firms. As a corollary, their earnings volatility has been 44% higher than for the remaining 493 S&P 500 firms.

**Figure 4** 10-year US Treasury yield vs growth relative performance



**Figure 5** EPS growth of Magnificent 7 vs remaining S&P 493



Source: Bloomberg as of December 13, 2023. The US Pure Growth Factor proxy is Bloomberg US Pure Growth Portfolio Total Return. Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance. Past performance is no guarantee of future results. Real results may vary.

## Avoiding Market Cap Concentration Risk

As Magnificent 7 shares surged 50% over the past 12 months, their share of the S&P 500 market cap has jumped from 20% to 27% (**Figure 6**). Though these shares saw a 44% EPS leap in 2023, repeating this performance is unlikely, in our view. Therefore, we see risk in overweighting these shares significantly.

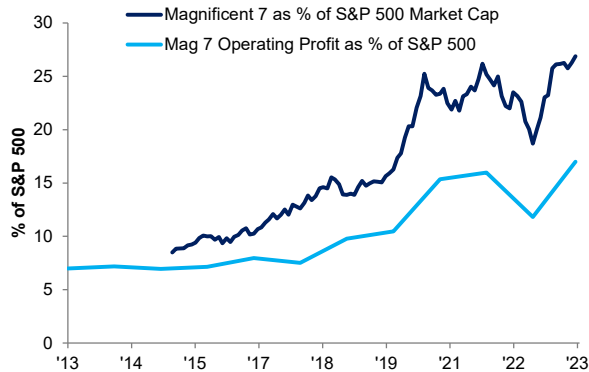
As we outlined in [Wealth Outlook 2024](#), the “rolling recessions” underway in many industries shrunk the profits of the remaining S&P 500 companies by an estimated 6% in 2023 (**Figure 5**). But these industries are operating below capacity, setting the seeds for a broader recovery. Indeed, sector EPS forecasts of industry analysts show much broader gains possible for 2024 for reasons that are fundamentally driven (**Figure 7**). This suggests that broadening is a worthy objective for investors.

## Considering New Opportunities

As we highlighted in Outlook and the October [Quadrant](#), the drop in valuation for profitable, growing and not overleveraged small and mid-cap growth firms seems like an overlooked opportunity. Rather than trade historically rich, the S&P 400 and 600 Growth industries trade at near 30% valuation discounts to their own history. Unprofitable firms are excluded by construction. Heavily indebted small cap banks and REITS are sectors that are underweight. At half the trailing valuation of the Magnificent 7, we see these shares as growth and risk at a reasonable price (**Figure 3**).

As we discuss in [Wealth Outlook 2024](#), the “narrow market” of 2023 was more than just investors avoiding cyclical industries or emerging markets impacted by the Fed. Powerful gains for two global pharmaceutical producers of weight loss medications and an usual decline in profits for many healthcare technology and equipment firms has driven a severe “dispersion” of returns. Even in the normally defensive Healthcare sector, we see potential opportunities for a rebound towards “normal.”

**Figure 6** Magnificent 7 operating profits and market cap as % of S&P 500



**Figure 7** Share of industries with positive EPS growth



Source: Bloomberg as of December 13, 2023. The Magnificent 7 stocks: Amazon.com (AMZN), Apple (AAPL), Google parent Alphabet (GOOGL), Meta Platforms (META), Microsoft (MSFT), Nvidia (NVDA), and Tesla (TSLA). All forecasts are expressions of opinion and are subject to change without notice and are not intended to be a guarantee of future events. Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance. Past performance is no guarantee of future results. Real results may vary.

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	Moody's <sup>1</sup>	Standard and Poor's <sup>2</sup>	Fitch Ratings <sup>2</sup>
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<b>Investment Grade</b>			
Highest quality	Aaa	AAA	AAA
High quality (very strong)	Aa	AA	AA
Upper medium grade (Strong)	A	A	A
Medium grade	Baa	BBB	BBB
<b>Not Investment Grade</b>			
Lower medium grade (somewhat speculative)	Ba	BB	BB
Low grade (speculative)	B	B	B
Poor quality (may default)	Caa	CCC	CCC
Most speculative	Ca	CC	CC
No interest being paid or bankruptcy petition filed	C	D	C
In default	C	D	D

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