GOELZER INVESTMENT MANAGEMENT

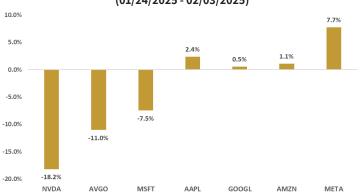
Seeking Deeper in the Equity Market

The Deepseek issue has stirred domestic equity markets over the past couple of weeks. A Chinese Al app demonstrated results comparable to—or in some cases, better than—large language models (LLMs) developed by OpenAl, Meta, and Google. Deepseek's ability to achieve this at a fraction of the cost has raised concerns about whether the billions spent by major U.S. tech firms on Al chips will yield meaningful returns.

What should we make of this? In the short term, the implications may be limited. A couple of key considerations: (1) Cheaper AI models could accelerate AI adoption, potentially expanding opportunities across the AI value chain, including software firms and cloud service providers. (2) The specifics of Deepseek's model remain unclear. The notion that it represents a truly disruptive, low-cost alternative is still unproven. The market may have reacted first, saving the details for later.

More broadly, the sharp reaction in stocks like Nvidia (NVDA) highlights the risks of a concentrated market. The volatility spikes caused by perceived threats to dominant growth themes like Al underscore the fragility of concentrated leadership. While the Deepseek episode may not alter the trajectory of mega-cap Al strategies in the short term, it serves as a reminder to balance an appreciation for U.S. tech's strong earnings power with opportunities elsewhere in the broader market.

Returns to U.S. Tech Stocks Since Deepseek News (%) (01/24/2025 - 02/03/2025)



Economy

Last Weel

- **Conf. Board Consumer Confidence (Jan.):** Unexpectedly fell to a four-month low on job-market and inflation concerns.

-FOMC Rate Decision: No changes to target rate. Press conference indicated caution on the pace of additional cuts.

-U.S. GDP (4Q '24): An deeping trade deficit in December pushed GDP lower to 2.3% last quarter.

and spending remain strong. PCE inflation as expected.

This Wee

- ISM Manufacturing PMI (Jan.): 2/3

-JOLTS (Dec.): 2/4

-ISM Services PMI (Jan.): 2/5

-Personal Income, Spending, and PCE Inflation (Dec.): Incomes -Payrolls & Unemployment (Jan.): 2/7

Equities

			Returns (%)				
Index	Level	1 Week	QTD	YTD	1 Year	3-Year Ann.	5-Year Ann.
S&P 500	5995	-0.28	2.00	2.00	22.53	11.97	14.61
Russell 1000 Growth	4078	0.39	0.91	0.91	26.90	14.98	18.14
Russell 1000 Value	1897	-0.87	4.19	4.19	18.01	7.84	9.76
FTSE High Dividend Yield*	469	-0.64	3.37	3.37	19.98	8.88	10.78
S&P Small and Mid Cap	17788	-1.34	2.21	2.21	16.33	7.57	10.34
MSCI EAFE	2335	-1.08	3.31	3.31	8.46	4.69	6.33
MSCI EM	1074	-1.26	-0.02	-0.02	11.80	-1.27	2.59
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Characteristics

Index	NTM P/E	NTM P/E (20Y med)	Div Yield			9	8&P	Sect	or R	etur	ns Y1	ΓD			
S&P 500	22.2	15.3	1.3	10	~										
Russell 1000 Growth	29.4	17.7	0.6		Sen	Care	als	SIS	ials		Discr.			tate	
Russell 1000 Value	17.1	13.4	2.2	5	Comm.	Health	Financia	Materia	Industrials	Utilities	Cons. D	Staples	Energy	Real Estate	
FTSE High Dividend Yield*	12.9	13.1	4.2	8	S	£	Fin	Ma	Ind	Ξ	S	Sta	E	Re	
S&P Small and Mid Cap	15.9	15.5	1.8	Ĕ											_
MSCI EAFE	14.7	13.4	3.1	-5											
MSCI EM	11.9	11.1	2.8												
				-10											

Returns (%)

* Bloomberg U.S Large Cap Dividend Yield Total Return Index used as substitute for index characteristics.

Fixed Income

Index	Yield	1 Week	QTD	YTD	1 Year	3-Year Ann.	5-Year Ann.
U.S. Aggregate	4.87	-0.02	0.61	0.61	2.54	-1.19	-0.51
U.S. Int. Gov/Credit	4.59	-0.02	0.53	0.53	3.72	0.70	0.74
U.S. Corporates	5.32	-0.11	0.64	0.64	3.30	-0.54	0.04
High Yield	7.28	-0.05	1.18	1.18	9.43	4.40	4.39
Municipals (1-10)	3.23	0.26	0.78	0.78	1.85	1.07	0.94
			Levels (%)				
Key Rates	Last	1 Wk Ago	Last Qtr	Prev YE	1 Yr Ago	3 Yrs Ago	5 Yrs Ago
2-yr Treasury	4.25	4.20	4.24	4.24	4.41	1.31	1.44
10-yr Treasury	4.56	4.53	4.57	4.57	4.10	1.91	1.65
30-yr Treasury	4.79	4.78	4.78	4.78	4.30	2.21	2.14
SOFR	4.35	4.35	4.49	4.49	5.31	0.05	1.59
6-mo. CD rate	4.36	4.30	4.33	4.33	5.36	0.59	1.75
Prime Rate	7.50	7.50	7.50	7.50	8.50	3.25	4.75
30-yr fixed mortgage	6.96	7.27	7.28	7.28	7.10	3.95	3.62



Source: Bloomberg, total returns, as of February 3, 2024