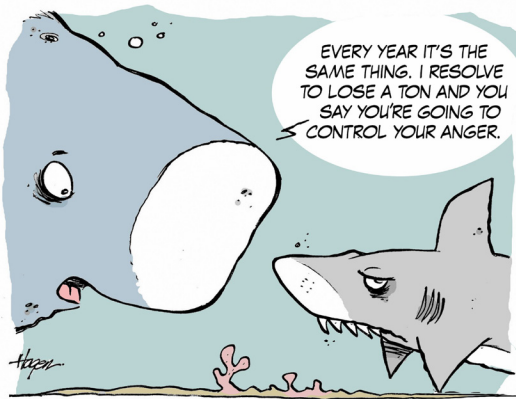




from 1926 to 2022. He uses Shareholder Wealth Creation (SWC) as a key metric to evaluate each stock's performance by measuring the wealth the stock generates above the returns of 1-month Treasury Bills (T-Bills) since it came public.



Source: CartoonStock.com

To us, Bessembinder's most striking finding is that only 41.4% of stocks outperformed T-Bills during their lifetime. Effectively, this means that most stocks failed to outperform cash and equivalents. Furthermore, Bessembinder finds that a small group of strong-performing companies have had an outsized impact on the long-term performance of market-capitalization weighted indexes like the S&P 500. For example, Apple (AAPL) alone is responsible for nearly 5% of the total \$55.1 trillion of wealth created by the stock market since 1926. The top five wealth-creating stocks (Apple, Microsoft, Exxon, Alphabet, and Amazon) accounted for more than 14% of all shareholder wealth created over the last 99 years. The reasons that these companies have been so successful are varied, but they have all shared an ability to address large market opportunities and consistently fend off competitors.

## Market Outlook

Markets begin 2025 with high expectations. Along with AI enthusiasm, investors appear to be expecting favorable changes in tax policy, potentially accompanied by pro-business deregulation under the incoming Trump administration, continuation of Fed rate cuts, and smooth sailing for corporate earnings growth and the economy. There are even reasons to hope for a cooling of geopolitical tensions in 2025, as President-elect Trump has publicly advocated for a cessation of hostilities in the Middle East and Ukraine. Reflecting widespread investor optimism, stock valuations are relatively high.

If most of these good things materialize, it would be reasonable to expect another blockbuster year in the stock market. For our part, we begin the year with more measured expectations. Politically, Republicans hold small majorities in the House and Senate. This could make it difficult to delay or derail large, complicated tax cut legislation. Additionally, while investors have focused on potential

positives of pro-growth policies, increased trade tensions and possible tariffs could create unanticipated market and economic headwinds.

The economy remains in a sweet spot with solid - if not spectacular - growth, and the Fed can claim a soft landing has been achieved. However, interest rates remain near 15-year highs and inflation appears to be a bit stickier than the Fed had hoped. To us, this creates a potentially negative feedback loop between the stock market and the bond market. If bond investors begin to be displeased with heavy government spending deficits or the rising national debt, they could demand higher interest rates as compensation for real or perceived risks. Although it is difficult to pinpoint "how high is too high" when it comes to interest rates, we can expect that a large increase in borrowing costs would eventually dampen economic growth and act as a headwind to the continuation of the bull market in stocks.



Source: CartoonStock.com

We have no special insight into geopolitics, and we fervently hope progress is made towards resolving the wars in Eastern Europe, Gaza, and Lebanon. Despite our best hopes, any study of the history of human conflict informs us that nothing is guaranteed. To the contrary, it is at least possible that these tragic wars could heat up rather than cool down in the coming year.

For most of the past couple of years, we have described our market stance as "cautiously optimistic." As such, we have been pleasantly surprised by the fabulous returns generated by stocks since the end of 2022. Here in early 2025, we now think that "optimistically cautious" is a more apt description of our mindset. While we would welcome yet another year of strong gains for stocks, we are prepared for more volatility than the markets have experienced in recent years.

Thank you for your ongoing trust and confidence in JAG. We wish you and yours a healthy, safe, prosperous, and Happy New Year.

Best,

**Norm Conley**  
CEO, Chief Investment Officer & Portfolio Manager

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A Veteran Owned Business (VOB) is a business owned, (51% ownership or greater) by a Veteran who has met the definition of a veteran. The following represents the criteria that the National Veteran Business Development Council (NVBDC) uses in determining ownership:

**Ownership:** Fifty-one percent ownership by a Veteran or Veterans. The applicant must share in all risk and profits commensurate with their ownership interest.

**Control and Management:** Proof of active management of the business. Veteran must possess the power to direct or cause to direct the management and policies of the business.

**Contribution of Expertise and Capital:** Contribution of capital and/or expertise by Veteran owner(s) to acquire their ownership interest shall be real and substantial and be in proportion of the interest acquired.

**Independence:** The Veteran owner(s) shall have the ability to perform in their area of specialty/expertise without substantial reliance on non-Veteran-owned businesses.

## About JAG

JAG Capital Management (JAG) actively invests for institutions and individuals in highly selective, customizable, and nimble equity and fixed income strategies. JAG is a boutique, independent, employee-owned investment management firm in St. Louis.

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