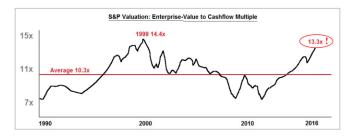
PRUDENTGROWTH INSIGHTS

Overwhelming evidence supports the fact that the stock market trends upwards over the long term...assuming you live long enough. But there are periods when, after enough losses, investors question the truth in this axiom and look for reasons why it appears not to be a truism. Often these reasons are extrapolated beyond their investment horizon prompting selling by these investors, typically at or around market lows. Unlike any other time though, the Federal Reserve is the gorilla in the room. What could it mean for the market if the Fed spent the next few years selling the over \$4 trillion of bonds and stocks they have bought since the crisis?

<u>Valuation</u>: As shown in the chart below, the market has once again entered valuation levels that offer high risk and modest returns. Using the S&P 500 Index as our benchmark one can see that, over the past 25 years the average "enterprise value" for the stock market has been 10 times cash-flow within a wide range of 7x and 15x.



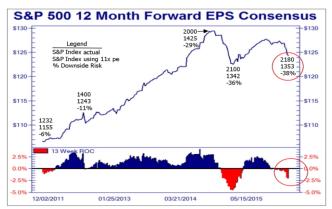
Clearly the best level for superior long-term returns for stocks is well behind us. Other yardsticks we observe, such as market-capitalization to GNP, show similar unattractive valuation levels for stocks.

Earnings: At certain times the yardstick above does not provide an accurate measure of return potential. Note for example that in 2003, ahead of a four-year bull market, the yardstick did not give a definitive buy signal. Sometimes measurement tools like these that are ratio based can have a numerator or denominator mask the facts. So let's look at the earnings for the S&P index to see if there is good news that could counterbalance this flawed valuation metric.

Below is a chart of the S&P's "forward" EPS. Most pundits use trailing and forward EPS and then multiply these numbers by a P/E ratio. Typically they use the historical trailing P/E multiple for the market of 15

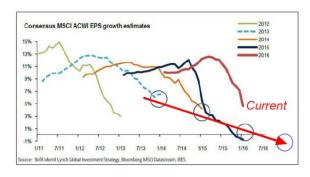
times. While that is the historical multiple for trailing EPS, a study of the historical multiple based on "forward" EPS reveals a much lower 11 multiple average (source: AQR).

Using a charting of the forward EPS since 2011 and adding a notation of the market's price at several points in time reveals that the market have been moving further and further away from the historical 11 times average. At the current S&P 500 level of 2180, the market would have to decline 38% to get to the 11 times average.



Note also that the forward EPS estimate peaked in mid-2014 at \$130, a level not realized to date, and its subsequent recovery peaked lower at \$128 from which it is declining.

Perhaps the current forward estimate is being understated by analysts and is due for a recovery. The chart below shows the opposite. As one can see every year analysts have started out optimistically for global earnings-growth only to cut their estimates as the evidence of weakness weighed in. Furthermore, each year's growth rate has been lower than the previous and, if 2016 continues the trend, will now be decidedly negative. No good news here.



Corporate Profit Margins: Perhaps the high valuations and poor earnings growth for the market can be saved by an expansion of profit margins as managements work to improve the bottom line. The chart below shows the success managements have had over the past fifteen years. Out of a dollar of sales they have trimmed personnel and operating expenses. They have reduce capital expenditures thus reducing depreciation expenses. They have benefited from a significant reduction in interest rates thus reducing their debt expense. The huge amount of buybacks have reduced shares outstanding thus increasing EPS beyond the growth in actual earnings. And finally some have moved their corporate designation offshore to avoid taxes altogether. Given all the above there is not much left for management to trim. Note that the 9% to 10% margin level is at the upper extreme for the post-war period. It is unlikely that this metric can be used to bailout the weakening EPS growth or the extreme valuation for the market.



The Economy: While we can highlight currently deterioration ISM numbers for the economy, let's stick with the profit margin discussion introduced above. The chart below shows that high margin levels invariable revert to their mean, in this case from 10% down to 6%, and are almost always the result of a recession. The social movements in support of higher minimum wages and price controls for prescription drugs is probably a precursor of the margin decline that leads to lower corporate earnings and recession.



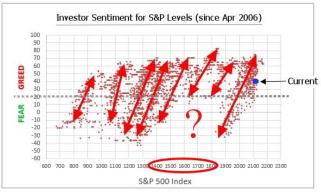
<u>Investor Sentiment</u>: Sometimes all of the above are less relevant when investors have already discounted the above concerns by being very bearish.

Unfortunately, the chart below is one example of the

complacency among investors. The chart plots the internet search of the phrase "bear market" and shows the recent concerns, based on China concerns and the oil price collapse that got investors' attention, have now dissipated. Given China is the 800-pound gorilla for the global economy and higher oil prices are paramount for solvency in the high-yield market, investor sentiment for stocks is far too favorable.



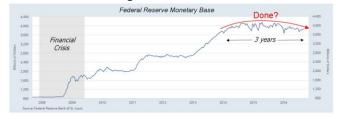
Furthermore, the lengthy uninterrupted rally out of the late 2011 lows fueled by unprecedented amounts of easy money never established regular periods of investor concern to provide long term support for these price levels. Note in the chart how there was no "climbing-the-wall-of-worry" fear established within the S&P 500 range of 1400 and 1800. In a market free fall this range could be full of air pockets as the market looks for new buyers to establish a market low.



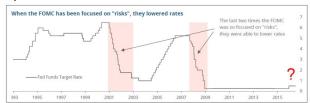
The Federal Reserve: This body has been the unique variable that has thrown traditional stock market analysis and investment processes into a quandary. The Fed has printed over \$4 trillion dollars and cut interest rates to zero in an effort to combat the after effects of the financial crisis. In conjunction with global central banks, as evidenced by negative yields on sovereign debt, investors have stretched valuations to the extreme to find a home for their money.

But we are now seven years since the crisis and unemployment is now less than 5%. At some point the Fed has to call it quits and let the economy return to market-place influences. The chart below shows, in terms of money printing, the Fed paused/stopped

almost three years ago yet the stock and bond markets continued to new highs.



If money supply will no longer be a tool for the Fed to defend the economy against weakness, they are now clearly without their favored tool to combat future risk, lower interest rates.



<u>Conclusion</u>: We remain concerned that investors are no longer risk adverse at a time when paltry longer-term stock-market returns and significant drawdowns are likely. With the Federal Reserve having exhausted the market-elevating tools of higher money supply and low interest rates, we believe the drawdown risk has been moved forward dramatically.

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