# 2023 Year in Review & 2024 Outlook



# GREENLEAF TRUST INTRODUCTION





### PRESENTERS



Nicholas A. Juhle, CFA® Chief Investment Officer



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# GREENLEAF TRUST OVERVIEW

Founded in 1998. Thank you for celebrating our 25<sup>th</sup> anniversary with us Privately-held, trust-only bank; over \$18bn in assets under advisement Offices in Kalamazoo, Grand Rapids, Birmingham, Traverse City, Petoskey, Midland and Delaware Mission remains: financial security from generation to generation

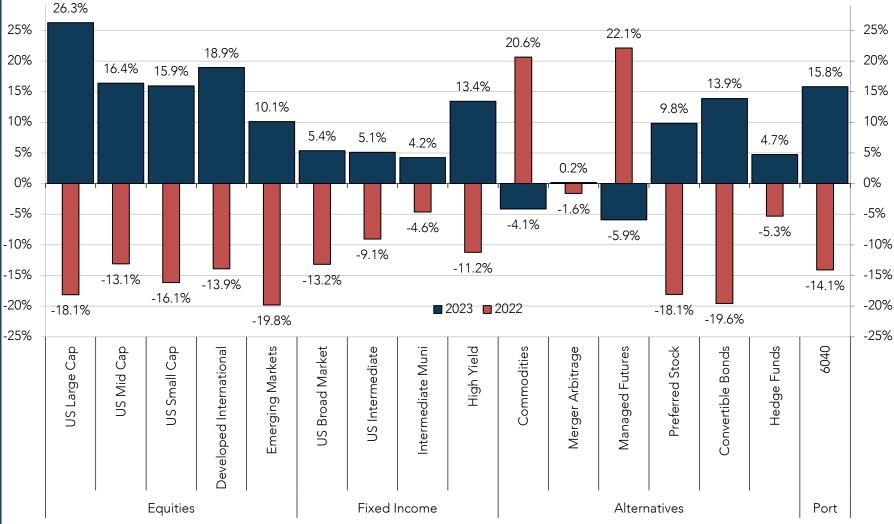
#### Our Team

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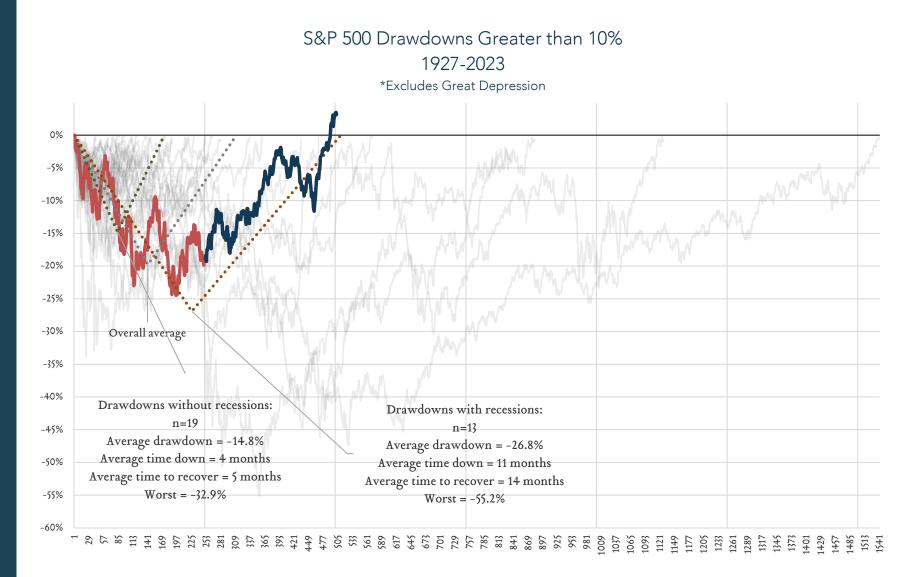
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Asset Class Performance



Source: Bloomberg. Asset classes are represented by - US Large Cap: S&P 500; US Mid Cap = S&P 400; US Small Cap = S&P 600; Developed International: MSCI EAFE; Emerging Markets: MSCI EM: US Broad Market: ICE BofA US Broad Market Index; US Intermediate: ICE BofA 1-10 Year US Broad Market Index; Intermediate Muni: ICE BofA 1-10 Year US Muni Index; High Yield: ICE BofA US High Yield Index: Dow Jones Commodity Index; Merger Arbitrage: IQ Merger Arbitrage; Managed Futures: Credit Suisse Managed Futures Liquid Index; Preferred Stock = ICE Exchange-Listed Preferred & Hybrid Securities Index; Convertible Bonds = ICE BofA US Convertible Excluding Mandatory Index; Hedge Funds: Hedge Fund Research HFRIFOF.

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DALL-E 2: Mona Lisa style portrait of a boxer throwing a cross

#### <u>2023</u>

#### **GPT-4 Passes the Bar Exam**

Daniel Martin Katz<sup>1,2,3,4,\*</sup>, Michael James Bommarito<sup>1,2,3,4</sup>, Shang Gao<sup>5</sup>, and Pablo David Arredondo<sup>2,5</sup>

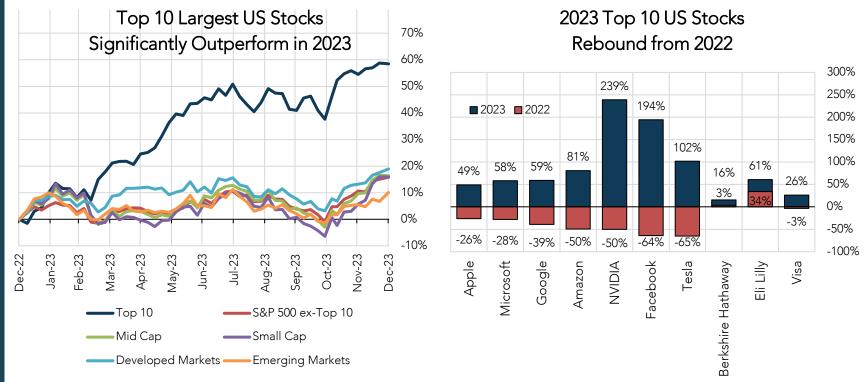
<sup>1</sup>Illinois Tech - Chicago Kent College of Law (USA) <sup>2</sup>CodeX - The Stanford Center for Legal Informatics (USA) <sup>3</sup>Bucerius Law School (Germany) <sup>4</sup>273 Ventures (USA) <sup>5</sup>Casetext, Inc. (USA) <sup>\*</sup>Corresponding Author: dkatz3@kentlaw.iit.edu

Exam	GPT-4
Uniform Bar Exam (MBE+MEE+MPT)	298 / 400 (~90th)
LSAT	163 (~88th)
SAT Evidence-Based Reading & Writing	710 / 800 (~93rd)
SAT Math	700 / 800 (~89th)

	ChatGPT		Ch		G	PT-4	
Exam	ZS	CoT	FS	ZS	CoT	FS	
Level I	Pass	Fail	Pass	Pass	Pass	Pass	
Level II	Fail	Fail	Fail	Unclear	Pass	Pass	

Table 7: ChatGPT and GPT-4 ability to pass Level I and Level II Exams





- 2023's stock market turnaround was most noticeable in the largest US Stocks, many of which have exposure to the evolving artificial intelligence landscape.
- The top 10 US Stocks returned roughly 60% in 2023 after leading the market lower in 2022, down 35%.
- Other stock market investment categories returned 10-20%, including the remaining 490 stocks in the S&P 500.



### TOP 10 STOCKS - 1998 & 2023

	Market Cap		Market	Cap Rank	
	Company	1998		Company	2023
	Microsoft	1	•	Apple	1
	General Electric	2		Microsoft	2
	Intel	3		Google	3
	Exxon Mobil	4		Amazon	4
	Walmart	5		NVIDIA	5
	Merck	6		Facebook	6
	IBM	7		Tesla	7
	Coca-Cola	8		Berkshire Hat	thaway 8
	Lucent	9		Eli Lilly	9
	Pfizer	10		Visa	10
40% -	<sup>37.6%</sup> <b>1998</b>		70% -	61.5% 2	023
35% -			60% -	01.5%	
30% –	28.6%				
25% -			50% -		
20% -		19.1%	40%		
15% -				26.3%	
10% -					
5% -			20%		16.4% 16.0%
0% -			10%		
		-1.3%			
-5% -	Top 10 S&P 500	Mid Cap Small C	070	Top 10 S&P 500	) Mid Cap Small Cap







# 2023 INVESTMENT & ECONOMIC THEMES

• Top 10 Stocks

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- Resiliency Despite Risks
- Inflation Decelerating
- Monetary Policy Reaches Peak Rate
- Fiscal Policy & 2024 Election
- Business Cycle & Recession Outlook
- Forward Return Outlook & Potential Risks



### 1998: TOP 10



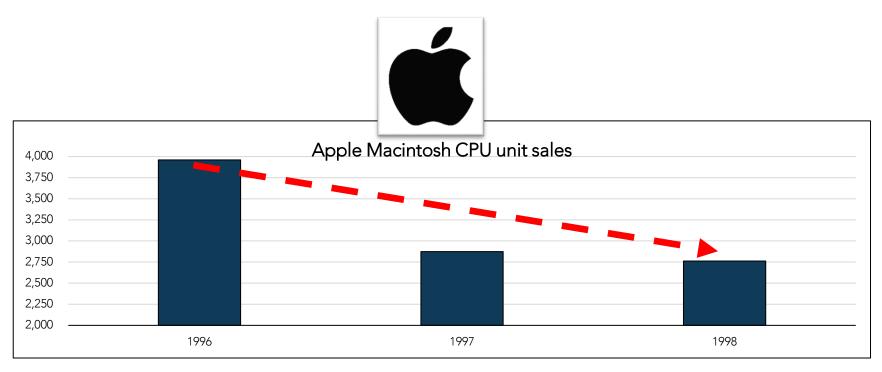


# 1998: NOT TOP 10

# amazon.com

#### GENERAL

Amazon.com, Inc. ("Amazon.com" or the "Company") is the leading online retailer of books. Since opening for business as "Earth's Biggest Bookstore" in July 1995, Amazon.com has become one of the most widely known, used and cited commerce sites on the World Wide Web (the "Web").

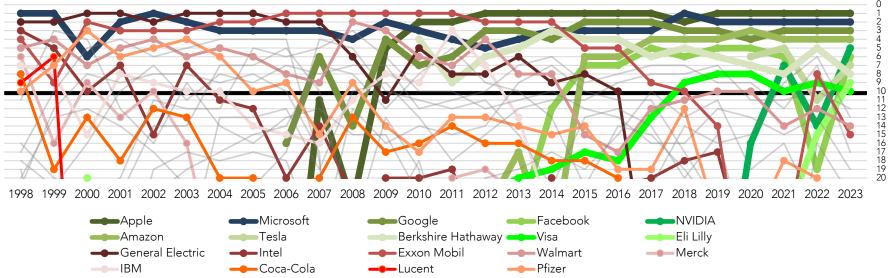




### TOP 10 STOCKS - 1998 & 2023

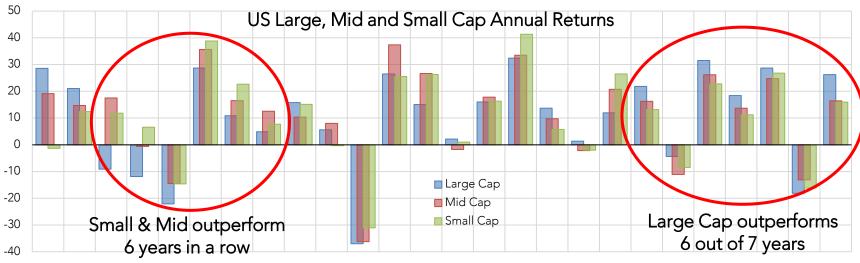
Market	Cap Rank	
Company	1998	2023
Microsoft	1	2
General Electric	2	60
Intel	3	34
Exxon Mobil	4	15
Walmart	5	14
Merck	6	23
IBM	7	56
Coca-Cola	8	28
Lucent	9	N/A
Pfizer	10	46

#### 25 Years of Top 10 Stocks

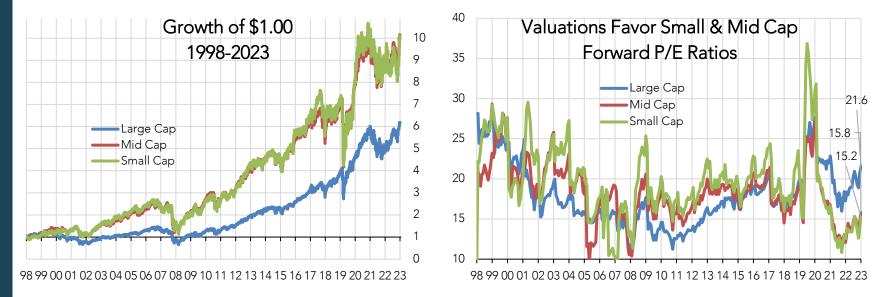


### LARGE CAP vs MID & SMALL CAP

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1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023





# HISTORY RHYMES



But this is Day 1 for the Internet and, if we execute well, for Amazon.com. Today, online commerce saves customers money and precious time. Tomorrow, through personalization, online commerce will accelerate the very process of discovery. Amazon.com uses the Internet to create real value for its customers and, by doing so, hopes to create an enduring franchise, even in established and large markets.



#### 2023

1998

In closing, this is Microsoft's moment. We have an incredible opportunity to use this new era of AI to deliver meaningful benefits for every person and every organization on the planet.

On New Year's Day, I saw a tweet from Andrej Karpathy, Tesla's former director of AI who now works at OpenAI, about how GitHub Copilot was writing about 80 percent of his code, with 80 percent accuracy. Two days later, I saw a stunning example of work we've done with the government of India's Ministry of Electronics and IT, which is applying an AI model so farmers in rural areas can interact with government resources in their native languages.

Think about that: A foundation model that was developed on the West Coast of the United States is already transforming the lives of both elite developers *and* rural farmers on the other side of the globe. We've not seen this speed of diffusion and breadth of impact in the tech industry before.

As a company, this is our moment to show up and responsibly build solutions that drive economic growth and benefit every community, country, industry, and person. If we do it well, the world will do well, and Microsoft will do well too. I've never been more confident that we will deliver on this promise together in the days, months, and years to come.



# HISTORY RHYMES

1998's Economic Risks	2023's Economic Risks
<ul> <li>Deepening Japanese recession and aftermath of 1997 Asian financial crisis</li> <li>Devaluation of the Russian Ruble and Russian debt default</li> </ul>	<ul> <li>Weak growth in China</li> <li>Ongoing Russia/Ukraine war</li> <li>Tight US labor creating inflation concerns</li> <li>Collapse of several regional banks</li> </ul>
<ul> <li>Tight US labor market creating inflation concerns</li> <li>Collapse of Long-Term Capital Management requiring Federal Reserve intervention</li> <li>Concerns about Y2K leading to the destruction of all mankind</li> </ul>	<ul> <li>Collapse of several regional banks requiring Federal Reserve intervention</li> <li>Debt ceiling standoff and potential US debt default</li> <li>Student loan payment resumption</li> <li>UAW coordinated strike</li> <li>Potential Federal government shutdown</li> <li>War in Israel and Gaza</li> </ul>
	<ul> <li>Concerns about AI leading to the destruction of all mankind</li> </ul>
1998's Economic & Market Results	2023's Economic & Market Results
<ul> <li>Real GDP growth: 4.5%</li> </ul>	• Real GDP growth (est.): 2.4%
<ul> <li>Unemployment rate: 4.7%</li> </ul>	<ul> <li>Unemployment rate (est.): 3.7%</li> </ul>
CPI inflation: 1.6%	CPI inflation (est.): 3.2%
• S&P 500 return: 28.6%	• S&P 500 return: 26.3%
<ul> <li>US Aggregate Bond return: 8.7%</li> </ul>	<ul> <li>US Aggregate Bond return: 5.5%</li> </ul>

#### THANK YOU, SWIFTIES! (AND ALSO BARBENHEIMER AND THE BEYHIVE)

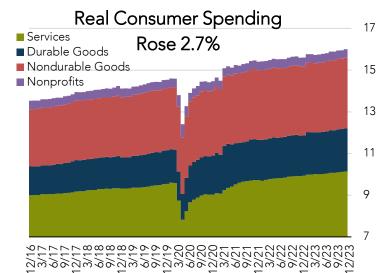
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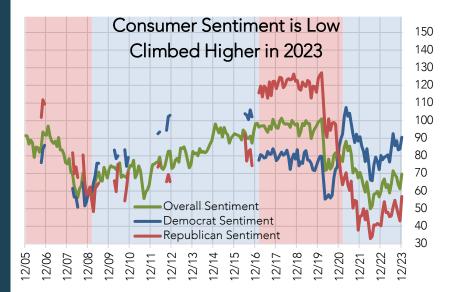


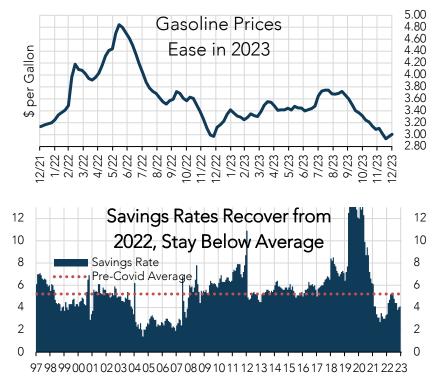
# **RESILIENT US CONSUMER**

Real Consumer Spending (\$ Trn)

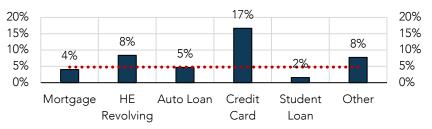
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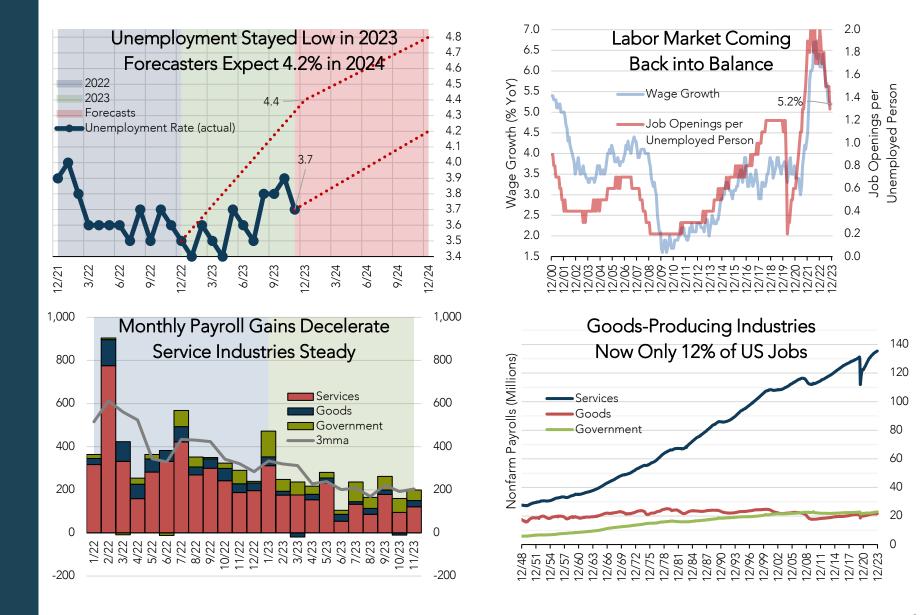


Household Debt Balances up 4.8% Credit Cards Balances up 16.6%



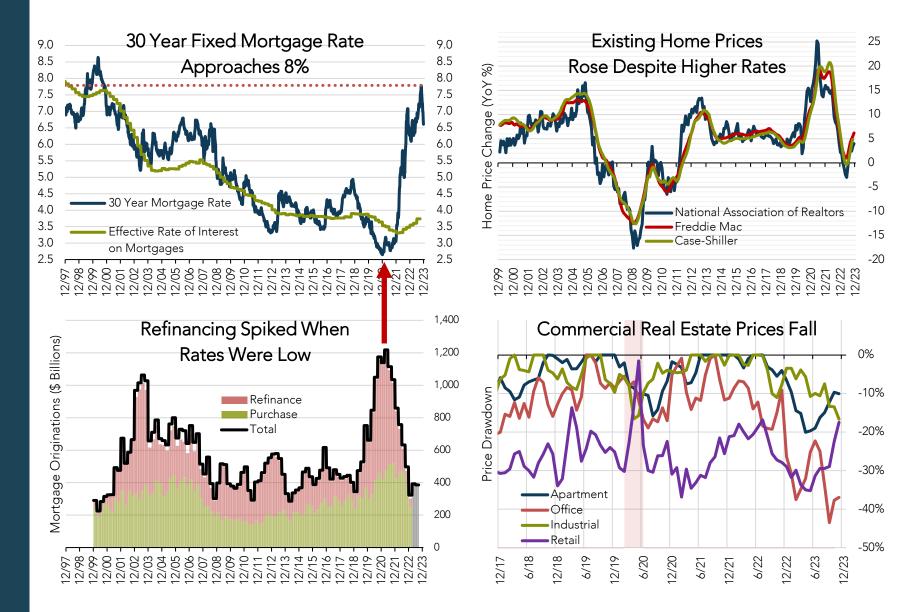


### **RESILIENT US LABOR MARKET**



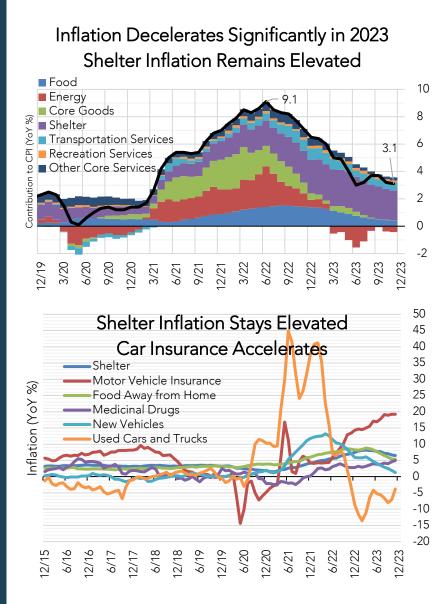
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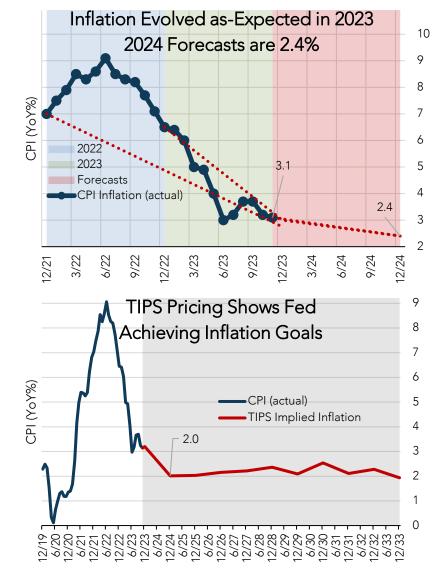
# **RESILIENT US HOUSING MARKET**



# INFLATION DECELERATES

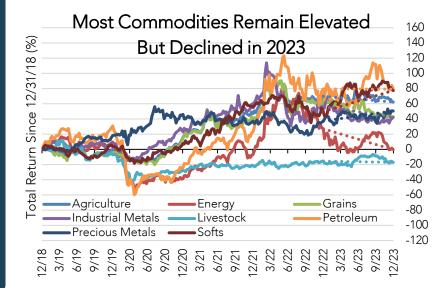
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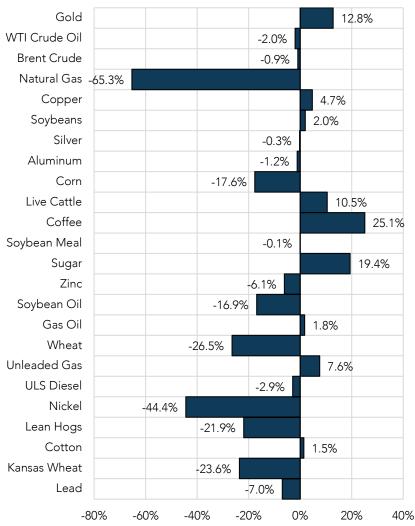


## COMMODITIES





#### Single Commodity 2023 Total Returns

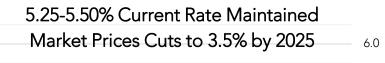


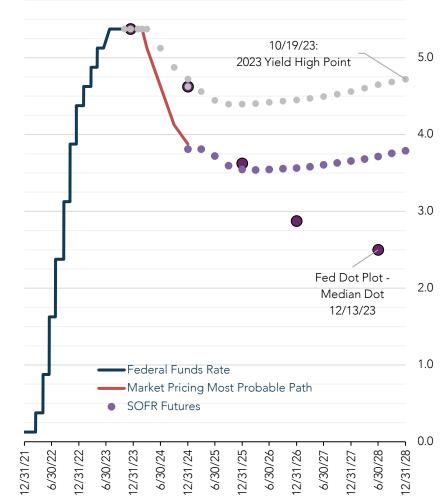
### MONETARY POLICY - RECAP

#### Yields Finish 2023 Flat But With a Lot of Volatility

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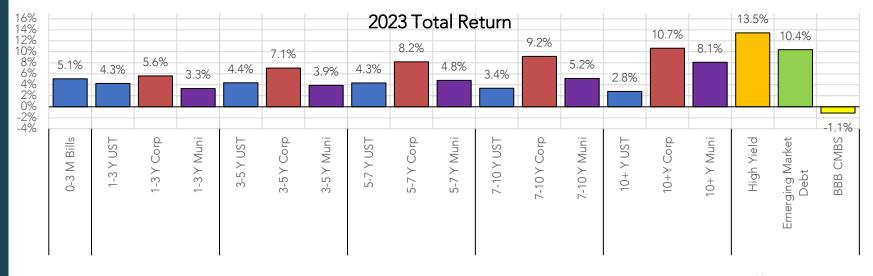
#### February 5.5 The January jobs report shows US added 517k 5.0 nonfarm payrolls (later revised down to 472k) 4.5 Aua-Oct Oil prices rise to over \$90 a 4.0 barrel 3.5 June Yields rise Yield (%) December after debt 3.0 Yields fall after ceiling Fed signals an resolution end of rate 2.5 March hikes Yields plunge 2.0 on regional bank failures 1.5 1.0 2 Year 0.5 Fed Funds 0.0 212 42 62 82 02 22 22 22 62 8123 10123 212

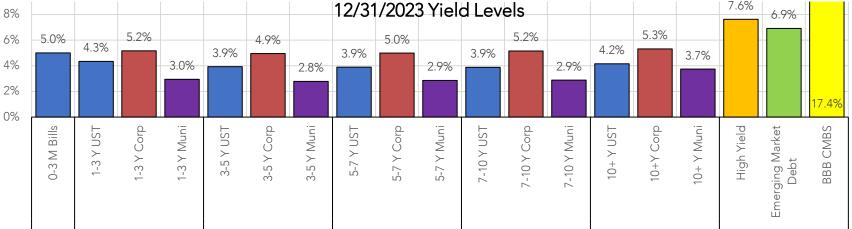




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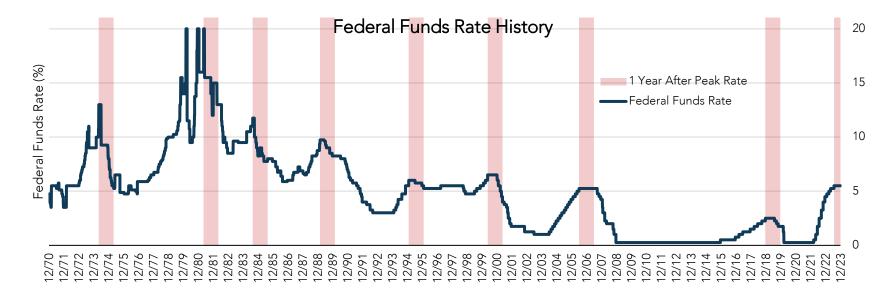
# MONETARY POLICY - FIXED INCOME





### MONETARY POLICY - MARKET IMPACT

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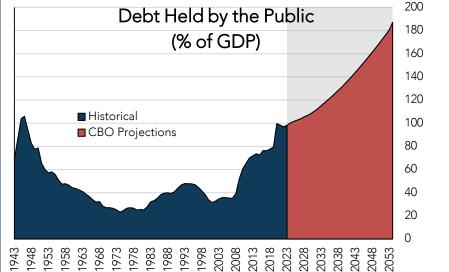


	Р	olicy Rate Data		Stock Market Impact Bond M		Bond Market Impact
Date	Peak Rate	Time Until First Cuts	Total Cuts	1 Year S&P 500 Return	Max Drawdown	1 Year Bond Returns
May-74	13.00%	2 months	8.25%	0.2%	-31.1%	3.9%
May-81	20.00%	1 month	11.50%	-4.1%	-14.7%	17.1%
Aug-84	11.75%	1 month	5.87%	17.8%	-2.5%	24.2%
Feb-89	9.75%	3 months	6.75%	16.8%	0.0%	12.9%
Feb-95	6.00%	5 months	1.25%	39.2%	0.0%	17.1%
May-00	6.50%	7 months	5.50%	-11.3%	-24.0%	13.7%
Jun-06	5.25%	15 months	5.00%	20.3%	-3.0%	6.5%
Dec-18	2.50%	7 months	2.25%	30.5%	-6.2%	8.8%
Ave	erage	5 months	5.80%	13.7%	-10.2%	13.0%
Jul-23	5.50%	5 months	N/A	5.2%	-9.5%	3.1%

### FISCAL POLICY - INTEREST COSTS INCREASE

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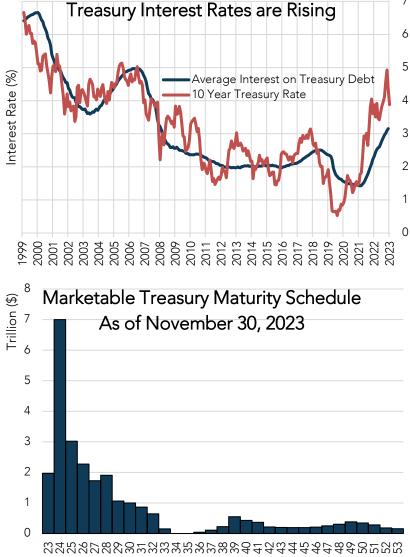
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Projected Budget Deficits Grow in Future Discretionary Other mandatory Social security Healthcare programs Net interest

> 2013 2018 2023 2028 2033 2038 2038 2043 2048 2048 2053

2008

Net revenues

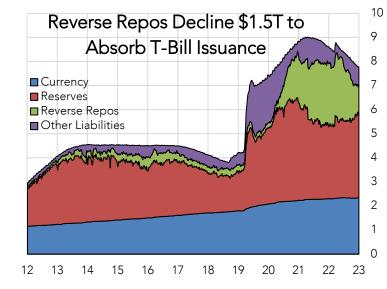


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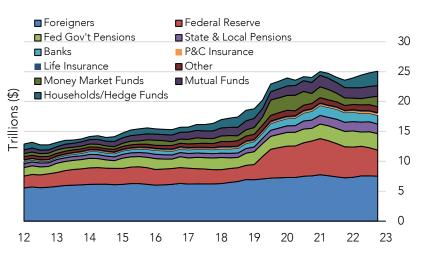
# FISCAL POLICY - GROWING DEBT

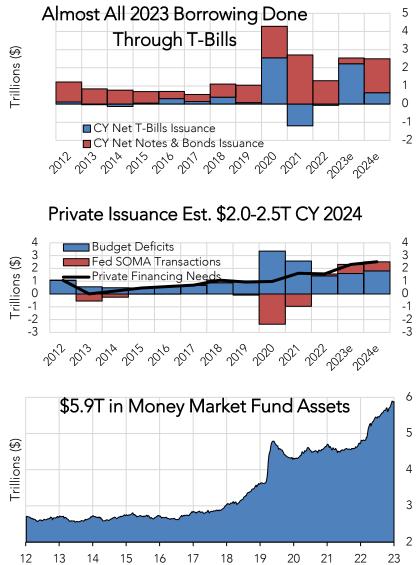
Trillions (\$)

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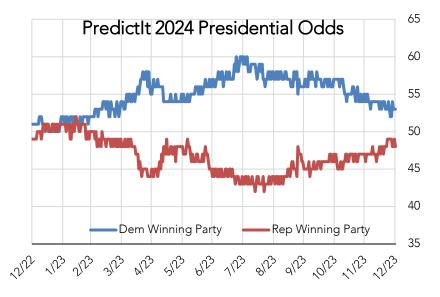
#### Holders of Federal Debt



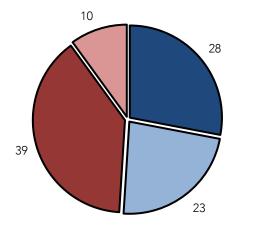




### ELECTION YEAR



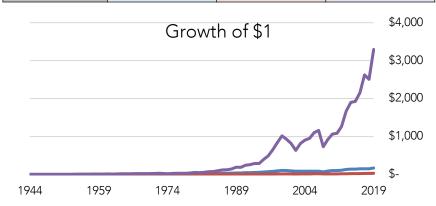
2024 Senate Elections



Dem - Not up for election
Dem - Up for election
Rep - Not up for election
Rep - Up for election

	S&P 500 Total Return (1945-2019)				
All Years	Sample Size <b>n=75</b>	Freq.	Average Return <b>12.8%</b>	Frequency of Gain <b>79%</b>	Frequency of Loss <b>21%</b>
Presidency					
Democrat	n=36	48%	15.2%	84%	16%
Republican	n=39	52%	10.5%	72%	28%
Balance of Power					
Blue Wave	n=22	29%	14.8%	82%	18%
Red Wave	n=8	11%	16.1%	75%	25%
Blended Gov't	n=45	60%	11.2%	78%	22%

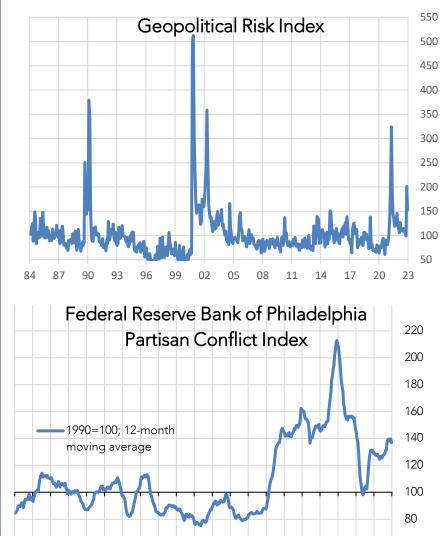
	1945-2019 (75 Years)			
	Democrat Portfolio <sup>1</sup>	Republican Portfolio <sup>2</sup>	Non-Partisan Portfolio <sup>3</sup>	
Ann. Return	7%	5%	11%	
Growth of \$1	\$170	\$28	\$3,283	



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# FOREIGN AND DOMESTIC POLICY

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81 83 85 87 89 91 93 95 97 99 01 03 05 07 09 11 13 15 17 19 21 23

#### Foreign Policy Considerations:

- Russia-Ukraine War
- Israel-Hamas War
- Houthi Red Sea vessel attacks
- US-China-Taiwan Relations

#### **Domestic Policy Considerations:**

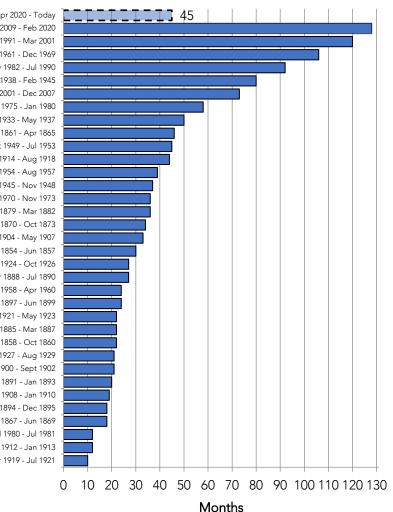
- January 2025 Debt Ceiling Expiration
- 2025 Expiration of Tax Cut and Jobs Act Provisions
- Industrial Policy; Onshoring Semiconductor Production
- Artificial Intelligence Regulation

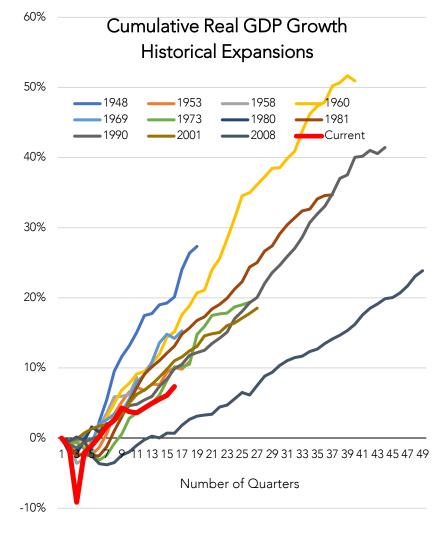
## THE BUSINESS CYCLE

Around 3.5 Years into Current Expansion

Apr 2020 - Today Jun 2009 - Feb 2020 Mar 1991 - Mar 2001 Feb 1961 - Dec 1969 Nov 1982 - Jul 1990 Jun 1938 - Feb 1945 Nov 2001 - Dec 2007 Mar 1975 - Jan 1980 Mar 1933 - May 1937 Jun 1861 - Apr 1865 Oct 1949 - Jul 1953 Dec 1914 - Aug 1918 May 1954 - Aug 1957 Oct 1945 - Nov 1948 Nov 1970 - Nov 1973 Mar 1879 - Mar 1882 Dec 1870 - Oct 1873 Aug 1904 - May 1907 Dec 1854 - Jun 1857 Jul 1924 - Oct 1926 Apr 1888 - Jul 1890 Apr 1958 - Apr 1960 Jun 1897 - Jun 1899 Jul 1921 - May 1923 May 1885 - Mar 1887 Dec 1858 - Oct 1860 Nov 1927 - Aug 1929 Dec 1900 - Sept 1902 May 1891 - Jan 1893 Jun 1908 - Jan 1910 Jun 1894 - Dec 1895 Dec 1867 - Jun 1869 Jul 1980 - Jul 1981 Jan 1912 - Jan 1913 Mar 1919 - Jul 1921

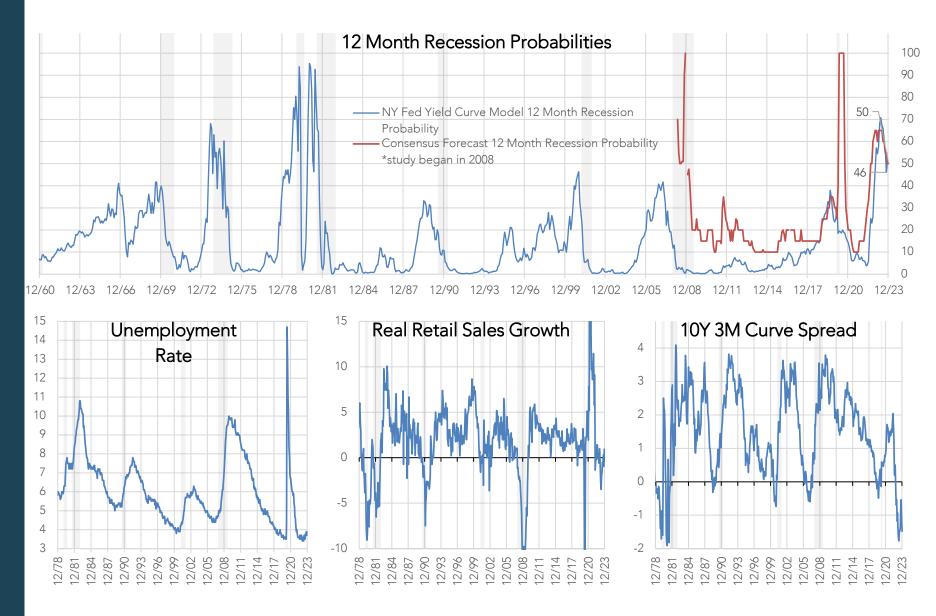
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# LOOKING AHEAD: THE NEXT RECESSION





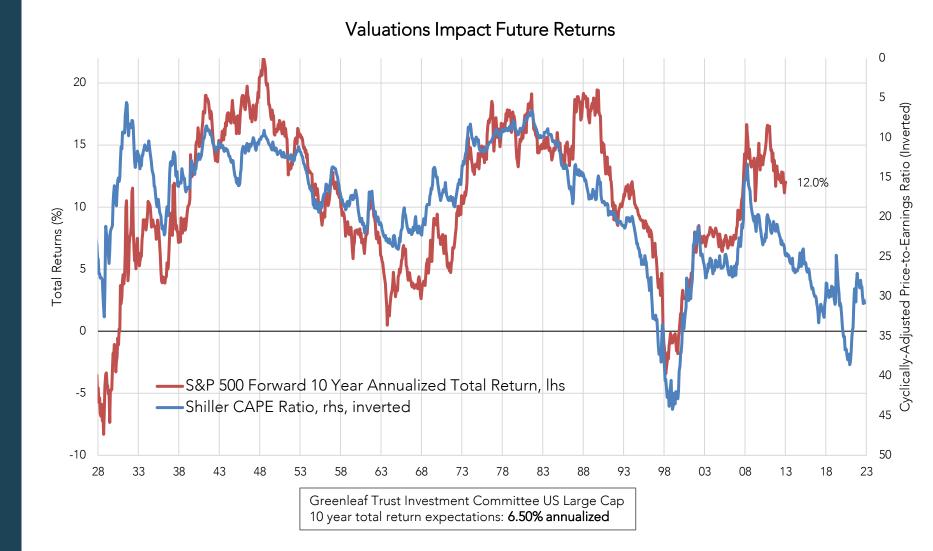
# LOOKING AHEAD: THE NEXT RECESSION

Recession			S&P 500 Total Return		
Start Date	End Date	Duration	1 Year Prior	During	1 Year After
August 1929	March 1933	3.7 Years	49.7%	-79.9%	81.5%
May 1937	June 1938	1.2 Years	24.0%	-23.6%	-1.7%
February 1945	October 1945	0.7 Years	19.9%	27.2%	-7.2%
November 1948	October 1949	1.0 Year	14.3%	5.1%	35.1%
July 1953	May 1954	0.9 Years	2.1%	25.5%	36.1%
August 1957	April 1958	0.7 Years	0.4%	-6.3%	37.2%
April 1960	February 1961	0.9 Years	2.9%	17.5%	13.6%
December 1969	November 1970	1.0 Year	-11.2%	-2.3%	11.2%
November 1973	March 1975	1.4 Years	-1.5%	-17.6%	28.3%
January 1980	July 1980	0.6 Years	18.6%	16.4%	13.0%
July 1981	November 1982	1.4 Years	18.6%	15.7%	25.6%
July 1990	March 1991	0.7 Years	16.4%	7.6%	11.0%
March 2001	November 2001	0.8 Years	-9.0%	-7.3%	-16.5%
December 2007	June 2009	1.6 Years	8.1%	-35.5%	14.4%
March 2020	May 2020	0.2 Years	8.2%	-1.1%	46.0%
Ave	rage	1.1 Years	10.8%	-3.9%	21.8%
Me	dian	1.0 Years	11.2%	-1.7%	18.1%

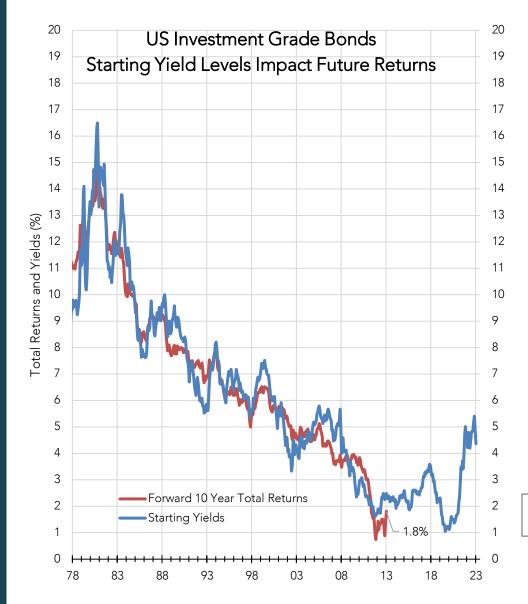
• On average, investors would have captured **8.5% annualized returns** in the typical 3-year period beginning 12 months prior to recession and ended 12 months after recession.

## LONGER-TERM OUTLOOK: EQUITIES

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### LONGER-TERM OUTLOOK: BONDS



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- The starting yield of the index has shown a high correlation to forward 10 year returns.
- As of December 2023, the yield on the index was 4.4%, similar to the end of 2022.

Greenleaf Trust Investment Committee Core Bond 10 year total return expectations: **4.25% annualized** 

# LONGER-TERM OUTLOOK

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	Historical Return	10 Year	10 Year
Asset Class	(Dec 1993-	Expected Return	Expected Risk
	Dec 2023)	(Dec 2023)	(Standard Deviation)
US Large Cap	10.14%	6.50%	16.00%
US Mid Cap	11.15%	8.00%	18.00%
US Small Cap	10.21%	8.00%	20.00%
Developed International Equities	5.69%	7.50%	17.50%
Emerging International Equities	4.64%	8.50%	21.00%
Core Fixed Income	4.12%	4.25%	5.00%
Non-Core Fixed Income	7.02%	6.50%	11.00%
Diversified Alternatives	4.64%	5.50%	8.00%
Cash	2.37%	3.50%	0.50%
Inflation	2.52%	2.25%	1.50%







# CONCLUSION

#### We enter 2024 cautiously optimistic for a normal year

- 2021-2023 saw market returns of +/- 15-20% each year
- Markets appear to be priced to deliver more typical returns going forward
- While anything is possible in the short-term, we expect a return to more normal investment returns

#### We build portfolios for the long term

- The investment solutions we build for clients are constructed with business cycles, recessions, geopolitical conflict and even black swan events in mind
- We manage so-called anomalistic events with diversification, discipline and the benefit of a long time horizon

#### Discipline is key

• Maintaining discipline during periods of uncertainty is the most reliable course for growing and preserving wealth



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### DATA SOURCES

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