

Investment Strategy Snapshot

Pullback Perspective

Bottom Line: The stock market is in dire need of “Perspective.”

Be careful what you ask for because you might receive it after all. For all intents and purposes, the majority of clients, market pundits, and especially an increasingly boisterous set of naysayers, have been predicting the bull market’s imminent demise since the day after the 2016 US Presidential Election. While we firmly believe most, if not all, of that negativity and doubt was based on emotion and fear, the resulting upside in equity markets the past 14 months has been all about momentum and “not missing the trade.” As such, we counsel clients to take a step back and objectively consider what has occurred since the most recent peak in US stocks on January 26, 2018. Pretty much the same thing – but in the opposite direction – right? Right. The stock market has a way of “cleansing out” the emotion and rhetoric. While we never like to see clients lose money, investors need to remember that pullbacks, corrections, and pauses are vital components to any secular or cyclical bull market. Yes – the bull market is very much alive. This too shall pass. As such, allow the market to do its job and focus on the fundamentals of investing relative to the noise, machines, and emotion.

Conclusion: Time to earn your money = Stay disciplined, avoid the noise, and default to fundamentals.

Investment Strategy Discipline and Perspective to Consider:

- A pullback in US stocks was long overdue – everyone knew it – so avoid feeding the momentum and stop acting surprised
- Fundamental conditions are not ripe for a bear market or recession
- Just because prices are going down does not mean that it is 2008-2009
- There is a very good chance that subsequent rallies and recoveries will be highly doubted
- Avoid the hero complex and instead increase your fundamental stock picking disciplines
- Sector and industry overreactions to the downside may create opportunities
- No change to numbers or ratings – maintaining year-end price and earnings targets for the S&P 500 Index (U.S.) and TSX Index (Canada)

Investment Strategy

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US Strategy –S&P 500 Targets

| Model | 2018E |
|---------------------------------|--------------|
| S&P 500 Price Target | |
| DDM | 2,900 |
| Fair Value P/E | 3,100 |
| EPS Revisions | 2,850 |
| Price Target | 2,950 |
| S&P 500 EPS Target | |
| Macro Regression | \$144 |
| Bottom Up Consensus | \$146 |
| Normalized EPS | \$143 |
| EPS Target | \$158 |
| Implied P/E | 18.7x |

Source: BMO Capital Markets Investment Strategy.

CDN Strategy – S&P/TSX Targets

| Model | 2018E |
|---------------------------------|---------------|
| S&P/TSX Price Target | |
| DDM | 17,675 |
| Fair Value P/E | 17,675 |
| EPS Revisions | 18,900 |
| Price Target | 17,600 |
| S&P/TSX EPS Target | |
| Macro Regression | \$860 |
| Bottom Up Consensus | \$960 |
| Normalized EPS | \$1010 |
| EPS Target | \$980 |
| Implied P/E | 18.0x |

Source: BMO Capital Markets Investment Strategy. 10:28 ET | 10:28 ET

Investment Strategy Discipline and Perspective to Consider

A pullback in US stocks was long overdue – everyone knew it – so avoid feeding the momentum and stop acting surprised...

- The majority of our client interactions the past several months have been dominated by either trying to call the top or diagnose the market's imminent demise.
- The lack of correction and/or price weakness is not unprecedented – as displayed on page 6, Exhibit 9 of our [2018 Market Outlook: The Year Ahead for US and Canada](#) from November 17, 2017.

Fundamental conditions are not ripe for a bear market or recession...

- Earnings are robust, the economy is recovering, and valuation is NOT extreme.
- Please see February 5, 2018, [US Chartbook](#). The majority of sectors and industries in the US market are showing IMPROVING fundamentals.

Just because prices are going down does not mean that it is 2008-2009...

- The problem with most investors we encounter is that most default to 2008-2009 as their base case for market weakness. Nothing could be further from the truth.
- To be clear, the 2008-2009 period was a “once in an every other *generation* event” where a credit crisis combined with a consumer recession.
- There are not fundamental signs of contagion or recession – period.
- Please stop the knee-jerk comparisons whenever stock prices are negative. Those who are soundings alarms such as these are fueling the negativity and discrediting investment strategy analysis and discipline, in our very humble opinion. Please stop.

There is a very good chance that subsequent rallies and recoveries will be highly doubted...

- The likelihood of US stocks returning to “climbing the wall of worry” status is very high in our view when prices begin to recover.
- As such, remain disciplined and default to fundamentals instead of trying to time the market by diagnosing bottoms and tops.

Avoid the hero complex and instead increase your fundamental stock picking disciplines...

- Temptation to “call the bottom” will likely be rampant.
- Investors should instead increase their fundamental stock picking disciplines while focusing on high quality, fundamental value and dividend growth in particular
- Please see February 1, 2018, [Investment Strategy Portfolios](#) and February 1, 2018, [US Strategy Comment: What Higher Interest Rates Mean For Stocks](#)

Sector and industry overreactions to the downside may create opportunities...

- No change to sector opinions in either the U.S. or Canada
- While we continue to believe the best opportunities exist within our overweight sectors, additional emotional selling in US Technology in particular will likely provide fertile ground for bottom fishing.

No change to numbers or ratings – maintaining year-end price and earnings targets for the S&P 500 Index (U.S.) and TSX Index (Canada)...

- S&P 500 Year-End Projections: Price = 2,950; EPS: \$158
- TSX Year-End Projections: Price = 17,600; EPS: \$980

S&P 500 Index Historical Correction Perspective

S&P 500 Correction History (1950- present)

| Start Date | End Date | Duration (days) | Decline | Days since Last correction | Performance Post Correction |
|--------------------------------|-------------------|-----------------|---------------|----------------------------|-----------------------------|
| 6/12/1950 | 7/17/1950 | 35 | -14.0% | | 20.7% |
| 1/5/1953 | 9/14/1953 | 252 | -14.8% | 903 | 31.0% |
| 8/2/1956 | 2/12/1957 | 194 | -14.8% | 1053 | 15.9% |
| 7/15/1957 | 10/22/1957 | 99 | -20.7% | 153 | 28.0% |
| 8/3/1959 | 9/28/1960 | 422 | -13.6% | 650 | 26.9% |
| 1/3/1962 | 6/26/1962 | 174 | -26.4% | 462 | 14.3% |
| 8/22/1962 | 10/23/1962 | 62 | -10.5% | 57 | 22.5% |
| 5/13/1965 | 6/28/1965 | 46 | -9.6% | 933 | 15.3% |
| 2/9/1966 | 10/7/1966 | 240 | -22.2% | 226 | 33.3% |
| 9/25/1967 | 3/5/1968 | 162 | -10.1% | 353 | 23.5% |
| 11/29/1968 | 5/26/1970 | 543 | -36.1% | 269 | 51.2% |
| 4/28/1971 | 8/9/1971 | 103 | -10.7% | 337 | 8.4% |
| 9/8/1971 | 11/23/1971 | 76 | -11.0% | 30 | 28.6% |
| 1/11/1973 | 10/3/1974 | 630 | -48.2% | 415 | 20.8% |
| 11/7/1974 | 12/6/1974 | 29 | -13.6% | 35 | 47.1% |
| 7/15/1975 | 9/16/1975 | 63 | -14.1% | 221 | 30.5% |
| 9/21/1976 | 3/6/1978 | 531 | -19.4% | 371 | 23.1% |
| 9/12/1978 | 11/14/1978 | 63 | -13.6% | 190 | 20.3% |
| 10/5/1979 | 11/7/1979 | 33 | -10.2% | 325 | 18.6% |
| 2/13/1980 | 3/27/1980 | 43 | -17.1% | 98 | 43.1% |
| 11/28/1980 | 8/12/1982 | 622 | -27.1% | 246 | 54.3% |
| 10/11/1983 | 7/24/1984 | 287 | -13.2% | 425 | 30.3% |
| 8/25/1987 | 12/4/1987 | 101 | -33.5% | 1127 | 20.9% |
| 7/16/1990 | 10/11/1990 | 87 | -19.9% | 955 | 15.8% |
| 2/2/1994 | 4/4/1994 | 61 | -8.9% | 1210 | 23.9% |
| 2/18/1997 | 4/11/1997 | 52 | -9.6% | 1051 | 45.2% |
| 7/17/1998 | 8/31/1998 | 45 | -19.3% | 462 | 34.5% |
| 3/24/2000 | 10/9/2002 | 929 | -49.1% | 571 | 20.9% |
| 11/27/2002 | 3/11/2003 | 104 | -14.7% | 49 | 44.6% |
| 2/11/2004 | 8/12/2004 | 183 | -8.2% | 337 | 12.9% |
| 10/9/2007 | 3/9/2009 | 517 | -56.8% | 1153 | 68.1% |
| 4/23/2010 | 7/2/2010 | 70 | -16.0% | 410 | 33.3% |
| 4/29/2011 | 10/3/2011 | 157 | -19.4% | 301 | 16.9% |
| 10/28/2011 | 11/25/2011 | 28 | -9.8% | 25 | 22.5% |
| 4/2/2012 | 6/1/2012 | 60 | -9.9% | 129 | 14.7% |
| 9/14/2012 | 11/15/2012 | 62 | -7.7% | 105 | 19.7% |
| 5/21/2015 | 2/11/2016 | 266 | -14.2% | 917 | 25.7% |
| 1/26/2018 | 2/5/2018 | 10 | -7.8% | 715 | |
| Average | | 201 | -18.6% | 460 | 27.8% |
| Average ex Bear Markets | | 129 | -12.9% | 422 | 25.9% |
| Max | | 929 | -7.7% | 1210 | 68.1% |
| Min | | 28 | -56.8% | 25 | 8.4% |

Fundamental Data During Corrections (starting in 1990)

| Start Date | End Date | 10Y Constant Maturity Yield | | TTM PE | | %Chg in Real Gdp vs Prior Period Annualized | | |
|------------------|-------------------|-----------------------------|-------------|-------------|-------------|---|----------|-------------|
| | | Start Date | End Date | Start Date | End Date | Start Date | End Date | End Date |
| 7/16/1990 | 10/11/1990 | 8.44 | 8.92 | 16.0 | 13.5 | 1.6 | | 0.1 |
| 2/2/1994 | 4/4/1994 | 5.77 | 7.16 | 22.8 | 20.2 | 5.4 | | 4.0 |
| 2/18/1997 | 4/11/1997 | 6.28 | 6.98 | 21.1 | 18.8 | 4.3 | | 3.1 |
| 7/17/1998 | 8/31/1998 | 5.51 | 5.05 | 27.1 | 21.8 | 3.9 | | 3.9 |
| 3/24/2000 | 10/9/2002 | 6.2 | 3.61 | 30.6 | 17.3 | 7.1 | | 2.0 |
| 11/27/2002 | 3/11/2003 | 4.26 | 3.6 | 20.7 | 17.3 | 2.0 | | 0.3 |
| 2/11/2004 | 8/12/2004 | 4.05 | 4.27 | 21.3 | 17.4 | 4.8 | | 3.0 |
| 10/9/2007 | 3/9/2009 | 4.67 | 2.89 | 17.5 | 11.1 | 2.7 | | -8.2 |
| 4/23/2010 | 7/2/2010 | 3.84 | 3 | 18.4 | 14.1 | 1.7 | | 3.9 |
| 4/29/2011 | 10/3/2011 | 3.32 | 1.8 | 15.8 | 12.2 | -1.5 | | 0.8 |
| 10/28/2011 | 11/25/2011 | 2.34 | 1.97 | 14.3 | 12.8 | 0.8 | | 0.8 |
| 4/2/2012 | 6/1/2012 | 2.22 | 1.47 | 14.9 | 13.4 | 2.7 | | 2.7 |
| 9/14/2012 | 11/15/2012 | 1.88 | 1.58 | 15.2 | 13.9 | 1.9 | | 0.5 |
| 5/21/2015 | 2/11/2016 | 2.19 | 1.63 | 19.2 | 16.8 | 3.2 | | 0.5 |
| 1/26/2018 | 2/5/2018 | 2.66 | 2.77 | 23.4 | 21.5 | 2.6 | | 2.6 |

Source: BMO Investment Strategy Group, FactSet, Bloomberg.

Source: BMO Investment Strategy Group, FactSet, Bloomberg
 Bear markets in bold. Current period (red) priced as of yesterday assuming correction started at peak on 1/26/18.

TSX Index Historical Correction Perspective

S&P/TSX Correction History (1976- present)

| S&P/TSX Correction History (1976 to present) | | | | | |
|--|-------------------|-----------------|---------------|----------------------------|-----------------------------|
| Start Date | End Date | Duration (days) | Decline | Days since Last Correction | Performance Post Correction |
| 5/13/1976 | 11/30/1976 | 201 | -16.8% | | 26.7% |
| 10/5/1979 | 10/25/1979 | 20 | -15.7% | 1039 | 43.5% |
| 3/3/1980 | 3/27/1980 | 24 | -22.0% | 130 | 41.1% |
| 11/28/1980 | 7/8/1982 | 587 | -44.0% | 246 | 75.3% |
| 9/12/1983 | 7/24/1984 | 316 | -20.4% | 431 | 25.0% |
| 8/13/1987 | 10/28/1987 | 76 | -31.0% | 1115 | 19.9% |
| 10/6/1989 | 10/16/1990 | 375 | -25.5% | 709 | 17.1% |
| 1/16/1992 | 10/14/1992 | 272 | -12.8% | 457 | 29.0% |
| 3/23/1994 | 6/24/1994 | 93 | -14.1% | 525 | 18.9% |
| 3/10/1997 | 4/14/1997 | 35 | -10.3% | 990 | 27.0% |
| 10/7/1997 | 1/15/1998 | 100 | -12.2% | 176 | 23.6% |
| 4/22/1998 | 10/5/1998 | 166 | -31.8% | 97 | 53.9% |
| 3/24/2000 | 4/14/2000 | 21 | -15.7% | 536 | 34.4% |
| 9/1/2000 | 10/9/2002 | 768 | -50.0% | 140 | 24.9% |
| 4/19/2006 | 6/13/2006 | 55 | -12.7% | 1288 | 30.6% |
| 7/19/2007 | 8/16/2007 | 28 | -12.2% | 401 | 13.8% |
| 10/31/2007 | 1/21/2008 | 82 | -17.0% | 76 | 24.0% |
| 5/20/2008 | 3/9/2009 | 293 | -49.7% | 120 | 35.8% |
| 4/5/2011 | 10/4/2011 | 182 | -21.7% | 757 | 14.0% |
| 2/28/2012 | 5/18/2012 | 80 | -11.5% | 147 | 15.4% |
| 9/3/2014 | 12/15/2014 | 103 | -11.4% | 838 | 11.4% |
| 4/15/2015 | 1/20/2016 | 280 | -23.3% | 121 | 18.1% |
| 1/4/2018 | 2/5/2018 | 32 | -6.6% | 715 | |
| Average | | 189 | -21.9% | 492 | 28.3% |
| Average ex Bear Markets | | 125 | -15.2% | 556 | 23.7% |
| Max | | 768 | -10.3% | 1288 | 75.3% |
| Min | | 20 | -50.0% | 76 | 11.4% |

Source: BMO Investment Strategy Group, FactSet, Bloomberg.
 Bear markets in bold. Current period (red) priced as of yesterday assuming correction started at peak on 1/4/2018.

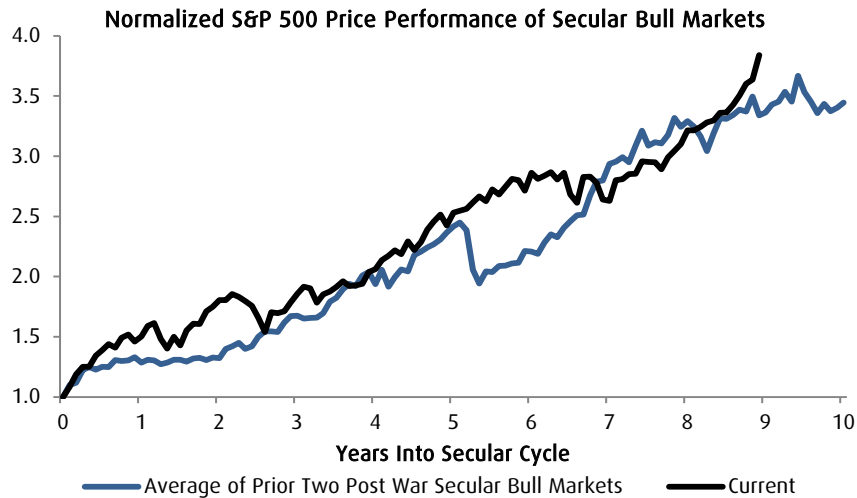
Fundamental Data During Corrections (starting in 1997)

| Start Date | End Date | 10Y Constant Maturity Yield | | TTM PE | | %Chg in Real Gdp vs Prior Period Annualized | |
|------------------|------------------|-----------------------------|-------------|-------------|-------------|---|-------------|
| | | Start Date | End Date | Start Date | End Date | Start Date | End Date |
| 3/10/1997 | 4/14/1997 | 6.56 | 6.98 | 13.5 | 12.2 | 3.2 | 5.4 |
| 10/7/1997 | 1/15/1998 | 5.94 | 5.48 | 15.2 | 15.9 | 4.9 | 3.9 |
| 4/22/1998 | 10/5/1998 | 5.68 | 4.16 | 22.0 | 18.0 | 5.7 | 3.8 |
| 3/24/2000 | 4/14/2000 | 6.2 | 5.85 | 29.1 | 22.7 | 5.8 | 6.5 |
| 9/1/2000 | 10/9/2002 | 5.68 | 3.61 | 33.7 | 19.2 | 4.9 | 3.5 |
| 4/19/2006 | 6/13/2006 | 5.04 | 4.97 | 19.8 | 17.0 | 3.2 | 3.2 |
| 7/19/2007 | 8/16/2007 | 5.04 | 4.6 | 19.4 | 16.9 | 3.9 | 3.9 |
| 10/31/2007 | 1/21/2008 | 4.48 | 3.66 | 19.2 | 15.7 | 1.7 | 0.6 |
| 5/20/2008 | 3/9/2009 | 3.78 | 2.89 | 20.2 | 8.9 | 0.2 | -4.5 |
| 4/5/2011 | 10/4/2011 | 3.5 | 1.81 | 20.2 | 12.9 | 3.0 | 5.7 |
| 2/28/2012 | 5/18/2012 | 1.94 | 1.71 | 15.8 | 13.9 | 3.2 | 0.1 |
| 9/3/2014 | 12/15/2014 | 2.41 | 2.12 | 21.2 | 18.3 | 4.9 | 2.9 |
| 4/15/2015 | 1/20/2016 | 1.91 | 2.01 | 22.8 | 19.4 | -0.8 | 0.4 |
| 1/4/2018 | 2/5/2018 | 2.46 | 2.77 | 19.8 | 18.5 | - | - |

Source: BMO Investment Strategy Group, FactSet, Bloomberg.

TWO Charts to Consider

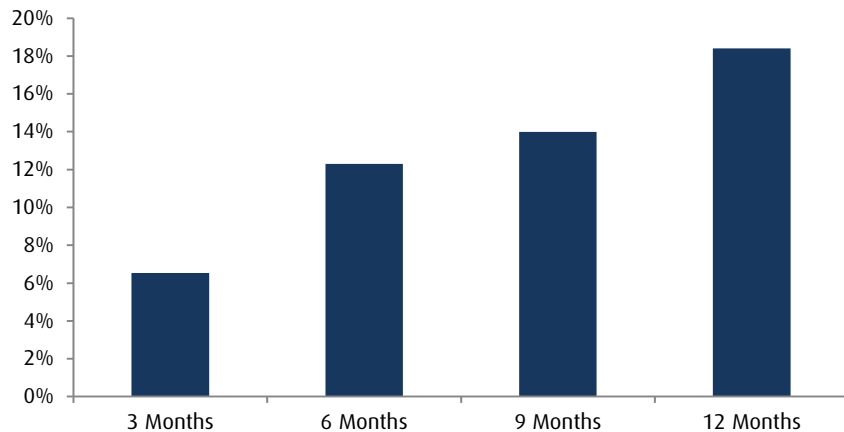
A Pullback in US Stocks Was Long Overdue



Source: BMO Investment Strategy Group, FactSet, Bloomberg.

Market Returns Typically Rebound Following Parabolic VIX Moves

Average S&P 500 Holding Period Returns Following a Parabolic Spike in the VIX



Source: BMO Investment Strategy Group, FactSet, Bloomberg

- We view any pullback in US stock to be healthy and necessary – especially considering the ascent of prices to begin 2018, not to mention the rally since November 2016.
 - ✓ To be clear, our call for a 20-25 year secular bull market remains steadfast.
 - ✓ Based on the path of the two prior secular bulls, the market’s recent ascension was due for a respite.
 - ✓ Translation: It is rarely different this time...
- Spikes in the much balley-hoed and over-examined (in our view) VIX have NOT been seen for several years – that is why the majority of the investing world is overreacting, in our opinion.
 - ✓ Our work shows that stocks post significant gains following subsequent parabolic upward moves in the VIX
 - ✓ Specifically, a potential increase in infrastructure spending will likely lead to higher prices for the raw industrials needed to implement the plans. This is an important data point to monitor, as the Materials sector relative performance has been highly correlated to this data series historically.

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|-----------------|----------------|--------------------|-----------------------|------------------------|--------------------|-----------------------|-------------------|
| Buy | Outperform | 46.2% | 25.2% | 56.4% | 48.8% | 57.6% | 53.9% |
| Hold | Market Perform | 50.7% | 17.0% | 41.9% | 48.0% | 40.9% | 41.1% |
| Sell | Underperform | 3.2% | 10.5% | 1.6% | 3.1% | 1.4% | 5.0% |

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(S) = Speculative investment;

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(April 2013 - October 2016)

http://researchglobal.bmocapitalmarkets.com/documents/2013/rating_key_2013_to_2016.pdf

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