



Global Markets Division US Cyclicals: Timing the Macro Trends

Identifying favorable sectors through macroeconomic tailwinds

Investment Horizon: 12 Months

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Team Overview

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Global Markets



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- Storyline
- Macro Overview
- Sector Screening



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- Consumer Discretionary
- Equity Analysis



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3	Consumer Discretionary	11
4	Financials	17



Macroeconomic Overview I



The Big Picture

Economic Overview



GDP expected to grow 2.1% in 2025, **staying robust** over both halves of the year.

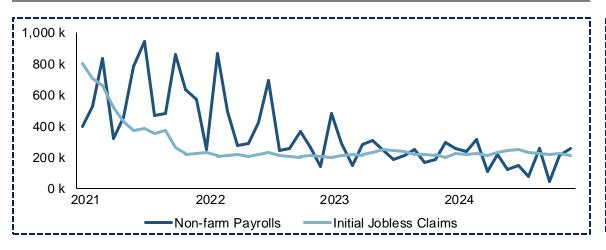


Inflation has come **down from its high**, but still above the Fed's 2% target, while **employment rebounds** from a rocky H2 2024.

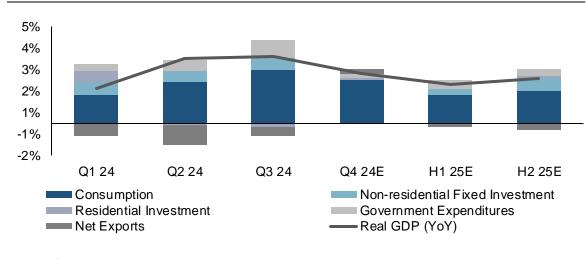


Risks to the Fed's dual mandate **are lower** relative to 2y ago, supported by **cooling wage inflation** and the 100bps of rate cuts.

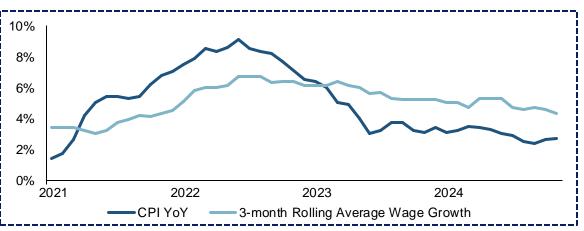
Labor Market



Contributions to Real GDP Growth



Inflation and Wage Growth



Macroeconomic Overview II





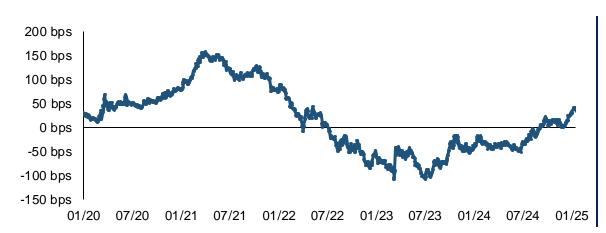




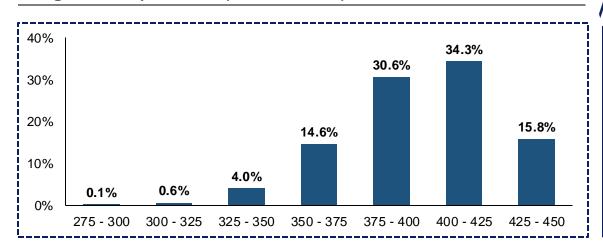
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All About Rates

10Y - 2Y Spread



Target Rate Expectations (10th Dec. 2025)



Higher for Longer?

Rising Yields

- Investors concerned about inflationary pressures
- New administration's economic plans pose further risk
- Yields have seemingly been pushed higher
- Rate cut projections have slowed

A New Normal



Trade tensions with China may mean outflows of Chinese savings into US Treasuries. \$

Geo-political tensions and the unavoidable climate crisis will spur spending, pressuring fiscal prudence.



Al and tech spending pushes capital demand and investment spending.

While the yield curve has started steepening, and long-term rates rise, inflationary risks and deficit scares from the new administration may not be the sole cause. Rather, we may achieve a new normal.

Macroeconomic Overview III









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Threats but Mitigated Risks

Trump 2.0

As promised on the campaign trail, the **Trump administration** is set to implement **significant policy changes** addressing **immigration**, **trade**, and **taxes**.

Immigration

500k unauthorized immigrants expected to be deported per year, threatening a **tighter labor** market.

Taxes

The **Tax Cuts and Jobs Act** expected to be extended. Partially financed by the planned tariffs, the plan raises **inflation risks**.

Tariffs

Trump has threatened a **20%** universal tariff on all goods and up to **60%** on imports from China.

Deregulation

Lift of export bans on LNG, allowing fracking on federal land. Lighter regulatory environment expected, Basel III in question, and a focus on digital assets.

Risks are Limited for 2025

Lessons from 2017



Tariffs set in the first trade war were targeted to intermediate, capital goods, and substitutes.

Policy Implementation



While policies may be implemented right after inauguration, they will not be enacted until late-2025 or early-2026.

Animal Spirits



Business sentiment has risen, furthering capital spending that may have been delayed.

Base Case

Less extreme policies than promised

Gradual implementation of tariffs



Deregulation and TCJA extension

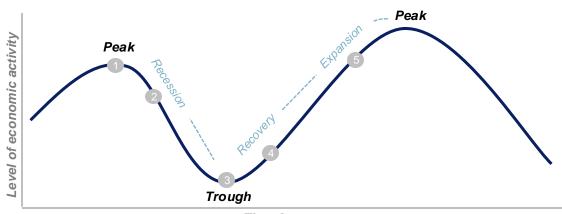
Despite concerns about Trump's economic agenda, policies will not hit early or hard enough to have significant impact on 2025 growth and inflation. The increase in positive sentiment and the wealth-effect from the late 2024 stock market rally should support business investment and consumer spending.

Macroeconomic Overview IV



The Business Cycle

The Cycle



Time frame

Typical Dynamics

Early



Rebounds in GDP and employment, growing credit, profits, increasing sales,

low inventories.

Mid



Peaking growth and profits, strong credit demand, sales and inventories growing.

Late



Slower growth, credit / earnings under pressure, contractionary policy, growing inventories, low sales.

Recession



Falling activity, dried out credit, declining profits, easing policy, with inventories and sales falling.

1 Highest point of output the economy achieves before downturn

Economy shrinks, recession

3 Economy reaches its bottom, economic trough

The economy **resumes its growth** path

The level of economic activity **pushes past** its previous high point

Defying the Economic Cycle



Yield Curve: Historically, a recession has followed **12-13 months** after the near-term spread inverts. While an inversion was seen in Dec. 2022, the **economy has not fallen into a recession.**



Sahm Rule: In the current cycle, the unemployment rate troughed **at 3.4%** in April 2023 **and rose to 4.3%** in July 2024, triggering the Sahm Rule.



The current cycle has defied recession indicators, and displays limited signs of an upcoming one.



The Cycle: Visualized



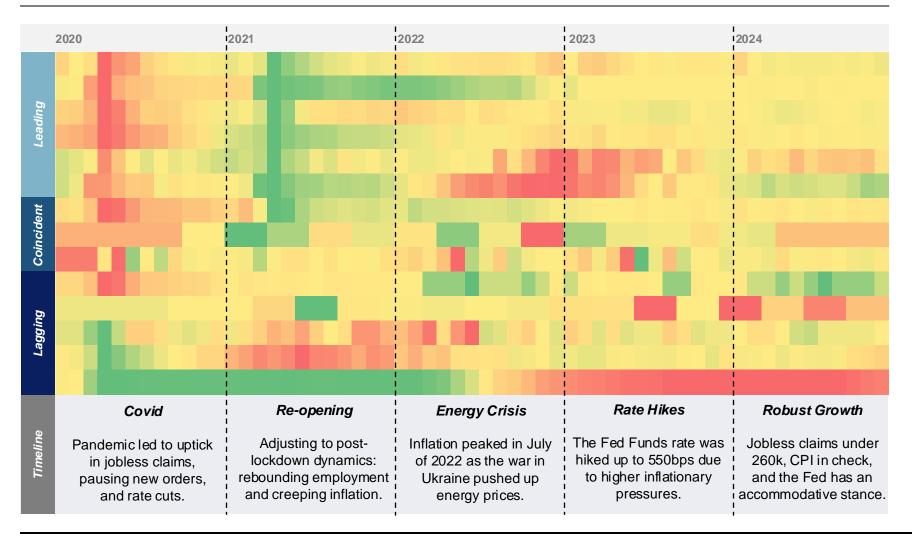






Economic Indicators Point to Expansion

Indicators



The Current Phase: Expansion

Lagging



The LAG's six-month growth rate was -0.5%, suggesting that the "worst" may have already occurred.

Coincident



Improving industrial production, manufacturing and trade sales, payroll employment, and personal income.

Leading



The LEI increased for the first time in Nov 2024 in two years, followed by a decrease in Dec. However, the LEI's 6m and 12m growth rates were less neg.

Sector Screening



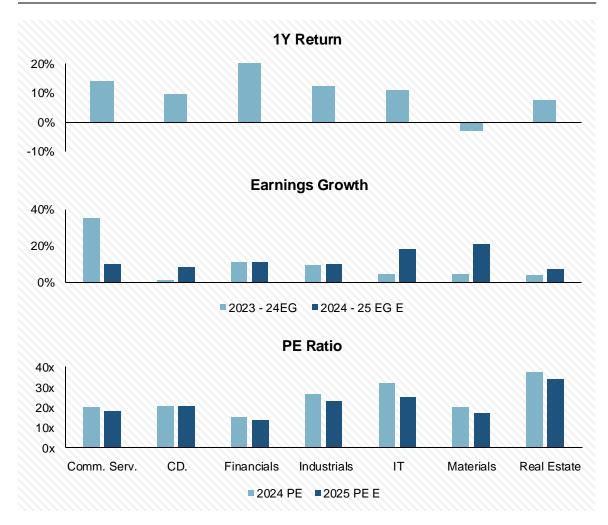






Matching Valuations with Macro Sentiment

Cyclical Prospects



Screening Methodology



US Equities have developed the largest premium to the rest of the world in over a decade. elevating earnings expectations.



The macroeconomic landscape remains robust for 2025 and is set to continue to support select sectors through the extended expansion.



Picking sub-sectors that may **outperform** earnings growth consensus coupled with low relative valuations.

Chosen Sectors





1. Consumer Discretionary

Outpacing expectations over the past year, consumer spending may stay robust in select subsectors due to secular trends. placing the cyclical sector as an opportunistic pick.

2. Financials

Having rallied since the election, the industry is expected to further benefit from incoming policy changes and deal flow, placing the cyclical sector as a safe pick.



Consumer Discretionary







Sector Overview

Overview

Waning sentiment



Declining consumer sentiment and expectations seem to be putting pressure on consumer discretionary spending for next year.

Not cutting back



Difference between net purchase intent and consumption growth indicates that consumers maintain spending despite claiming otherwise.

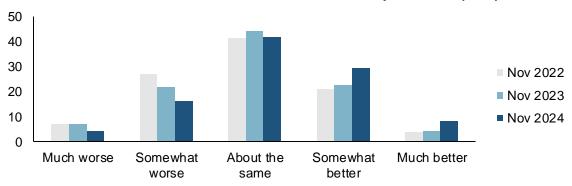
Cash on hand



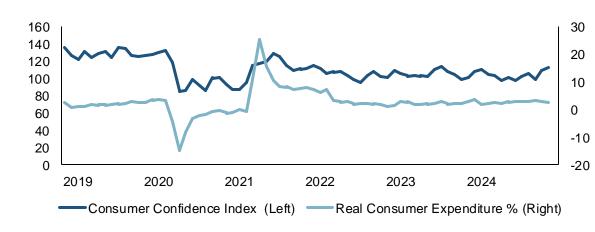
Americans still hold a record amount of liquid assets, further supported by the late 2024 stock rally, exemplifying a resilient consumer.

Household Expectation

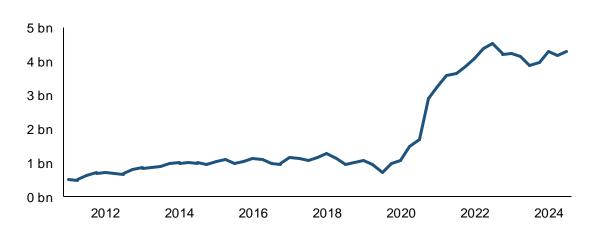




Disconnect Between Consumer Confidence and Spending



Household Checkable Deposits and Currency, USD



Consumer Discretionary

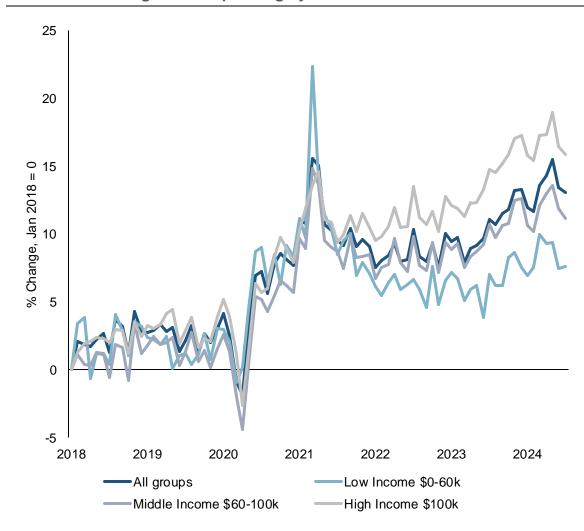






Who is Spending?

Growth of Average Retail Spending by Household Income



High Income Individuals Spur Spending



Spending habits of varying-income households begin to diverge in mid-2021, with middle- and high-income consumers maintaining or increasing their real average spending.



High-income households account for 40% of aggregate consumer expenditure, with their net-worth closely **tied to market performance**.

With higher asset prices consumer net worth increases, driving expenditure up among high-income individuals.

Households: Held Equities as % of Financial Assets



Consumer Discretionary











Favorable Sub-Sectors

Travel & Leisure

72% of US vacationers plan to increase travel spending in 2025 from 2024.

Robust Vacation Spending

Consumers plan
extending vacation
budgets if costs exceed
original budgetary
planning.

Increasing Budgets

The strong USD boosts American's **purchasing power**, increasing attractiveness of foreign destinations.

Strong USD

Apparel & Retail

With **78%** of consumers planning to spend the **same or more**, apparel retailers could see sales growth through the year.

Trends

New styles along with exclusive collections and collaborations are projected to lift full-price sales.

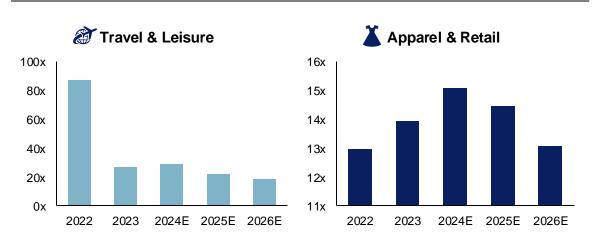
Macro Shifts

Apparel brands have shifted away from China and are supported by lower unemployment.

Increasing Margins

Retailers are leveraging fixed costs, operating efficiencies and balanced inventories.

Sector P/E Ratios



Companies



Consumer Discretionary-Linked Selection





Company Description



Delta Air Lines Inc (DAL) is a major American airline that provides **passenger and cargo air transportation** services to domestic and international destinations. It offers vacation packages, cargo shipping, loyalty programs (SkyMiles), and premium travel experiences.





Atlanta, GA



Employees

95,100





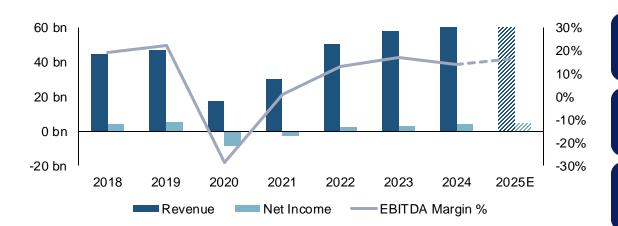


MCap 42,472 mn

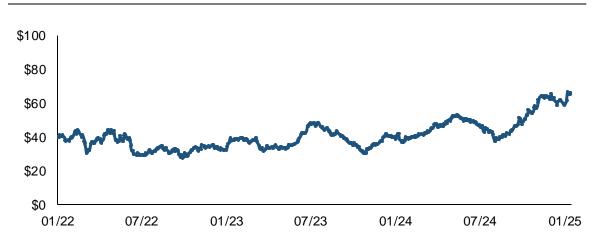
2025 P/E 11x

EPS 7.53

Key Financials, USD



Price Chart



Drivers



Delta remains an innovator with industry-leading loyalty economics, international travel tailwinds, and robust premium product demand.



Fuel costs are expected to decrease due to Trump's "Drill Baby, Drill" commitment and tech developments increase fuel efficiency. Furthermore, fuel prices appear to be exaggerated in analyst models.



Management expects to reinvest \$5bn into the business over the next year, focusing on **increasing premium seat mix** as premium revenue outpaces cabin.

Consumer Discretionary-Linked Selection







Ralph Lauren Corporation

Company Description



Ralph Lauren (RL) is a global fashion brand known for designing, manufacturing, and retailing premium lifestyle products, including clothing, accessories, fragrances, and home furnishings. Ralph Lauren actively invests in virtual shopping experiences and direct-to-consumer online retail.



1967



NYC, NY







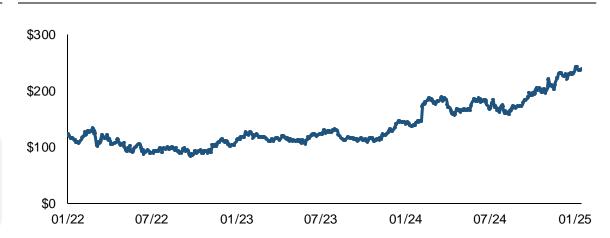


Employees MCap 23,400 14,932.2 mn

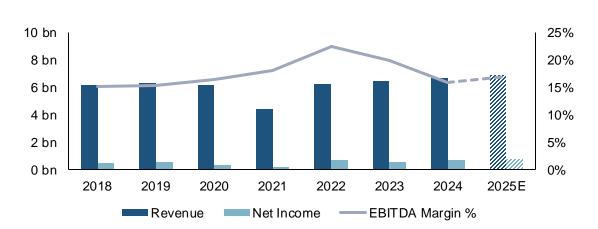
2025 P/E 21x

EPS 11.75

Price Chart



Key Financials, USD



Drivers



RL is adding new, younger, premium customers through social media campaigns along with innovation, collaborations and sponsorships.



The company's "old money" style, expansion across luxe experiences and high-profile sporting-event sponsorship, as well as fashion shows are appealing for individuals that value brand identity.



The company's transformative changes including investments into direct-to-consumer channels, speeding up supply chains, and streamlining expenses are overlooked by investors.

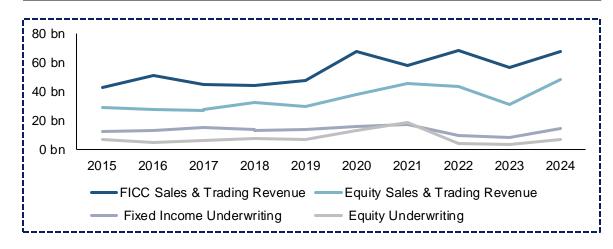


Financials

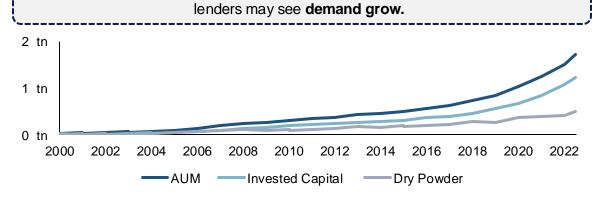
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Sector Overview

Largest US Investment Banks: Trading and IB Fees, USD

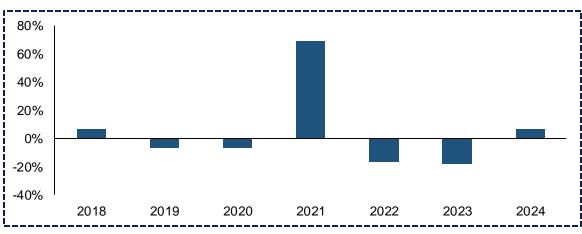


Private Credit Capital Allocations, USD

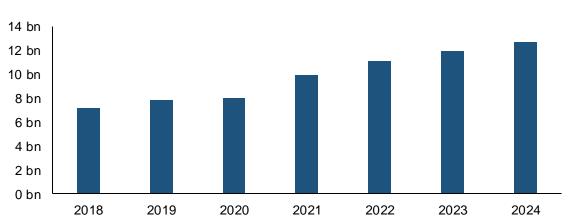


Private credit AUM surged after the rate hikes, but as rates start to decline traditional

M&A Advisory Fee Growth



Payment Services: US Spending Volume, USD



Financials





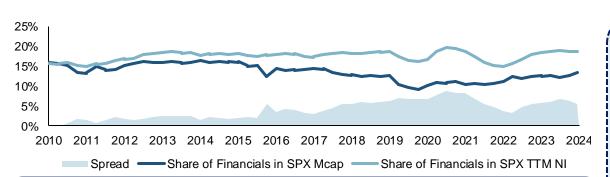






Sector Overview

Valuation



The S&P 500 financials' trailing 12-month share of index earnings is at a wider spread to its market cap spread than its historical average, hinting at underpricing.

Outlook

Fundamentals



Previous rate cuts and rising yields set a favorable outlook for certain financials.

Deregulation



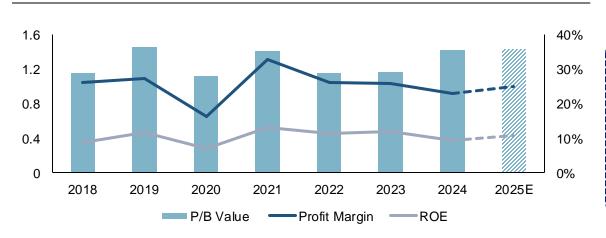
New heads will lead the OCC, FDIC, and CFPB fostering a favorable regulatory environment for financials.

Uptick in Activity



Increased capital markets activity, retail trading activity, and demand for alternative assets.

Profitability of US Banks and Financial Services



Companies

J.P.Morgan

AMERICAN EXPRES

Morgan Stanley

BlackRock.



Blackstone









Financials Selection

W U T I S

Visa Inc.

Company Description



Visa Inc. is a **global payments technology** company, enabling secure, fast transactions through its card products and payment solutions. It also provides payment innovations like mobile payments, contactless tech, and fraud prevention.



1958



Foster City, CA



Employees

26,500



MCap

644,754 mn

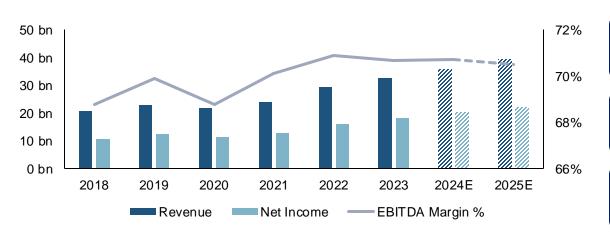




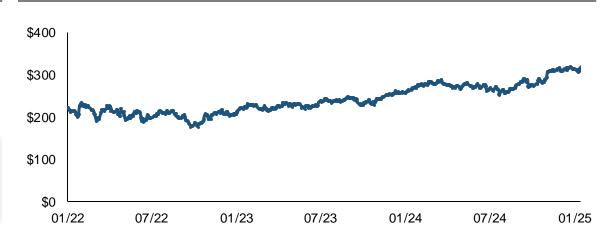
2025 P/E 32x

EPS 11.2

Key Financials, USD



Price Chart



Drivers



Visa benefits from ongoing **technological shifts** and innovation, especially through growing partnerships with fintechs and growing virtual card issuing deals.



The company is **seeing improvements** from its most important growth drivers, namely **value-added services** and **Visa Direct**, especially as concerns over mature cash to card trends rise.



A high-frequency connection exists between **credit card spending** and **stock market returns**, **which may be spurred further through the wealth-effect**.

Financials Selection



J.P. Morgan Chase & Co

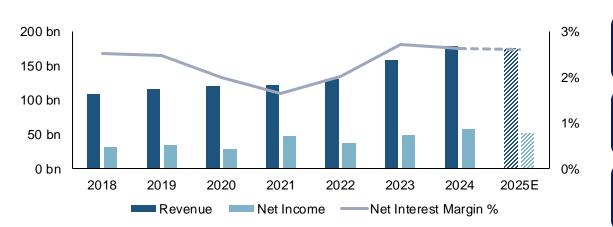
Company Description

J.P.Morgan

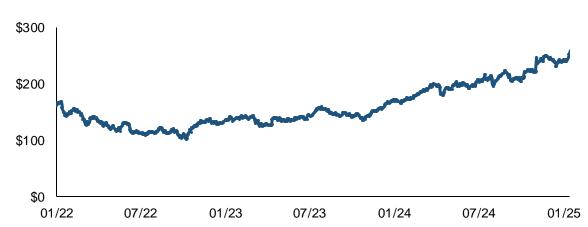
J.P. Morgan Chase & Co (JPM) is a global financial services firm offering investment banking, asset management, and consumer and commercial banking services.



Key Financials, USD



Price Chart



Drivers



JPM is set to benefit from the resilient US economy, exemplified through the **capital markets renaissance** and a projected growth of **20% in IB** fees.



The company will benefit from efforts to loosen the **Basel III regulation** in the US, especially in terms of capital requirements.



A potentially prolonged higher for longer stance by the Fed should support **net interest income** levels and expand **net interest margins**.



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Sources

Source Name	Link	Date of Retrieval	Used for			
Bloomberg Finance L.P.	-	-	Continuous work			
University of Michigan	https://lsa.umich.edu/content/dam/econ- assets/Econdocs/RSQE%20PDFs/UM_R SQE_US_Forecast_Nov24.pdf	30.12.2024	Macroeconomic Overview			
CME Group	https://www.cmegroup.com/markets/interest-rates/cme-fedwatch-tool.html	21.01.2025	Macroeconomic Overview			
Reuters	https://www.thomsonreuters.com/en- us/posts/government/bank-regulation- under-trump/	15.01.2025	Macroeconomic Overview, Financials			
J.P. Morgan Private Bank	https://privatebank.jpmorgan.com/nam/en/ insights/markets-and-investing/why-this- economic-cycle-is-defying-history-and- breaking-the-rules	27.12.2025	Macroeconomic Overview			
J.P. Morgan Asset Management	https://am.jpmorgan.com/content/dam/jpm -am-aem/global/en/2025%20Year- Ahead%20Investment%20Outlook.pdf	26.12.2025	Macroeconomic Overview			
Fidelity Institutional	https://institutional.fidelity.com/app/item/R D 13569 40890/business-cycle- update.html	27.12.2025	Macroeconomic Overview			
The Conference Board	https://www.conference- board.org/topics/us-leading-indicators	18.01.2025	Business Cycle Visualization			

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Sources

Source Name	Link	Date of Retrieval	Used for			
McKinsey & Company	https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/thevalue-now-consumer-making-sense-ofus-consumer-sentiment-and-spending	15.01.2025	Consumer Discretionary			
Federal Reserve Bank of St. Louis	https://fred.stlouisfed.org/series/BOGZ1F L193020005Q	15.01.2025	Consumer Discretionary			
Federal Reserve Bank of St. Louis	https://fred.stlouisfed.org/series/BOGZ1F L153064486Q	15.01.2025	Consumer Discretionary			
Federal Reserve	https://www.federalreserve.gov/econres/notes/feds-notes/a-better-way-of-understanding-the-u-s-consumer-decomposing-retail-spending-by-household-income-20241011.html	16.01.2025	Consumer Discretionary			
Federal Reserve	https://www.federalreserve.gov/econres/notes/feds-notes/private-credit-characteristics-and-risks-20240223.html	17.01.2025	Financials			

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Economic Indicators

	Leading						Coincident			Lagging				
Date	Average workweek, production workers, manufacturing	Jobless Claims	New Orders for Manufacturers for Consumer Goods and Materials	New Orders for Manufacturers for Nondefense Capital Goods Excluding Aircraft	Build Permits for New Private Housing	S&P 500 Stock Index	Industrial Production	Wage return	Manufacturing & Trade Sales (USD, Billions)	Industrial/Mfg Inventory-to-Sales Ratio	Labor unit cost return	СРІ МоМ	Average duration of unemployment	FEDL01 Index
31.01.2020	-1.7	-6.3	-4.0	-8.6	19.5	5 25.7	-2.0	-1.8	-1.3	1.5	1.1	0.	1 21.9	1.
29.02.2020	-0.5	-4.0	-4.9	-9.8	12.0	19.0	-1.1	-1.8		1.5	1.1	0.	20.6	1
31.03.2020	-1.2	1 007.4	-9.9	-11.3	4.1	-5.4	-5.1	-1.8	-1.3	1.6	1.1	-0.	4 17.0	(
30.04.2020	-7.5				-18.7	-4.9	-17.2	-1.8	-0.1	1.9	1.1			
31.05.2020	-5.1	825.6	-20.0	-16.7	-6.5	2.3	-16.0	-1.8		1.8	1.1	-0.	1 10.5	
30.06.2020	-4.3	560.0	-10.3	-12.7	1.7	7.4	-10.6	-1.8	2.2	1.7	1.1	0.	5 14.4	
31.07.2020	-1.9	519.3		-10.3	14.3	7.1	-6.9	-1.8	0.0	1.6	1.1	0.		
31.08.2020	-1.2	321.2			2.7		-6.7	-1.8	1.4	1.6	1.1	0.4		
30.09.2020	-0.7	293.8			10.2		-6.4	-1.8	-0.2	1.6	-0.4	0.		
31.10.2020	0.0	273.8			5.8		-5.0	-0.6	0.1	1.6	-0.4	0.		
30.11.2020	-0.2	231.0		-3.6	12.2		-5.1	-0.6	0.0	1.5	-0.4	0.3		
31.12.2020	0.0	247.2	1.7	0.0	20.2	16.3	-3.7	-0.6	0.1	1.5	-0.4	0.4	4 23.2	
31.01.2021	0.7	296.6		3.4			-2.5		0.0	1.5	-0.4	0.		
28.02.2021	-0.2	259.9		4.8	18.9		-6.1		0.2	1.5	-0.4	0.4	4 27.5	
31.03.2021	1.0		7.0	7.8	27.5		0.6	3.3	1.6	1.5	-1.2	0.		
30.04.2021	8.1						16.1	1.5	0.1	1.5	-1.2	0.		
31.05.2021	5.6				33.4		15.3	1.5	-0.1	1.5	-1.2	0.		
30.06.2021	3.8		2.5		23.8		8.7	1.5	-0.1	1.5		0.8		
31.07.2021	2.0	-71.2	-1.4	10.1	6.9		5.3	-0.9	0.0	1.5	13.5	0.		
31.08.2021	1.0	-59.6	-1.4		15.8		4.3	-0.9	-0.1	1.5	13.5	0.1		
30.09.2021	0.5	-57.7	-2.7	***	0.1		3.2	-0.9	0.0	1.5	-0.6	0.4		
31.10.2021	-0.2	-65.2	-2.1	6.3	6.6		4.0	0.0	0.0	1.5	-0.6	0.9		
30.11.2021	-0.2		-3.6		3.0		4.5	0.0	0.0	1.5	-0.6	0.		
31.12.2021	-0.2	-73.7	-2.9		9.7		3.0	0.0	-0.2	1.5	-0.1	0.		
31.01.2022	-0.2	-71.3	-6.0		1.7		2.4	-0.7	-0.2	1.5	-0.1	0.		
28.02.2022	-0.2	-71.2	-4.1		8.5		6.6	-0.7	-0.3	1.5	-0.1	0.8		
31.03.2022	-0.2	-68.4	-3.2		8.5		4.6	-0.7	-0.1	1.5	0.5	1.		
30.04.2022	-0.2	-61.7	-1.8		5.6		4.6	2.3	-0.5	1.5	0.5	0.4		
31.05.2022	-0.2	-53.9	-2.1	-0.4	1.8		3.8	2.3		1.5	0.5	0.9		(
30.06.2022	-0.2	-46.2	0.2	-1.9	5.3	-8.0	3.2	2.3	1.6	1.5	-0.3	1	22.3	1

V U T I

Economic Indicators

	Leading						Coincident			Lagging				
Date	Average workweek, production workers, manufacturing	Jobless Claims	New Orders for Manufacturers for Consumer Goods and Materials	New Orders for Manufacturers for Nondefense Capital Goods Excluding Aircraft	Build Permits for New Private Housing	S&P 500 Stock Index	Industrial Production	Wage return	Manufacturing & Trade Sales (USD, Billions)	Industrial/Mfg Inventory-to-Sales Ratio	Labor unit cost return	СРІ МоМ	Average duration of unemployment	FEDL01 Index
31.07.2022	-0.2	-40.7	-2.2	-1.9	4.1	-10.4	3.0	-0.3	0.3	1.5	-0.3	0.0	22.2	1.7
31.08.2022	-0.2	-39.9	-1.5	-1.8	-12.9	-6.6	3.1	-0.3	-0.4	1.5	-0.3	0.1	. 22.4	2.3
30.09.2022	-0.2	-43.4	0.0	-3.0	-0.7	-13.4	4.6	-0.3	1.0	1.5	0.4	0.4	20.2	2.6
31.10.2022	-0.2	-27.1	0.2	-3.9	-9.2	-16.5	3.1		0.2	1.5	0.4	0.5	20.8	3.1
30.11.2022	-0.2	-10.4	0.4	-4.7		-16.1	1.8		0.0	1.5	0.4	0.3	21.5	3.8
31.12.2022	-0.2	-3.4	-1.6	-5.4	-26.8	-16.3	0.6	-3.2	0.0	1.5	-0.9	0.1	. 19.4	4.1
31.01.2023	-0.2	-15.3	1.7	-3.3		-13.4	1.5	1.7	-0.2	1.5	-0.9	0.5	20.3	4.3
28.02.2023	-0.2	-0.5	1.7	-3.6	-12.9	-8.0	0.9	1.7	-0.4	1.5	-0.9	0.4	19.3	4.6
31.03.2023	-0.2	6.1	1.5	-5.0		-9.6	0.1	1.7	0.2	1.5	-0.8	0.1	. 19.5	4.7
30.04.2023	-0.2	1.6	1.3	-2.9	-19.9	-6.1	0.3	-0.2	-0.4	1.5	-0.8	0.4	20.9	4.8
31.05.2023	-0.2	7.7	2.7	-3.1	-10.5	2.6	0.0	-0.2		1.5	-0.8	0.1	. 21.2	5.1
30.06.2023	-0.2	17.5	2.3	-3.1	-14.4	11.4	-0.4	-0.2	3.4	1.5	-5.0	0.2	20.7	5.1
31.07.2023	-0.2	5.8	4.1	-3.9	-12.7	15.2	0.0	-0.4	0.3	1.5	-5.0	0.2	20.6	5.1
31.08.2023	-0.2	9.7	4.1	-3.9	2.3	7.2	-0.1	-0.4	-0.5	1.5	-5.0	0.5	20.4	5.3
30.09.2023	-0.2	9.6	3.1	-1.9	-6.1	14.5	-0.2	-0.4	1.0	1.5	-0.5	0.4	21.4	5.3
31.10.2023	-0.2	4.0	0.7	-3.1	-1.7	14.6	-0.8	-0.9	0.0	1.5	-0.5	0.1	. 21.5	5.3
30.11.2023	-0.2	2.8	1.8	-1.9	7.6	13.8	-0.2	-0.9	-0.1	1.5	-0.5	0.2	19.4	5.3
31.12.2023	-0.2	-1.1	1.8	-1.4	9.3	19.7	0.8	-0.3	0.4	1.5	-5.0	0.2	22.2	5.3
31.01.2024	-0.2	3.3	0.6	-3.0	4.5	21.3	-1.2	-0.3	0.1	1.5	-5.0	0.3	20.8	5.3
29.02.2024	-0.2	-3.8	1.1	-2.1	-3.5	22.9	-0.1	0.0	0.1	1.5	-5.0	0.4	20.9	5.3
31.03.2024	-0.2	-4.4	2.2	-1.7	-0.5	30.3	-0.3	0.0	0.3	1.5	-1.4	0.4	21.6	5.3
30.04.2024	-0.2	-3.0	3.6	-2.4	-2.0	24.0	-0.8	-1.4	-0.2	1.5	-1.4	0.3	20.0	5.3
31.05.2024	-0.2	-2.1	3.1	-3.0	-8.7	26.3	0.0	-1.4	0.1	1.5	-1.4	0.0	21.2	5.3
30.06.2024	-0.2	-5.2	2.1	-2.6	-2.6	24.6	0.9	-1.4	-0.1	1.5	-4.0	-0.1	. 20.7	5.3
31.07.2024	-0.2	2.1	1.2	-1.9	-6.3	22.8	-0.5	-1.4	-0.1	1.5	-4.0	0.2	20.6	5.3
31.08.2024	-0.2	-3.2	0.9	-2.7	-6.8	22.9	0.0	-1.4	0.0	1.5	-4.0	0.2	21.0	5.3
30.09.2024	-0.2	3.6	1.1	-2.7	-5.9	27.5	-0.8	-1.4	0.2	1.5	-1.9	0.2	22.6	5.1
31.10.2024	-0.2	8.6	2.2	-1.9	-7.5	35.7	-0.5	-1.4	0.3	1.5	-1.9	0.2	22.9	4.8
30.11.2024	-0.2	0.5	1.5	-1.8	-0.2	33.0	-0.9	-1.4	-0.1	1.5	-1.9	0.3	23.6	4.6

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