

## Global Research Highlights

## Bulls Ride Stronger, Faster Economy

## Investment Strategy

## GDP growth revised higher, and stocks act accordingly

This week our Economics team revised the US outlook in the direction of faster growth in 2024 (2.1% 4Q/4Q). Previously the team expected growth to slow below trend before re-accelerating, but now thinks growth will be more front-loaded. The revisions have been driven by improvement in jobs which has allowed the economy to grow faster than expected. The stronger economic outlook has not gone unnoticed by the market. Stephen Suttmeier reminds us that SPX has rallied 6.8% YTD. Data back to 1928 suggests that when SPX is positive YTD through February, the year is up 80% of the time on an average return of 13.8% which suggests SPX moving higher to 5420. In this pattern the rest of the year (March-December) is up 78% of the time on an average return of 7.8% indicating SPX at 5490. Furthermore, despite the recent run up in stocks, Savita Subramanian's prognosis is that the market likely goes higher from here. Subramanian notes, encouragingly, that earnings and GDP growth have positively surprised in recent quarters and that the market's higher than historical valuation multiple does not necessarily provide an apples-to-apples comparison as it is currently half as levered, higher quality and has lower earnings volatility than prior decades.

## Industrials sector indicators tick up

Michael Feniger is calling attention to an inflection in BofA's Industrial indicators & Surveys, including Ken Hoexter's Truck Shipper Survey and Andrew Obin's Fluid Power Survey, Factory Automation Indicator and Industrial Momentum Indicator, as somewhat promising. The BofA Industrial Momentum Indicator climbed MoM this week, breaking out of its protracted, tight range suggesting light at the end of the tunnel for the US manufacturing malaise. The reason that this inflection is important is because Machinery stock valuation multiples track directionally with the indicators implying that Industrials stocks could follow them higher.

## Survey says help on the way for Apple

Wamsi Mohan has updated his global smartphone survey, conducted across the US, UK, China, and India and believes that a strong refresh cycle will take place in coming years. The new survey results show an elongation of the iPhone refresh cycle with 41% of respondents in Feb 2024 (vs. 36% in Feb of 2022) indicating intent to upgrade their phones every 4 or more years. However, Mohan notes that there are a significant number of iPhone users using older iPhones, where 28% own a phone in the iPhone 13 family, 14% in the iPhone 12 family, and more than 35% in the iPhone 11 family or older. Mohan believes that this large installed base of older iPhones is due for an upgrade and anticipates a strong refresh cycle to take place over the next two years as Generative AI features start to take hold on smartphones.

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## US Economic Viewpoint

## US outlook: Supply-side resilience

**Faster – and more frontloaded - growth**

We revise our US outlook in the direction of faster growth in 2024 (2.1% 4Q/4Q) and slower growth in 2025 (1.8%). We expect a lower peak unemployment rate of 4.1%, but slower disinflation (to 2.6% and 2.3% for core PCE inflation in 2024 and 2025, respectively). Previously we expected growth to slow below trend before re-accelerating. We now think growth will be more front-loaded.

**Supply-side driven resilience continues**

Our revisions continue to emphasize improvement in the economy driven by supply-side factors, particularly the rebound in the labor force. This has allowed the economy to grow faster than expected without putting significant upward pressure on wages or inflation. The “catch-up” effect in employment should persist in 2024, albeit to a lesser degree than in prior years.

**The Fed can still ease in this outlook, just slowly**

Our revisions do not alter our outlook for monetary policy. We expect the Fed to start a gradual cutting cycle in June owing to progress in reducing inflation. By the end of 2025, we expect the target fed funds rate to be reduced to 3.5-3.75% (75p in cuts this year and 100bp of cuts next year). Tapering of runoff should begin in May, with quantitative tightening (QT) ceasing around the end of the year.

**Market pricing is no longer at odds with our outlook**

Markets have reduced the number of expected cuts in recent weeks due to two factors. (1) Activity and inflation that has generally topped expectations. (2) Fed communication that has argued the risk of easing too soon outweighs the risk of easing too late. Currently, markets expect 75bp in rate cuts this year, beginning in June, in line with our forecast.

**Risks to the outlook are balanced**

With these revisions, we think risks to our outlook are now balanced. The upside risks are (1) an elongated “catch-up” effect in employment that keeps consumption elevated, (2) continued momentum in productivity, and (3) the crowding-in of private investment from the Inflation Reduction Act and CHIPS Act. While the downside risks are (1) sticky inflation that keeps the Fed from easing (or prompts risks of rate hikes), (2) geopolitical tensions that cause adverse shocks to commodity prices, or (3) a faster-than-expected wind-down in re-employment trends.

Click [US Economic Viewpoint](#) for full report including important disclosures.

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## US Economic Weekly

## The risk of easing policy too quickly

**Weekly viewpoint: The Fed wants to avoid backtracking**

Fed speakers took to the airwaves to discuss the outlook for monetary policy. The bottom line is the Fed sees risk management considerations as heavily influencing the timing of rate cuts. The Fed sees risks from easing too quickly as outweighing downside risks from maintaining a restrictive stance for too long. The Fed would prefer to avoid backtracking once it starts.

**Confidence to cut depends on underlying inflation**

Underlying inflation is the rate of inflation that should prevail when the economy is functioning normally, with output equal to potential and unemployment equal to the natural rate. We find that underlying PCE inflation fell to 2.8% at end-2023 and trends support a first rate cut in June. A robust economy could lead to delay (See report: [US Economic Viewpoint: What lies beneath: underlying inflation and the confidence to cut](#)).

**Data preview: Soft January spending, firm inflation**

We estimate that nominal personal income rose by 0.2% in January with a decline in hours worked offsetting solid job and wage growth. We forecast a 0.1% decrease in nominal spending on the month. Retail sales ex food services and autos decreased by 0.9% in January, while unit motor vehicle sales declined. Given our forecast of 0.3% headline PCE inflation, we think real spending decreased by 0.4%. These projections suggest that the saving rate increased three tenths to 4.0%.

We expect core PCE inflation to print at a soft 0.4% m/m in January (0.37% unrounded). We see risk that core PCE could round down to 0.3% m/m. Either way, the wedge between core PCE and core CPI is likely to be small this month. If our forecast proves correct, then the six-month annualized rate of core PCE would likely accelerate from 1.9% to 2.4% and the 3-month annualized rate would pick up from 1.5% to 2.5%. Meanwhile, we expect headline PCE inflation to print at 0.3% m/m (0.33% unrounded), and for the y/y rate to decline by two-tenths to 2.4%.

**Data preview: Second estimate of 4Q US GDP**

We expect the second estimate of 4Q US GDP to come in at 3.2% q/q saar after printing at 3.3% in the advance estimate. This is largely due to downward revisions to December retail sales. We expect growth in personal consumption of 2.6% q/q saar versus 2.8% q/q saar. Also, equipment investment estimate was revised lower on account of downward revisions to the December industrial production print. Overall, our expected revisions are minor and the second estimate of US GDP should point to a resilient US economy.

Click [US Economic Weekly](#) for full report including important disclosures.

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IP: Industrial Production

CPI: Consumer Price Index

PPI: Producer Price Index

GDP: Gross Domestic Product

PCE: Personal Consumption Expenditure

FOMC: Federal Open Market Committee



## Chart Blast

## Bullish Jan-Feb Barometer for 2024

## Market Analysis

**January-February Barometer bullish for 2024**

A 1.6% rally for the S&P 500 (SPX) in January generated a bullish January Barometer signal for 2024 (see our report, [Bullish January Barometer supports 5000+ for the S&P 500 in 2024](#)). The SPX continued to rally in February with a 5.2% gain for the month. This triggers a bullish January-February Barometer for 2024.

**SPX up YTD through February suggests 5420-5490**

The SPX has rallied 6.8% YTD. Data back to 1928 suggest that when the SPX is positive YTD through February, the year is up 80% of the time on an average return of 13.8% (SPX 5420) and the rest of the year (March-December) is up 78% of the time on an average return of 7.8% (SPX 5490). When this has happened in Presidential election years, the SPX has been up 10 out of 11 times for the both the year and March-December on average returns of 14.1% (SPX 5440) and 8.2% (SPX 5510), respectively.

**SPX up in both Jan and Feb suggests 5490-5510**

In years when the SPX has traded higher in both January and February, which is the 2024 scenario, the year is up 89% of the time on an average return of 15.6% (SPX 5510) and March-December is up 86% of the time on an average return of 7.8% (SPX 5490). When this has happened in Presidential election years, the SPX has been up 100% of the time (7 out of 7 times) for both the year and March-December on average returns of 15.9% (SPX 5530) and 9.6% (SPX 5580), respectively.

**SPX cup and handle favors upside to 5200 and 5600**

The late 2023 breakout from a bullish cup and handle big base pattern projects a measured move to SPX 5200 and provides a pattern count at SPX 5600 (see our 20 Nov 2023 report, [Big bases + bullish trends = more upside potential](#)). Prior highs and bullish pattern breakout points offer supports near SPX 4800 and SPX 4600 on pullbacks.

**SPDR S&P Retail ETF (XRT) attempts a bullish breakout**

The SPDR S&P Retail ETF (XRT) is coming out of a base from its 2022 and 2023 lows. Holding the 75.77-73.32 area would support this bullish pattern with upside potential to 81.93 (April 2022 peak) and 94 (pattern count). Fibonacci retracement levels also suggest a bullish setup. Holding 74.50-74.00 (key 38.2% retracement levels) would favor upside to 79.80 (50% retracement of the November 2021-September 2022 decline) and 85.60 (61.8% retracement). In addition, the XRT shows signs of a May 2023 into March 2024 head and shoulders bottom versus the SPX that could signal leadership for XRT.

**Investment decisions should not be made prior to reading the research report, which includes important information and disclosures.**

Click [Chart Blast](#) for full report including important disclosures.

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**BofA Technical Strategy notes**

[Stock Flash: Three bulls: FBP, MNDY ar](#)

[Market Analysis Comment: Technical gl](#)

[Market Analysis Comment: Growing YT](#)

[Market Analysis Comment: Nothing ma](#)

**Acronyms**

MA: moving average

SPX: S&P 500

XRT: SPDR S&P Retail ETF

# S&P 500 Relative Value Cheat Sheet

## Why a 95th percentile PE shouldn't keep you up at night

### The S&P 500 is egregiously expensive vs. history

It's hard to be bullish based on valuation: the S&P 500 is statistically expensive on 19 of 20 metrics and is trading at a 95<sup>th</sup> percentile price to trailing earnings ratio based on data back to 1900 (**Exhibit 1.**). Does this portend a market collapse? Statistical valuation models matter in the long-term and suggest lower returns over the next decade (3% p.a., Exhibit 3). But factors like sentiment and surprise matter more for 3- to 12-months. We incorporate all frameworks into our forecasting toolkit. But at a basic level, we question the validity of comparing an index to its younger selves, especially today's S&P 500.

### If today's S&P 500 is apples; '80s '90s & '10s are oranges

The S&P 500 is half as levered, is higher quality and has lower earnings volatility than prior decades. The index gradually shifted from 70% asset-intensive manufacturing, financials and real estate companies in 1980 to 50% asset-light Tech & Health Care. The internal composition of the S&P 500 also recalls the apples to oranges problem: the Magnificent 7 (~30% by mkt cap) trades at half the equity risk premium of the remaining 493. A fair value approach to the index based on long-term trends in earnings and cost of equity would have grossly underestimated S&P 500 returns in recent years.

### Risk premium may rise for seven, but could fall for 493...

Our analysis of prior regimes suggests that closer control of supply chain, a drop in inflation and rate volatility, and ring-fenced refinancing risk could drive the risk premium lower from here for the majority of companies, especially old economy cyclicalists that grew lean and disciplined after being starved of capital for 10+ years. Moreover, today's focus on efficiency/AI rhymes with the 80s' and 90s' shift from labor intensity to labor lightness, a period during which the ERP averaged 250bp, lower than today's level.

### ...and cyclically adjusting earnings is more art than science

We found that a log-linear trendline applied to an earnings time series yields a more accurate normalized earnings forecast than other mathematical methods like Shiller's, etc. But the approach is sensitive to its starting point: S&P 500 normalized earnings estimates for 2025 range from \$220 to \$245 depending on the starting decade. An alternative approach is that of growing trough earnings at a long-term growth rate (8%) which yields \$260. This suggests that the regression approach may be overly punitive.

### Our prognosis: likelier direction for S&P from here is up

Our base case is that normalized earnings are unlikely to plummet from current levels assuming no hard landing and near peak Fed funds rates; encouragingly, earnings and GDP growth have positively surprised in recent quarters. We also assume that the equity risk premium for most of the S&P 500 (ex-Mag 7) could be too high and could settle closer to that of the 80s-90s analog. This realistic good case scenario suggests a fair value for the S&P 500 of ~5500. (See **Exhibit 15** for a full range of outcomes based on different earnings and cost of capital assumptions.)

Click [S&P 500 Relative Value Cheat Sheet](#) for full report including important disclosures.

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# Sell Side Indicator

## Getting warmer

### Strategists nudged up equity allocations in February

Our Sell Side Indicator (SSI) is a contrarian sentiment barometer that tracks sell side strategists' average recommended allocation to equities in a balanced fund. The indicator ticked up 33bp to 54.7% in February as the S&P 500 rose for a fourth consecutive month (+5.2%). The shift to equities was funded by a move out of bonds, with the average bond allocation dropping 33bp m/m to 33.5% (still at an elevated 86<sup>th</sup> percentile since 2006). Cash allocations were unchanged at 2.1%.

### Indicator is now above its long-term average

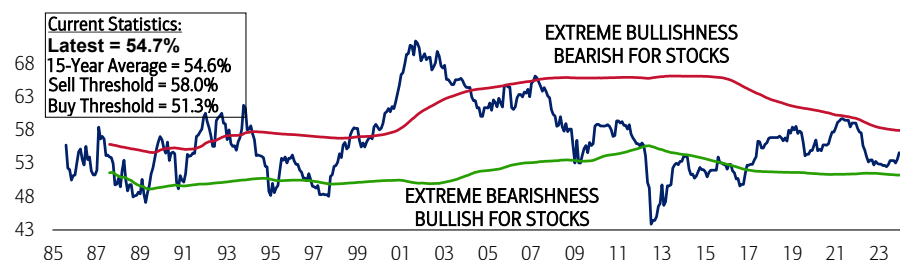
The SSI has been a reliable contrarian indicator – in other words, it has been a bullish signal when Wall Street was extremely bearish and vice versa. The SSI is in “Neutral” territory, a less predictive range than the more extreme “Buy” or “Sell” thresholds. Last month's increase pushed the indicator above its 15yr avg. of 54.6%, moving it a hair's breadth closer to a contrarian “Sell” signal than a “Buy” (3.3 vs. 3.5ppt) for the first time since April 2022. The SSI's current level indicates a price return of +13% over the NTM or 5650 for the S&P 500 by year-end 2024. When we have been here or lower, S&P 500 returns were positive 94% of the time over the next 12m vs. 81% overall.

### Retail sentiment more bullish than bearish

Our SSI signal is firmly “Neutral”, but retail sentiment has grown increasingly bullish. Responses from our recent [survey of Merrill financial advisors](#) were generally optimistic, with only 4% expecting a recession this year and 77% expecting the bull market to continue beyond 2024. On a scale of 1-10, advisors ranked their bullishness over the next 12 months as 7.5, the highest level in our survey history. Moreover, AAIL's bull-bear spread indicates that individual investors are now 25% net bullish, up from a low of 26% net bearish last fall. However, we note that AAIL seems to have little predictive power over the S&P 500's 12m fwd returns, yielding an r-sq of 2% (i.e., no relationship) vs. a higher explanatory power of 24% R-sq for the SSI.

#### Exhibit 1: Equity sentiment ticked up 33bp in February, moving above its 15yr average

Sell Side Indicator, 8/1985-2/2024



**Source:** BofA US Equity & Quant Strategy Note: Buy and Sell signals are based on rolling 15-year +/- 1 standard deviation from the rolling 15-year mean. A reading above the red line indicates a Sell signal and a reading below the green line indicates a Buy signal  
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Disclaimer: The BofA Sell Side Indicator is not a contract, or otherwise relied upon by the client.

AAIL: American Association of Individual Investors

# Machinery, E&C and Waste

## Why indicators perking up matters? The story of 2024 is essentially 2025

Industry Overview

### Downside grabs the attention yet monitor the upside risks

The rally in cyclical industrial Machinery is partly a function of the 'downside risk' being taken off the table: EPS resiliency, secular tailwinds (mega projects) offsetting cyclical headwinds, impressive inventory management (i.e., CAT grew EPS in spite \$900mn inventory de-stock), capex slows yet remains resilient (i.e., large corporates from BHP to Meta still spending). That said, an underrated dynamic is some 'upside risks' starting to emerge. In our view, the story of 2024 is if the cycle can find some legs to drive EPS in '25 – we continue to monitor the upturn in some of BofA's proprietary lead indicators.

### As demand slows, BofA Indicators starting to 'perk up'

Industrial demand is slowing: local rental markets moderating, construction starts weakening, aggregates shipments 'flat to down', etc. In our view, this development is not a surprise post an aggressive tightening cycle & subdued indicators (ISM in contraction for 15 consecutive months). This is why the inflection in BofA's Industrial indicators & Surveys - Ken Hoexter's Truck Shipper Survey, Andrew Obin's Fluid Power Survey, Factory Automation Indicator, Industrial Momentum Indicator – is somewhat promising.

### Manufacturing malaise: light at end of the tunnel...

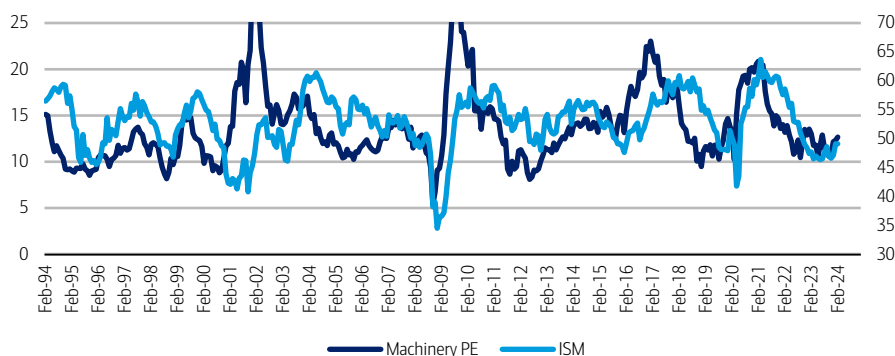
The BofA Industrial Momentum Indicator (published today) climbed MoM, breaking out of its protracted, tight range – Indicator typically leads the PMI by 1-2 months. There are four periods (five including now) where the ISM remained below 50 (contraction) for more than 15 months (see inside). Typically, cyclicals relative performance after those 15 months is positive on a 12-month basis (excluding 1990's). See pages inside.

### ..why does it matter? Indicators go up, multiples go up

While share price performance broke down vs ISM over the last year – a function of a more resilient EPS profile – Machinery multiples still track (directionally) with the ISM.

#### Exhibit 2: Machinery 12 month forward PE vs ISM

Machinery multiples typically rerate in periods when ISM moves higher



Source: BofA Global Research, DataStream, Bloomberg

BofA GLOBAL RESEARCH

Click [Machinery, E&C and Waste](#) for full report including important disclosures.

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ISM = Institute Supply management

PMI = purchasing manager index

## US Semiconductors

## Graphics Update: NVDA leading charge in data center, gaming upcycle still strong

## Industry Overview

## NVDA holding leadership in \$85bn+ accelerator market

We review Q4 GPU/discrete GPU (dGPU) trends (per Mercury), particularly in the data center, which now drives the market for NVDA/AMD. Indeed, data center sales on track to be >85% of NVDA sales (vs. ~25% five years ago) and ~50% for AMD (vs. 10%-15% five years ago). Though visibility highly limited into data center GPU ordering trends, we note major takeaways from latest Mercury data: 1) GPU silicon units in Q4 reached >900k (up >100% YoY), with NVDA commanding nearly 95% market share (with share >97% at a system level given higher ASPs); 2) Hopper (H100/HGX platform) products vast majority of overall NVDA data center revenue, with A100 mix continuing to decline (though still meaningful) and L40S SKUs ramping (though still small); 3) Given current Hopper mix, Mercury believes NVDA GPU silicon sales (~850k) increased >20% QoQ, driven by continued H100 (and L40S) units; 4) AMD data center GPU revenue surged to ~\$400mn in Q4 (vs. ~\$75mn over past 3qtrs) as shipments ramped to support new El Capitan Supercomputer (AMD GPU silicon unit sales estimated to more than triple QoQ). We reiterate Buy on both NVDA and AMD, as we believe there is significant growth ahead for the \$85-\$90bn accelerator market. We note our ~\$180bn TAM (up >2x in 3 years) still below bull case estimates from vendors like AMD (\$400bn).

## Gaming update: Growth ongoing as mix improves

We also update our dGPU tracker for PC gaming, low-end PC, and consoles (~10%-15% of NVDA/AMD sales over next few years). Net-net, for the full year, CY23 dGPU market represented \$10.4bn, up 11% YoY post inventory digestion in CY22 (down more than 30% YoY). In Q4 alone, discrete GPU (dGPU) sales of \$2.9bn increased +3% QoQ (though up a robust 60% YoY), remaining above NVDA's prior \$2.5bn/qtr objective as mix continues to support growth. Q4 dGPU market benefitted from both strong unit growth (+30% YoY) and ASP strength (up >25% YoY). Indeed, per Mercury, mix is improving, with demand at high end of market (RTX 4070/80/90) expanding, while cooling for older products (16xx series, RTX 3050/3060). As we pass the holiday season, we expect Q1 dGPU consumer sales to be down in line with seasonality (~2% QoQ), though we remain only 5 quarters out from recent cycle trough, suggesting gaming upcycle could last into late CY25/26 (representing an approx. 3yr upcycle, in line with past trends).

## Next catalysts: NVDA GTC, Broadcom analyst day

Data center GPU demand should remain at the forefront, with NVDA's GTC kicking off on March 18. Generative Artificial Intelligence (genAI) will be the key theme, and we expect NVDA to provide additional details on its roadmaps across accelerators (GH200, B100, x100, etc.) and networking (Spectrum-X, BlueField). Indeed, we expect much focus to be placed on the B100 and possible price increases (expectations could be in range of 20%-30% increase vs. current H100 priced at ~\$30k). On 3/20, Broadcom will host its Enabling AI in Infrastructure Investor meeting, detailing its critical silicon/networking offerings. We expect further clarity around AVGO's ability to provide customers with leading custom ASICs (\$5.5bn-\$6bn rev runrate) as well as advancements in making Ethernet viable for AI networking (\$2bn rev potential in FY24E).

Click [US Semiconductors](#) for full report including important disclosures.

27 February 2024

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Semiconductors

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## Exhibit 1: GPU Tracker Snapshot

dGPU sales grew 11% in 2023

(\$mn)	2023	2024E	2025E	2026E
<b>Total dGPU</b>	\$10,411	\$11,967	\$13,086	\$14,311
YoY%	11%	15%	9%	9%
<b>PC Gaming</b>	\$10,050	\$11,579	\$12,640	\$13,829
YoY%	15%	15%	9%	9%
<b>Traditl PC</b>	\$362	\$388	\$447	\$483
YoY%	-39%	7%	15%	8%
<b>Console</b>	\$6,680	\$3,953	\$3,717	\$3,659
YoY%	-4%	-41%	-6%	-2%

Source: BofA Global Research estimates

BofA GLOBAL RESEARCH

## Glossary

GPU: graphics processing unit

NVDA: Nvidia

AMD: Advanced Micro Devices

SKU: stock keeping units

ASP: average selling price

GTC: GPU Tech Conference

AI: Artificial Intelligence

PC: Personal computer

TAM: Total Addressable Market

AVGO: Broadcom



## US Biopharmaceuticals

BofA Insights into GLP-1 Market Trends:  
Week of 2/19

Industry Overview

## US GLP-1 scripts up 22% y/y, obesity share now 14%

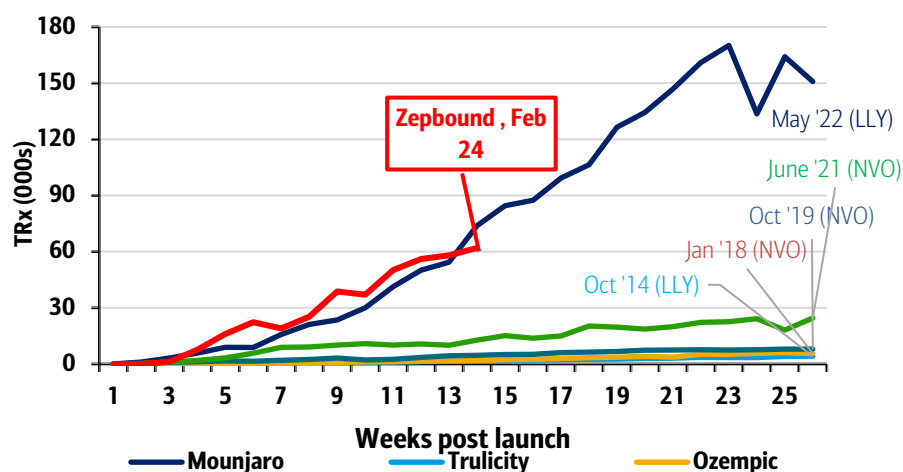
With IQVIA script data including Lilly's (Buy, \$800 PO) Zepbound now available, we're providing insight into market share and demand trends for GLP-1s and diabetes drugs (DPP4, SGLT2, Insulin, Metformin). Data from the week of 2/16 shows continued strong growth, as GLP-1 scripts are up 22% y/y and projected to hold 31% share in the diabetes market for 1Q24E, up from 25% in 1Q23. Our data suggests that 14% of GLP-1 TRx are for Obesity, while 86% are for diabetes. We continue to expect above consensus growth in the space, as we are bullish on adoption from payers and broader obesity uptake.

## Zepbound gives Lilly 37% of obesity market

According to IMS, Lilly's GLP-1 TRx are up +26% y/y for the week of 2/16 following the approval of Zepbound, their obesity focused GLP-1 ([see our note on the approval here](#)). Lilly has 46% share of the overall GLP-1 market, behind competitor Novo's (Covered by Graham Parry and Sachin Jane) 54% share. Moving to Obesity, the fasting growing GLP-1 market, Lilly has 38% share while Novo has 62%. We expect Lilly to see share gains in the coming weeks as Zepbound supply constraints ease and DTC campaigns rollout ([see our note on the importance of online platforms for anti-obesity medications](#)).

## Exhibit 3: GLP-1 Launch Curves

Zepbound has the second TRx of any GLP-1 through its first 14 weeks after launch



Source: IQVIA, Bloomberg

BofA GLOBAL RESEARCH

Investment decisions should not be made prior to reading the research report, which includes important information and disclosures.

Click [US Biopharmaceuticals](#) for full report including important disclosures.

26 February 2024

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## Apple Inc.

# Survey signals incoming iPhone refresh cycle and strong customer loyalty

Maintain Rating: BUY | PO: 225.00 USD | Price: 182.63 USD

## Expect strong refresh cycle to take place in coming years

We update our global smartphone survey, conducted across the US, UK, China, and India. We saw an elongation of iPhone refresh cycle with 41% of respondents in Feb 24 (vs. 36% [from our last published report in Feb 22](#)) indicating intent to upgrade their phones every 4 or more years. However, we also noted a significant number of iPhone users using older iPhones, where 28% own an iPhone in the iPhone 13 family, 14% in the iPhone 12 family, and more than 35% in the iPhone 11 family or older (see Fig 10). We believe the installed base is due for an upgrade and anticipate a strong refresh cycle to take place over the next two years as Generative AI features start to take hold on smartphones. Maintain Buy given multi-year iPhone cycle driven by GenAI, strong services growth, and margin expansion.

## Regained mindshare in China post initial Huawei success

In Sep–Oct 23, iPhone lost mindshare to Huawei in China but quickly regained its preferential status in the region (Fig 8). Customer loyalty for Apple remains strong with 57% of current iPhone users intending to buy an iPhone during their next upgrade, which compares to 55% for Samsung, 43% for Huawei and 33% for Xiaomi (Fig 9).

## Early days for Vision Pro but appealing at a lower price

10% of respondents in the U.S. reported that they are planning on buying the Apple Vision Pro (vs. 8% in UK, 19% in China, and 33% in India). We gauged purchase interest for those that do not plan on buying the Vision Pro at current prices (to determine their desired price points). On average, China respondents have the highest price points of \$2,338 (~16,827 RMB) followed by UK respondents (\$2,124 or £1,673), US respondents (\$2,090), while India respondents have the lowest price point of \$1,741 (~144,333 INR).

## Takeaways for Services and other Apple products

Avg. spending for Apple services increased in the US and the UK with users paying \$31.57 per month (vs. \$28.05 from previous report) in the US, and £24.70 (vs. £22.35 from previous report) in the UK, on average. Interest in Apple Services bundle grew in the US (37% reported interests vs. 34% in our previous report) and in the UK (33% reported interests vs. 32% in our previous report). Plans to upgrade the Apple Watch are highest in India (60%) followed by China (54%), the US (54%), and the UK (20%).

Estimates (Sep) (US\$)	2022A	2023A	2024E	2025E	2026E
EPS	6.11	6.13	6.70	7.59	8.16
GAAP EPS	6.12	6.12	6.70	7.59	8.16
EPS Change (YoY)	8.9%	0.3%	9.3%	13.3%	7.5%
Consensus EPS (Bloomberg)			6.60	7.16	7.79
DPS	0.90	0.94	0.99	1.04	1.09
Valuation (Sep)					
P/E	29.9x	29.8x	27.3x	24.1x	22.4x
GAAP P/E	29.8x	29.8x	27.3x	24.1x	22.4x
Dividend Yield	0.5%	0.5%	0.5%	0.6%	0.6%
EV / EBITDA*	21.4x	22.1x	20.6x	18.6x	17.7x
Free Cash Flow Yield*	3.9%	3.5%	3.6%	3.8%	4.1%

**Investment decisions should not be made prior to reading the research report, which includes the opinion key and other important information and disclosures.** Click [Apple Inc](#) for full report including important disclosures.

28 February 2024

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## Stock Data

Price	182.63 USD
Price Objective	225.00 USD
Date Established	18-Jan-2024
Investment Opinion	B-1-7
52-Week Range	143.90 USD - 99.62 USD
Mkt Val (mn) / Shares Out (mn)	2,823,806 USD / 15,461.9
Free Float	94.0%
Average Daily Value (mn)	9959.87 USD
BofA Ticker / Exchange	AAPL / NAS
Bloomberg / Reuters	AAPL US / AAPLOQ
ROE (2024E)	139.3%
Net Dbt to Eqty (Sep-2023A)	130.5%
ESGMeter™	High

ESGMeter is not indicative of a company's future stock price performance and is not an investment recommendation or rating. ESGMeter is independent of BofA Global Research's equity investment rating, volatility risk rating, income rating, and price objective for that company. For full details, refer to [BofA ESGMeter Methodology](#).

AI: Artificial Intelligence

## Eli Lilly and Company

## Can you take me higher? PO to \$1000

Reiterate Rating: BUY | PO: 1,000.00 USD | Price: 753.68 USD

## Lilly PO to \$1000 on continued diabetes + obesity upside

Lilly remains a favorite name in our Biopharma coverage, even with strong YTD performance (+29%; DRG index: +10%), based on peer-leading revenue growth, margin expansion, and a compelling pipeline. While investors clearly recognize the commercial opportunity for Mounjaro (diabetes) and Zepbound (obesity), we'd argue that additional opportunities in heart disease (HFrEF; phase 3), obstructive sleep apnea (OSA; phase 3), and liver disease (NASH; phase 2) are vastly underappreciated. Indeed, we've added these commercial opportunities to our Lilly model as well as the next-gen GLP-1 oral (orforglipron), which elevates our PO for Lilly to \$1000 (from \$800). We're maintaining a Buy rating as we expect continued strength in shares given a scarcity of high growth stories in Healthcare—we forecast a 5-year CAGR for rev/ EPS of +21% (+2% cons)/ +46% (+5% cons)—along with upward commercial momentum throughout 2024.

## Tirzepatide sales could top \$60B in 2030

Following the addition of label expansions for tirzepatide, we now forecast sales growing to >\$60B in 2030 (from \$15B in 2024). Moreover, when we include next-gen assets, oral (orforglipron; phase 3) and GGG agonist (retatrutide; phase 3), we see global sales for the assets at >\$80B in 2030. We acknowledge there's wood to chop on access/manufacturing capacity, but we'd argue our forecasts are still conservative, as by 2030, we assume <7% of US adults will be on a GLP-1 for obesity (includes competitors).

## Competition is key, but a wide commercial moat for Lilly

While we've seen a slew of new pipeline assets in the incretin space—some with robust clinical results—based on our prescriber discussions, we still see substantial commercial moats that should shape market dynamics. Indeed, we suspect investors discount Lilly + Novo's (covered by Jain + Parry) substantial expertise in the space, which together with a lack of available manufacturing capacity, create very high competitive hurdles.

## Neuroscience, oncology and I&amp;I are additive

Given the robust P&L impact of Lilly's GLP-1 portfolio, its neuroscience, oncology, and I&I segments seem less impactful. That said, these other segments add diversification + optionality and for oncology / I&I, we see an impressive +16% 5-year CAGR.

Estimates (Dec) (US\$)	2022A	2023A	2024E	2025E	2026E
EPS	7.94	6.32	12.70	18.05	26.10
GAAP EPS	6.90	5.80	12.37	17.78	25.83
EPS Change (YoY)	7.4%	-20.4%	100.9%	42.1%	44.6%
Consensus EPS (Bloomberg)			12.51	17.99	24.30
DPS	3.88	4.47	5.14	5.91	6.80
Valuation (Dec)					
P/E	94.9x	119.3x	59.3x	41.8x	28.9x
GAAP P/E	109.2x	129.9x	60.9x	42.4x	29.2x
Dividend Yield	0.5%	0.6%	0.7%	0.8%	0.9%
EV / EBITDA*	86.1x	93.3x	47.4x	34.9x	24.7x
Free Cash Flow Yield*	0.7%	0.1%	1.3%	1.9%	2.8%

**Investment decisions should not be made prior to reading the research report, which includes the opinion key and other important information and disclosures.**

Click [Eli Lilly and Company](#) for full report including important disclosures.

01 March 2024

Equity

## Key Changes

(US\$)	Previous	Current
Price Obj.	800.00	1,000.00
2024E Rev (m)	43,948.7	43,913.7
2025E Rev (m)	51,908.5	52,450.3
2026E Rev (m)	62,693.6	64,584.2
2024E EPS	13.05	12.70
2025E EPS	17.90	18.05
2026E EPS	24.95	26.10
2024E EBITDA (m)	15,654.7	15,696.8
2025E EBITDA (m)	20,909.1	21,369.2
2026E EBITDA (m)	28,599.4	30,191.2
2024E DPS	5.12	5.14

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## Stock Data

Price	753.68 USD
Price Objective	1,000.00 USD
Date Established	1-Mar-2024
Investment Opinion	B-1-7
52-Week Range	309.20 USD - 794.47 USD
Mrkt Val (mn) / Shares	716,120 USD / 950.2
Out (mn)	
Free Float	89.4%
Average Daily Value (mn)	2619.94 USD
BofA Ticker / Exchange	LLY / NYS
Bloomberg / Reuters	LLY US / LLY.N
ROE (2024E)	81.8%
Net Dbt to Eqty (Dec-2023A)	205.2%
ESGMeter™	High

ESGMeter is not indicative of a company's future stock price performance and is not an investment recommendation or rating. ESGMeter is independent of BofA Global Research's equity investment rating, volatility risk rating, income rating, and price objective for that company. For full details, refer to ["BofA ESGMeter Methodology"](#).



## Welltower

## Deep dive: A multiyear senior housing beta trade with an alpha overlay

Reiterate Rating: BUY | PO: 129.00 USD | Price: 91.86 USD

## We are bullish on WELL's growth prospects

Welltower (WELL) offers a best in class operating platform. Investors, however, have long questioned its premium valuation. In this report, we offer an extensive analysis and find 1) its inexpensive given its future growth potential and (2) our analysis shows it could be worth \$217/sh in 2028 (>2x Friday's closing price). Thus, we are raising our one year forward PO to \$129 from \$96, implying upside of 40%. Our view supports WELL's continued inclusion on Spector's Top Pick List & BofA's Global Research US1 list.

## Traditional valuation metrics are misleading

The biggest pushback we hear on the company which invests in healthcare real estate is that it looks expensive. By traditional metrics we agree. However, we think investors need to take a different approach given unique factors including: (1) cyclical: WELL is still recovering from NOI lost during COVID, (2) secular: accelerating demographic demand (see note: [Primer](#)) & (3) Alpha factor: data science, operating platform & capital allocation.

## Our analysis shows the company is not expensive

We take three paths to valuing WELL: (1) a multi-year PEGY analysis to screen for relative value against other high multiple REITs, (2) an earnings scenario analysis with a multiple overlay once earnings reach a new steady state, and (3) a multi-year NAV.

## A premium valuation is warranted

In our view, the company deserves a premium multiple on an absolute basis. WELL has put into place several initiatives over the years that have better positioned the company to capture the demographic wave driving future SH fundamentals. (See inside for more)

## Institutionalizing an asset class equals higher margins

We think the market isn't recognizing the margin expansion opportunity because: A (1) WELL's portfolio initiatives should drive significant margin expansion and (2) growing exposure to Wellness Housing (~60% margin, 55+ housing) will increase overall margins. Upside margin expansion is 48.6% on the SHOP segment (including Wellness Housing).

Estimates (Dec) (US\$)	2022A	2023A	2024E	2025E	2026E
FFO / Share (Reported)	3.33	3.64	4.10	4.89	5.65
GAAP EPS	0.30	0.66	1.28	1.94	2.56
FFO / Share Change (YoY)	3.7%	9.3%	12.6%	19.3%	15.5%
DPS	2.44	2.44	2.53	2.63	2.73
FFO / Share (Normalized)	3.33	3.64	4.10	4.89	5.65
AFFO / Share	2.82	3.11	3.55	4.35	5.11
Valuation (Dec)					
P/FFO (Reported)	27.6x	25.2x	22.4x	18.8x	16.3x
GAAP P/E	306.2x	139.2x	71.8x	47.4x	35.9x
Dividend Yield	2.7%	2.7%	2.7%	2.9%	3.0%
EV / EBITDA	33.8x	28.6x	23.1x	19.5x	16.8x
P/FFO (Normalized)	27.6x	25.2x	22.4x	18.8x	16.3x
P/AFFO	32.6x	29.5x	25.8x	21.1x	18.0x
NAV / Share	61.81	72.09	84.96	NA	NA

**Investment decisions should not be made prior to reading the research report, which includes the opinion key and other important information and disclosures.**

Click [Welltower](#) for full report including important disclosures.

27 February 2024

Equity

## Key Changes

(US\$)	Previous	Current
Price Obj.	96.00	129.00

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REITs Team

BofAS

## Stock Data

Price	91.86 USD
Price Objective	129.00 USD
Date Established	26-Feb-2024
Investment Opinion	B-1-7
52-Week Range	65.18 USD - 94.63 USD
Mrkt Val (mn) / Shares Out (mn)	50,742 USD / 552.4
Free Float	100.0%
Average Daily Value (mn)	236.72 USD
BofA Ticker / Exchange	WELL / NYS
Bloomberg / Reuters	WELL US / WELLN
ROE (2024E)	2.8%
Net Dbt to Eqty (Dec-2023A)	53.6%
ESGMeter™	High

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See Key Terms for definitions of comm

## Price objective basis & risk

### Apple Inc. (AAPL)

Our PO of \$225 is based on approximately 32x our C24E EPS. Our target multiple compares to the 5-year historical range of 16-34x (median 27x). We believe a multiple at the higher end of the historical range is justified given a large cash balance and opportunity to diversify into new end markets, increasing mix and diversity of services.

Downside risks are: a) weaker iPhone 15 cycle on consumer spending risk, b) weaker near-term services trajectory where App Store & Licensing can decelerate, c) gross profit dollars declining y/y next few quarters, d) iPads/Macs reverting to pre-COVID levels, and e) stronger dollar. Other risks are potential trade conflicts, tariffs, longer iPhone replacement cycles, commoditization in the smartphone market, intensifying competition in the tablet market, ability to manage beat and raise expectations for EPS estimates, and requirement to maintain pace of product innovation.

Upside risks are: a) stronger sales of Pro iPhone models which can help average selling price and help the mix of the business, b) est. revisions can be lower vs. peers, c) potential new products (AR/VR), and services (advertising). Other upside risks are stronger than expected iPhone cycle, gross margin upside from better mix of higher end iPhones, tailwinds from lower memory costs, and a faster than expected recovery in emerging markets.

### Eli Lilly and Company (LLY)

Our \$1000 price objective is based on a probability-adjusted net present value (NPV) analysis of franchise verticals including Endocrinology (\$691/share), Oncology (\$135/share), Cardiovascular (\$4/share), Neuroscience (\$14/share), Immunology (\$46/share), other pharmaceutical products and early pipeline assets (\$128/share), as well as approximately -\$17/share in net cash. We use a WACC ranging from 5% for approved products to 8% for pipeline products, depending on the stage of development. We apply terminal values ranging from -12% (cardiology) to 1% (endocrinology) based on projected sales decline following loss of exclusivity within each business vertical.

Risks to our price objective are 1) better-than-expected launches of competing products, 2) emerging clinical data for pipeline assets that does not confirm prior observations, 3) failure to effectively commercialize approved products, 4) potential drug pricing system restructuring in the US.

### Welltower (WELL)

Our \$129 price objective for WELL is now derived by running a 5 year forward analysis of WELL's growth prospects under various scenarios. Our base case implies a share price of \$152 in 2028. Then we discount that share price back using a discount rate of 4.28% (the 10-year Treasury rate as of 02.26.2024) to back into our PO of \$129. Upside risks to our PO are better-than-expected senior housing or medical office building performance, higher-than-forecast dividend growth and lower interest rates. Downside risks to our PO are further public-pay reimbursement cuts, a more competitive acquisitions environment, weaker-than-expected senior housing fundamentals, increased tenant credit risk, and rising interest rates.





# Disclosures

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Underperform	N/A	≥ 20%

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