## Why money market liquidity might be a 2025 story

January 2024

## Why Invest

Global Select Dividend ("GSD") is a concentrated, low-turnover, high active share equity strategy. GSD seeks to offer current income and income growth, as well as capital appreciation with less risk than the broader equity market by investing in companies with the following characteristics:

DVISORY RESEAR

TMENT MANAGEM

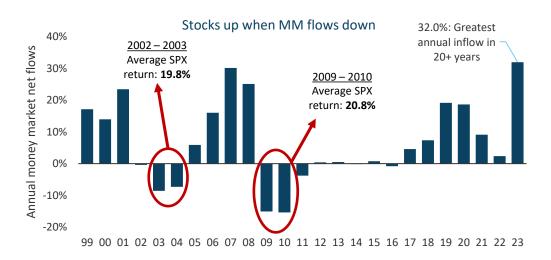
Blue Chip: Focus on high-quality, defensive companies with ample cash flows and consistent aboveaverage levels of return on investment

Capital Discipline: Target capital disciplined companies with ability to sustain and grow dividends

Attractive Valuations: Seek capital appreciation potential by investing in companies trading at a discount to intrinsic value

## Equities benefit when rates fall, and liquidity exits the money market

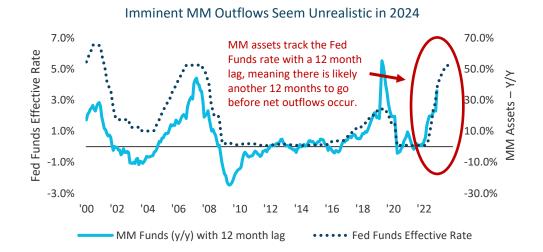
On a calendar year basis, the S&P 500 performed well during years after the end of a Federal Reserve tightening cycle when money market ("MM") flows were negative by at least 7%. Considering 2023 saw the greatest % increase in MM assets since '99, If the current cycle is over, potential MM outflows could support equity performance.



## The money market doesn't appear ready to release its liquidity

Historically, year-over-year change in total MM assets have followed the lead of the Fed Funds Effective Rate. Investors (looking for yield) typically move assets into MM accounts at a slower pace than the Fed changes rates (12-months) and don't exit until after the Fed begins easing conditions.

With the still increasing growth in MM assets, and because of the lagging relationship highlighted below, it seems premature to expect imminent MM outflows in 2024. Maybe 2025...



Past performance is no guarantee of future results. An index is unmanaged and unavailable for direct investment. Source: Bloomberg, Federal Reserve of St. Louis "FRED" as of 12/31/23.

Past performance does not guarantee future results. Investing in securities involves risk, including the possibility of the loss of principal.

Please see Advisory Research's Form ADV Part II, which is available upon request, for more information.

Advisory Research is providing this material for informational purposes only. The information provided is not intended to recommend any company or investment described herein, and is not an offer or sale of any security or investment product or investment advice. Before making any investment decision, you should seek expert, professional advice and obtain information regarding the legal, fiscal, regulatory and foreign currency requirements for any investment according to the laws of your home country or place of residence.

Certain information contained herein constitutes forward looking statements, projections and statements of opinion (including statements of financial market trends). Such information can typically be identified by the use of terminology such as "may", "will", "should", "expect", "anticipate", "project", "estimate", "intend", "continue" or "believe" or comparable terminology. All projections, opinions and forward looking statements are based on information available to Advisory Research as of the date of this presentation, and Advisory Research's current views and opinions, all of which are subject to change without notice. Due to various risks and uncertainties, actual events or results may differ materially from those reflected or contemplated in forward looking statements. Additionally, information and views presented herein may be drawn from third-party or public sources which are believed, but not guaranteed, to be reliable and which have not been verified for accuracy or completeness.

Advisory Research's strategies are actively managed and not intended to replicate the performance of any cited index: the performance and volatility of Advisory Research's investment strategies may differ materially from the performance and volatility of a cited index, and their holdings will differ significantly from the securities that comprise the index. You cannot invest directly in an index, which does not take into account trading commissions and costs.

Advisory Research is an investment adviser in Chicago, IL. Advisory Research is registered with the Securities and Exchange Commission (SEC). Registration of an investment adviser does not imply any specific level of skill or training and does not constitute an endorsement of the firm by the Commission. Advisory Research only transacts business in states in which it is properly registered or is excluded or exempted from registration. A copy of Advisory Research's current written disclosure brochure filed with the SEC which discusses among other things, Advisory Research's business practices, services and fees, is available through the SEC's website at: www.adviserinfo.sec.gov