



Berkshire

DIVIDEND STRATEGY

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“Casual Friday” Commentary

Casual Friday: Div Increase Plus The First Crypto Hunters – February 11, 2022

Good Morning:

A quick note this morning as not much changed this week -- inflation and interest rates are on the rise, and the Fed is growing more hawkish...

Dividend Increase Alert:

Pepsi (PEP) announced plans to increase its dividend 7%

<https://www.marketwatch.com/story/pepsico-to-raise-dividend-by-7-buy-back-10-billion-in-stock-pep-271644492124#:~:text=PepsiCo%20Inc.%20on%20Thursday%20unveiled,effective%20with%20the%20June%20payout.>

Super Bowl Ads: Here Comes Crypto?

A sign of the top?

I'm not sure why the world needs crypto ads but get ready - this year's Super Bowl will feature high ad spend on crypto: <https://www.cbsnews.com/news/super-bowl-2022-ads-cryptocurrency/>

- Huge .com spending for the 2000 Super Bowl pretty much called the March 2000 Nasdaq top...
- Gisele and Jay Z demanding they be paid in Euro's in 2007 (Euro was \$1.41) called that one....
- Matt Damon's creepy crypto ad debuted in mid-October with Bitcoin trading around...64,000

Coincidences?

Maybe there is long term crypto legitimacy (hey some big banks report crypto assets on their balance sheets) but good riddance to rampant hype and speculation surrounding this asset class

And speaking of crypto...was there a 'crypto' craze in 1687?

Last week we shared how financial planning dated back to Mesopotamia in 3,000 BC!
That article has us “nerding out” on some great investment management history:

*“In 1687, **treasure hunter** William Phips returned back from his very successful expedition in search of a sunken ship rumored to be full of diamonds and silver. The ship did have treasure, 32 tons of it. The investors that funded Phips' journey received a 10,000% return on investment, setting off a wave of excitement in London's investment community. There was an explosion in new “sea diving engine” companies that claimed to help treasure hunters stay under water for longer periods of time, theoretically making it easier to find treasure. Almost all of these companies were fraudulent, and none ever replicated Phips' original success. There was also an explosion in IPOs for non-diving related companies, such as the White Paper Company (which rose 3x in 4 years), the Linen Company, and other companies developing “technology” for strange things like “lights used to catch fish.” The crash in 1696 was epic in proportions. In 1693 there were 140 English & Scottish*

companies listed on the exchange. **During the 1696 crash, 70% of those companies were wiped out.**"

Is it me, or does this sound eerily familiar to today's crypto hunters! <https://investoramnesia.com/timeline/the-1690s-ipo-bubble/>

Super Recipes

On a cheerier note...here are 54 Super Bowl recipes from my favorite food website, Food52.com <https://food52.com/blog/24932-best-super-bowl-snacks-recipes>

Warning: you will stop at #2...“bacon fat popcorn”

#You'rewelcome

Have a good weekend!

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