

Covenant
Asset Management, LLC



First Quarter 2021 Investment Perspectives



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Economic and Financial Markets Review & Outlook



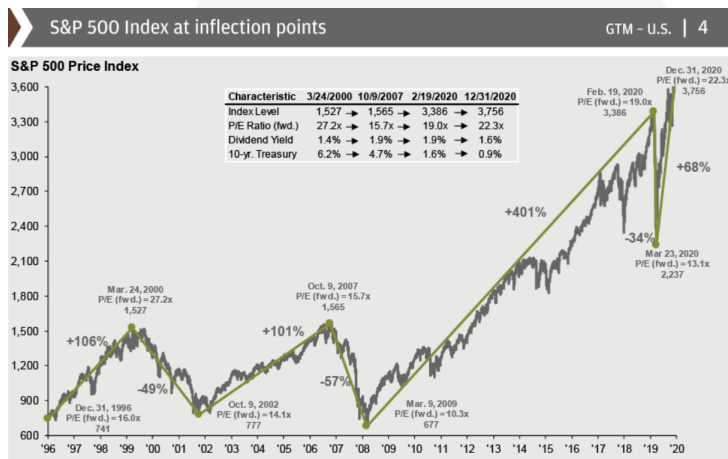
Covenant Asset Management is pleased to offer our latest investment perspectives. In this publication we review 2020 results and highlight key economic, financial and political themes which we expect will drive markets and investment performance in the coming months.

The end of 2020 concludes one of the most memorable years in the lives of anyone alive today. Since the events of last year are still fresh in our minds, we will focus only on those that are most consequential to the economy and financial markets. Covid-19 defined nearly every aspect of our lives and the lingering effects will remain with us well into 2021 and perhaps beyond. In 2020, we witnessed the fastest recession and bear market in history followed by the fastest economic and market recovery ever. After plummeting 32.9% in the second quarter, U.S. GDP soared 33.1% in the third quarter.

Key Themes

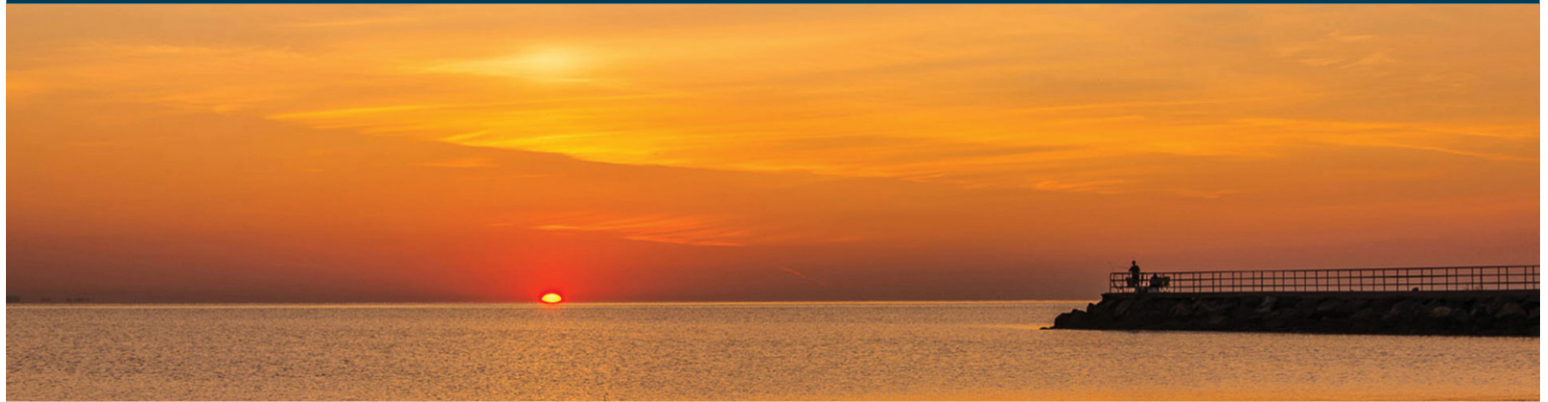
1. The conclusion of 2020 ends perhaps the most unforgettable year in our lifetimes.
2. With a new year, a new President and new Congress comes a shift in policy priorities, including regulatory and legislative changes.
3. Monetary Policy is expected to remain highly accommodative throughout 2021.
4. Covid-19 continues to frame the 2021 outlook for financial markets.

Stocks had a similar rollercoaster ride from mid-February to mid-March when market indices crashed between 35-40% in three weeks and then snapped back to regain all of their losses by the middle of August. By the end of the year, all major stock market indexes had posted solid gains. The DJIA gained 9.7%, the S&P 500 18.4%, the Russell 2000, a small cap index, was up 20% and Nasdaq jumped 45%. Growth-oriented investments far surpassed Value once again, continuing a trend that has lasted nearly 13 years. Investors dove into stocks that were deemed beneficiaries of economic lockdowns. These included much of technology, anything online such as shopping, streaming video, and the virtualization of communications, healthcare and finance. Once vaccines began to be approved, sector performance broadened as investors began to look ahead to the re-opening of more segments of the economy, expected to start around mid-2021. Value and small cap stocks attracted more sponsorship when it became apparent that Joe Biden had won the Presidency and Congress would either be divided or be comprised of the narrowest of Democratic control.



Source: Compustat, FactSet, Federal Reserve, Standard & Poor's, J.P. Morgan Asset Management. Dividend yield is calculated as consensus estimates of dividends for the next 12 months, divided by most recent price, as provided by Compustat. Forward price-to-earnings ratio is a bottom-up calculation based on the most recent S&P 500 Index price, divided by consensus estimates for earnings in the next 12 months (NTM), and is provided by FactSet Market Aggregates. Returns are cumulative and based on S&P 500 Index price movement only, and do not include the reinvestment of dividends. Past performance is not indicative of future returns. Guide to the Market - U.S. Data are as of December 31, 2020.

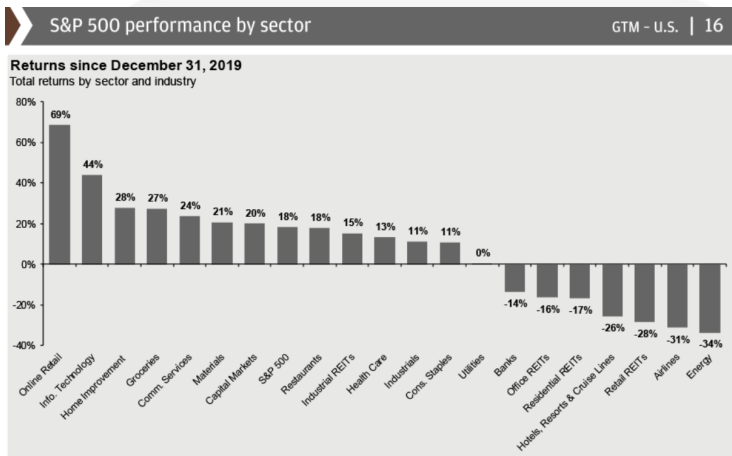
Economic and Financial Markets Review



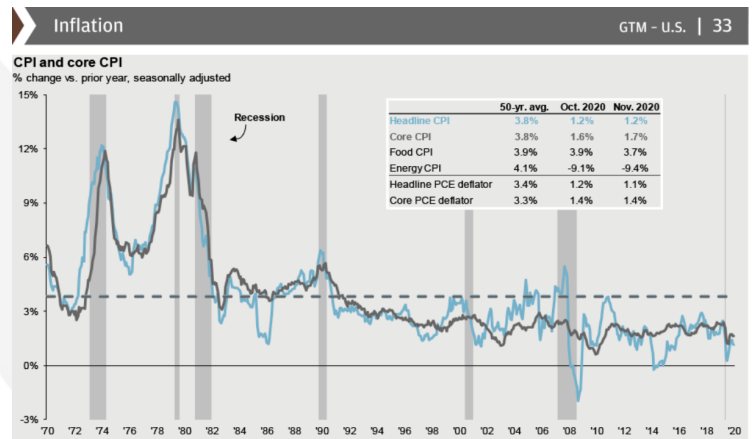
With Georgia's Senate races decided, we now know that Democrats will be in control of both houses of Congress. Investors are betting that, with narrow margins in the House and Senate, significant policy changes are not likely, but major Federal stimulus in the form of Covid-19 relief and infrastructure spending is more possible.

The early focus of the Biden Administration promises to be vaccine distribution and additional Covid-19 aid. However, Democrats are also committed to clean energy legislation and infrastructure spending. In order to pay for the spending required to fund these initiatives, we should expect tax code changes. These changes are likely to include higher income tax rates on the wealthy and on businesses. In addition, higher capital gains and estate tax rates are anticipated. After 4 years of federal regulatory rollbacks, the incoming Administration is expected to utilize regulations to promote its policy agenda in areas such as energy, healthcare and financial services.

Less friendly business policies would ordinarily be a cause of concern for investors. However, in the near-term, these concerns are less important than the massive government aid being sent to individuals and capital markets. The Federal Reserve Bank promises to maintain its zero interest rate policy into 2023 and to continue its asset purchase program throughout 2021, at a minimum. Through its emergency actions since March, the Fed has increased the money supply by more than 25%. Investors have long worried that printing money through quantitative easing during the 2008-2009 financial crisis and during the Covid-19 pandemic would lead to inflation. Inflation as measured by the consumer price index during the entire period from 2008 until the present has remained low. However, asset value inflation is increasingly obvious in the behavior of stock prices and real estate. The price paid for the Fed's actions is a weaker dollar. The long-term consequences are less clear and will depend on the ability of the Federal Government to exhibit spending restraint once the pandemic ends.



Source: FactSet, Standard & Poor's, J.P. Morgan Asset Management. Guide to the Markets - U.S. Data are as of December 31, 2020.



Source: BLS, FactSet, J.P. Morgan Asset Management. CPI used is CPI-U and values shown are % change vs. one year ago. Core CPI is defined as CPI excluding food and energy prices. The Personal Consumption Expenditure (PCE) deflator employs an evolving chain-weighted basket of consumer expenditures instead of the fixed-weight basket used in CPI calculations. Guide to the Markets - U.S. Data are as of December 31, 2020.

Economic and Financial Markets Challenges



As we enter 2021, the stock market continues on a favorable trend line. The market is notoriously forward-looking and typically looks ahead 6-9 months in forecasting important variables such as corporate earnings growth and interest rates. Vaccines are expected to curb the spread of Covid-19, corporate earnings should continue rebounding, and the Fed has assured investors that it won't raise interest rates anytime soon. Large cap growth investing has trounced other size and styles of investing for a very long time. The reason for this is not hard to understand as our economy has rapidly transformed into an information and digital-communications-based one. Companies that provide the infrastructure, hardware, software and services for the digital economy have prospered while those that rely on traditional sectors of the economy have suffered. During the early stages of an economic recovery, it is common for those companies that benefit from the surge in activity to attract investors. After such a wide disparity in performance in 2020, including the previous dozen years, it would not be surprising to experience some reversal during 2021. Value stocks, small cap stocks and foreign stocks may outperform large cap growth stocks in the early months of this year. If market interest rates rise, growth stocks would suffer more as future earnings expectations are not as valuable when discounted at higher rates.

Covenant employs two styles of U.S. equity management, an equity growth and a dividend appreciation style. As with markets over-all, Covenant's Equity Growth Model far exceeded the performance of major stock market indices in 2020, including our own Dividend Appreciation model. However, if markets rotate to traditional parts of

the economy, it may benefit styles such as dividend appreciation more than growth. We encourage clients and investors seeking current income to find it in non-traditional asset classes as opposed to high-grade bonds. These would include REITs, MLPs and high yield stocks and bonds. Proper asset allocation that aligns with your investment objectives and adherence to disciplined investment strategies are the keys to successful investing. Two thousand twenty one again highlighted the pitfalls of attempts at market timing. Had they known in advance all of the events that would transpire during the year, how many investors would have predicted the type of investment results that were experienced by those who merely stayed the course and did not allow their emotions to get in the way? We will have more to say on the concept of market timing in an upcoming blog.

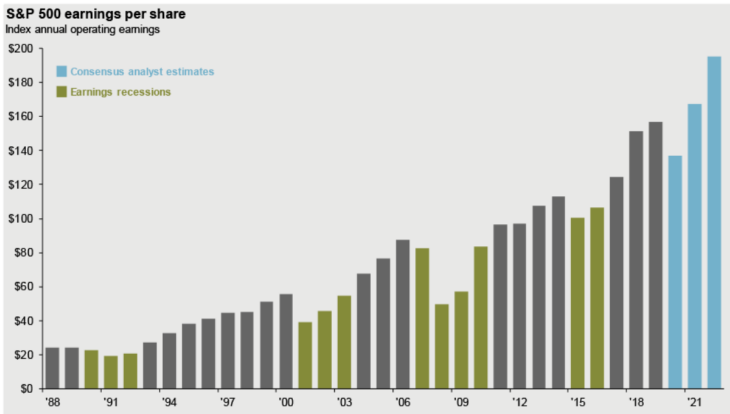
Perhaps now more than anytime in our 21-year history, we are thankful to all of our clients and friends who have been so supportive and encouraging during the past twelve months. We wish each of you a happy, healthy and prosperous 2021 and look forward to speaking with you soon. We are always available for audio and video calls, but we especially look forward to meeting again face-to-face sometime soon!

Economic & Financial Markets Charts



Rather than write extensively about equity valuations, economic statistics and investing principles, we offer the following charts organized by topic and courtesy of J.P. Morgan Asset Management:

Corporate profits GTM - U.S. | 7



Source: Compustat, FactSet, Standard & Poor's, J.P. Morgan Asset Management. Historical EPS levels are based on annual operating earnings per share. Earnings estimates are based on estimates from FactSet Market Aggregates. Past performance is not indicative of future returns. Guide to the Markets - U.S. Data as of December 31, 2020.

J.P.Morgan
Asset Management

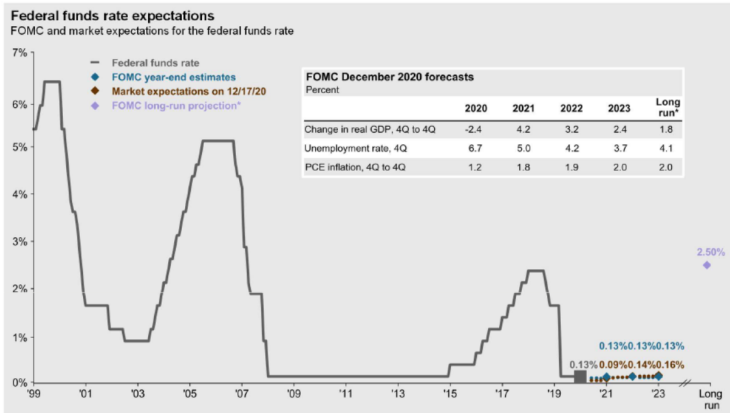
Unemployment and wages GTM - U.S. | 30



Source: BLS, FactSet, J.P. Morgan Asset Management. Guide to the Markets - U.S. Data as of December 31, 2020.

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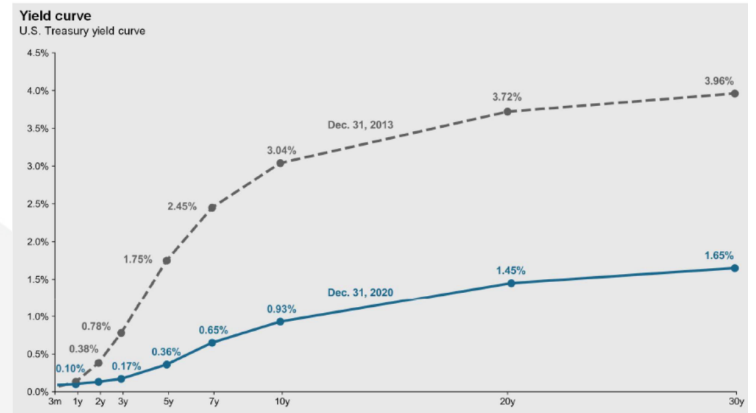
The Fed and interest rates GTM - U.S. | 37



Source: Bloomberg, FactSet, Federal Reserve, J.P. Morgan Asset Management. Market expectations are the federal funds rates priced into the fed futures market as of the following date of the December 2020 FOMC meeting and are through December 2023. *Long-run projections are the rates of growth, unemployment and inflation to which a policymaker expects the economy to converge over the next five to six years in absence of further shocks and under appropriate monetary policy. Guide to the Markets - U.S. Data as of December 31, 2020.

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Yield curve GTM - U.S. | 43



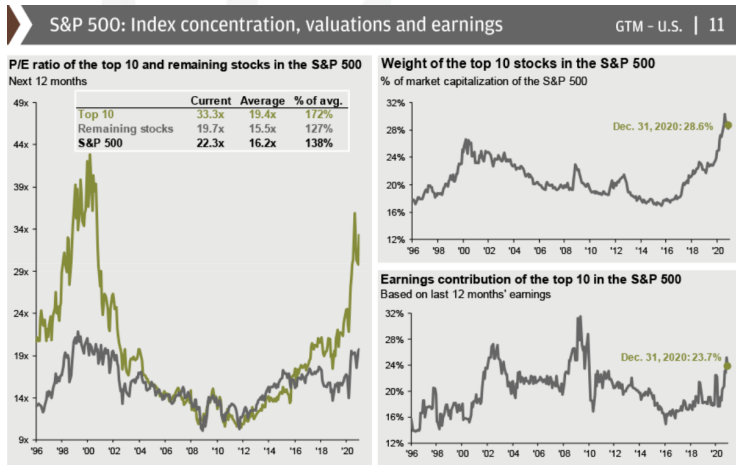
Source: FactSet, Federal Reserve, J.P. Morgan Asset Management. Guide to the Markets - U.S. Data as of December 31, 2020.

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Economic & Financial Markets Charts

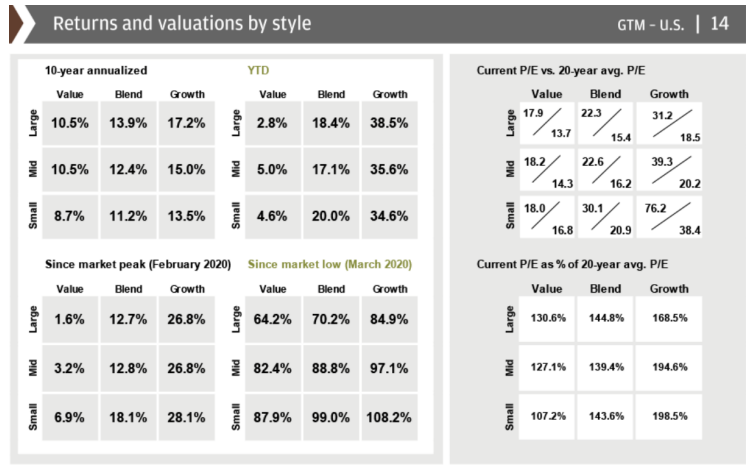


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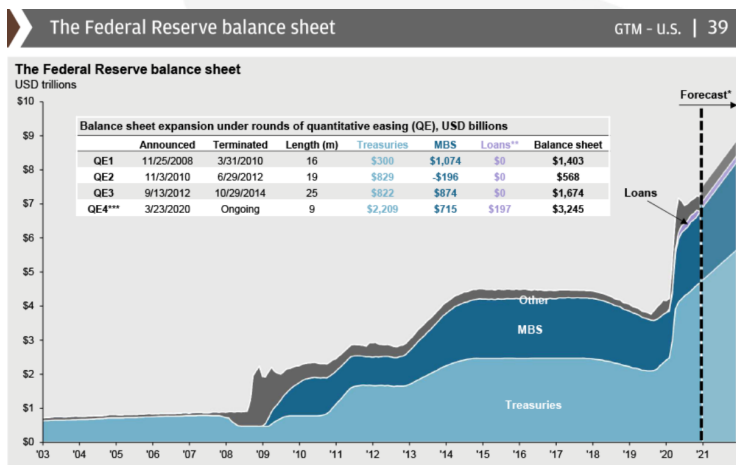
Source: FactSet, Standard & Poor's, J.P. Morgan Asset Management.
The top 10 S&P 500 companies are based on the 10 largest index constituents at the beginning of each month. The weight of each of these companies is revised monthly. As of December 31, 2020, the top ten companies in the index were: AAPL (6.8%), MSFT (5.3%), AMZN (4.5%), FB (2.1%), TSLA (1.7%), GOOGL (1.7%), GOOG (1.6%), BRK.B (1.4%), JNJ (1.3%), JPM (1.2%) and V (1.2%).
Guide to the Markets - U.S. Data as of December 31, 2020.

J.P. Morgan
Asset Management



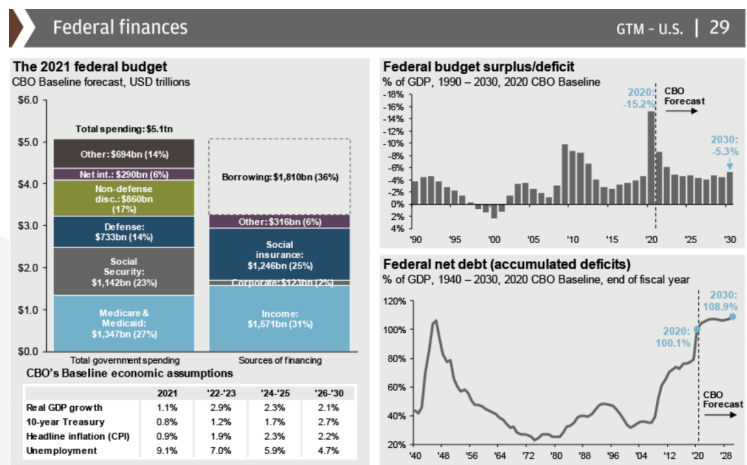
Source: FactSet, Russell Investment Group, Standard & Poor's, J.P. Morgan Asset Management.
All calculations are cumulative total return, including dividends reinvested for the stated period. Since Market Peak represents period from February 19, 2020 to December 31, 2020. Since Market Low represents period from March 23, 2020 to December 31, 2020. Returns are cumulative returns, not annualized. For all time periods, total return is based on Russell style indices with the exception of the large blend category, which is based on the S&P 500 Index. Past performance is not indicative of future returns. The price-to-earnings is a bottom-up calculation based on the most recent index price, divided by consensus estimates for earnings in the next 12 months (NTM), and is provided by FactSet Market Aggregates.
Guide to the Markets - U.S. Data as of December 31, 2020.

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Source: FactSet, Federal Reserve, J.P. Morgan Investment Bank, J.P. Morgan Asset Management.
Currently, the balance sheet contains \$4.4 trillion in Treasuries and \$2.0 trillion in MBS. The end balance sheet forecast is \$5.4 trillion in Treasuries and \$2.5 trillion in MBS by December 2021. *Balance sheet forecast assumes the Federal Reserve maintains its current pace of purchases of Treasuries and MBS through December 2021 as suggested in the December 2020 FOMC meeting. **Loans include liquidity and credit extended through newly established corporate credit facilities in March 2020. Loan figures shown are max usage over the QE period referenced and are not growth of loan portfolio over the period. Other includes primary, secondary and seasonal loans, repurchase agreements, foreign currency reserves, and maiden line securities. ***QE4 is ongoing and the expansion figures are as of the most recent Wednesday close as reported by the Federal Reserve.
Guide to the Markets - U.S. Data as of December 31, 2020.

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Source: CBO, J.P. Morgan Asset Management, (Top and bottom right) BEA, Treasury Department.
2021 Federal Budget is based on the Congressional Budget Office (CBO) September 2020 Baseline Budget Forecast. CBO Baseline economic assumptions are based on the Congressional Budget Office (CBO) July 2020 Update to Economic Outlook. Other spending includes, but is not limited to, health insurance subsidies, income security and federal civilian and military retirement. Note: Years shown are fiscal years (Oct. 1 through Sep. 30).
Guide to the Markets - U.S. Data as of December 31, 2020.

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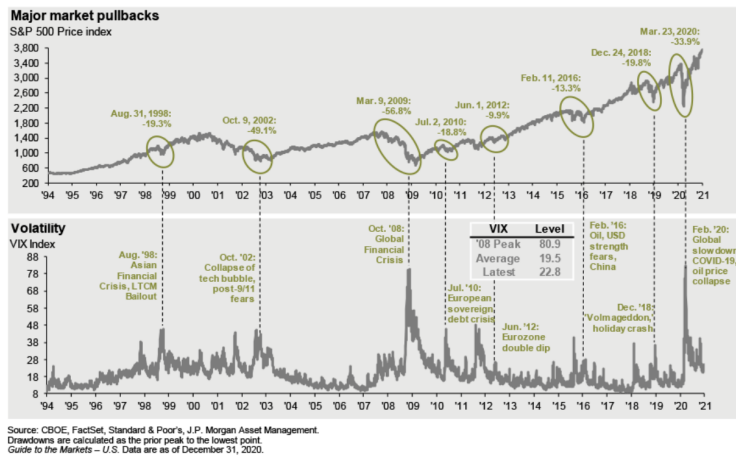
Economic & Financial Markets Charts



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Market volatility

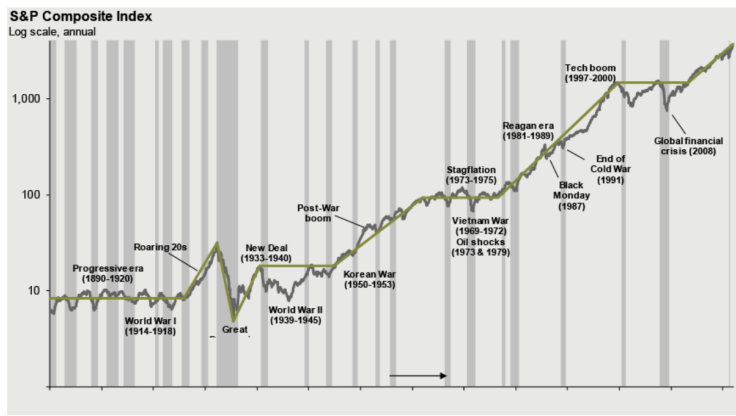
GTM - U.S. | 19



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Stock market since 1900

GTM - U.S. | 21



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*Any performance-related data listed in this report may represent un-audited results compiled by Covenant Asset Management or others. It could be intended to reflect results that are indicative of Covenant's individual client's equity performance who religiously invest according to our model portfolios. This performance data represents past performance and individual client results may vary materially. Past performance does not guarantee future results and current performance may be higher or lower than the performance data quoted.

Factor performance

GTM - U.S. | 17

2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2006-2020	Ann.	Vol.
High Div.	21.1%	17.8%	-25.7%	38.8%	26.9%	14.3%	20.1%	43.2%	17.7%	9.3%	21.3%	37.8%	1.9%	36.3%	29.0%	11.7%	22.5%
Value	19.7%	17.7%	-26.7%	36.9%	18.3%	12.9%	16.8%	38.8%	16.3%	6.6%	16.3%	27.3%	-1.6%	34.4%	27.9%	10.7%	20.3%
Small Cap	18.4%	10.1%	-27.6%	29.8%	18.2%	10.4%	12.9%	37.4%	14.3%	4.0%	15.9%	22.3%	-2.3%	28.1%	20.0%	10.4%	18.8%
Multi-Factor	16.6%	5.9%	-31.2%	27.2%	17.9%	7.5%	15.7%	35.0%	14.8%	2.6%	14.0%	22.2%	-2.9%	28.0%	17.1%	10.1%	17.3%
Defens.	15.9%	4.2%	-33.8%	24.9%	15.9%	7.3%	15.1%	34.8%	14.7%	0.7%	13.7%	21.9%	-5.3%	27.7%	11.4%	8.6%	17.5%
Cyclical	15.0%	1.1%	-35.9%	18.4%	14.7%	6.1%	12.9%	34.3%	13.6%	0.4%	10.7%	19.9%	-5.9%	26.6%	5.9%	9.4%	15.6%
Min. Vol.	15.0%	0.0%	-39.3%	17.0%	14.2%	-2.7%	11.2%	28.9%	13.9%	3.4%	19.2%	-9.7%	25.5%	5.2%	8.9%	15.0%	
Quality	12.8%	-0.8%	-40.9%	17.0%	12.7%	-3.4%	10.7%	28.9%	10.7%	4.4%	7.7%	14.6%	-11.0%	22.9%	1.1%	8.6%	13.7%
Momen.	10.7%	-1.6%	-44.8%	16.5%	12.0%	-4.2%	10.6%	25.3%	4.9%	-6.4%	5.1%	12.3%	-11.1%	21.4%	-0.2%	8.6%	13.1%

Source: FactSet, MSCI, Russell, Standard & Poor's, J.P. Morgan Asset Management. The MSCI High Dividend Yield Index aims to offer a higher than average dividend yield relative to the parent index that passes dividend sustainability and persistence screens. The MSCI Minimum Volatility Index optimizes the MSCI USA Index using an estimated security co-variance matrix to produce low absolute volatility for a given set of constraints. The MSCI Defensive Sectors Index includes Consumer Staples, Energy, Health Care and Utilities. The MSCI Cyclical Sectors Index contains Consumer Discretionary, Communication Services, Financials, Industrials, Information Technology and Materials. Securities in the MSCI Momentum Index are selected based on a momentum value of 12-month and 6-month price performance. Constituents of the MSCI Sector Neutral Quality Index are selected based on stronger quality characteristics to their peers within the same GICS sector by using three main variables: high return-on-equity, low leverage and low earnings variability. Constituents of the MSCI Enhanced Value Index are based on three variables: price-to-book value, price-to-forward earnings and enterprise value-to-cash flow from operations. The Russell 2000 is used for small cap. The MSCI USA Diversified Multiple Factor Index aims to maximize exposure to four factors - Value, Momentum, Quality and Size. Annualized volatility is calculated as the standard deviation of quarterly returns multiplied by the square root of 4. Guide to the Markets - U.S. Data are as of December 31, 2020.

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Asset class returns

GTM - U.S. | 71

2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2006-2020	Ann.	Vol.
REITs	35.1%	33.6%	5.2%	27.5%	8.3%	10.7%	38.9%	28.6%	2.8%	37.8%	1.8%	31.5%	26.9%	2.8%	23.3%	19.1%	23.3%
EM Equity	32.6%	16.2%	1.8%	59.4%	26.9%	7.4%	12.4%	13.7%	1.4%	14.3%	25.6%	6.9%	28.7%	18.7%	8.9%	23.1%	
DM Equity	28.9%	11.6%	-25.4%	32.5%	19.2%	3.1%	23.3%	6.9%	12.9%	21.8%	-4.6%	25.5%	18.4%	7.5%	22.6%	19.1%	
Small Cap	16.4%	7.9%	-26.3%	28.0%	18.8%	2.1%	12.3%	14.3%	5.2%	0.0%	16.8%	14.6%	-4.1%	22.7%	10.8%	19.1%	
Large Cap	15.8%	7.9%	-33.8%	27.2%	15.1%	0.1%	16.3%	7.3%	4.8%	0.4%	11.6%	14.4%	-4.4%	19.5%	8.3%	6.9%	18.8%
Asset Alloc.	15.8%	7.9%	-33.8%	27.2%	15.1%	0.1%	16.3%	7.3%	4.8%	0.4%	11.6%	14.4%	-4.4%	19.5%	8.3%	6.9%	18.8%
High Yield	4.8%	4.8%	-37.0%	25.0%	13.3%	-4.2%	12.2%	9.0%	0.0%	-2.7%	8.3%	8.7%	-11.0%	12.6%	7.0%	5.6%	12.2%
Cash	4.8%	3.2%	-37.7%	18.9%	8.2%	-11.7%	4.2%	-2.0%	-1.8%	-4.4%	3.5%	-11.2%	8.7%	3.0%	4.5%	11.8%	
Fixed Income	4.3%	-1.6%	-37.7%	18.9%	8.2%	-11.7%	4.2%	-2.0%	-1.8%	-4.4%	3.5%	-11.2%	8.7%	3.0%	4.5%	11.8%	
Comdty	REITs	EM Equity	Cash	Cash	EM Equity	Comdty	Comdty	Comdty	Comdty	Cash	EM Equity	Cash	EM Equity	Cash	REITs	Comdty	Cash
	15.7%	53.2%	0.1%	0.1%	18.2%	-1.1%	-9.5%	-17.0%	0.3%	0.8%	14.2%	2.2%	-5.1%	-4.0%	0.6%		

Source: Barclays, Bloomberg, FactSet, MSCI, NAREIT, Russell, Standard & Poor's, J.P. Morgan Asset Management. Large cap: S&P 500, Small cap: Russell 2000, EM Equity: MSCI EME, DM Equity: MSCI EAFE, Comdty: Bloomberg Commodity Index, High Yield: Bloomberg Barclays Global HY Index, Fixed Income: Bloomberg Barclays US Aggregate, REITs: NAREIT Equity REIT Index, Cash: Bloomberg Barclays 1-3m Treasury. The "Asset Allocation" portfolio assumes the following weights: 25% in the S&P 500, 15% in the Russell 2000, 15% in the MSCI EAFE, 5% in the MSCI EME, 25% in the Bloomberg Barclays US Aggregate, 5% in the Bloomberg Barclays 1-3m Treasury, 5% in the Bloomberg Barclays Global High Yield Index, 5% in the Bloomberg Commodity Index and 5% in the NAREIT Equity REIT Index. Balanced portfolio assumes annual rebalancing. Annualized (Ann.) return and volatility (Vol.) represents period from 12/31/05 to 12/31/20. Please see disclosure page at end for index definitions. All data represents total return for stated period. The "Asset Allocation" portfolio is for illustrative purposes only. Past performance is not indicative of future returns. Guide to the Markets - U.S. Data are as of December 31, 2020.

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