

STOCK MARKET

FINANCE

WINNERS FOR THE WEEK ▲

STOCK	SYMBOL	52-wk LOW	52-wk HIGH	PRICE 2/24	PRICE 3/3	CHANGE
-	-	-	-	-	-	-

LOSERS FOR THE WEEK ▼

STOCK	SYMBOL	52-wk LOW	52-wk HIGH	PRICE 2/24	PRICE 3/3	CHANGE
Triple-S Management Corp.	GTS	18.06	27.70	19.17	18.24	-0.93
Popular Inc.	BPOP	26.49	45.96	44.35	43.88	-0.47
OFG Bancorp	OFG	6.26	14.48	13.25	13.00	-0.25
Evertec Inc.	EVTC	12.98	18.60	17.45	17.25	-0.20
First BanCorp	FBP	2.52	7.05	6.48	6.30	-0.18

U.S. STOCKS

	M	T	W	TH	F
DOW	0.08%	-0.12%	1.46%	-0.53%	0.01%
S&P	0.05%	-0.59%	1.37%	-0.26%	0.10%
NASDAQ	0.28%	-0.62%	1.35%	-0.73	0.16

U.S. FUELS AVERAGE PRICE

Regular Gasoline	\$2.307
Premium Gasoline	\$2.825
Diesel	\$2.521

EUR/USD

	M	T	W	TH	F
OPEN	1.0505	1.0546	1.0573	1.0585	1.0560
CLOSE	1.0623	1.0507	1.0548	1.0577	1.0588

USD/JPY

	M	T	W	TH	F
OPEN	112.07	112.69	112.76	113.72	114.39
CLOSE	112.70	112.78	113.73	114.41	114.02

Think Strategically: Warren Buffet's America, Headed for a Correction

BY FRANCISCO RODRÍGUEZ-CASTRO
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This past week, the much-expected and -analyzed letter to stockholders of Warren Buffet's Berkshire Hathaway was published. Buffet, considered the most successful investor in America with a unique folksy manner and down-to-earth persona, is not only impactful but also uncommon. The theme was

his contention that there are "Better Days Ahead for America." Buffet utilizes the analogy and facts of the Great Recession that impacted the United States during 2007-2009. His emphasis, that in the 238-year history of America, it has never paid to bet against the U.S. because America's free market system is the best mechanism for growth and the creation of capital, prosperity and innovation.

With the Dow Jones at 21,000 points this past week, we must remember Buffet's famous quote: "Be greedy when others are fearful." Berkshire's magic is finding undervalued stocks that are friendly to stockholders; this combination is proving more and more difficult to obtain in the current market and with the market-cap-to-GDP ratio at 127.1%, it points to a market correction very soon.

As a matter of reference, at the height of the dot-com boom in 1999, this ratio was at 153.6% and just before the 2008 crisis, it was at 108%. Verify your portfolios.

THE SPEECH THAT MADE TRUMP PRESIDENT

Eight out of 10 Americans approved the State of the Union speech last week and reacted positively to the broadly unifying statement, that it contained the right tone, manner and message. In our view, Donald Trump became president during that speech. Most Americans were expecting more of the same twitter-induced and combative President Trump that appeals negatively to most Americans. However, Trump

delivered a positive speech that detailed his economic plans for America; most people favored the president's plans for the military, trade, foreign policy, budget-deficit reduction, infrastructure investment and taxes. According to most polls, we have reviewed approval ratings between 76% and 83% among all Americans. It is impressive how a single unifying speech can move and shake the opinions of millions of Americans that want the very best for the country. However, it takes much more than a single speech to unify a nation behind a leader; he needs to prove himself to the country.

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FINANCE

Legendary Entertainment sets eyes on Puerto Rico

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**PUERTO RICO
UPDATE: FIRST
CHINA-P.R.
INVESTMENT
FORUM**

A select group of people was invited to the First China-Puerto Rico Investment Forum. This event, hosted by the private sector and the government, gathered more than 150 Chinese investors. The key investment message was delivered by Economic Development Secretary Manuel Laboy, who made a compelling presentation on the benefits of investing in Puerto Rico and presented a map of the island with all the available investment opportunities. We are enthused with the development of this event

after meeting a diverse group of investors from all areas of China. During the event, the U.S.-China Business Association presented its annual awards and, to our delight, presented awards to President George H.W. Bush, Gov. Ricardo Rosselló and businessman and investor Nicholas Prouty, among other honorees.

FINAL WORD

Lastly, on Feb. 28, Gov. Rosselló made his first state of the government speech. During his discussion, the governor presented a mix of \$3.8 billion in spending cuts, new revenues north of \$1.5 billion and strategies to maximize them. Spending cuts include \$300 million at the University of Puerto Rico,

the pension system and the healthcare system known as *La Reforma*. Also, the blueprint for a debt restructuring of Puerto Rico's debt was outlined and will establish a debt burden for each issuer based on the net cash available for debt service after payment of essential services.

While the plan is on track and focused in the right direction, it falls short of the Financial Oversight & Management Board's (FOMB) requests that Puerto Rico cut \$4.5 billion in expenses, which would have left less than \$800 million in debt service payments. The plan must wait for the FOMB's response. It is evident Rosselló is making every effort to balance the budget while honoring Puerto Rico's obligations. It is worth mentioning the effort that Fiscal Agency & Financial Advisory Director Gerardo Portela is making, and it shows with the right tone, message, in-depth knowledge and style. ■

Francisco Rodríguez-Castro, president & CEO of Birling Capital with over 25 years of experience, has been a key executive in government, global, multinational and public companies as well as a key corporate adviser to multiple entities in a diverse array of market segments. He has participated in structuring over \$10 billion in municipal finance, corporate, commercial, asset-based, P.R. Industrial, Tourism, Educational, Medical & Environmental Control Facilities Financing Authority (Afica), and mergers & acquisitions transactions.

More than half of women ages 35 to 54 buy hair dye

POLL

Fewer People Buying Hair Conditioner

Top-Three Shampoos: Suave, Alberto VO5 and Garnier

BY ROSARIO FAJARDO
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During the Super Bowl game earlier this month, one of the commercials that received plenty of attention was from It's a 10 Haircare, which said: "America, we're in for at least four years of awful hair. So it's up to you to do your part by making up for it with great hair," making fun of President Donald Trump's infamous tresses.

While haircare is important for many people, it seems fewer people in Puerto Rico are using shampoo's usual partner, conditioner, according to this week's Gaither International survey.

It is common knowledge that the process of washing your hair is simple: First, you lather wet hair with shampoo, rinse and then condition. However, most people seem to be skipping the last step, as Gaither found that 48% of respondents interviewed in Puerto Rico mentioned having purchased shampoo within the last month, while in comparison, the reported incidence for purchasing conditioner was 33%.

In terms of usage for each product, 31% stated they do not use conditioner, while only 8% said they do not use shampoo.

When asked which brands of shampoo respondents have been

purchasing, the top-five brands mentioned were (in order): Suave (26%), Alberto VO5 (21%), Garnier (12%), Pantene (12%) and Head & Shoulders (11%). Furthermore, the top-five brands being purchased by respondents for

purchasing incidence for this category has experienced a drop by two points since the year 2014," said Melanie Dederick, a client service associate at Gaither International.

Among age segments, the highest incidence reported

was among respondents ages 35 to 54 who reported a 52% incidence, followed by the 55+ segment with 31% and the 18 to 34 segment with a 17% incidence.

When asked which brands of hair dye respondents have been purchasing, the top brands mentioned were: Clairol with a 20% incidence of purchase, Garnier with 14%, L'Oréal with 10%, Wella 7% and Revlon 6%. Moreover; the top-three places of

purchase among those who mentioned having purchased hair dye in the past three months were (in order): pharmacies, big chain supermarkets and mass merchandisers.

The results are from Gaither International's Media Brand Profiles tracking survey, which interviews over 80 people daily among a representative sample of Puerto Rico's population 12 years and older. ■

Polling is conducted by Gaither International and results are reported exclusively by Caribbean Business.



conditioner were (in order): Suave (26%), Alberto VO5 (16%), Pantene (14%), Head & Shoulders (13%) and TRESemmé (9%).

The top-three places where respondents have been purchasing shampoos and conditioners, were (in order): big chain supermarkets, pharmacies and mass merchandiser stores such as Wal-Mart and Kmart.

HAIR DYE A POPULAR PURCHASE

"According to our results, 33% of female respondents ages 18+ have purchased hair dye within the past three months. The

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