

THE CONTROL REPORT

3 ANTI-WOKE
**PLAYS SET
TO SOAR**

THE CONTROL REPORT

RECLAIM COMPLETE CONTROL

3 Anti-Woke Stocks Set to Soar

Dear *Control Report* Reader,

Go figure... when companies focus on products and profits instead of politics and pronouns, they tend to do better.

For all of the “woke capitalism” going on (see 27 “Woke” Stocks to Avoid report and scroll down to the news stories) there are 1) Companies that have just focused on what they do best, and have largely left the politics to others. And 2) a counter-movement to wokeness that has gained momentum.

Some investors are seeking opportunities in companies that they perceive as resisting or pushing back against the prevailing “woke” culture. These companies may prioritize traditional values, free speech, and minimal political or social engagement. As a result, they are attracting attention from investors looking for alternative avenues for potential growth and profit.

In this report, we will explore three such “Anti-Woke Stocks” that have caught the eye of investors seeking to capitalize on the divide in societal values.

We will delve into the reasons behind the rise of these companies, their performance in the stock market, and the factors contributing to their potential for future growth.

While the concept of “anti-woke” may be subjective and controversial, this report aims to provide an objective analysis of these stocks' financial prospects and their ability to meet investor expectations.

Anti-woke stock #1: Altria Group

Altria Group (MO:NYSE), formerly known as Philip Morris Companies, Inc., is one of the world's largest producers and marketers of tobacco, cigarettes, and related products. Its prominence in the tobacco industry places it in a unique position, given the growing emphasis on ethical and socially responsible investing. Investors often shy away from industries such as tobacco due to the negative health implications associated with their products.

For that reason, it hasn't always gotten high ESG scores (a good thing in the context of this report and "anti-woke" plays that are well positioned).

However, Altria's position as a tobacco company is precisely what attracts certain investors who prioritize financial returns over "woke" considerations.

They perceive Altria as a strong "anti-woke" stock because it thrives in an industry that is frequently demonized for its health consequences.

Despite this, Altria continues to demonstrate its resilience by generating substantial cash flows and maintaining a consistent dividend payout.

One of the key reasons Altria is viewed favorably by investors seeking an "anti-woke" investment is its financial resilience. Rather than relying on being "woke" or "socially responsible", Altria's profitability is rooted in its ability to generate robust cash flows and sustain dividend payments. This perspective diverges from the mainstream's focus on sanctimony, as it underscores the importance of solid financial fundamentals.

- **Steady Dividend Payouts:** Altria has been a consistent dividend payer, even in the face of declining smoking volumes and increasing regulations. This consistency has been a source of attraction for dividend investors who prioritize stable income streams. Currently, Altria boasts an impressive dividend yield of 8.7%, making it an enticing prospect for income-oriented

investors.

- **Resilience in Challenging Times:** Altria's ability to navigate through challenging times in the tobacco industry underscores its capacity to adapt and thrive in adverse conditions. This resilience can be attributed to its diversified product portfolio, including smokeless tobacco and vaping products, which have gained traction in recent years.
- **Cash Flow Generation:** Altria's core strength lies in its ability to generate significant cash flows. These cash flows are instrumental in servicing its debt obligations, maintaining dividend payments, and reinvesting in the business for future growth opportunities.

In a world where "woke" investing principles are gaining prominence and ethical considerations often guide investment decisions, Altria Group stands out as a counterintuitive choice for investors. Its status as a tobacco company challenges the conventional wisdom that ethical alignment should be a primary driver of investment decisions.

However, Altria's financial performance, characterized by its consistent dividend payouts, resilience in a challenging industry, and strong cash flow generation, makes it a compelling "anti-woke" stock for those who prioritize financial returns above all else.

While Altria's products may not align with socially conscious ideals, its track record in delivering value to shareholders is undeniable. Investors should carefully weigh the merits of profitability against ethical concerns when considering Altria as an investment option. In doing so, they may discover that Altria Group offers a unique opportunity to achieve financial success in a world increasingly focused on "wokeness."

Anti-woke Stock #2: Occidental Petroleum

Occidental Petroleum (OXY:NYSE) -- which is one of the largest U.S. oil producers -- also consistently gets low ESG (Environmental, Social, and

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Governance) scores. That's one strong metric to make it an "anti-woke stock".

As much as the left wants to push electric vehicles, solar, and windmills as the climate savior... it's clear we're not getting off of fossil fuels any time soon if we want a functioning economy, let alone a growing one.

That makes energy plays very attractive as the inevitable sets in. Specifically, Occidental is interesting because...

-- It's relatively undervalued right now.

-- In an era where energy independence and security have become critical issues, Occidental Petroleum plays a crucial role in the energy sector. The company's operations contribute to domestic energy production, reducing reliance on foreign sources. Energy self-sufficiency and national interest over being "green" is as non-woke as it gets.

And, they pay a small dividend (1.1% at writing) as a payment for waiting for the inevitable to set in with the energy economy trying to shift to electric.

Anti-woke Stock #3: American Conservative Values ETF

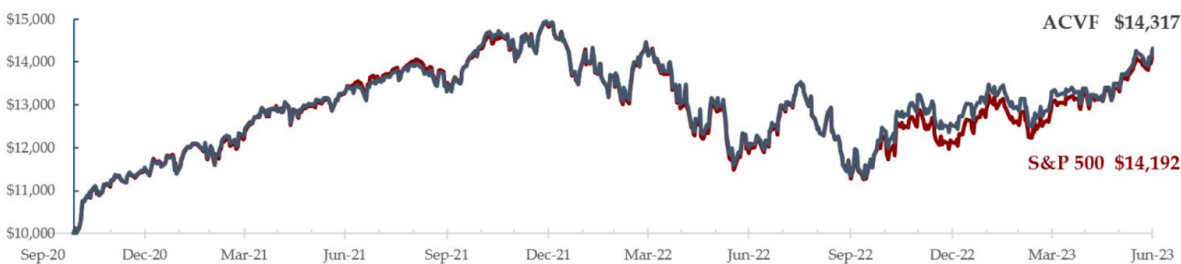
As a reaction to the "woke" movement, conservatives are launching new businesses to offer substitutes with boycotted brands... sites are arising to help you shop at places that reflect your values... and now, even ETF.

The American Conservative Values ETF (ACVF: NYSE) was launched on October 28, 2020.

Its mission is to generate gains and protect capital by focusing on large cap stocks with conservative values (aka, anti-woke stocks).

ACVF has basically tracked with the S&P 500, until 2022, where it got a slight edge over the S&P:

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It's an easy proxy to buy a set the set of values we're discussing here without going all in on one or a few names (the downside of which is, any variables outside of the woke-or-not-woke saga, like sales, increased costs, lawsuits, government policies, missed projections, management changes, etc. etc. could affect the share price of a single company.)

Here are its current holdings as of September 6, 2023 (any one of which that stands out to you might make a good name to investigate as its own "anti-woke" stock if it fits your fancy):

ACVF's Holdings as of September 6, 2023:

MICROSOFT CORP

NVIDIA CORP

CISCO SYSTEMS INC

Tesla Inc.

HOME DEPOT INC

BERKSHIRE HATHAWAY INC-CL B

MASTERCARD INC - A

COSTCO WHOLESALE CORP

ADOBE SYSTEMS INC

ELI LILLY & CO

PROCTER & GAMBLE CO/THE

EXXON MOBIL CORP

— 3 *Anti-Woke* Stocks Set to Soar —

MICROSOFT CORP

NVIDIA CORP

CISCO SYSTEMS INC

Tesla Inc.

HOME DEPOT INC

BERKSHIRE HATHAWAY INC-CL B

MASTERCARD INC - A

COSTCO WHOLESALE CORP

ADOBE SYSTEMS INC

PEPSICO INC

CHARTER COMMUNICATIONS INC-A

BOOKING HOLDINGS INC

ACCENTURE PLC-CL A

ORACLE CORP

Broadcom Inc.

CHEVRON CORP

T-MOBILE US INC

MERCK & CO. INC.

ELEVANCE HEALTH INC COMMON STOCK USD
0.01

ABBVIE INC

ADVANCED MICRO DEVICES INC

ZOETIS INC

LINDE PLC

ARISTA NETWORKS INC

MCDONALDS CORP

AMGEN INC

INTUIT INC

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BERKSHIRE HATHAWAY INC-CL B

MASTERCARD INC - A

COSTCO WHOLESALE CORP

ADOBE SYSTEMS INC

NEXTERA ENERGY INC

DANAHER CORP

THERMO FISHER SCIENTIFIC INC

CIGNA CORP

S&P GLOBAL INC

TEXAS INSTRUMENTS INC

MORGAN STANLEY

ABBOTT LABORATORIES COMMON STOCK USD 0

APPLIED MATERIALS INC

WELLS FARGO & CO

VERISIGN INC

SERVICENOW INC

CATERPILLAR INC

HONEYWELL INTERNATIONAL INC

QUALCOMM INC

CADENCE DESIGN SYS INC

BRISTOL-MYERS SQUIBB CO

INTEL CORP

Marriott International, Inc Class A

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MICROSOFT CORP
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BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
UNION PACIFIC CORP
VERTEX PHARMACEUTICALS INC
EXPEDIA GROUP INC
The Charles Schwab Corporation
AUTOMATIC DATA PROCESSING
TJX COMPANIES INC
MONDELEZ INTERNATIONAL INC-A
RAYTHEON TECHNOLOGIES CORP
DEERE & CO
HUMANA INC
PHILIP MORRIS INTERNATIONAL
GENERAL ELECTRIC CO
CITIGROUP INC
CHUBB LIMITED
BOEING CO
MARATHON PETROLEUM CORP
MEDTRONIC PLC
LOCKHEED MARTIN CORP
UNITED PARCEL SERVICE-CL B

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CISCO SYSTEMS INC

Tesla Inc.

HOME DEPOT INC

BERKSHIRE HATHAWAY INC-CL B

MASTERCARD INC - A

COSTCO WHOLESALE CORP

ADOBE SYSTEMS INC

INTUITIVE SURGICAL INC

LAM RESEARCH CORP

CONOCOPHILLIPS

PROLOGIS INC

OMNICOM GROUP

STRYKER CORP

EATON CORP PLC

MICRON TECHNOLOGY INC

MARSH & MCLENNAN COS

REGENERON PHARMACEUTICALS

AUTODESK INC

EQUINIX INC

SYNOPSYS INC

Interpublic Group of Companies Inc.

SCHLUMBERGER LTD

CVS HEALTH CORP

CME GROUP INC

METLIFE INC

PNC FINANCIAL SERVICES GROUP

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MICROSOFT CORP

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HOME DEPOT INC

BERKSHIRE HATHAWAY INC-CL B

MASTERCARD INC - A

COSTCO WHOLESALE CORP

ADOBE SYSTEMS INC

MONSTER BEVERAGE CORP

US BANCORP

MCKESSON CORP

CONSTELLATION BRANDS INC-A

ALTRIA GROUP INC

DISCOVER FINANCIAL SERVICES

Moody's Corporation

BOSTON SCIENTIFIC CORP

SOUTHERN CO/THE

CHIPOTLE MEXICAN GRILL INC

AMERICAN TOWER CORP

FREEMPORT-MCMORAN INC

INTERCONTINENTAL EXCHANGE IN

PARAMOUNT GLOBAL CLASS B COMMON STOCK
USD.001

OREILLY AUTOMOTIVE INC

BECTON DICKINSON AND CO

FISERV INC

ANALOG DEVICES INC

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MICROSOFT CORP
NVIDIA CORP
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Tesla Inc.
HOME DEPOT INC
BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
CASH AND CASH EQUIVALENTS
CSX CORP
AIR PRODUCTS & CHEMICALS INC
EMERSON ELECTRIC CO
WASTE MANAGEMENT INC
NORTHROP GRUMMAN CORP
Aon plc
SHERWIN-WILLIAMS CO/THE
ZEBRA TECHNOLOGIES CORP-CL A
KLA Corporation
FEDEX CORP
ROPER TECHNOLOGIES INC
FORD MOTOR CO
JOHNSON CONTROLS
ILLINOIS TOOL WORKS
EOG RESOURCES INC
GARMIN LTD
TRUIST FINANCIAL CORP
HP INC

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HOME DEPOT INC

BERKSHIRE HATHAWAY INC-CL B

MASTERCARD INC - A

COSTCO WHOLESALE CORP

ADOBE SYSTEMS INC

AMPHENOL CORP-CL A

Gartner Inc

AMERIPRISE FINANCIAL INC

PUBLIC STORAGE

OCCIDENTAL PETROLEUM CORP

TE CONNECTIVITY LTD

ECOLAB INC

PARKER-HANNIFIN CORP COMMON STOCK USD

0.5

FORTINET INC

COGNIZANT TECH SOLUTIONS-A

PAYCHEX INC

ROSS STORES INC

HILTON WORLDWIDE

CUMMINS INC

NUCOR CORP

DOLLAR GEN CORP NEW

MOTOROLA SOLUTIONS INC

PACCAR INC

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MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
DUKE ENERGY CORP
CROWN CASTLE INTL CORP
MGM Resorts International
COPART INC
EDWARDS LIFESCIENCES CORP
FOX CORP - CLASS A
AMERISOURCEBERGEN CORP
NEWS CORP - CLASS A
CBRE GROUP INC - A
CAPITAL ONE FINANCIAL CORP
L3HARRIS TECHNOLOGIES INC
TRANE TECHNOLOGIES PLC
CORTEVA INC-W/I
CINTAS CORP
NEWS CORP - CLASS B
FIDELITY NATIONAL INFO SERV
FOX CORP- CLASS B
DR HORTON INC
Kohls Corp

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BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
DIGITAL REALTY TRUST INC
GLOBAL PAYMENTS INC
TRANSDIGM GROUP INC
Kimberly-Clark Corp
ETSY INC
IQVIA HOLDINGS INC COMMON STOCK USD.01
DEXCOM INC
Old Dominion Freight Line Inc.
FASTENAL CO
STATE STREET CORP
3M CO
GILEAD SCIENCES INC
PPG INDUSTRIES INC
WELLTOWER INC
APTIV PLC COMMON STOCK USD.01
HALLIBURTON CO
HCA HEALTHCARE INC
MICROCHIP TECHNOLOGY INC
GENERAL MILLS INC

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Tesla Inc.
HOME DEPOT INC
BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
ESTEE LAUDER
T ROWE PRICE GROUP INC
BAKER HUGHES A GE CO
KINDER MORGAN INC
GENUINE PARTS CO
ROCKET COS INC CLASS A COMMON STOCK
USD.00001
AMERICAN AIRLINES GROUP INC
FIFTH THIRD BANCORP
EBAY INC
NEWMONT GOLDCORP CORPORATION COM
International Business Machines Corporation
LIVE NATION ENTERTAINMENT IN
ACTIVISION BLIZZARD INC
WW GRAINGER INC
TAKE-TWO INTERACTIVE SOFTWARE
LENNAR CORP-A
CENTENE CORP
XCEL ENERGY INC

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Tesla Inc.
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BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
TRACTOR SUPPLY COMPANY
PUBLIC SERVICE ENTERPRISE GP
REGIONS FINANCIAL CORP
CDW CORP/DE
ANSYS INC
ILLUMINA INC
Williams Companies Inc.
HERSHEY CO/THE
GENERAL DYNAMICS CORP
RAYMOND JAMES
LAS VEGAS SANDS CORP
ARCHER-DANIELS-MIDLAND CO
AMETEK INC
WILLIS TOWERS WATSON PLC
CARRIER GLOBAL CORP-W/I
KRAFT HEINZ CO/THE
EQUIFAX INC
GE HEALTHCARE TECHNOLOG-W/I
NORTHERN TRUST CORP

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NVIDIA CORP
CISCO SYSTEMS INC
Tesla Inc.
HOME DEPOT INC
BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
CORNING INC
DARDEN RESTAURANTS INC
HEWLETT-PACKARD ENTERPRIS
SOUTHWEST AIRLINES CO
LYONDELLBASELL INDUSTRIES NV COMMON
STOCK USD 0.04
AGILENT TECHNOLOGIES INC
WALGREENS BOOTS ALLIANCE INC
DOLLAR TREE INC
SIMON PROPERTY GROUP INC
EQUITY RESIDENTIAL
COLGATE-PALMOLIVE CO
ONEOK INC
MSCI INC
Broadridge Financial Solutions, Inc.
INGERSOLL RAND INC
UNDER ARMOUR INC-CLASS C
FORTIVE CORP
AVALONBAY COMMUNITIES INC

— 3 *Anti-Woke* Stocks Set to Soar —

MICROSOFT CORP
NVIDIA CORP
CISCO SYSTEMS INC
Tesla Inc.
HOME DEPOT INC
BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
KEYSIGHT TEC
UNDER ARMOUR INC-CLASS A
EDISON INTERNATIONAL
BALL CORP
CARDINAL HEALTH INC
BEST BUY CO INC
WEYERHAEUSER CO
DUPONT DE NEMOURS INC
IDEXX LABS
HARTFORD FINANCIAL SVCS GRP
OTIS WORLDWIDE CORP-W/I
WEC ENERGY GROUP INC
ROYAL CARIBBEAN CRUISES LTD
EVERSOURCE ENERGY
PIONEER NATURAL RESOURCES CO
INTERNATIONAL PAPER CO
HESS CORP
CHURCH & DWIGHT CO INC
CITIZENS FINANCIAL GROUP

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MICROSOFT CORP
NVIDIA CORP
CISCO SYSTEMS INC
Tesla Inc.
HOME DEPOT INC
BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
EXPEDITORS INTL WASH INC
ARTHUR J GALLAGHER & CO
FIRSTENERGY CORP
AFLAC INC
REPUBLIC SERVICES INC
DOW INC
NORFOLK SOUTHERN CORP
WABTEC CORP
BANK OF NEW YORK MELLON CORP
CONSTELLATION ENERGY CORP WHEN ISS
VEEVA SYSTEMS INC-CLASS A
CINCINNATI FINANCIAL CORP
AMERICAN INTERNATIONAL GROUP
AMCOR PLC
Laboratory Corp. of America Holdings
Ulta Beauty Inc.
TYSON FOODS INC-CL A
DTE ENERGY COMPANY
YUM! BRANDS INC

— 3 *Anti-Woke* Stocks Set to Soar —

MICROSOFT CORP
NVIDIA CORP
CISCO SYSTEMS INC
Tesla Inc.
HOME DEPOT INC
BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
JACOBS SOLUTIONS INC COMMON STOCK
BROWN-FORMAN CORP
Dominos Pizza INC
EXELON CORP
ZIMMER BIOMET HOLDINGS INC
PRUDENTIAL FINANCIAL INC
TYLER TECHNOLOGIES INC
BORGWARNER INC
The Cooper Companies Inc.
POOL CORP
SEAGATE TECHNOLOGY-ORDINARY SHARES
ELECTRONIC ARTS INC
The Travelers Companies Inc.
BIOGEN INC
HUNTINGTON BANCSHARES INC
UNITED AIRLINES HOLDINGS INC
Bath & Body Works Inc
SYSCO CORP
MCCORMICK-N/V

— 3 *Anti-Woke* Stocks Set to Soar —

MICROSOFT CORP
NVIDIA CORP
CISCO SYSTEMS INC
Tesla Inc.
HOME DEPOT INC
BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
KROGER CO
AMERICAN ELECTRIC POWER
ROCKWELL AUTOMATION INC
RESMED INC
CBOE HOLDINGS INC
PRINCIPAL FINANCIAL GROUP
SEMPRA ENERGY
MOSAIC CO/THE
LKQ CORP
LOEWS CORP
PAYCOM SOFTWARE INC
ALLSTATE CORP
Packaging Corp. of America
WYNN RESORTS LTD
AMERICAN WATER WORKS CO INC
CENTERPOINT ENERGY INC
C.H. ROBINSON WORLDWIDE INC
REALTY INCOME CORP
DOMINION RESOURCES INC/VA

— 3 *Anti-Woke* Stocks Set to Soar —

MICROSOFT CORP
NVIDIA CORP
CISCO SYSTEMS INC
Tesla Inc.
HOME DEPOT INC
BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
Ventas Inc.
PULTEGROUP INC
Alexandria Real Estate Equitie
KEYCORP
CANADIAN PACIFIC RAILWAY LTD
MarketAxess Holdings Inc.
HOLOGIC INC
VULCAN MATERIALS CO
QUANTA SERVICES INC
Xylem Inc/NY
TAPESTRY INC COMMON STOCK USD.01
SBA COMMUNICATIONS CORP
Incyte Corp.
ALBEMARLE CORP
HOST HOTELS & RESORTS INC
JB Hunt Transport Services, Inc.
PVH CORP
WESTROCK CO
FRANKLIN RESOURCES INC

— 3 *Anti-Woke* Stocks Set to Soar —

MICROSOFT CORP
NVIDIA CORP
CISCO SYSTEMS INC
Tesla Inc.
HOME DEPOT INC
BERKSHIRE HATHAWAY INC-CL B
MASTERCARD INC - A
COSTCO WHOLESALE CORP
ADOBE SYSTEMS INC
HASBRO INC
MID-AMERICA APARTMENT COMM
INTERNATIONAL FLAVORS & FRAGRANCES
CLOROX COMPANY
ADVANCE AUTO PARTS INC
Celanese Corp
EXTRA SPACE STORAGE INC
RALPH LAUREN CORP
LIBERTY MEDIA COR-SIRIUSXM A
CONSOLIDATED EDISON INC
FMC CORP
AUTOZONE INC
AMEREN CORPORATION
SYNCHRONY FINANCIAL
Fortrea Holdings Inc.
PHINIA Inc.
INVESCO LTD
SYLVAMO CORP WHEN ISSUED
EMBECTA CORP-W/I

— 3 *Anti-Woke* Stocks Set to Soar —

MICROSOFT CORP

NVIDIA CORP

CISCO SYSTEMS INC

Tesla Inc.

HOME DEPOT INC

BERKSHIRE HATHAWAY INC-CL B

MASTERCARD INC - A

COSTCO WHOLESALE CORP

ADOBE SYSTEMS INC

METTLER-TOLEDO