Riding the EV Revolution Rollercoaster Amid the West's Electric Car Climbdown

written by Tracy Weslosky | February 5, 2024

Embarking on the electric vehicle (EV) revolution journey has felt like being on a rollercoaster filled with surprising developments, especially when we consider the insights from Jack Lifton, the Co-Chairman of the <u>Critical Minerals Institute</u> (CMI), who recently shared his thoughts on the opinion published in The Telegraph titled <u>The West's humiliating electric car climbdown has begun</u>. Lifton's sharp analysis pierces through the prevailing chatter, offering a lucid view of the EV market's complex trajectory. He navigates us through the shifting sands of government and auto manufacturers' strategies, the intensifying competition from the East, and the shifting tides of consumer demand. Lifton's insights serve as a guiding light for deciphering the intricate forces shaping the EV landscape.

The recent shifts in the electric vehicle (EV) industry, as observed by Jack Lifton, Co-Chairman of the Critical Minerals Institute (CMI) and a notable expert in the field of technology metals, illuminate the complex interplay of government policy, market dynamics, and consumer preferences. Lifton's insights provide a nuanced understanding of the challenges and potential misalignments within the EV sector, particularly as it pertains to the impact of government strategies, competition, and market dynamics, and the role of consumer demand in shaping the industry.

Impact of Government Strategies on the EV Market

Lifton critiques the effectiveness of state-led industrial strategies in the rapidly evolving EV market, highlighting the retreat of major manufacturers like Renault and Volvo from their ambitious EV initiatives. This move, compounded by a reduction in government support, raises questions about the foresight and adaptability of such strategies. Lifton notes, "It shows that, as always, the invisible hand of the market rules... the automotive companies have suddenly discovered the market's supply demand... government doesn't dictate markets." This observation underscores the limitations of state intervention in forecasting and influencing market demands and suggests a need for more market-responsive approaches.

Competition and Market Dynamics

The competition from Chinese manufacturers has significantly influenced the trajectory of the Western electric vehicle industry. Lifton points out the stark reality facing Western EV manufacturers, stating, "The cost of making electric vehicles in the United States is too high... People are buying a Chevrolet EV for \$50,000. That car cost \$100,000 to make." This price disparity, alongside the aggressive expansion of Chinese EV manufacturers into global markets, underscores the challenges Western companies face in maintaining competitiveness. The scenario posits a crucial reflection on the sustainability of the current business models and the need for innovation and efficiency improvements.

The Role of Consumer Demand in Shaping EV Industry

Lifton's commentary on the shift in consumer preference back to petrol models reveals a significant misalignment between the production of EVs and actual market demand. He remarks on the sudden interest in hybrids by companies like General Motors, indicating a rapid strategic pivot to align with consumer preferences for efficiency and practicality. Lifton argues, "Hybrids... maximize the efficiency of electric and internal combustion and therefore will allow us to have the longest supply of fuels." This perspective highlights the importance of flexibility in product offerings and the need to closely monitor and adapt to consumer demand trends.

Jack Lifton's insights offer a candid reflection on the electric vehicle industry's current state, pointing towards a future where adaptability, market intelligence, and innovation are paramount. His observations remind us that success in the EV market is not solely about ambitious government strategies or manufacturing prowess but about understanding and responding to the nuanced dance of supply, demand, and the global competitive landscape. As we consider the path forward, Lifton's analysis underscores the importance of striking a balance between visionary goals and the pragmatic realities of consumer needs and market dynamics. The electric vehicle revolution is far from over, and its success will hinge on the industry's ability to navigate these challenges with agility and foresight.

Investor.Coffee (11.07.2023): Tumultuous Markets, Drink your Coffee Black.

written by Tracy Weslosky | February 5, 2024
In Canada, the markets are embodying an aura of watchful waiting, disturbed by declining oil and gold prices. Investors are on high alert, eager for the release of domestic trade balance figures that will provide a pulse check on the national economy. This anticipation is heightened by the shaky performance of U.S. stock index futures and the slip in European shares, notably in the energy sector. Over in Japan, the Nikkei index succumbed to these global market vibrations, ending the day in the red.

Investor.Coffee (10.16.2023):
Critical Minerals in the Congo
Masterclass, Ferrari NV
Embraces the Future by Rolling
out Cryptocurrency
Transactions

written by Tracy Weslosky | February 5, 2024

Mark Your Calendars for a CMI Masterclass

The Critical Minerals Institute Masterclass is just around the corner, scheduled for Thursday, October 19th at 11 AM EST. Centering around the intriguing topic of Critical Minerals in the Congo, this event promises enlightening discussions. Don't forget to register using the exclusive CMI member code CMC2 to avail your free entry (limited to 50). Featured speakers include CMI Board Members Melissa 'Mel' Sanderson and Russell Fryer. While Mel boasts a rich 16-year history in Congo relations through Freeport-McMoRan Inc. (NYSE: FCX), Russell is the dynamic leader of Critical Metals PLC (LSE: CRTM), a formidable name in Congo's copper industry.

Fresh Off The Press: Dive deep into the CMI October edition of the Critical Minerals Institute Report, bearing the headline Aslowing global economy continues to temper demand. Authored by the distinguished Matt Bohlsen, an Australian-based CMI Director, he's a familiar name for many as the Senior Editor for InvestorNews.com and a distinguished voice on SeekingAlpha when it comes to critical minerals.

A Glance at InvestorNews.com's Recent Critical Mineral Highlights:

- WATCH: Nano One's Partnership with Sumitomo: Sustainable Cathode Materials for EV
- **READ:** Ara Partners Acquires Vacuumschmelze: Mission Critical in the Electric Vehicle Landscape
- WATCH: Russell Fryer on Critical Metals PLC's Strategic Moves in the DRC and Global Expansion
- WATCH: Mark Billings on Auxico's critical minerals project advancements in Bolivia and Colombia

- WATCH: <u>Donald Swartz's insights on ARR's Halleck Creek</u>

 <u>Project unlocking America's rare earth potential</u>
- WATCH: <u>Ian Fraser on Fathom Nickel's Exploration Progress</u> and the Critical Mineral Potential in Saskatchewan

A Quick Scan of Global Markets

Canadian futures are on a notable rise, drawing momentum from burgeoning copper prices. The U.S. market witnesses a cautious optimism, with futures making modest gains ahead of this week's crucial corporate announcements and economic revelations. European shares are rallying, with mining stocks taking the lead, all thanks to growing enthusiasm over Chinese demand, although the looming Middle East tensions remain a concern. Over in Asia, Japan's Nikkei grapples with a setback, predominantly influenced by the slump in chip-related stocks.

Corporate Chronicles

Chevron Corporation (NYSE: CVX) finds itself amidst a brewing storm. Initial peace agreements seem to crumble as unions at their Australian LNG setups gear up for renewed <u>strikes</u>. The pivot for this unrest? Chevron's alleged retreat from prior commitments.

In a groundbreaking move, Ferrari NV embraces the future, rolling out <u>cryptocurrency transactions</u> for their luxury vehicles in the U.S. Europe is next on their radar. This initiative aligns with their ambitious goal of achieving carbon neutrality by the close of 2030.

Ford Motor Company (NYSE: F) encounters turbulence in its dealings with the United Auto Workers. In an anticipated move towards resolution, the union found itself presented with a deja

vu, receiving an offer identical to one from two weeks earlier.

General Motors Co. (NYSE: GM) breathes a sigh of relief up north, as Canadian labor union Unifor members give a nod to a new contract. This positive stride contrasts with the simmering unrest led by hourly workers in the U.S.

Investor.Coffee Daily Updates are intended to hit a few business news highlights for the day.

Ara Partners Acquires Vacuumschmelze: Mission Critical in the Electric Vehicle Landscape

written by Tracy Weslosky | February 5, 2024

In a game-changing move within the sustainable transportation sphere, Ara Partners announced its acquisition of Vacuumschmelze (VAC), a renowned global producer of advanced magnetic materials. This strategic partnership is set to reshape the future landscape of electric transportation, particularly given VAC's recent notable partnership with automotive giant, General Motors (NYSE: GM).

Investor.Coffee (9.26.2023):
Ford Pauses \$3.5Bn Michigan EV
Battery Project and Global
Banks Join Forces to
Standardize Stock Position
Disclosures

written by InvestorNews | February 5, 2024 In the ever-evolving financial market, staying updated with the latest trends and developments is crucial. This week has brought a blend of intriguing shifts across different global sectors.

Let's dive in and dissect the prominent changes that are shaping the market narrative.

A Landmark Moment: U.S. Dept. of Defense Makes Bold Moves in Rare Earth Magnet Manufacturing

written by Jack Lifton | February 5, 2024
The world of rare earth permanent magnet manufacturing just received a jolt of excitement. A new announcement from the Department of Defense has revealed a significant investment in a

domestic manufacturing plant, a move that holds implications not just for defense, but also for the wider commercial sphere.

InvestorNews Today: Zentek, Australian Strategic Materials and the Global Markets

written by Tracy Weslosky | February 5, 2024
Enjoying the new name for InvestorIntel, we are in the final countdown for a formal rebranding as InvestorNews. Also, in appreciating our Trending section, the #1 most read column right now is about Zentek Ltd. (NASDAQ: ZTEK | TSXV: ZEN), read: Revolutionary Aptamer-Based Pathogen Technology from Zentek Unveils Rapid and Inexpensive Pathogen Detection Capabilities.

Government Subsidies Fuel Investment Frenzy in the Battery Gigafactory Race

written by InvestorNews | February 5, 2024
The news keeps on coming about new investments in battery gigafactories in North America as companies realize that governments are willing to throw stupid amounts of money at them

in the form of grants, subsidies, and loans to make this dream come true. The leader of the pack is the <u>U.S. Inflation</u> Reduction Act (IRA), which was signed into law last August and offers US\$369 billion of subsidies for electric vehicles and other clean technologies. The Act also incents EV makers to produce more vehicles in North America and secure the key minerals for them outside of China.

Not to be outdone, Canada is trying hard to compete with the U.S. by spending ghastly sums of taxpayers' money to bring some of that activity north of the border. Time will tell if this will be a prudent use of 'our' hard-earned dollars but in the meantime let's take a look at the latest news on the battery plant front.

Volkswagen to build its largest gigafactory in Southern Ontario

Last Friday, the Government of Canada let the 'cat out of the bag' as to how much it was willing to provide to lure <u>Volkswagen AG</u> (XTRA:VOW3) to Southern Ontario to build its largest gigafactory to date in St. Thomas, with an annual production capacity of up to 90 GWh in the final expansion phase. The Federal Government has <u>agreed to provide</u> up to C\$13 billion (US\$9.7 billion) in subsidies and a C\$700 million grant, which does <u>not</u> include any potential funds from the provincial government of Ontario.

When you realize that this plant is expected to cost about C\$7 billion to build, you can see why it was a pretty easy choice for VW. I'm pretty sure I could sell management on a deal like this back in the day when I was trying to put together infrastructure projects. In the Government's defense, the numbers roughly match what Volkswagen would have received from the United States through the IRA. With that said, I'm still not

convinced we should try and match what a country with 10 times our GDP is doing.

GM and Samsung to invest over US\$3 billion to build a new EV battery manufacturing plant

Not to be outdone, the United States had a couple of announcements of its own to temper Canada's 'win'. Yesterday General Motors Co. (NYSE: GM) and Samsung SDI (KRX: 006400) said they will invest over US\$3 billion to build a joint venture EV battery manufacturing plant in the U.S. (The companies did not identify the location of the plant.) The plant, expected to start production in 2026, aims to have an annual production capacity of 30 GWh.

This marks GM's fourth U.S. battery manufacturing facility having already done 3 joint ventures with LG Energy Solution (KRX: 373220) in the form of Ultium Cells LLC plants, including a US\$2.6 billion plant in Michigan set to open in 2024. In December, the U.S. Energy Department finalized a US\$2.5 billion low-cost loan to the Ultium joint venture to help finance the construction of the new manufacturing facilities which also include Ohio and Tennessee.

Hyundai and SK On to build battery plant in Georgia

Not surprisingly, with South Korean President Yoon Suk Yeol in Washington to meet President Joe Biden this week, confirmation of another EV battery manufacturing facility joint venture was made. Although an MOU was signed last December, Hyundai Motor Company (KRX: 005380 | OTC: HYMLF) and SK On, a battery unit of SK Innovation Co. Ltd. (KRX: 096770) ratified plans yesterday to

set up a battery JV in the state of Georgia, in an investment worth approximately US\$5 billion.

When fully operational, Hyundai expects an annual production capacity of 35 GWh with the facility expected to begin manufacturing battery cells in the second half of 2025. These two companies appear to be embracing Georgia as their home away from South Korea given Hyundai separately broke ground in October on a US\$5.54 billion electric vehicle and battery plant in Georgia's Bryan County, while SK Innovation opened a US\$2.6 billion battery plant in Commerce, Georgia, in January that is producing batteries for the Ford F-150 EV.

Battery metals supply concerns

This begs the question of where are all the raw materials to build all these batteries going to come from. Perhaps all these subsidies to attract the manufacturing facilities will be for not as we see others getting in on the act. And not just any "others" but those who already control more than half of global lithium resources, and include by far and away the world's largest copper producer.

That's right, while in Toronto last month for the PDAC Convention, Argentina's Mining Undersecretary Fernanda Avila suggested that Argentina, Chile, Bolivia, and Brazil are planning to coordinate action on turning more of the region's mined lithium into battery chemicals, as well as moving into manufacturing of batteries and even EVs.

It makes a lot of sense (at least to me) that these resourcerich nations would like to move further along the value chain by leveraging their mineral wealth into expanded processing capacity and perhaps as far as vehicle manufacturing. Chinese carmaker Chery Automobile Co. has already stated it wants to build a US\$400 million EV and battery plant in Argentina in an effort to tap into the lithium triangle.

Another lithium-producing area of Argentina is in talks with China's Ganfeng Lithium Co. (SHE: 002460 | HK: 1772 | OTC: GNENF) and Gotion High-tech Co. to make battery cathodes.

Final thoughts

Will this be another case of China being a better visionary when it comes to the electric vehicle supply chain? As a taxpayer who is helping to subsidize Volkswagen's efforts, I certainly hope that isn't the case. But then again, our government doesn't exactly have a great track record of being efficient and effective stewards of capital.

Mining Industry Struggles with Inflation and Supply Chain Pose Challenges for a Low-Cost Green Future

written by InvestorNews | February 5, 2024

Despite the fact that consumers are starting to see faint glimmers of hope that inflation might finally be peaking and starting to hopefully roll over, the same can not be said for everybody. In the case of the mining community, where projects are developed over the span of years and decades, not days or weeks, the curses of the supply chain and inflation are

continuing to rear their ugly heads.

There has been a spate of announcements suggesting that economics for these projects remain robust but costs are growing materially, or in one case, the company has put off the final investment decision until the second half of 2024. This is not encouraging when one thinks about how quickly governments around the world want to expedite the green economy and transition away from fossil fuels, given we are talking about the mines that will supply the resources to undertake this task.

Generation Mining's Marathon project's CAPEX just went up by 25%

The first example is <u>Generation Mining Limited</u> (TSX: GENM | OTCQB: GENMF), which is developing the <u>Marathon Project</u>, a large undeveloped palladium-copper deposit in Northwestern Ontario. The Company released its initial Feasibility Study ("FS") in 2021, but keep in mind a lot has to happen between an FS and the start of construction, of which environmental assessments, permitting, and financing, are some fairly large and time-consuming components. Correspondingly, now that Generation Mining has received its environmental assessment approvals and recently announced an indicative offtake term sheet, it's time to get serious about financing. Naturally, the Company needs to review how much financing they will need to move forward, so a revised FS was undertaken.

Despite management's positive spin, the news wasn't pretty. At the end of March, Generation Mining <u>announced</u> a 25% (C\$224 million) increase to the initial construction CAPEX reported in the 2021 FS. Albeit, approximately 19% or C\$43 million was due to scope changes, which is reasonable, but 71% (C\$160 million) was due to cost escalation, and the final 10% (C\$22 million) was a result of increased contingency. That's a big chunk of change,

although it is unlikely to slow the project down as the economics remain solid and global demand for copper seems to be bullish in the long run. As well, the project is touted as being one of the lowest CO2 equivalent intensity mines in the world, which is a factor I'm sure will continue to become more important as time goes on.

Trilogy Metals announces updated Feasibility with CAPEX up 40%

Example number two is a similar story, <u>Trilogy Metals Inc.</u> (TSX: TMQ | NYSE American: TMQ) is advancing exploration and development at the <u>Upper Kobuk Mineral Projects</u>, high-grade copper-zinc-lead-gold-silver-cobalt properties in Northwest Alaska. Very similar to Generation Mining, in mid-February Trilogy <u>announced</u> an updated FS for its <u>Arctic Project</u>. But if you thought the Generation Mining results were exorbitant, wait until you see what happened to Trilogy. Granted it's not exactly apples to apples given the original Trilogy FS was a year older (2020) and there are somewhat different commodities in a different geographic jurisdiction but...

You know it's going to be a big number but I personally find it hard to conceive. The updated FS for Trilogy Metals' Artic Project has gone from US\$1.22 billion to US\$1.72 billion or a 40% increase. On top of that, annual payable metals production is down from the 2020 FS, implying that little to none of the surge in CAPEX was due to scope creep. Sure there was more than a doubling in mine closure and reclamation expenditures (US\$205.4 million to US\$428.4 million), which could be regulatory changes or any number of uncontrollable issues. But that still leaves US\$271 million seemingly attributable merely to things getting more expensive.

This should be a bit of a wake-up call to investors everywhere

who are banking on the optimism of "friend-shoring" natural resources. There are a lot of highly valued junior mining companies with a pre-feasibility study or possibly even less than that, who might be in for quite a reality check if/when the project starts to get serious.

Newmont delays Yanacocha Sulfides Project

All this might explain the simplicity of my third example. Newmont Corporation (TSX: NGT | NYSE: NEM) decided it wasn't even going to go there with its Yanacocha Sulfides project in Peru. Last September the Company announced it will delay the investment decision for the project to the second half of 2024. As part of the press release Newmont stated that evolving market conditions, including the continued war in Ukraine, record inflation rates, the rising prices for commodities and raw materials, prolonged supply chain disruptions, and competitive labor markets were part of its decision-making process. Unless I'm missing something, I would have to say that "war in Ukraine" is more of an acknowledgment than anything else, because I'm not sure how that impacts a mine in Peru. I would also think the rising price for commodities would be a good thing but maybe they intended it in a different way. Nevertheless, you see the recurring theme of inflation and supply chain in there, so I've included it in my synopsis.

Final thoughts

What's my point? I alluded to it earlier but I will expand on it. First off, I think there might be a little too much optimism baked into a lot of the junior explorers at present. Yes, General Motors (NYSE: GM), Tesla (NASDAQ: TSLA), Ford (NYSE: F) et al are signing deals left, right, and center with numerous companies, and that's a very bullish thing. But what if GM and Tesla are smart enough to sign deals that have the miner get

stuck with all the mining cost increases? The examples above show how an initial Feasibility Study may not be overly relevant a couple of years down the road. So that begs the question "What are the REAL economics of a project?"

Lastly, and this is more of a thought experiment kind of comment, in the grand scheme of things it would appear the world simply doesn't realize how much new critical minerals projects are going to cost. It seems that old metrics might not be overly relevant anymore. Inflation may have a much larger trickle-down effect than anyone imagined and the price of future EVs might cost a King's ransom, despite government subsidies.

Lithium Prices Soar as Demand Surges Amid EV Boom, But Is the Bull Run Sustainable?

written by InvestorNews | February 5, 2024
Most commodities are cyclical in nature. The ebb and flow of demand, potentially from a new application or general growth, which in turn makes the supply of that commodity scarce can cause prices to rise, sometimes dramatically. This is followed by a supply response that typically is too effective (because everyone wants to partake in the high commodity price) and eventually, the demand is outstripped by supply, commodity prices in turn fall or outright collapse and the cycle repeats.

In the case of lithium, we've been seeing demand surge as the electric vehicle (EV) revolution accelerates while the ever-

increasing supply is failing to keep pace. There are lithium headlines in the news all the time now, with the likes of <u>General Motors Co.</u> (NYSE: GM) and <u>Tesla, Inc.</u> (NASDAQ: TSLA) inking supply deals with producers or the speculation of deals. It would appear we are in the heart of a bull market for lithium....or are we?

Lithium Boom - 1950s

This isn't the first lithium boom the world has seen. You may be surprised to learn that the first one began in the 1950s when the world's primary source of lithium came from North Carolina. Lithium was extracted from spodumene (hard rock) and was a key component of the military's H-bomb program. As a reference point, by the mid-1970s U.S. lithium production was roughly 2,900 tons per year. (1 US ton = 0.97 metric tonne)

Lithium Boom — 1990s

Lithium's next rally occurred in the early 1990s when Sony first began production of the lithium-ion battery used in consumer electronics. By the end of 1991, Sony had ramped up production to 100,000 batteries a month. Enter Sociedad Química y Minera de Chile S.A., or SQM, the Chilean fertilizer and mining company which began selling lithium (from brine) in late 1996, almost immediately lithium carbonate prices fell by a third, to US\$2,000 a ton. This marked the end of the existing American lithium industry.

Current Lithium Production By Country (2021)

Rank	Country	2021 Production (tonnes)	% of Total
#1	Australia 🚟	55,416	52%
#2	Chile 🏎	26,000	25%
#3	China 📟	14,000	13%
#4	Argentina ≅	5,967	6%
#5	Brazil 🔞	1,500	1%
#6	Zimbabwe 🎟	1,200	1%
#7	Portugal 🖾	900	1%
#8	United States ***	900	1%
	Rest of World 🕥	102	0.1%
	Total	105,984	100%

Source: World Economic Forum

Lithium Boom - Today!

Fast forward to today and in November we saw lithium prices surge above US\$80,000/tonne in a sign that supply was definitely not keeping pace with the huge increase in demand sparked by EVs. You have wildly <u>bullish forecasts</u> suggesting supply needs to grow somewhere between 150,000 to 200,000 tonnes every single year.

For more perspective, consider that Tesla is targeting the manufacture of 20 million EVs per year by 2030. In order to produce those vehicles in a year, Tesla will need more lithium than was produced in the world last year, which could explain why the market was all excited when <u>Bloomberg reported</u> Tesla has been discussing a possible bid for <u>Sigma Lithium Corporation</u> (TSXV: SGML | NASDAQ: SGML).

And speaking of Sigma Lithium, have a look at their 2 year chart!



Source: StockCharts.com

Investors should be very happy with a 10x move in just under 2 years. There have also been some pretty good runs for some of the Canadian hard rock lithium names. A quick look at the one-year chart for Critical Elements Lithium Corporation (TSXV: CRE | OTCQX: CRECF) and Patriot Battery Metals (TSXV: PMET | OTCQX: PMETF) and you'll see a double and another 10 bagger. It suggests that we may not be in the early innings of this game.

When all this starts to become prevalent in the news cycle, I start to get a little concerned. It's almost like fanatic optimism is a harbinger that the cycle is about to end. I know that isn't very scientific, but let's look a little closer at what I'm getting at. Capital solves problems. With the lithium price at current levels, lithium mines are some of the most profitable in the whole mining sector. One could surmise that supply might respond more rapidly than currently forecast with lots of capital being thrown at exploration and development at present. I wouldn't be surprised if Investment Bankers are cold-calling anyone involved with lithium right now to see if they would like to raise capital. On top of that, when you have the likes of Tesla, GM, etc. buying into producers it tends to

stretch valuations beyond anything that would otherwise seem reasonable. M&A, especially by companies not actually in the mining business, can often be considered a sign that we are getting close to a top. Again, not scientific by any stretch of the imagination but it also typically isn't sustainable behaviour.

Is this a Market Top?

I'm not suggesting lithium is going back to US\$2,000/ton but we have seen the price retreat to just over US\$60,000/tonne largely due to the Chinese market seeing lower subsidies for electrified vehicles and weak consumer confidence. With that said, lithium is still worth eight times more than it was before 2021 and still wildly profitable for both hard rock and brine producers. Is this a sign that the current bull run for lithium prices is over or just taking a breather before it settles into a new price range or perhaps starts to climb again? I guess it depends on your time frame. Traders may want to look at taking a little profit off the table for now, long term buy and hold investors may not even be paying attention to the day-to-day noise in the market and be comfortable holding lithium equities for the foreseeable future.

My caution to anyone wildly bullish on lithium prices and the corresponding mining companies is this — there are a lot of smart capitalists out there and if a component becomes the most expensive part of your product, a lot of effort will be spent to try and find a replacement or an alternative. I also have a nagging concern that at some point in time, the rapid adoption of EVs may overwhelm the electric grid and put a hard stop to EV growth (at least temporarily). Either of these scenarios could have a sudden and very negative impact on lithium prices but not likely in the near future. So when it comes to investing in

lithium, make sure your risk tolerance matches your investment exposure.