



STIFEL *Bits*

February 19, 2025

The Appetizer

“In my career, I’ve never heard of a hundred thousand eggs being stolen. This is definitely unique.”

– Megan Frazer, a spokesperson for the Pennsylvania State Police, after **\$40,000 worth of eggs was stolen** from a trailer.

Now, on to the numbers. Drum roll, please ...

- 127.7 million: The **average number of viewers** (a record high) who watched the big game last Sunday, a 3% increase from last year’s game.
- 30,000: The career points mark recently surpassed NBA player **Kevin Durant**, making him just the 8th player in NBA history to achieve this milestone.
- 250 million: The **estimated number of roses produced just for Valentine’s Day** in the U.S., with 22% of Americans buying flowers for the day of love.
- \$0.037: The **cost to make a penny** in the 2024 fiscal year, up from \$0.031 the year before.
- \$331 billion: The amount that the “Magnificent Seven” (Alphabet, Amazon, Apple, Meta, Microsoft, Nvidia, and Tesla) is expected to spend on capital expenditure (mainly AI-related) in 2025, up from \$253 billion in 2024.
- \$6-\$15: The cost for a **baby chick**. Considering egg prices rose 15% in January alone, Aesop’s The Goose that Laid the Golden Eggs should be changed to a chicken.

Dig In

A Penny for Your Thoughts?

Out with the penny – aka the coin that only makes up a measly **\$1.14 billion, or 0.006%**, of U.S. money in circulation. Feels pretty insignificant, right? I mean, who actually enjoys rolling up 50 pennies in a roll when you could just stack 40 quarters instead? But that’s not the point. The real question is: How close are we to a **cashless society**?

And if pennies do start disappearing, could that make them more valuable? Some collectors sure think so. Take the **1943-D Lincoln Bronze Wheat Penny** – it was mistakenly made of bronze instead of steel, and now it’s worth \$2.3 million. Or how about the ultra-rare **1793 Strawberry Leaf Cent**? There are only four known to exist, and they’re worth over \$800,000.

Now, will the pennies under your couch cushions make you rich overnight? Probably not. But hey, dust them off, stash them away, and who knows? One day, they might just be worth more than their weight in copper. As for a cashless society, is the **nickel next considering it takes 11 cents to make**? Time will tell!

Weekly Specials

The big game isn't about football – it's about the **commercials** (don't argue, it's a fact). And with 30-second slots going for \$7 million, brands better bring their A-game. This year? Let's just say things got...weird. Between Eugene Levy's eyebrows flying off his head and the "flesh cowboy hat," viewers were left scratching their heads.

Mikaela Shiffrin and Breezy Johnson just snagged **gold** in the new team combined event at the Alpine Skiing World Championships! For Shiffrin, that's a record-tying 15th world championship medal – oh, and it's only her second race back after a two-month break. No big deal.

Love is hard ... and expensive. Valentine's Day **chocolate prices** spiked 10%-20% this year as cocoa costs have more than doubled since early 2024, hitting a record \$12,646 per metric ton in December. Cupid's arrows must be made of gold these days.

AI is revolutionizing **football scouting**! The San Francisco 49ers' ownership group is now using AI to assess both football and soccer players, making talent assessment smarter and more efficient. Who knows, maybe next season we'll see robots running the draft ...

Corporate Lunch

Lyft is planning to **release** robotaxis in partnership with **Mobileye**. The future is now! These self-driving rides may be available "as soon as 2026."

Coca-Cola's **multibillion-dollar bet on milk** has made some serious cheddar over the past few years. **Fairlife** high-protein milk and Coca-Cola, a match made in heaven.

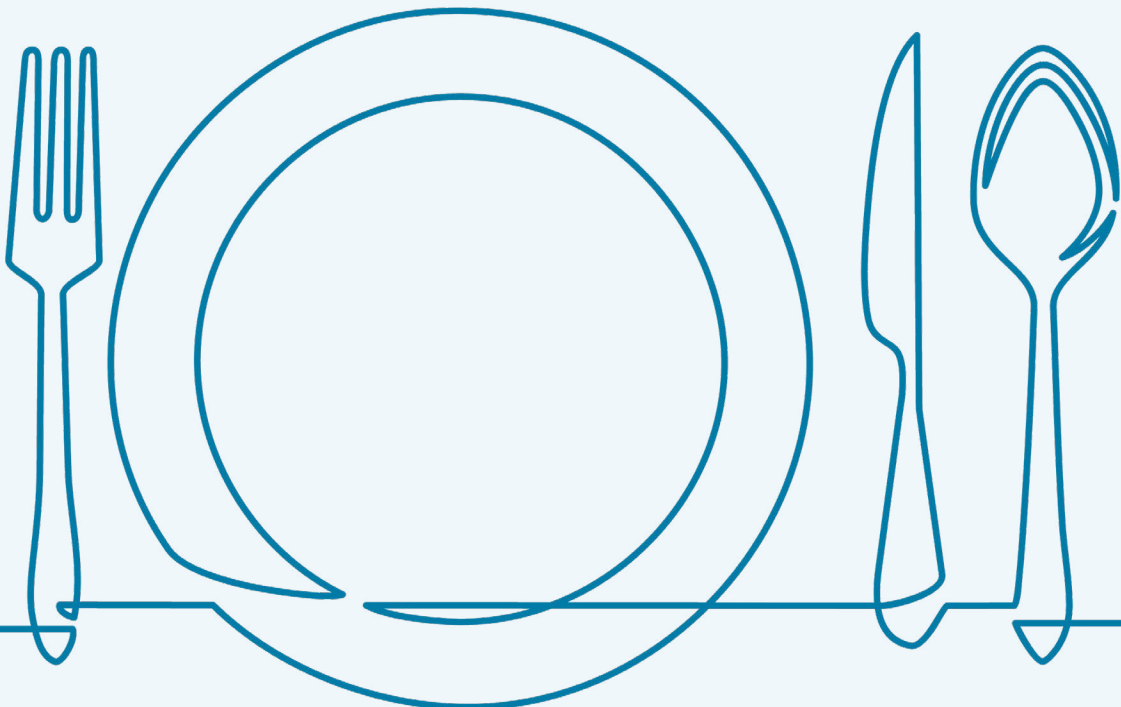
Hyatt told **Playa** we'll buy ya! The all-inclusive resort was **acquired** for \$2.6 billion, giving Hyatt more beachfront in Mexico, Jamaica, and the Dominican Republic.

Total payment volume processed by **Zelle** broke the \$1 trillion mark in 2024. This marks the **most** ever by a peer-to-peer platform. Fun fact: Only 19 countries in the world generate over a trillion in GDP.

Netflix is in the works of **expanding** its content to video podcasts. Why, you ask? Great question, podcasts simply never end and air year-round.

Progresso released **soup-flavored** hard candy. A shiver went up my spine too. These lozenges taste like chicken noodle soup, capturing the essence of the broth, chicken, vegetables, noodles, and a hint of parsley.

Stellantis is staging a **comeback** after changing CEOs and being the only automaker to advertise during the



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