



A Pound of Ground Coffee

1995= \$4.40 per pound
2015 = \$5.20 per pound
20% increase

Coca-Cola Company (In-Kind Caffeine Beverage) Annual Dividend

1995 = 19¢
2015 = \$1.22
542% increase

Share Price
1995= \$8.40
2015 = \$42.56
406% increase



A Gallon of Gasoline

1995= \$1.20 per gallon
2015 = \$3.50 per gallon
190% increase

Exxon Mobil Corporation (Oil & Gas) Annual Dividend

1995 = 75¢
2015 = \$2.76
268% increase

Share Price
1995 = \$9.47
2015 = \$90.60
856% increase



A Kilowatt-Hour (kWh) of Electricity

1995= 9¢ per kWh
2015 = 14¢ per kWh
57% increase

Exelon Corporation (Energy) Annual Dividend

1995 = 81¢
2015 = \$1.24
53% increase

Share Price
1995 = \$5.45
2015 = \$34.09
525% increase



Dollar Power



The Consumer Price Index (CPI)¹ tracks the average change in prices paid by consumers for a “market basket” of goods and services. It measures and compares the purchasing power of a dollar at any given time.

Inflation rose 60% from 1995-2015. The CPI for that period¹ shows how items we commonly use have substantially increased in cost. These are the same products and services, just more expensive due to the inflation rate. Notice how dividend rates and share prices for enterprise-driven investments² also increased for the same time period.

At DeCamilla Capital we recognize the simple fact that prices for common goods and services continually increase. While there are periods when prices are flat and even decline, their trend has been to relentlessly rise.

Inflation erodes the purchasing power of a dollar necessary to maintain one's lifestyle: Today's Dollar = 40¢ vs. 1995 Dollar = \$1.00. For the same market basket you need to spend a \$1.60 in today's dollar to match the purchasing power of the 1995 dollar.

Ask DeCamilla Capital Management how owning a well-crafted customized portfolio of high-grade stocks can protect your purchasing power and standard of living.