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## September Newsletter



[Client Preferred Name]

As summer winds down, I'd like to wish all the students returning to school a successful and rewarding year ahead.

I'm excited to share the latest market insights, along with timely articles and the most recent Policy Pulse report.

In this edition, you'll find an engaging interview with Procter and Gamble CEO, Jon Moeller, where he discusses his reimagined business model, a strong case for why IPOs are poised to make a comeback in the second half of the year, and the rising popularity of stablecoins and what they are.

As always, if you have any questions or would like to discuss any of these insights further, please don't hesitate to reach out.

Warm regards,  
Blake

### Featured Updates and Resources



#### P&G: A Blueprint for Indispensable Brands

Morgan Stanley Research sits down with Procter & Gamble CEO Jon Moeller to discuss how the company is reimagining its business model while continuing to develop some of the world's most indispensable household products.

[Watch Interview](#)



#### A Comeback for IPOs and Equity Capital Markets

The market for initial public offerings is restarting a long-awaited rebound. Companies and investors can watch for sponsor exits that may lead to more corporates going public and strong demand for other equity financing activities.

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#### Stablecoins Offer Another Way to Move Money

As the stablecoin market reaches more than \$250 billion, investors are watching for opportunities while legislators discuss rules on this new asset class.

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#### U.S. Policy Pulse: Global Tensions & Washington Moves

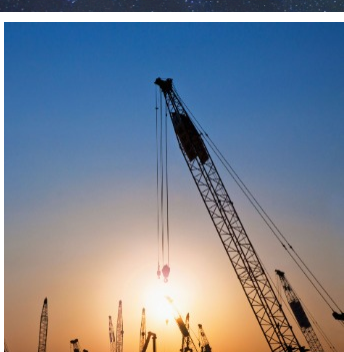
Join Morgan Stanley Wealth Management's Chief Economic Strategist **Ellen Zentner** in a conversation with Morgan Stanley Wealth Management's Head of U.S. Policy **Monica Guerra** & Morgan Stanley's Global Head of Government Relations **Michael J. Stein**, as they discuss:

- Updates on US trade and immigration policy
- The One Big Beautiful Bill Act and its potential implications
- Key developments to monitor over the next 30, 60, and 90 days

[Watch Playback](#)

### CLIENT RESOURCES

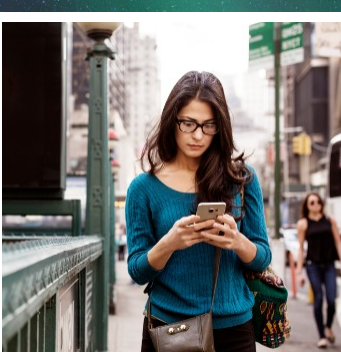
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#### Morgan Stanley Investor Insights

Morgan Stanley's latest updates on markets, economies, global trends and more.

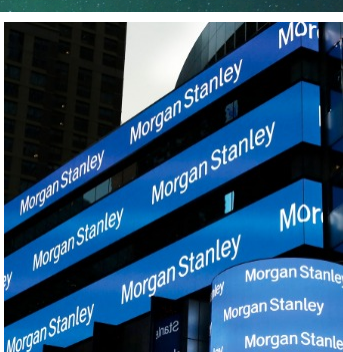
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#### Thoughts on The Market Podcast

Short, thoughtful takes on recent events in the markets, every weekday from a variety of perspectives within Morgan Stanley

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#### Morgan Stanley: On The Markets

Discover concise insights and analysis on market trends, economic conditions, and investment strategies to guide investors. For the latest updates, please refer to Morgan Stanley's internal resources or official publications.

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#### Blake C. Ellison

**Vice President**  
**Financial Advisor**  
**Portfolio Management Director**

**Phone:** (508) 870-7011  
**Email:** [Blake.Ellison@morganstanley.com](mailto:Blake.Ellison@morganstanley.com)

[Connect on LinkedIn](#)

#### Blake C. Ellison

Morgan Stanley Wealth Management  
1 Technology Dr | Westborough, MA 01581  
Direct: (508) 870-7011

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Morgan Stanley Wealth Management  
2000 Westchester Avenue, Purchase, NY 10577-2530 USA

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