



Dear Peter,

On behalf of Tom and David and everyone at the Fool, we want to wish you and yours a very healthy, wealthy, and happy New Year!

2020 has certainly been, if nothing else, a memorable year...

The ongoing pandemic. Lost jobs. Record unemployment. No one was left unscathed.

If you know someone who was dramatically affected by COVID-19, our thoughts go out to you and your loved ones.

Now, unfortunately, we can't give you the gift of health. But we can perhaps help give you the gift of financial independence and the peace of mind that comes with it.

Amid all the chaos of this year, **the stocks we've recommended in *Stock Advisor* in 2020 are beating the S&P 500 by an average of 59%.**

So before we turn our calendars to 2021, let's take a look at some of our top-performing recommendations this year...

CrowdStrike Holdings — Up 115% vs. S&P's 21%

CrowdStrike (NASDAQ: CRWD) takes a different approach to cybersecurity with its cloud-native Falcon platform, which proactively provides protection to

its entire client base. Tom recommended the cybersecurity expert in June; here's why we believe it has a whole lot more room to run:

Its fast-growing client base includes some of the top companies in the world — including nearly half of the Fortune 100. Loyal clients tend to increase their spending as they stick with the platform.

The rapid rise of remote work in 2020 has brought heightened cybersecurity challenges that CrowdStrike is helping tackle.

Co-founder and CEO George Kurtz sees the move to remote and hybrid workforces as accelerating the existing trend toward the cloud, a tailwind that will continue even in uncertain economic times.

Zoom Video Communications — Up 186% vs. S&P's 57%

If there's one company that's practically defined 2020, it's **Zoom** (NASDAQ: ZM). David recommended the stock in March after it defied the market crash, and since then, it's pushed near new highs — and we think it still has tremendous upside. Here's why:

As the COVID-19 pandemic led to a quick transition to remote work and long-distance socializing, Zoom's user base skyrocketed, and its name has become nearly synonymous with internet-based videoconferencing.

Zoom's network effect and ability to build new features to improve the platform put it further ahead of the competition.

Its focus on customer service and satisfaction makes it a best-in-class player. Even after the pandemic, remote meetings, telemedicine, online education, and more will likely become critical parts of life as we know it.

Shopify — Up 238% vs. S&P's 49%

Shopify's (NYSE: SHOP) e-commerce platform helps businesses of all sizes sell their wares on the internet with the key tech, logistics, marketing, and payments tools it provides. Tom recommended it to *Stock Advisor* members in April, but here's why we think it still has plenty of room for outperformance:

Shopify keeps building on its competitive advantage by adding new features, giving it a technological advantage that's getting stronger and stronger. As merchants using the platform see their businesses grow, they need more services to keep up with rising demand.

That leads them to upgrade to higher subscription levels, generating more revenue for Shopify.

The company treats its merchants well, leading to continued loyalty, especially among its Premium clients — from which Shopify benefits greatly. Once the worst of the pandemic runs its course, the global economy's going to need a *lot* of new businesses to get started — and Shopify will be there to help them, too.

Tesla — Up 674% vs. S&P's 17% since Tom's January recommendation

Tesla (NASDAQ: TSLA) is probably the most controversial stock on the public markets, especially given the leadership of its brash and unpredictable but visionary CEO, Elon Musk. Tom recommended it in January; here's why we believe the stock could run even higher:

We're confident it has already won the race to become a true next-generation car company — and that it's just getting started as it looks to become a multicategory disruptor in energy and technology.

Tesla's loyal base of customers and followers wants the company to succeed in its broader mission to improve the environment. That creates buy-in among customers that can last a lifetime — something rival automakers can only wish they had.

Tesla is making one of the boldest attempts in history to disrupt industries that the world desperately needs to have disrupted; its broader aspirations give it even greater potential.

As we look back upon the year, we're grateful for the performance of these and other stellar businesses, and we hope to find even more great companies in 2021. As for you, our members, here is our wish for you:

Alongside thousands of fellow Fools, we hope that you generate wealth in the coming year.

The only way to start earning returns on your investments is to start investing. So as this new year begins, we encourage you to take a look at [our stock recommendations and Best Buys Now](#), choose a few of these stocks to buy for your own portfolio, and then hold them for at least three to five years.

If you've already done that, check out our new special report, "[10 Stocks for 2021](#)," in which we share 10 of our favorite stock opportunities for the new

year and beyond, as well as Foolish investing insight from Tom Gardner, Morgan Housel, and more.

And as we celebrate the average returns of our recommendations in 2020, we look forward to seeing those returns potentially grow even more over the next few years. After all, when we take a look back five years ago to 2016, the average return of the recommendations we made that year is 346%!

While we don't know what 2021 will bring, we do hope to help you become smarter, happier, and richer with *Stock Advisor*. Happy New Year, Peter, and thank you for being one of our members.

Fool on!

Caitlyn Hood
Product Manager
Motley Fool Stock Advisor

Returns for Stock Advisor recommendations and S&P 500 as of Dec. 29, 2020.

Abi Malin owns shares of CrowdStrike Holdings, Inc. and Tesla. Benjamin Ra owns shares of Tesla and Zoom Video Communications. Bill Mann owns shares of Shopify and Zoom Video Communications. Caitlyn Hood owns shares of Shopify and Zoom Video Communications. David Gardner owns shares of Tesla. Tim Beyers owns shares of Shopify and Zoom Video Communications. Toby Bordelon owns shares of Shopify and Tesla. Tom Gardner owns shares of CrowdStrike Holdings, Inc., Shopify, Tesla, and Zoom Video Communications. Tom King owns shares of CrowdStrike Holdings, Inc. and Shopify. Vicki Hutchison owns shares of CrowdStrike Holdings, Inc., Shopify, Tesla, and Zoom Video Communications. The Motley Fool owns shares of CrowdStrike Holdings, Inc., Shopify, Tesla, and Zoom Video Communications. The Motley Fool has a disclosure policy.

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