



Increasing Dividend Equity Account (IDEA) Plus Covered Call Strategy

Portfolio Objective: The portfolio's primary investment objective is to generate cash flow with less volatility than the broader equity market, with a secondary objective of capital appreciation.

Portfolio Overview

The Increasing Dividend Equity Account (IDEA) Plus is a dividend-based equity strategy combined with a covered call option strategy on the S&P 500 Index. Approximately seventy-five percent of the portfolio is comprised of the IDEA portfolio which invests in high quality companies that have paid and/or increased dividends over the last 10 years. The remaining twenty-five percent consists of an ETF position in the S&P 500 Index with a corresponding covered call position. The portfolio receives cash flow generated from the sale of covered calls and cash dividends paid by the underlying stocks in the IDEA portfolio and the S&P 500 ETF.

Reduce Volatility and Enhance Cash Flow

The covered call strategy is used to reduce volatility and enhance cash flow to the IDEA portfolio. The strategy utilizes a 25% position in the SPDR S&P 500 Index ETF (NYSE: SPY), with covered calls sold on the SPY shares. The covered calls generate additional cash flow (premium) to the portfolio, cushioning declines in the portfolio in down markets. Covered calls will be sold only on the SPY position, intentionally preserving the capital appreciation potential of the IDEA portfolio and only limiting the upside potential of the SPY position. The IDEA Plus portfolio will likely outperform the IDEA portfolio in flat to down markets and underperform the IDEA portfolio in rising markets.

Covered Call Strategy

The IDEA Plus portfolio will sell (write) call option contracts on the SPY shares in the portfolio, giving an option buyer the right, but not the obligation, to buy the portfolio's SPY shares at a set price (strike price) until the option expires. IDEA Plus, as the covered call writer, receives cash flow (on shares it already owns) in the form of the premium paid by the option buyer.

IDEA Plus will utilize near term at the money index options to take advantage of term structure and strike considerations. If SPY remains below the strike price, the option contract will expire worthless and the IDEA Plus portfolio will keep the premium from the covered call contract and its position in SPY, and can now repeat the process. If the price of SPY is above the strike price at expiration, the portfolio will sell the stock at the strike price (a discount to the current price) but will keep the appreciation between the purchase price and strike price, plus the original option premium. The option contracts can be rolled prior to expiration to limit the probability of assignment. Call premium cash flow will fluctuate depending on the price volatility of SPY and the strike price relative to the prevailing SPY price.

Key Points

- IDEA Plus combines a diversified, stable and increasing dividend equity portfolio with a covered call strategy to generate additional cash flow and reduce volatility.
- Calls are sold on the 25% of the portfolio invested in the S&P 500 Index ETF, generating extra cash flow while not limiting the upside of the 75% IDEA portion of the portfolio.
- Current yield of IDEA equity portfolio is 2.8%.
- The gross call premium cash flow goal is 4% - 6% per year on top of the dividends received.
- Covered call positions are actively managed to maximize strike and term considerations.
- Minimum account size is \$100,000

Portfolio Characteristics

	IDEA Plus Portfolio
Wtd. Avg. Market Cap. (\$B)	76.1
Dividend Yield*	2.6%
Estimated Gross Cash Flow Premium	6.1%
Number of Securities	51
Estimated Annual Turnover	10-20%

*Includes dividends from common stock holdings and SPY but does not include premiums received from writing covered calls.

Firm Overview

- \$1.5 Billion in Assets Under Management and Supervision
- Equity, Balanced, Asset Allocation and Alternative Portfolios
- Privately Held

The Confluence Team

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About Confluence Investment Management

Confluence Investment Management LLC is an independent Registered Investment Advisor located in St. Louis, Missouri that was founded in 2007. Confluence provides professional portfolio management and advisory services to institutional and individual clients. Our investment philosophy is based upon independent, fundamental research that integrates our evaluation of market cycles, macroeconomics and geopolitical analysis with our value-driven, fundamental company-specific approach. Confluence's portfolio management philosophy begins by assessing risk, and follows through by positioning clients to achieve their income and growth objectives.

The Confluence team has more than 300 years of combined financial experience and 100 years of portfolio management experience.

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Overview of IDEA Equity Strategy – (Represents 75% of the IDEA Plus Portfolio)

The equity strategy employed in the IDEA Plus portfolio is Confluence's Increasing Dividend Equity Account (IDEA). The IDEA portfolio is focused on companies that have paid or increased dividends over the last 10 years and have market capitalizations greater than \$1 billion. These companies tend to be established companies that generate free cash flow and have management teams committed to growing their dividends. The portfolio is selected from a universe of stocks meeting minimum criteria of paying and increasing dividends over the last 10 years. Also of importance is the anticipated dividend growth rate of the aggregate portfolio, since inflation can erode investment returns and lower purchasing power. However, because the targeted portfolio dividend growth rate is higher than inflation, real income to investors can grow over time.

Investment Process

Our investment philosophy builds upon the required criteria established to create the investable universe. Stocks selected for the portfolio are diversified across a variety of sectors, avoiding excess concentrations in particular industries. Companies typically have well-positioned business models, ones that can grow during economic expansions and persevere through recessions and industry downturns.

Valuations play an important role, as we believe avoiding excessive valuations is a key metric in managing risk. We also focus on companies where debt levels are manageable. The result is a diversified portfolio of high-quality companies operating stable businesses from which they can offer the prospect of rising dividends to shareholders.

Security Selection – Rules-Based with a Value Approach

- Common stocks traded on U.S. exchanges
- Dividend yield greater than one percent
- Market capitalization greater than \$1 billion
- Dividend paid for the last 10 years
- No dividend reductions in the last 10 years
- Dividend raised in seven of the last 10 years
- Stable and growing cash flow
- Attractive valuations
- High-quality companies - moderate to low levels of debt

Sell Discipline

To help preserve capital, portfolio positions are continually reviewed. A company's stock may be sold if:

- The stock no longer meets the appropriate increasing dividend criteria.
- The share price reaches our estimate of full valuation.
- The company's fundamentals deteriorate.
- More attractive opportunities are identified.

Annual Dividend Statistics for IDEA Portfolio at 12/31

Year	Holdings	Avg. Yield	Dividend Change from Prior Year*				Annual Dividend Increases Over Past 10 Years*			
			# of companies with			Avg.	# of companies with			Avg. 10 yr
			Increase	Flat	Decrease	Growth	10 years	9 years	< 9 years	Growth
2009	49	2.8%	45	4	0	8.1%	38	6	5	13.3%
2010	49	2.8%	45	4	0	8.0%	38	3	8	12.6%
2011	49	2.8%	46	3	0	9.6%	38	4	7	12.5%
2012	48	3.1%	46	2	0	9.7%	38	6	4	12.8%

*Excludes impacts of special dividends and spin-offs.



Increasing Dividend Equity Account (IDEA) Plus Covered Call Strategy

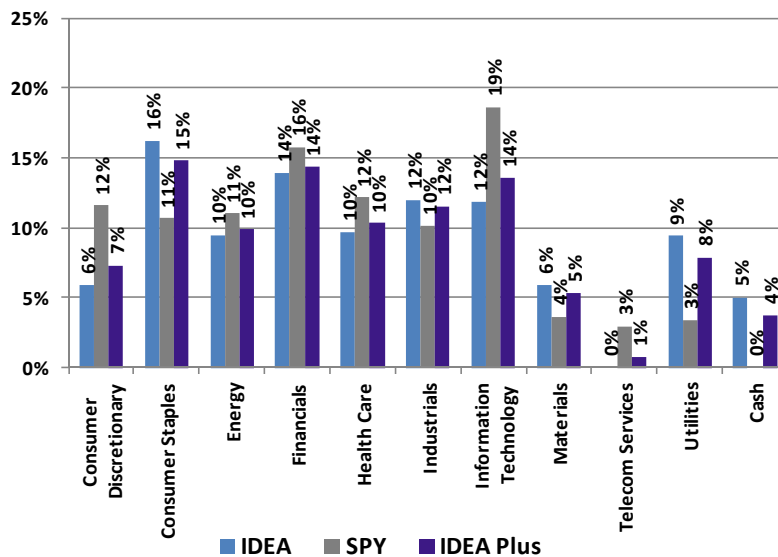
Portfolio Characteristics

	IDEA (no covered call)	SPDR S&P 500 (SPY)**	IDEA Plus (covered call)
Wtd. Avg. Market Cap.(\$B)	59.3	107.7	76.1
Dividend Yield	2.7%	2.2%	2.6%*
Estimated Gross Cash Flow Premium	NA	NA	6.1%
Number of Securities	49	1	51
Estimated Annual Turnover	10-20%	NA	10-20%

* Includes dividends from common stock holdings and SPY but does not include premiums received from writing covered calls

** The SPDR S&P 500 ETF (NYSE: SPY) is a fund that generally corresponds to the price and yield performance of the S&P 500 Index.

Sector Allocation



	IDEA		
	IDEA	SPY	Plus
Consumer Discretionary	6%	12%	7%
Consumer Staples	16%	11%	15%
Energy	10%	11%	10%
Financials	14%	16%	14%
Health Care	10%	12%	10%
Industrials	12%	10%	12%
Information Technology	12%	19%	14%
Materials	6%	4%	5%
Telecom Services	0%	3%	1%
Utilities	9%	3%	8%
Cash	5%	0%	4%

Top Ten Holdings

IDEA	SPY	IDEA Plus
W.W. Grainger, Inc.	Apple Inc.	S&P 500 Index Fund - SPDR
Brown-Forman Corp. (Class B)	Exxon Mobil Corp.	W.W. Grainger, Inc.
Graco Inc.	General Electric Co.	Brown-Forman Corp. (Class B)
M&T Bank Corp.	Chevron Corp.	Graco Inc.
NextEra Energy, Inc.	IBM	M&T Bank Corp.
Colgate-Palmolive Co.	Microsoft Corp.	NextEra Energy, Inc.
American Express Company	Johnson & Johnson	Colgate-Palmolive Co.
Illinois Tool Works Inc.	AT&T Inc.	American Express Company
Analog Devices, Inc.	Google Inc.	Illinois Tool Works Inc.
T. Rowe Price Group, Inc.	Procter & Gamble Co.	Analog Devices, Inc.

The listing of "Ten Largest Holdings" is not a complete list of all stocks in the portfolio or which Confluence may be currently recommending. Furthermore, application of the investment strategy as of a later date will likely result in changes to the listing. There can be no assurance that a purchase of the stocks in this portfolio will be profitable, either individually or in the aggregate, or that such purchase will be more profitable than alternative investments.

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IDEA Plus – Frequently Asked Questions

Who should consider using IDEA Plus?

- Investors looking for high current cash flow.
- Investors looking for risk-adjusted equity returns with enhanced cash flow
- Investors who are willing to limit upside potential in exchange for some downside protection.

What is a covered call?

When you sell a covered call, also known as writing a call, you are selling someone the right, but not the obligation, to buy the shares of a stock that you own at a set price (strike price) until the option expires. You, as the covered call writer, receive cash flow (on shares you already own) in the form of the premium paid by the option buyer.

Why is Confluence adding a covered call strategy to its IDEA equity strategy?

The covered call strategy can be used to reduce volatility and enhance cash flow to the IDEA portfolio. The strategy utilizes a 25% position in the S&P 500 Index ETF (NYSE: SPY), with covered calls sold only on the SPY shares. The covered calls generate cash flow to the portfolio, cushioning declines in the portfolio in down markets. However, in return for the call premium, the upside potential of the SPY position is limited.

What happens after the IDEA Plus portfolio writes (sells) a covered call on SPY?

When the IDEA Plus portfolio sells a covered call on SPY, the portfolio receives a call premium cash flow. The stock price of SPY is monitored until the expiration date of the call option. If the stock price of SPY rises above the strike price at expiration, the stock may be assigned or "called away," and the portfolio is obligated to sell its SPY shares at the strike price. If the stock price of SPY is below the strike price on the expiration date, the option expires unexercised and the portfolio keeps the SPY position. In addition, the options can be rolled prior to expiration to limit the probability of assignment.

How does the IDEA Plus portfolio generate cash flow?

The IDEA Plus portfolio receives a call premium cash flow from writing covered call options, estimated at 4-6% annually. In addition, the portfolio receives dividends from the underlying stock positions, estimated at 2.0-2.5% annually.

Will the stocks in the IDEA portfolio ever be called away?

No. The IDEA Plus portfolio is only writing call options on the SPY position. The stocks selected in the IDEA portfolio will not have calls written on them and thus will not be called away.

What variables affect the cash flow from the options?

The primary variable is volatility. The more volatile the S&P 500 is, the more valuable an option becomes. Thus, during periods of higher volatility, cash flow should rise; inversely, less volatile periods will produce less cash flow. The other variable that affects cash flow is time remaining on the option; the longer the time, the higher the value of the option. We focus on writing short dated call options because they lose their time premium faster.

Is there additional paperwork required for IDEA Plus?

Please check with your firm's operations team to determine if an options agreement is required to be completed by the client.

How are the options handled for tax purposes?

The tax treatment of the transactions related to the covered call options will vary. If the portfolio sells covered call options and repurchases them, the difference between the price obtained from selling the options and the cost to repurchase them is a taxable gain or a loss. Gains and losses are short-term when held less than one year. Conventional call options start trading less than nine months prior to expiration. Therefore, the capital gain or loss from selling and buying back covered call options will be short-term. If a covered call option expires—having never been exercised—the seller has a capital gain. Since the covered call option was not bought back, there is a zero cost for purchase. The gain is the entire amount received from selling the covered call option. With conventional covered call options, the gain is short-term. When the buyer of a covered call option exercises the call feature, the seller of the option must surrender the underlying stock. The amount received from selling covered call options is added to the amount received from the forced selling of the underlying stock. This comprises the proceeds from the transaction. The cost is the amount originally paid to buy the stock. The gain or loss is the proceeds minus the cost. Please consult a tax advisor to discuss your client's specific tax situation.

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