

# **EQUITY INCOME PORTFOLIO**

#### DECEMBER 31, 2018

### **PORTFOLIO OBJECTIVE**

The Equity Income portfolio is focused on companies of any size capitalization that collectively generate an above-average stream of dividend income, while also providing capital appreciation potential.

#### **INVESTMENT PHILOSOPHY**

Confluence's investment philosophy is a bottom-up, fundamental approach that seeks to generate above-average returns over the long-term by identifying businesses that possess substantial competitive advantages and are trading at discounts to intrinsic value. Advantages may include strong brand names, highly differentiated services or products, dominant market share, flexible pricing power, protected technology or specialized industrial skills sets. Companies have the ability to generate high levels of cash flow and are led by management teams that create shareholder wealth.

The investment process focuses on managing risk, which we define as the probability of a permanent loss of capital, by owning guality businesses at attractive valuations diversified across a variety of market sectors. This discipline strives to protect investors on the downside while enhancing upside potential. Over time, we believe this approach positions the portfolio to deliver superior risk-adjusted returns.

#### **PORTFOLIO OVERVIEW**

- Seeks companies with high level of dividend income or ability to grow dividend streams over time ٠
- Positioned to collectively generate above-average stream of dividend income greater than inflation rate
- Range of market capitalizations
- 30-35 Positions
- Low-to-Moderate turnover, typically 20%-30% annually
- Suitable for clients seeking total return from dividend income and capital appreciation

CHARACTERISTICS <sup>1</sup>	Portfolio	S&P500
Dividend Yield	3.4%	2.2%
Number of Securities	30-35	505
Annual Turnover	20-30%	
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<sup>1</sup>This information is presented as supplemental information to the disclosures required by the GIPS ® standards. There can be no assurance that a purchase of the stocks in this portolio will be profitable, either individually or in the aggregate, or that such purchase will be more profitable than alternative investments, including the risk that our estimate of intrinsic value may never be realized by the market or that the price goes down. The listing of "10 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. Please contact Conflu-ence for a complete list of holdings. Portfolio yield: composite level weighted average yield, calculated based on annualized current dividends; source: FactSet. Benchmark yield source: Bloomberg.

MARKET CAP <sup>1</sup>	Portfolio	S&P500
Weighted Avg. Market Cap (\$B)	99.0	200.8
Largest Market Cap (\$B)	779.8	862.5
Median Market Cap (\$B)	33.9	20.3
Smallest Market Cap (\$B)	3.6	2.7
Large Cap (>\$10B)	79%	
Mid Cap (\$10B-\$2B)	18%	
Small Cap (<\$2B)	0%	
Smallest Market Cap (\$B) Large Cap (>\$10B) Mid Cap (\$10B-\$2B)	3.6 79% 18%	

10 LARGEST HOLDINGS <sup>1</sup>				
Pfizer Inc.	3.7%			
Microsoft Corporation	3.6%			
Diageo plc	3.6%			
Linde plc	3.5%			
Fastenal Company	3.5%			
The Progressive Corporation	3.5%			
Johnson & Johnson	3.4%			
Paychex, Inc.	3.4%			
Nestlé S.A.	3.3%			
3M Company	3.2%			

#### SECTOR ALLOCATION<sup>1</sup>

- Consumer Discretionary 4%
  - Consumer Staples 15%
  - Energy 6%
  - Financials 15%
  - Health Care 11%
  - Industrials 9%
  - Information Technology 15%
  - Materials 9%
  - Real Estate 11% Utilities 3%
  - Other 2%

### **INVESTMENT PROCESS**

#### SECURITY SELECTION **GREAT COMPANIES AT BARGAIN PRICES**

Our disciplined investment process is research driven, attempting to uncover "great companies" trading at bargain prices. We define great companies as those with the following attributes:

#### Durable Competitive Advantages, should result in...

- Meaningful pricing power ٠
- High barriers to entry
- Superior return on capital over extended periods of time

#### Free Cash Flow

- Substantial amount available to benefit shareholders
- Should far exceed the capital expenditures needed to

# maintain and grow the business

#### Capable Management

Demonstrated ability to effectively allocate capital

ABOUT CONFLUENCE INVESTMENT MANAGEMENT LLC

Alignment of management's interest with investors through large personal investments in company stock

## BUY LIMIT DISCIPLINE INVEST BASED ON PRICE AND PATIENCE

We believe that focusing on great companies and purchasing them only when they're being offered at prices below our estimates of intrinsic value is an effective means for limiting downside risk while maximizing total return potential over an investment cycle.

- Primary focus is price paid for a stock (discount to intrinsic value)
- a security
- Buy limit is generally set at a 25%-50% discount to our internal estimate of intrinsic value
- ٠ Buy limits are continually re-assessed
- Risk is defined as the probability of a permanent loss of capital

New accounts may not be fully invested at inception if companies are trading above their current buy limits.

#### SELL DISCIPLINE

To help preserve capital, portfolio positions are continually reviewed.

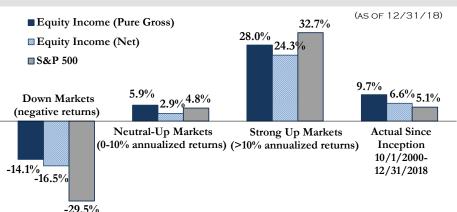
A company's stock may be sold if:

- The share price reaches or exceeds our estimate of full valua-tion.
- The company's fundamentals deteriorate.
- More attractive opportunities are identified.

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. The firm's investment philosophy is based upon independent, fundamental research that integrates evaluation of market cycles, macroeconomics and geopolitical analysis with the firm's 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 500 years of combined financial experience and 300 years of portfolio management experience.

- Each portfolio company is assigned a "buy limit" which represents the uppermost price we will pay for





Returns are annualized using calendar quarter performance data. Down Markets - annualized negative benchmark return; Neutral-Up Markets - annualized positive benchmark return is less than 10%; Strong Up Markets - annualized benchmark return is greater than 10%. The Standard & Poor's 500 Index (S&P 500®) is an unmanaged market capitalization-weighted index of 500 common stocks chosen for market size, liquidity, and industry group representation to represent U.S. equity performance.

Down Markets: Q4 '00-Q1 '01, Q3 '01, Q2 '02-Q3 '02, Q1 '03, Q3 '04, Q1 '05, Q2 '06, Q4 '07-Q1 '09, Q2 '10, Q3 '11, Q2 '12, Q4 '12, Q3 '15, Q1 '18, Q4 '18; Neutral-Up Markets: Q1 '02, Q1

**ANNUALIZED RETURNS** 

#### STATISTICAL ANALYSIS<sup>1</sup> SINCE INCEPTION\*

	Pure Gross-of- Fees <sup>1</sup>	Net-of-Fees <sup>2</sup>	S&P 500
Annualized Standard Deviation	12.9%	12.9%	16.0%
Sharpe Ratio	0.63	0.39	0.22
Beta	0.67	0.67	1.00
R-Squared	69.57	70.29	100.00

\*Inception is 10/1/2000

Standard Deviation – A measure of price variability (risk) over a period of time. A higher Standard Deviation indicates more variability in returns from month to month

Sharpe Ratio - Quantifies risk-adjusted performance by measuring the excess return per unit of risk. A higher Sharpe Ratio suggests better risk-adjusted performance.

Beta - A measure of a stock or portfolio's volatility (systematic risk) compared to an appropriate benchmark index. A Beta of 1.1 indicates the investment has approximately 10% more volatility in returns than the benchmark index.

**R-Squared** - Indicates whether the comparison index is an appropriate benchmark based on correlation. Generally an R-Squared above 70 is desirable.

#### **PERFORMANCE COMPOSITE RETURNS** (For Periods Ending December 31, 2018)

	Pure Gross- of-Fees <sup>1</sup>	Net-of- Fees <sup>2</sup>	S&P 500	R3000 Value
QTD	(10.4%)	(11.1%)	(13.5%)	(12.2%)
YTD	(8.9%)	(11.6%)	(4.4%)	(8.6%)
1-Year	(8.9%)	(11.6%)	(4.4%)	(8.6%)
3-Year*	8.1%	4.9%	9.2%	7.0%
5-Year*	7.1%	3.9%	8.5%	5.8%
10-Year*	11.7%	8.4%	13.1%	11.1%
15-Year*	8.2%	5.0%	7.8%	7.0%
Since Inception**	9.7%	6.6%	5.1%	6.3%

\*Average annualized returns \*\*Inception is 10/1/2000

'04-Q2 '04, Q2 '05, Q4 '05, Q1 '07, Q3 '07, Q2 '11, Q1 '14, Q3 '14, Q1 '15-Q2 '15, Q1 '16; Strong Up Markets: Q2 '01, Q4 '01, Q4 '02, Q2 '03-Q4 '03, Q4 '04, Q3 '05, Q1 '06, Q3 '06-Q4 '06. Q2 '07, Q2 '09-Q1 '10, Q3 '10-Q1 '11, Q4 '11-Q1 '12, Q3 '12, Q1 13-Q4 13. Q2 14. Q4 14. Q4 15. Q2 16-Q4 17. Q2 18-Q3 18

Confluence claims compliance with the Global Investment Performance Standards (GIPS®). The Equity Income Strategy was incepted on October 1, 2000 and the current Equity Income Composite was created on August 1, 2008. Performance presented prior to August 1, 2008 occurred while the Portfolio Management Team was affiliated with a prior firm and the Portfolio Management Team members were the primary individuals responsible for selecting the securities to buy and sell. Results are based on fully discretionary accounts under management, including those accounts no longer with the firm. Past performance is not indicative of future results. The U.S. Dollar is the currency used to express performance. Returns are presented gross and net of all fees and include the reinvestment of all income. Pure gross returns are shown as supplemental information to the disclosures required by the GIPS ® standards.

<sup>2</sup>Net of fee performance was calculated using the highest applicable annual bundled fee of 3.00% applied quarterly (2.75% prior to 7/1/08). This fee includes brokerage commissions, portfolio management, consulting services and custodial services. The Confluence fee schedule for this composite is as follows: 0.60% on the first \$500,000; 0.55% on the next \$500,000; and 0.50% over \$1,000,000. There are no incentive fees. Clients pay an all-inclusive fee based on a percentage of assets under management. The collection of fees produces a compounding effect on the total rate of return net of fees. Bundled fee accounts make up 100% of the composite for all periods. Actual investment advisory fees incurred by clients may vary. Wrap fee schedules are provided by independent wrap sponsors and are available upon request from the respective wrap sponsor.

A complete list of composite descriptions and/or fully compliant GIPS® presentations are available upon request. Additional information regarding policies for calculating and reporting performance are available upon request. The annual composite dispersion is an equal weighted standard deviation calculated for accounts in the composite for the entire year. The Equity Income Composite contains fully discretionary Equity Income wrap accounts. Equity Income is a value-based, bottom-up portfolio that invests in stocks from all market capitalizations based on their ability to generate an above average stream of dividend income, while also providing capital appreciation potential.

and environmentation in the last providing capital appreciation potential.
"#Results shown for the year 2000 represent partial period performance from October 1, 2000 through December 31, 2000. N/A- Composite Dispersion:
Information is not statistically meaningful due to an insufficient number of portfolios in the composite for the entire year. N/A- 3yr Std Dev: Composite does not have 3 years of monthly performance history.

	Pure Gross-of- Fees <sup>1</sup>	Net-of- Fees <sup>2</sup>	S&P 500	R3000 Value	Difference (Gross- S&P500)	# of Portfolios	Composite Assets (000s)	Total Firm Assets (000s)	Composite 3yr Std Dev	S&P 500 3yr Std Dev	R3000V 3yr Std Dev	Composite Dispersion
2018	(8.9%)	(11.6%)	(4.4%)	(8.6%)	(4.5%)	7,772	\$1,945,646	\$5,486,737	9.7%	10.8%	11.1%	0.5%
2017	17.5%	14.0%	21.8%	13.2%	(4.4%)	7,423	\$2,177,984	\$5,944,479	8.4%	9.9%	10.3%	1.1%
2016	18.0%	14.5%	12.0%	18.4%	6.0%	5,272	\$1,549,506	\$4,413,659	9.4%	10.6%	11.0%	0.4%
2015	0.1%	(2.9%)	1.4%	(4.1%)	(1.3%)	3,528	\$939,550	\$3,175,419	9.4%	10.5%	10.7%	0.4%
2014	11.4%	8.1%	13.7%	12.7%	(2.2%)	2,834	\$858,027	\$2,589,024	8.4%	9.0%	9.4%	0.4%
2013	26.1%	22.4%	32.4%	32.7%	(6.3%)	1,947	\$606,780	\$1,955,915	10.5%	11.9%	12.9%	1.3%
2012	17.8%	14.3%	16.0%	17.6%	1.8%	1,200	\$337,610	\$1,272,265	13.5%	15.1%	15.8%	0.6%
2011	5.1%	2.0%	2.1%	(0.1%)	3.0%	918	\$225,088	\$937,487	18.6%	18.7%	21.0%	1.0%
2010	16.1%	12.7%	15.1%	16.3%	1.1%	555	\$128,855	\$751,909	20.2%	21.9%	23.5%	0.8%
2009	18.8%	15.3%	26.5%	19.8%	(7.7%)	459	\$85,079	\$533,832	18.1%	19.6%	21.3%	0.8%
2008	(18.9%)	(21.2%)	(37.0%)	(36.2%)	18.1%	346	\$44,339	\$291,644	12.0%	15.1%	15.5%	N/A
2007	1.5%	(1.3%)	5.5%	(1.0%)	(4.0%)	2,490	\$381,383		6.2%	7.7%	8.3%	0.8%
2006	15.3%	12.1%	15.8%	22.3%	(0.5%)	3,122	\$489,578		5.7%	6.8%	7.0%	0.8%
2005	0.4%	(2.3%)	4.9%	6.9%	(4.5%)	3,775	\$536,505		8.4%	9.0%	9.7%	0.6%
2004	12.1%	9.1%	10.9%	16.9%	1.3%	2,811	\$425,234		10.2%	14.9%	14.8%	1.1%
2003	32.1%	28.5%	28.7%	31.1%	3.4%	1,204	\$168,181		11.0%	18.1%	16.0%	0.9%
2002	0.6%	(2.1%)	(22.1%)	(15.2%)	22.7%	342	\$36,726		N/A	N/A	N/A	0.8%
2001	11.6%	8.6%	(11.9%)	(4.3%)	23.5%	32	\$6,341		N/A	N/A	N/A	0.2%
2000**	13.5%	12.8%	(7.8%)	3.9%	21.4%	2	\$125		N/A	N/A	N/A	N/A

FOR MORE INFORMATION CONTACT ONE OF OUR SALES TEAM MEMBERS:

(858) 699-7945

Wayne Knowles National Sales Director | Southeast (919) 604-7604 wknowles@confluenceim.com

Ron Pond Regional Mktg Rep | Southwest

rpond@confluenceim.com

Steve Mikez Regional Mktg Rep | North-Central (480) 529-8741 smikez@confluenceim.com

Jason Gantt Regional Mktg Rep | Northeast (203) 733-9470 jgantt@confluenceim.com

Jim Taylor Regional Mktg Rep | Mid-South (630) 605-7194 itaylor@confluenceim.com

	Dev	Dev						
%	10.8%	11.1%	0.5%	performance of the broad domestic econom through changes in the aggregate market value of 500 stocks representing all major industries.				
%	9.9%	10.3%	1.1%					
%	10.6%	11.0%	0.4%	Russell 3000 <sup>®</sup> Value Index – A capitalization weighted index designed to measure perfor				
%	10.5%	10.7%	0.4%	mance of those Russell 3000® Index companies				
%	9.0%	9.4%	0.4%	with lower price-to-book ratios and lower fo casted growth values.				
%	11.9%	12.9%	1.3%					
%	15.1%	15.8%	0.6%	Confluence Equity Investment Team				
%	18.7%	21.0%	1.0%	Mark Keller, CFA Joe Hanzlik Daniel Winter, CFA Dustin Hausladen				
%	21.9%	23.5%	0.8%	Chris Stein Kaisa Stucke, CFA				
%	19.6%	21.3%	0.8%	Tom Dugan, CFA Blair Brumley, CFA Tore Stole Brett Mawhiney, CFA				
%	15.1%	15.5%	N/A	Tore Stole Brett Mawhiney, CFA John Wobbe				
%	7.7%	8.3%	0.8%					
%	6.8%	7.0%	0.8%	The Confluence Mission				
%	9.0%	9.7%	0.6%	Our mission is to provide our clients with				

S&P 500 Index - A capitalization-weighted index of 500 stocks. The Index is designed to measure

**Portfolio Benchmarks** 

ence Equity I	nvestment Team
eller, CFA	Joe Hanzlik
Winter, CFA	Dustin Hausladen
Stein	Kaisa Stucke, CFA
ugan, CFA	Blair Brumley, CFA
tole	Brett Mawhiney, CFA
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superior investment solutions and exceptional client service with the highest standards of ethics and integrity. Our team of investment professionals is committed to delivering innovative products and sound, practical advice to enable investors to achieve their

investment objectives.