



# Equity Income



March 31, 2025

## Objective

Invests in 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 our estimate of intrinsic value. Advantages may include strong brand names, highly differentiated services or products, dominant market share, flexible pricing power, protected technology or specialized industrial skill 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 quality 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 above-average risk-adjusted returns.

## Overview

- Invests in companies with a high level of dividend income or ability to grow dividend stream over time
- Positioned to collectively generate an above-average stream of dividend income with a growth rate that should exceed the inflation rate
- Range of market capitalizations
- Approximately 3% position sizes
- Low-to-moderate turnover
- Appropriate for clients seeking total return from dividend income and capital appreciation

## Portfolio Holdings<sup>1</sup>

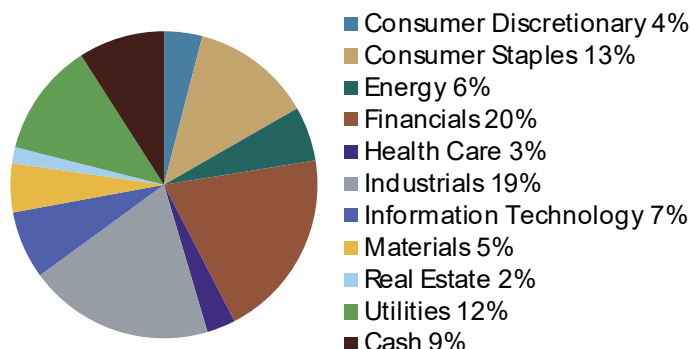
Characteristics	Equity Income	R3000 Value	S&P 500
Dividend Yield	3.1%	2.1%	1.4%
Number of Positions	30-35	2,297	503
Annual Turnover (5-Yr Rolling as of 12/31/24)	9%		

10 Largest Holdings	Weight
Snap-on Inc.	4.0%
Fidelity National Financial Inc.	4.0%
Chubb Ltd.	3.8%
Paychex Inc.	3.8%
WEC Energy Group Inc.	3.7%
Broadridge Financial Solutions Inc.	3.7%
Linde plc	3.5%
Southern Co.	3.3%
Entergy Corp.	3.3%
Progressive Corp.	3.1%

Market Cap	Equity Income	R3000 Value	S&P 500
Weighted Avg. Market Cap (\$B)	118.3	182.5	905.7
Largest Market Cap (\$B)	2,790.6	1,148.5	3,341.0
Median Market Cap (\$B)	56.7	2.0	36.2
Smallest Market Cap (\$B)	2.3	-	5.3

Mega Cap (>\$200B)	16%
Large Cap (\$18B-\$200B)	63%
Mid Cap (\$7B-\$18B)	11%
Small Cap (<\$7B)	1%

## Sector Allocation



See GIPS Report on pages 3-4

## Investment Process

### Security Selection: Great Companies at Bargain Prices

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

#### Durable Competitive Advantages

- Meaningful pricing power
- 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
- Alignment of management’s interest with investors through large personal investments in company stock

### Buy Discipline: Invest Based on Price and Patience

We believe focusing on high-quality companies and purchasing only when they’re being offered at prices below our estimate 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)
- Each portfolio company is evaluated to determine the full value of the business / intrinsic value of the security
- The entry point is generally set at a 25%-50% discount to our internal estimate of intrinsic value
- Entry points are continually re-assessed
- Risk is defined as the probability of a permanent loss of capital as opposed to tracking error of a benchmark

New accounts may not be fully invested at inception if companies are trading above current entry points.

### Sell Discipline

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

- Share price reaches or exceeds our estimate of full valuation
- Company’s fundamentals deteriorate
- More attractive opportunities are identified

## Portfolio Characteristics

### Statistical Analysis<sup>2</sup>

(as of 3/31/25)

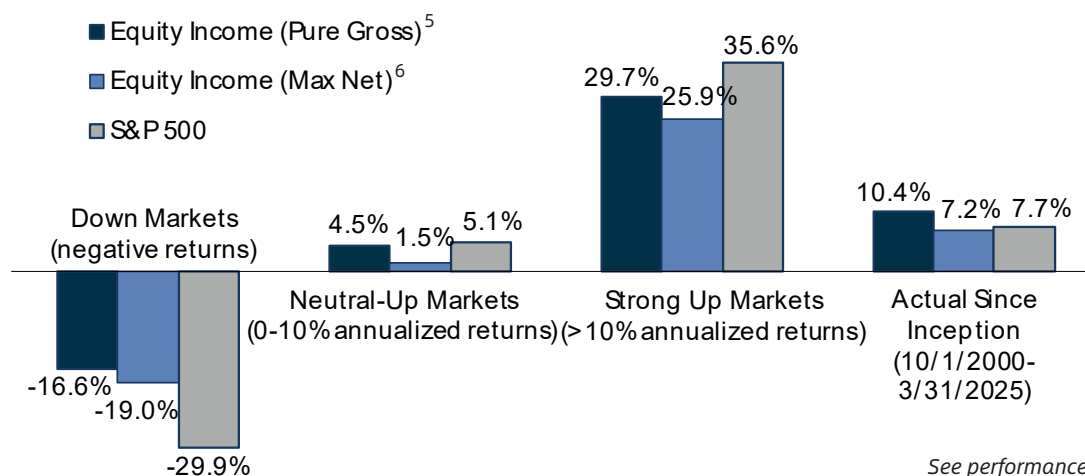
Since Inception**	Pure Gross-of-Fees <sup>5</sup>	S&P 500	Portfolio at Quarter End	vs. S&P 500
Downside Capture Ratio	55.44	100.00	Active Share	93.05%
Alpha	4.18	0.00		
Beta	0.71	1.00		
Annualized Standard Deviation	13.94%	16.63%		
R-Squared	0.73	1.00		
Sharpe Ratio	0.62	0.36		

\*\*Inception is 10/1/2000

# Performance

## Historical Performance<sup>3</sup> Annualized Returns

(As of 3/31/25)



## Composite Returns<sup>4</sup> (For periods ending March 31, 2025)

	Since Inception**	20-Year*	15-Year*	10-Year*	5-Year*	3-Year*	1-Year	YTD	QTD
<b>Equity Income</b>									
Pure Gross-Of-Fees <sup>5</sup>	10.4%	9.4%	11.3%	9.7%	15.0%	6.4%	8.6%	2.9%	2.9%
Max Net-Of Fees <sup>6</sup>	7.2%	6.2%	8.0%	6.5%	11.6%	3.2%	5.4%	2.2%	2.2%
<b>Russell 3000 Value</b>	7.5%	7.9%	10.3%	8.6%	16.1%	6.2%	6.6%	1.6%	1.6%
<b>S&amp;P 500</b>	7.7%	10.2%	13.1%	12.5%	18.6%	9.0%	8.2%	(4.3%)	(4.3%)

Calendar Year**	Pure Gross-Of-Fees <sup>5</sup>	Max Net-Of-Fees <sup>6</sup>	R3000 Value	S&P 500	Difference (Gross-R3000V)	# of Portfolios	Composite Assets (000s)	Total Firm Assets (000s)	Composite 3yr Std Dev	R3000V 3yr Std Dev	S&P 500 3yr Std Dev	Composite Dispersion
2005	0.4%	(2.3%)	6.9%	4.9%	(6.4%)	3,775	\$536,505		8.4%	9.7%	9.0%	0.6%
2006	15.3%	12.1%	22.3%	15.8%	(7.1%)	3,122	\$489,578		5.7%	7.0%	6.8%	0.8%
2007	1.5%	(1.3%)	(1.0%)	5.5%	2.5%	2,490	\$381,383		6.2%	8.3%	7.7%	0.8%
2008	(18.9%)	(21.2%)	(36.2%)	(37.0%)	17.4%	346	\$44,339	\$291,644	12.0%	15.5%	15.1%	N/A
2009	18.8%	15.3%	19.8%	26.5%	(1.0%)	459	\$85,079	\$533,832	18.1%	21.3%	19.6%	0.8%
2010	16.1%	12.7%	16.3%	15.1%	(0.1%)	555	\$128,855	\$751,909	20.2%	23.5%	21.9%	0.8%
2011	5.1%	2.0%	(0.1%)	2.1%	5.2%	918	\$225,088	\$937,487	18.6%	21.0%	18.7%	1.0%
2012	17.8%	14.3%	17.6%	16.0%	0.2%	1,200	\$337,610	\$1,272,265	13.5%	15.8%	15.1%	0.6%
2013	26.1%	22.4%	32.7%	32.4%	(6.6%)	1,947	\$606,780	\$1,955,915	10.5%	12.9%	11.9%	1.3%
2014	11.4%	8.1%	12.7%	13.7%	(1.3%)	2,834	\$858,027	\$2,589,024	8.4%	9.4%	9.0%	0.4%
2015	0.1%	(2.9%)	(4.1%)	1.4%	4.3%	3,528	\$939,550	\$3,175,419	9.4%	10.7%	10.5%	0.4%
2016	18.0%	14.5%	18.4%	12.0%	(0.4%)	5,272	\$1,549,506	\$4,413,659	9.4%	11.0%	10.6%	0.4%
2017	17.5%	14.0%	13.2%	21.8%	4.3%	7,423	\$2,177,984	\$5,944,479	8.4%	10.3%	9.9%	1.1%
2018	(8.9%)	(11.6%)	(8.6%)	(4.4%)	(0.3%)	7,772	\$1,945,646	\$5,486,737	9.7%	11.1%	10.8%	0.5%
2019	31.0%	27.1%	26.2%	31.5%	4.7%	8,249	\$2,725,466	\$7,044,708	10.8%	12.0%	11.9%	0.8%
2020	4.6%	1.5%	2.9%	18.4%	1.8%	7,557	\$2,440,128	\$6,889,798	17.1%	20.0%	18.5%	0.8%
2021	27.2%	23.5%	25.3%	28.7%	1.9%	7,508	\$3,048,035	\$7,761,687	16.6%	19.3%	17.2%	0.5%
2022	(7.9%)	(10.6%)	(8.0%)	(18.1%)	0.2%	7,457	\$2,609,193	\$6,931,635	19.1%	21.5%	20.9%	0.4%
2023	10.8%	7.5%	11.6%	26.3%	(0.8%)	7,462	\$2,743,018	\$7,200,019	15.6%	16.7%	17.3%	0.7%
2024	12.2%	8.9%	14.0%	25.0%	(1.7%)	6,078	\$2,437,094	\$7,280,773	15.3%	16.9%	17.2%	0.4%

\*Average annualized returns \*\*Inception is 10/1/2000. Additional years of performance available on our website.

See performance disclosures on last page.

## Confluence Value Equities Investment Committee

Mark Keller, CFA	Tore Stole	Tom Dugan, CFA	Dustin Hausladen	Brett Mawhiney, CFA
Daniel Winter, CFA	John Wobbe	Joe Hanzlik	Blair Brumley, CFA	Ben Kim, CFA

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See [Territory Map](#) on the Confluence website for sales coverage

## Disclosures

**<sup>1</sup> Portfolio Holdings**—All investments carry a certain degree of risk, including possible loss of principal. It is important to review your investment objectives, risk tolerance & liquidity needs before choosing an investment style or manager. Equity securities are subject to market risk & may decline in value due to adverse company, industry or general economic conditions. There can be no assurance that any investment objective will be achieved. Sector weightings/holdings of individual client portfolios in the strategy may differ, sometimes significantly, from these listings. Portfolio yield: composite level weighted average yield, calculated based on annualized current dividends; source: FactSet. Benchmark sources: Bloomberg, S&P Dow Jones Indices/FTSE Russell. Annual turnover 5-yr rolling calculated from sample accounts for periods ending 12/31/2024.

**<sup>2</sup> Statistical Analysis**—*Active Share*: Measures % of portfolio holdings that differ from benchmark index; calculated by taking the sum of the absolute value of the differences of the weight of each holding in manager's portfolio & the weight of each holding in benchmark index, as of the date shown, and dividing by two. (*Calculated by Confluence. Index holdings/weights sourced from exchange-traded fund: iShares S&P 500 Core [IVV].*) *Downside Capture Ratio*: Measures performance in down markets relative to index (down market: any quarter where the market return is less than zero); lower Downside Capture Ratio indicates manager protected capital better during a market decline. *Alpha*: Measures nonsystematic return or return that cannot be attributed to the market. *Beta*: Measures portfolio volatility (systematic risk) compared to an appropriate benchmark index. *Standard Deviation*: Measures price variability (risk) over a period of time. *R-Squared*: Indicates whether comparison index is an appropriate benchmark based on correlation. *Sharpe Ratio*: Quantifies risk-adjusted performance by measuring excess return per unit of risk. (*Data source: Zephyr's PSN SMA Database*)

**<sup>3</sup> Historical Performance Chart**—Annualized returns 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%.

**Benchmarks / Indexes**—The S&P 500<sup>®</sup> Index is a capitalization-weighted index of 500 stocks designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries. The Russell 3000<sup>®</sup> Value Index is a capitalization-weighted index designed to measure performance of those Russell 3000<sup>®</sup> Index companies with lower price-to-book ratios and lower forecasted growth values. (*Source: Bloomberg*) The S&P 500 and Russell 3000 Value are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only & do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance.

**<sup>4</sup> Performance Composite Returns**—Confluence Investment Management LLC claims compliance with the Global investment Performance Standards (GIPS<sup>®</sup>) and has prepared and presented this report in compliance with the GIPS standards. Confluence Investment Management LLC has been independently verified for the periods August 1, 2008, through December 31, 2023. The verification report is available upon request. A firm that claims compliance with the GIPS standards must establish policies and procedures for complying with all the applicable requirements of the GIPS standards.

Verification provides assurance on whether the firm's policies and procedures related to composite maintenance, as well as the calculation, presentation, and distribution of performance, have been designed in compliance with the GIPS standards and have been implemented on a firm-wide basis. Verification does not provide assurance on the accuracy of any specific performance report.

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The Equity Income strategy was inceptioned 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. Confluence Investment Management LLC is an independent registered investment adviser. 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 US Dollar is the currency used to express performance. Returns are presented gross and net of all fees and include the reinvestment of all income.

<sup>5</sup> Pure gross returns are shown as supplemental information to the disclosures required by the GIPS<sup>®</sup> standards.

<sup>6</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 is available upon request. Policies for valuing investments, calculating performance, and preparing GIPS Reports are available upon request. The annual composite dispersion is an equal-weighted standard deviation, using gross-of-fee returns, calculated for the accounts in the composite for the entire year. The three-year annualized standard deviation measures the variability of the composite gross returns over the preceding 36-month period. 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.

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.

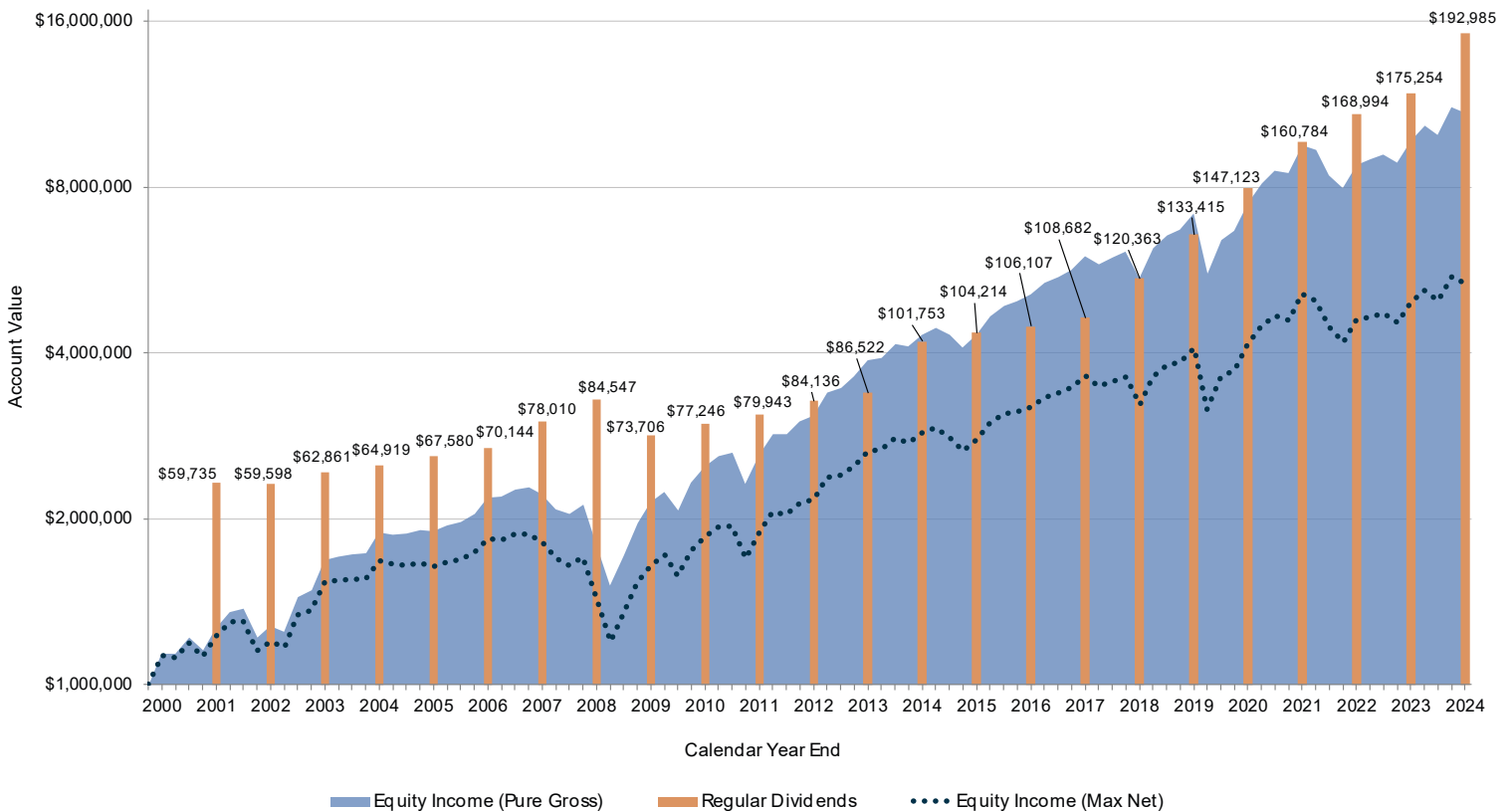


# Equity Income

## Annual Investment & Dividend Illustration

As Of December 31, 2024

### Confluence Equity Income Growth of \$1,000,000 Investment and Dividends



## Disclosures

The Equity Income strategy and composite were created on October 1, 2000. The Max Net 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 advisory, custody, financial intermediary, brokerage, commissions, and other fees the client will incur. Actual investment advisory fees incurred by clients may vary. Please refer to the Confluence Investment Management LLC Form ADV 2A for a standard fee schedule. Wrap fee schedules are provided by independent wrap sponsors and are available upon request from the respective wrap sponsor. Please refer to the rest of this document for full performance and disclosures.

The account value is based on \$1,000,000 invested in the Equity Income strategy on 10/1/2000 with dividends reinvested. The annual dividend income information is an annualized estimate based on representative, fee-paying accounts and includes regular dividends. In December 2012, two portfolio holdings pulled forward their 2013 regular dividend payments into 2012 for tax purposes. In this illustration, those December 2012 dividends were allocated to 2013 to reflect the companies' regular dividend payment schedules. Additional information is available upon request.

Past performance is no guarantee of future results. The U.S. dollar is the currency used to express dividend performance. This information is not intended to forecast or predict future performance. Actual results may vary, and investors could realize losses on their investment.

This information is shown as supplemental information and must be accompanied by the full performance/disclosure pages included with this document.