



# Increasing Dividend Equity Account (IDEA)

## Value Equity Strategies



First Quarter 2025

Increasing Dividend Equity Account (IDEA) is focused on high-quality companies with long track records of distributing earnings to shareholders through dividends. These companies tend to be established companies that generate free cash flow and have management teams committed to growing the dividend. The portfolio is selected from a universe of stocks meeting initial minimum criteria of paying and increasing dividends over the last 10 years. The portfolio typically has approximately 49 holdings and is expected to result in low to moderate turnover. The strategy is appropriate for clients seeking total return from dividend income and capital appreciation.

### Market Commentary

Financial markets exhibited signs of anxiety during the first quarter of 2025 as concerns began to surface around artificial intelligence (AI) financial models as well as uncertainty surrounding the new administration's economic agenda. The release of the DeepSeek chatbot by its Chinese developer in early January garnered praise for its innovative and, more importantly, cost-effective approach to model development. This prompted investors to reconsider their assumptions regarding AI's capital intensity. In February, tariff discussions began to gain traction, culminating in an announcement of an official release date in early April. This uncertainty triggered a sell-off in broad equity markets, with the S&P 500 declining by approximately 4.3% for the quarter, while the Treasury market rallied as the yield on the 10-year Treasury fell by 33 basis points to 4.24%, reflecting a flight to safety.

The most significant event of the quarter was the DeepSeek release, which introduced a novel approach that could challenge existing AI capital investment requirements and impact returns on prior investments. Since late 2022, equity markets have been heavily influenced by AI developments and the associated capital expenditures required to support them, producing outsized returns in select market segments. Consequently, any downward revision of these lofty expectations could disproportionately affect broader markets. DeepSeek's introduction spurred a market rotation away from the leading technology-oriented Magnificent 7 (M7) stocks toward less expensive areas of the market. A rotation should be viewed as healthy, and overdue for value investors, given the large concentration in the M7.

This shift resulted in value stocks outperforming growth stocks and yield/dividend-oriented businesses leading over non-payers and lower-yielding companies. Moreover, heightened uncertainty kept large cap stocks ahead of small caps, while tariff-related developments favored international markets over domestic ones. (See *Figures 1 and 2.*)

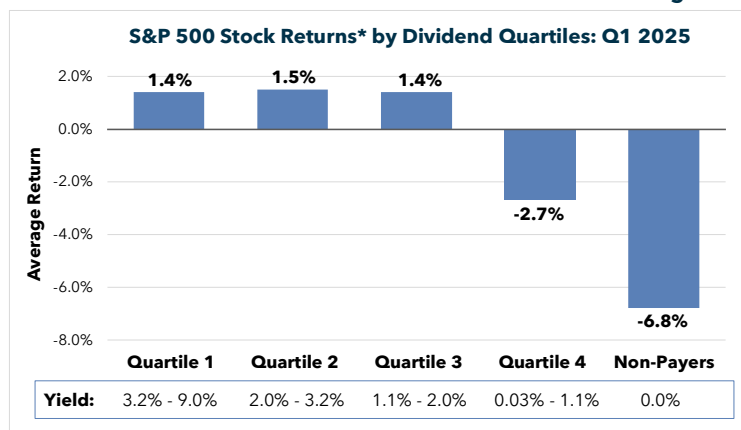
The rotation also influenced sector performance, with the three sectors that hold the M7 stocks – Communication Services (Alphabet and Meta), Consumer Discretionary (Amazon and Tesla), and Information Technology (Microsoft, NVIDIA, and Apple) – emerging as the worst performers during the quarter (see *Figure 3*, sector returns table).

Figure 1

Index	Q1 2025	Index	Q1 2025
Russell 1000	(4.5%)	Russell 2000	(9.5%)
Russell 1000 Growth	(10.0%)	Russell 2000 Growth	(11.1%)
Russell 1000 Value	2.1%	Russell 2000 Value	(7.7%)
S&P 500	(4.3%)	MSCI World ex-US (net)	6.2%

(Sources: Confluence, FTSE Russell, S&P Dow Jones Indices, MSCI)

Figure 2



\*Actual Historical Constituents. Returns through 3/31/2025. (Sources: Confluence, Ned Davis Research)

Figure 3 – Returns by Sector

	Energy	Materials	Financials	Industrials	Cons. Disc.	Tech.	Comm. Services*	Real Estate	Health Care	Cons. Staples	Utilities	S&P 500 Index	Weight
S&P weight	3.7%	2.0%	14.7%	8.5%	10.3%	29.6%	9.2%	2.3%	11.2%	6.1%	2.5%	100.0%	
Russell Growth weight	0.5%	0.7%	7.7%	4.9%	14.9%	46.2%	12.7%	0.6%	7.8%	3.9%	0.2%	100.0%	
Russell Value weight	7.1%	4.2%	23.2%	14.1%	5.8%	8.7%	4.5%	4.7%	14.8%	8.2%	4.8%	100.0%	
Russell 2000 weight	5.1%	3.9%	19.8%	17.6%	9.1%	12.3%	2.6%	6.4%	16.7%	3.2%	3.2%	100.0%	
QTD	10.2	2.8	3.5	-0.2	-13.8	-12.7	-6.2	3.5	6.5	5.2	4.9	-4.3	
YTD	10.2	2.8	3.5	-0.2	-13.8	-12.7	-6.2	3.5	6.5	5.2	4.9	-4.3	
													Return (%)

(Source: J.P. Morgan Asset Management; Guide to the Markets®, US 2Q 2025, as of March 31, 2025)

## Administration's Impact on Investor Sentiment

While AI dominated attention early in Q1, investor anxiety was heightened when the new administration unveiled its agenda. As this commentary is being written, financial markets remain highly volatile following the end of the quarter – a topic worthy of brief discussion here. For more detailed insights, we encourage readers to follow the regular updates published by our macroeconomic team.

The tariff agenda was revealed in early April and is an attempt to restructure the global order. But why such an aggressive policy when the economy and financial markets appeared to be in good shape? The shift reflects the populist movement that has been gaining momentum for years as global trade has disproportionately benefited capital at labor's expense. *Figure 4* illustrates this trend: Labor's share of total economic output (blue line) remained stable at around 60% from World War II until China joined the World Trade Organization (WTO) in 2001, after which it declined significantly while capital thrived. This imbalance fueled populist movements globally, including the rise of both Bernie Sanders and Donald Trump in 2015 and Brexit across the Atlantic.

The initial step toward benefiting Main Street is a tariff policy designed to rebalance US trade by supporting re-industrialization and thereby creating "good jobs." It also aims to reduce US reliance on critical imports (an issue highlighted during COVID-19), while generating revenue to help address fiscal deficits. Essentially, tariffs act as a consumption tax and production subsidy that should reduce imports, while incentivizing domestic production. *Figure 5* highlights America's persistent trade imbalance, currently over \$1.2 trillion.

## Fiscal Challenges

The agenda also addresses fiscal deficits and national debt levels that have become unsustainable under existing policies. *Figure 6* shows US national debt approaching 100% of GDP alongside fiscal deficits exceeding 5% – a rarity outside wartime or severe crises. The situation must be addressed at some point, or the burden of servicing the debt will undermine our ability to provide the social safety nets of Medicare, Medicaid, and/or Social Security.

The first part of the agenda has shaken markets given the bold attempt to address the above issues. Future steps on the agenda will entail deregulation and tax policy reforms aimed at addressing inflation and boosting economic growth through measures such as tariffs to support domestic industries, inflation control to lower yields and ease the debt burden, spending cuts, and restoring fiscal discipline.

## Market Outlook

The administration's audacious attempts to tackle these issues challenge the framework developed over generations by leveraging geopolitics to reshape America's global position. While risky, this approach seeks to rebuild American manufacturing sectors harmed by unfair trade practices – especially those involving China – and reset post-World War II global economic structures. Resistance and potential missteps are inevitable; however, we believe long-term investors should view volatility as an opportunity, a principle central to our investment philosophy.

Figure 4

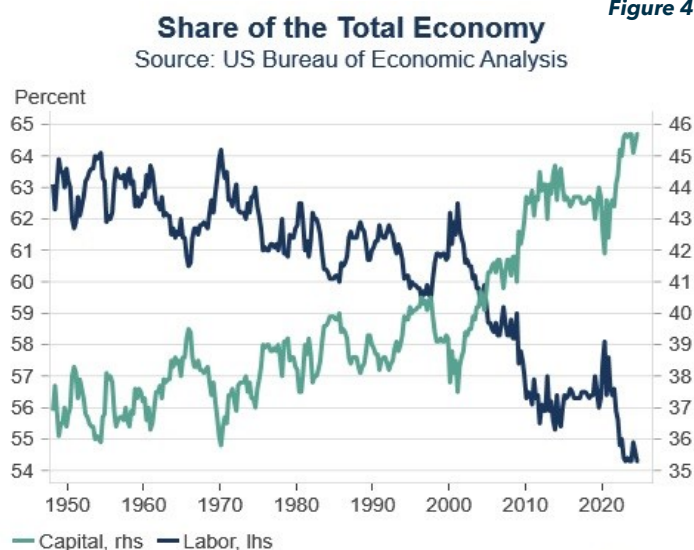


Figure 5

## Merchandise Trade (Excluding Petroleum)

Source: US Census Bureau

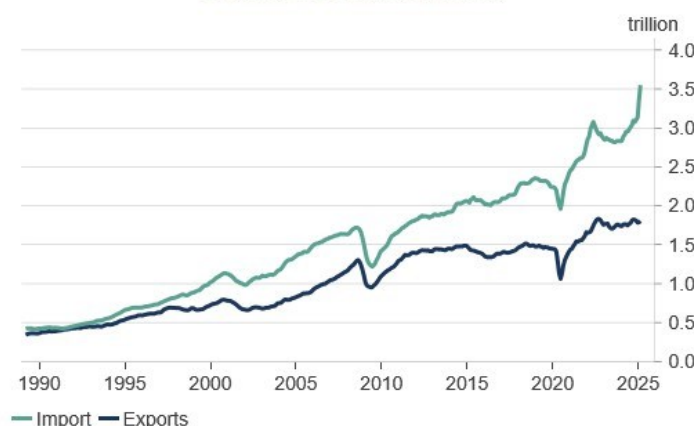
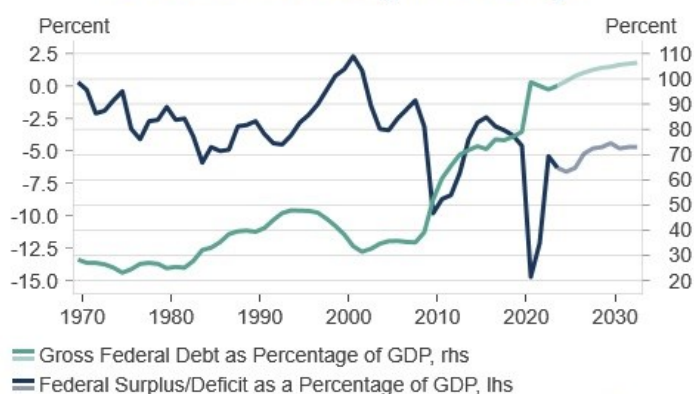


Figure 6

## The US National Debt Is Growing at an Unsustainable Rate

Source: Office of Management & Budget



## Strategy Commentary

The rotation from the Magnificent 7 (M7) mega-cap tech stocks to the other 490+ stocks in the S&P 500 resumed in the first quarter of this year. As discussed in our fourth quarter commentary, this rotation began in July 2024 but was partially reversed in December when the M7 came roaring back. At the time, we thought this was a flight to “safety” (ironically, in highly valued growth stocks) given the uncertainty around interest rates. However, as time goes by, it seems this may have been a waning surge in the M7/AI mania that we have been observing over the past few years...only time will tell.

With the emergence of DeepSeek in late January, investors have started to question the predetermined winners of the AI era. For more information on the ramifications of DeepSeek, you can Google it (or ask AI!), but the important thing to remember is that the very essence of the tech sector is innovation, so it is difficult to find the **sustainable competitive advantages** that our investment approach requires. When it comes to technology and innovation, better/faster/cheaper will eventually emerge and always win. We are not sure if DeepSeek is that much better/faster/cheaper when it comes to AI, but we are sure that those innovations are coming, and most likely from startups rather than the incumbents.

Despite the uncertainty in the financial markets this year, the companies held in the IDEA strategy continued to pay and grow their dividends. As seen in the table below (*Figure 7*), 14 of the 49 companies in the current portfolio raised their dividend in the first quarter, with an average announced growth rate of 7.3%.

Furthermore, as depicted in the chart on the following page (*Figure 8*), the IDEA strategy has produced consistent dividend growth over the past 15+ years, resulting in annual dividend income more than tripling since the strategy’s inception, in addition to strong capital appreciation.

**Figure 7 – Annual Dividend Statistics for IDEA Portfolio at 12/31 (Dividend Growth Using Announcement Date) <sup>1</sup>**

Year	Holdings	Avg. Yield <sup>+</sup>	Dividend Change from Prior Year**			Avg. Growth***
			# of companies with			
			Increase	Flat	Decrease	
2009	49	2.9%	39	10	0	5.6%
2010	49	2.9%	45	4	0	9.3%
2011	49	2.9%	46	3	0	9.6%
2012	48	3.3%	46	2	0	9.3%
2013	49	2.4%	47	2	0	10.6%
2014	49	2.5%	47	2	0	9.3%
2015	49	2.8%	46	3	0	8.9%
2016	50	2.4%	46	4	0	6.9%
2017	48	2.1%	44	4	0	7.4%
2018	49	2.5%	47	2	0	11.2%
2019	49	2.1%	48	1	0	9.4%
2020*	49	2.1%	42	7	0	6.4%
2021	49	1.9%	46	3	0	8.3%
2022	49	2.1%	47	2	0	9.5%
2023	48	2.2%	47	1	0	7.4%
2024	49	2.2%	47	2	0	8.2%
Average-16 yrs (2009-2024)		2.5%	46	3	0	8.6%
YTD (3/31/25)	49	2.0%	14	-	0	7.3%

\* 2020 excludes impact of temporary dividend suspensions during the pandemic of 2020. \*\* Dividend Change from Prior Year excludes impact of special dividends and spin-offs.

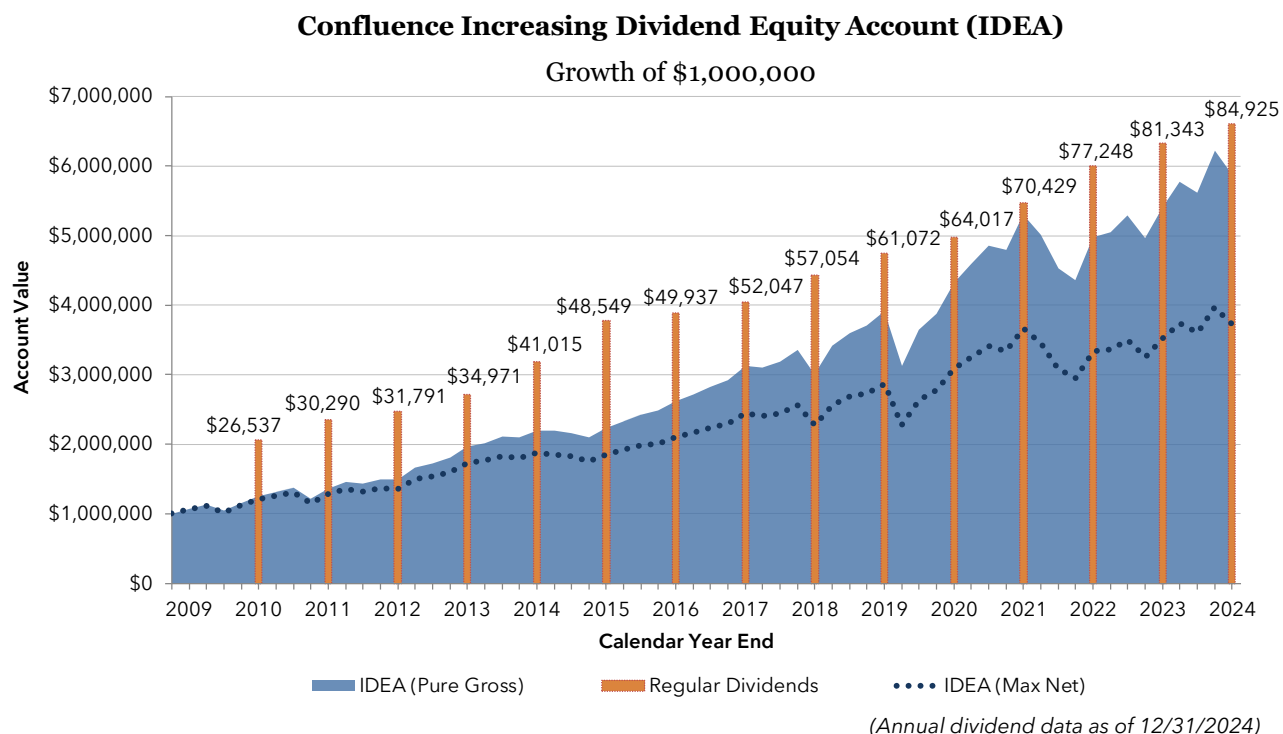
\*\*\* For YTD statistics, the average growth rate is calculated using only those holdings for which an increase or decrease in the indicated annual dividend amount has been announced.

Full-year statistics are calculated as the average of all holdings, including those which did not announce a change to their indicated annual dividend during the year.

+ Avg. Yield column is the equal-weighted average dividend yield of portfolio holdings at 12/31, calculated based on annualized current dividends plus any special dividends paid during the year.

## Strategy Commentary continued...

Figure 8 – Growth of Investment & Dividends <sup>2</sup>



Historically, dividend growers (like the companies owned in the IDEA portfolio) have substantially outperformed companies whose dividends remained flat, companies that have cut their dividends, and companies that do not pay dividends. As shown in the following chart from Ned Davis Research (Figure 9), \$100 invested in dividend growers in 1973 has grown to \$15,963, while \$100 invested in non-dividend payers is now worth \$830, and \$100 invested in dividend cutters is only worth \$65 today.

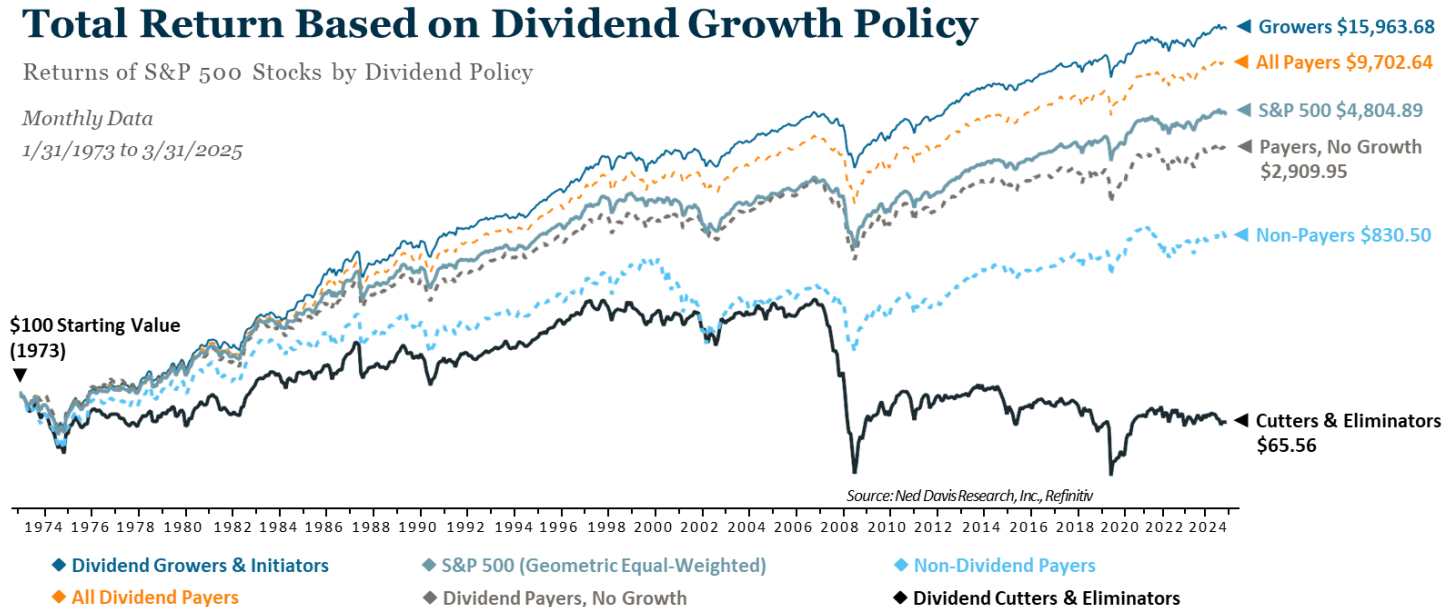
Figure 9

## Total Return Based on Dividend Growth Policy

Returns of S&P 500 Stocks by Dividend Policy

Monthly Data

1/31/1973 to 3/31/2025



(Source: Ned Davis Research, Inc.; © Copyright 2025)



## Strategy Commentary continued...

With the rotation re-engaged in the first quarter, the S&P 500 Index was down 4.3%, while the Russell 3000 Value Index was up 1.6% and the NDR Dividend Growers Index Constituents (as shown in *Figure 10* below) were up 0.6%. By comparison, the Confluence IDEA strategy gained 2.3% (gross of fees) in the first quarter. [The strategy's net-of-fees return for the same period was +1.5% QTD. See disclosures on last page for fee description; actual investment advisory fees may vary.]

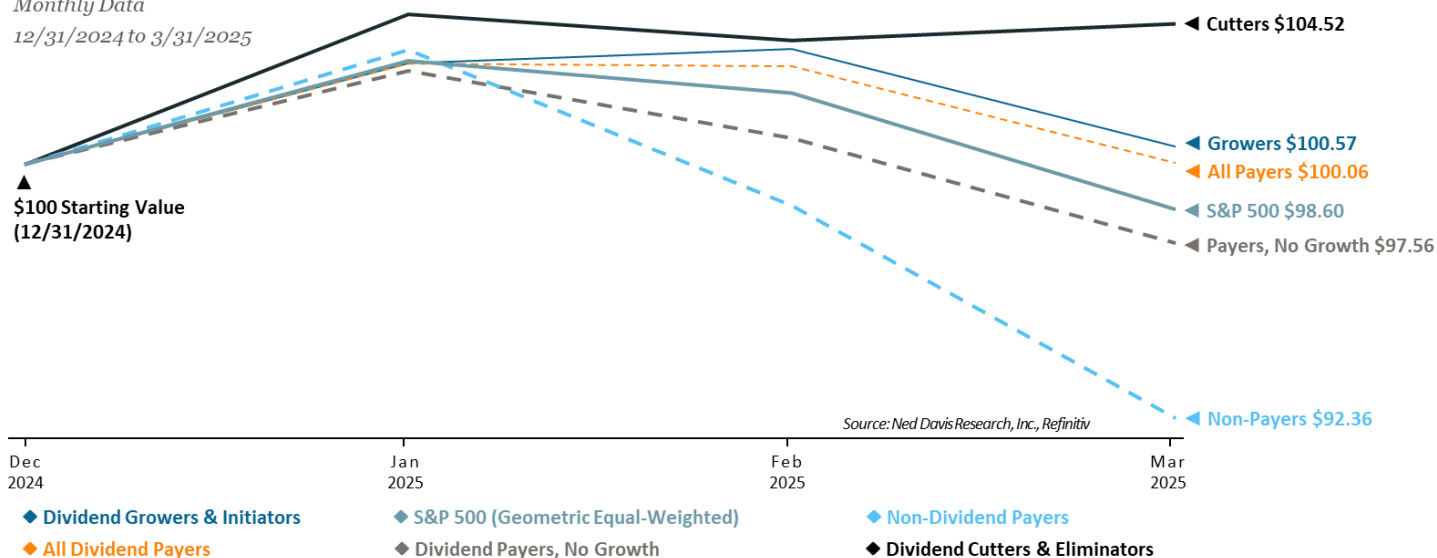
**Figure 10**

## Total Return Based on Dividend Growth Policy

Returns of S&P 500 Stocks by Dividend Policy

Monthly Data

12/31/2024 to 3/31/2025



(Source: Ned Davis Research, Inc.; © Copyright 2025)

The rotation since last July (excluding the interruption in December) has favored dividend-growing stocks, in particular. After solid outperformance in 2022, dividend growers underperformed in 2023 and 2024 as the S&P 500 was propelled by everything AI, but it looks like that might be changing. In the first quarter, IDEA outperformed the S&P 500 primarily in the Technology and Consumer Discretionary sectors, which are both heavily influenced by the M7. Our dividend growers in the Utilities, Materials, and Financials sectors also outperformed.

The top contributors to Q1 performance were primarily insurance-related – W. R. Berkley (WRB) and Brown and Brown (BRO) – and utilities-related names, including WEC Energy Group (WEC), Southern Company (SO), and Linde (LIN), which is a utility-like provider of industrial gas. The weakest contributors during the quarter were Oracle (ORCL), software/cloud services; T. Rowe Price Group, investment manager; Nike (NKE), athletic shoe company; Polaris (PII), ATV/boat manufacturer; and Lockheed Martin (LMT), defense contractor.

In mid-February, we sold Polaris, given continued weak dividend growth, in order to buy Zoetis (ZTS), a global leader in discovering, developing, manufacturing, and commercializing animal health medicines and vaccines, focusing on livestock and companion animals. While the company's roots in animal health go back 70 years, it wasn't until 2012 that it became a pure-play animal health business after being spun out of Pfizer. As a public company, management has transitioned the business toward the more attractive companion animal market. There are many reasons to like the companion animal market and the higher growth it brings. Primarily, it plays on the heartstrings of humanity, with an estimated 90%+ of people willing to pay whatever it takes to get the healthcare their pet needs. Not to mention, demographics are driving the demand for companion animal ownership. With this in mind, we believe Zoetis represents a growing and durable franchise. It benefits from a growing companion animal population and increasing demand for better health for our companions. Management likes to say that they create their markets and expand the total addressable market by introducing innovative pharmaceuticals year after year. Unlike the human market, the companion animal market remains in the early stages of finding treatments and potential cures for our furry friends' ailments. For example, Zoetis was the first player to introduce therapies for atopic dermatitis, now a multi-billion-dollar opportunity. This expanded the addressable market while representing a shift toward treating chronic diseases, which creates longer revenue streams and higher returns on invested capital. We see an opportunity for Zoetis to develop the kidney, cancer, and heart health markets. In addition to durable growth, we are attracted to the company's high returns on capital, which result from its leadership in innovation, patented revenue streams, and strong distribution model.

### **Strategy Commentary continued...**

While the shares often reflect Zoetis' strong position in this growing market, we were recently presented with an attractive entry point due to misconceptions about the safety of its osteoarthritis drugs and the post-pandemic hangover in vet clinic visits. Both seem overplayed and not reflective of the long-term opportunities in the companion animal market,, in our estimation. Management's goal is to organically grow revenue faster than the market through innovation and enhanced capabilities, which should also expand operating margins over time. Given the durability of earnings and the ability to return large sums of cash to shareholders, we believe there is a high likelihood that the company's dividend can grow with earnings every year. Adding a company with high-single-digit, if not low-double-digit, dividend growth makes a nice addition to the IDEA portfolio.

### **Outlook**

While there is always uncertainty in the stock market, it is particularly high today given all the initiatives underway from the second Trump administration (tariffs, DOGE, food and health oversight, tax cuts, geopolitical issues, etc.). Furthermore, market volatility has increased due to rising concerns about a recession following the tariff actions in early April.

Still, at Confluence, we remain focused on owning great businesses with growing dividends that are purchased at attractive valuations. This investment approach has historically provided solid downside protection and long-term outperformance as the stock prices of these high-quality companies tend to bounce coming out of a recession like a tennis ball, instead of going splat at the bottom like a tomato!

In fact, market downturns often present us with opportunities to add great companies, ones we have long admired, to the portfolio at a discount to our estimate of intrinsic value, which should help drive above-average returns in the future.

## Increasing Dividend Equity Account (IDEA) • Value Equity Strategies

### Contribution<sup>3</sup>

The top contributors and detractors for the portfolio in Q1 2025 are shown in the following table:

(YTD as of 3/31/2025)

Security	Avg Weight (%)	Contribution (%)
<b>Top 5</b>		
W. R. Berkley Corp.	2.57	0.54
Brown & Brown Inc.	2.62	0.54
Linde plc	2.87	0.32
WEC Energy Group Inc.	1.84	0.29
Southern Co.	2.37	0.28
<b>Bottom 5</b>		
Lockheed Martin Corp.	2.38	(0.19)
Polaris Inc.	Sold	(0.23)
NIKE Inc.	1.50	(0.25)
T. Rowe Price Group Inc.	1.48	(0.28)
Oracle Corp.	2.40	(0.39)

### Performance Composite Returns<sup>4</sup> (For Periods Ending March 31, 2025)

	Since Inception**	15-Year*	10-Year*	5-Year*	3-Year*	1-Year	YTD	QTD
<b>IDEA</b>								
Pure Gross-of-Fees <sup>5</sup>	12.3%	11.8%	10.6%	14.0%	6.3%	4.3%	2.3%	2.3%
Max Net-of-Fees <sup>6</sup>	9.0%	8.5%	7.4%	10.6%	3.1%	1.2%	1.5%	1.5%
<b>S&amp;P 500</b>	13.5%	13.1%	12.5%	18.6%	9.0%	8.2%	(4.3%)	(4.3%)
<b>Russell 3000 Value</b>	10.7%	10.3%	8.6%	16.1%	6.2%	6.6%	1.6%	1.6%

Calendar Year	Pure Gross-of-Fees <sup>5</sup>	Max Net-of-Fees <sup>6</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
2009**	7.5%	6.7%	6.0%	4.2%	1.4%	40	\$7,190	\$533,832	N/A	N/A	N/A	N/A
2010	16.8%	13.3%	15.1%	16.3%	1.7%	138	\$33,407	\$751,909	N/A	N/A	N/A	0.4%
2011	8.9%	5.7%	2.1%	(0.1%)	6.8%	325	\$68,562	\$937,487	N/A	N/A	N/A	0.5%
2012	9.2%	6.0%	16.0%	17.6%	(6.8%)	414	\$91,822	\$1,272,265	12.7%	15.1%	15.8%	0.2%
2013	31.4%	27.5%	32.4%	32.7%	(1.0%)	536	\$153,123	\$1,955,915	10.3%	11.9%	12.9%	0.4%
2014	12.0%	8.7%	13.7%	12.7%	(1.7%)	942	\$257,782	\$2,589,024	8.1%	9.0%	9.4%	0.2%
2015	1.6%	(1.4%)	1.4%	(4.1%)	0.3%	1,265	\$311,651	\$3,175,419	9.5%	10.5%	10.7%	0.3%
2016	17.0%	13.5%	12.0%	18.4%	5.1%	1,714	\$470,340	\$4,413,659	9.2%	10.6%	11.0%	0.3%
2017	19.8%	16.2%	21.8%	13.2%	(2.0%)	2,254	\$698,440	\$5,944,479	8.5%	9.9%	10.3%	0.4%
2018	(3.8%)	(6.6%)	(4.4%)	(8.6%)	0.6%	2,539	\$699,689	\$5,486,737	9.8%	10.8%	11.1%	0.3%
2019	29.9%	26.0%	31.5%	26.2%	(1.6%)	3,193	\$1,079,861	\$7,044,708	10.9%	11.9%	12.0%	0.4%
2020	10.7%	7.4%	18.4%	2.9%	(7.7%)	3,269	\$1,159,219	\$6,889,798	16.5%	18.5%	20.0%	0.8%
2021	22.6%	19.0%	28.7%	25.3%	(6.1%)	2,083	\$891,288	\$7,761,687	16.0%	17.2%	19.3%	0.5%
2022	(6.2%)	(9.0%)	(18.1%)	(8.0%)	11.9%	2,105	\$810,480	\$6,931,635	18.7%	20.9%	21.5%	0.8%
2023	8.7%	5.5%	26.3%	11.6%	(17.5%)	2,158	\$855,063	\$7,200,019	16.0%	17.3%	16.7%	0.5%
2024	8.8%	5.6%	25.0%	14.0%	(16.2%)	2,134	\$912,848	\$7,280,773	15.9%	17.2%	16.9%	0.3%

\*Average annualized returns

\*\*Inception is 10/1/2009

See performance disclosures on last page.

### Portfolio Benchmarks

**S&P 500® Index** - 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.

**Russell 3000® Value Index** - A capitalization-weighted index designed to measure performance of those Russell 3000® Index companies with lower price-to-book ratios and lower forecasted growth values. (Source: Bloomberg)

## 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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## Disclosures

**Market & Strategy Commentary—Figures 9 and 10:** Charts from Ned Davis Research show the S&P 500 Index split by each constituents' dividend policy. Returns are based on monthly equal-weighted geometric average of total returns of S&P 500 component stocks, with components reconstituted monthly. Dividends are assumed to be reinvested. Dividend rates are not guaranteed payments, nor can they guarantee a rate of return. *Dividend Paying* and *Non-Paying* stocks are defined by each stock's dividend policy determined on a rolling 12-month basis. The dividend figure used to categorize the stock is the company's indicated annual dividend, which may be different from the actual dividends paid. *Dividend Growers/Initiators* is a subset of dividend-paying stocks and include stocks that increased their dividend any time in the last 12 months. Once an increase occurs, it remains classified as a grower for 12 months or until another change in dividend policy. For illustrative purposes only & not representative of any specific investment.

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**Indexes:** 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>1</sup>Annual Dividend Statistics—Figure 7:** Annual dividend income history is available upon request. Current portfolio statistics exclude companies that have been sold and include companies that have been purchased year-to-date.

**<sup>2</sup>Growth of Investment/Dividends—Figure 8:** Account value based on \$1,000,000 invested in IDEA strategy on 10/1/2009 with dividends reinvested. Annual dividend income is annualized estimate based on representative, fee-paying accounts & includes regular dividends. In Dec. 2012, 10 portfolio holdings pulled forward their 2013 regular dividend payments into 2012 for tax purposes; those Dec. 2012 dividends are allocated to 2013 in this illustration to reflect the companies' regular dividend payment schedules. Additional information is available upon request.

**<sup>3</sup>Contribution—**Contribution data shown from a sample account, based on individual stock performance and portfolio weighting. Table showing the top 5 contributors/detractors reflects the strategy's best and worst performers (net), based on each holding's contribution to the sample account for the period stated. Holdings identified do not represent all of the securities purchased, sold or recommended. Individual client portfolios in the strategy may differ, sometimes significantly, from these listings.

**<sup>4</sup>Performance Composite Returns—**Confluence Investment Management LLC claims compliance with the Global investment Performance Standards (GIPS®) 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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<sup>5</sup>Pure gross returns are shown as supplemental information to the disclosures required by the GIPS® standards.

<sup>6</sup>Net-of-fee performance was calculated using the highest applicable annual bundled fee of 3.00% applied quarterly. 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 IDEA Composite contains fully discretionary IDEA wrap accounts. The IDEA portfolio is selected from a universe of stocks, from all market capitalizations, meeting minimum criteria of paying & increasing dividends over the last 10 years.

**\*\*Results shown for the year 2009 represent partial period performance from October 1, 2009, through December 31, 2009. 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.