

OBJECTIVE

- Identify high-quality energy companies that are best positioned to capitalize on the growth in unconventional energy
- Invest in a concentrated portfolio of equities (20 to 30 stocks) that have significant upside potential over a multi-year time horizon
- Outperform the Energy Select Sector SPDR over a minimum of three to five years

STRAIGHTFORWARD COMMUNICATIONS

- ✓ Trade Notifications
- ✓ Weekly Market Commentary
- ✓ Monthly Investment Outlook
- ✓ Quarterly Market Videos

The Energy Select Sector SPDR® Fund seeks to provide investment results that, before expenses, correspond generally to the price and yield performance of the S&P® Energy Select Sector Index.

No strategy assures success or protects against loss. There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not protect against market risk. This information is presented as an introduction to the portfolio strategy and for educational purposes. As such, it is not intended as a solicitation or offer. Prospective investors should contact his/her advisor for more detailed portfolio information and the product's suitability in meeting your financial investment objectives.

Different types of investments involve varying degrees of risk, and there can be no assurance that any specific investment will either be suitable or profitable for a client or prospective client's investment portfolio. This content cannot be copied without express written consent of CWM, LLC.

Because of their narrow focus, sector investing will be subject to greater volatility than investing more broadly across many sectors and companies.

Carson Institutional Alliance

13321 California Street
Dodge Plaza, First Floor
Omaha, NE 68154

toll free 888.321.0808

fax 402.330.1668

carsoninstitutional.com

GROWTH FROM UNCONVENTIONAL ENERGY

The Focused Energy strategy seeks long-term capital appreciation through a concentrated portfolio of energy companies that are positioned to capitalize on the growth in unconventional energy. Investments can span across all energy subsectors, such as exploration and production, pipelines, services, infrastructure, etc. Clients with a long-term investment horizon (at least three to five years) could potentially benefit from these emerging trends in the energy industry.

- Fundamental research identifies company specific growth drivers and quality aspects over the long-term
- Unlike other energy funds and indexes, it is not weighted towards market capitalization
- We believe that concentration on 20 to 30 stocks that are positioned to capitalize on the growth in unconventional energy may outperform capitalization-weighted energy benchmarks over the long-term

"Oil is like a wild animal. Whoever captures it has it."

– JOHN PAUL GETTY

INVESTMENT PROCESS

1



Identify:

Potential investments must possess certain qualitative and quantitative aspects that give the company the ability to generate strong profitability, high returns on capital, a healthy balance sheet and a durable, competitive advantage. Prospects are found through screens, industry articles or third-party research. Ongoing research of existing holdings often leads to potential investments in related industries.

2



Evaluate:

Due diligence includes studying regulatory filings, transcripts of earnings calls and investor presentations. Often, management teams from the company and its competitors are interviewed to gain a thorough understanding of operations, competition and market dynamics. Findings are distilled into a financial model that forecasts earnings potential over the next three to five years. Companies are purchased when trading at a discount to these projections and the upside of being correct far outweighs the downside of being wrong.

3



Monitor:

Holdings are continuously monitored to determine if the long-term investment thesis remains intact and shares trade at a sufficient discount to the current quote.

4



Separate:

Holdings are sold when the long-term intrinsic value is fully reflected in the market price or new information contradicts the investment thesis and/or signals deteriorating company fundamentals.

INVESTMENT OBJECTIVE

- Investment Horizon: Minimum of 3-5 Years
- Investment Minimum: \$10,000
- Benchmark: Energy Select Sector SPDR
- Investment Objective: Growth