

OBJECTIVE

- All stock portfolio
- Driven by fundamental research
- · Identifies undervalued opportunities
- Positioned to potentially benefit from secular trends

STRAIGHTFORWARD COMMUNICATIONS

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



BUYING FOR THE LONG TERM

LongTerm Trend seeks growth over longer time horizons and is a good match for investors who are patient and willing to tolerate periods of volatility. Stock positions will be sold if they become significantly over-valued or if the fundamental picture has considerably changed. Clients with long-term investment horizons (minimum of 5 years) historically benefit from LongTerm Trend. This strategy is an all-stock portfolio that is closely monitored and managed by an in-house team of experienced research analysts.

- · Identifies firms with competitive advantages that may last for years to come
- Fundamental research conducted by internal team of analysts
- "Buy and Monitor" philosophy, actively involved in company updates

"All there is to investing is picking good stocks at good times and staying with them as long as they remain good companies." - WARREN BUFFETT

INVESTMENT PROCESS

Identify Long-Term Secular Trends:

Identify themes and industries believed to be in a long-term uptrend, which is at least 3-5 years of long-term growth.

Perform Fundamental Research:

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Research stocks and investment vehicles that are optimally positioned to potentially benefit from the previously identified trends. Contact companies to obtain background information about financial records, management team, competitors and more. Select firms based on growth, sustainable competitive advantages, solid balance sheets and high Return on Capital Employed (ROCE).



Actively Monitor:

Monitor company valuation and long-term investment themes through investor conference calls, industry news and earnings reports.

INVESTMENT OBJECTIVE

- · Investment Horizon: Minimum of 5 Years
- Investment Minimum: \$25,000
- Benchmark: S&P 500 PR
- Investment Objective: Growth

No strategy assures success or protects against loss. 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.

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