

# Brookmont Capital Management

Second Quarter 2017– Fact Sheet

## The Brookmont Capital Dividend Equity Strategy

### Investment Objective

- The **Brookmont Capital Dividend Equity Strategy** invests in common stocks that provide above-market average dividends with a history of increased quarterly payouts.
- The Strategy normally invests in all sectors of the economy (represented by the S&P 500) and may invest in domestic and foreign securities ranging from small to large-cap stocks.
- Annual turnover has ranged from 5-20%
- Top down approach that emphasizes sector selection based on economic and market cycles
- Investment philosophy includes generating cash flow, downside protection, and potential for capital gains
- Portfolio includes low correlated securities
- Portfolio Manager has 17 years of experience in dividend equities and 28 years in asset management

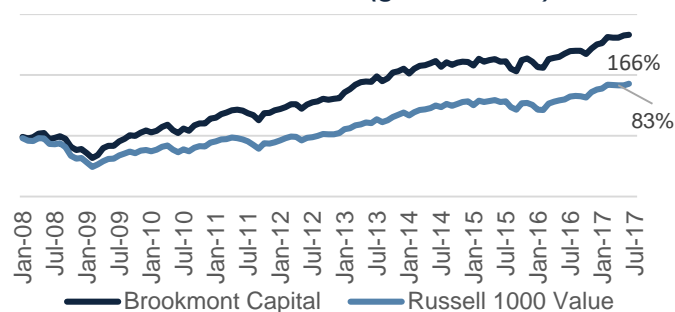
### Annualized Returns (as of 6/30/17)

	<u>2<sup>nd</sup> Qtr.</u>	<u>YTD</u>	<u>Inception*</u>
<b>Dividend Equity Strategy</b>	<b>2.09%</b>	<b>6.50%</b>	<b>10.79%</b>
(net of fees)	1.79%	5.96%	9.58%
Russell 1000 Value	1.34%	4.66%	6.59%

Inception January 1, 2008

\*annualized returns

### Cumulative Performance (gross of fees)



### Calendar Year Returns

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
<b>Dividend Equity Strategy</b>	<b>-21.98%</b>	<b>39.50%</b>	<b>17.65%</b>	<b>10.63%</b>	<b>14.42%</b>	<b>29.84%</b>	<b>5.12%</b>	<b>-0.32%</b>	<b>12.70%</b>
(net of fees)	-22.97%	37.79%	16.24%	9.29%	13.64%	28.80%	4.09%	-1.51%	11.37%
Russell 1000 Value	-36.85%	19.69%	15.51%	0.39%	17.51%	32.53%	13.45%	-3.83%	17.34%
S&P 500	-37.00%	26.46%	15.06%	2.11%	16.00%	32.39%	13.69%	1.38%	11.96%

### Strategy Statistics

	<u>Strategy</u>
Alpha	4.56
Beta	0.88
R2	93
Upside Capture	97
Downside Capture	75

### Strategy Characteristics

	<u>Strategy</u>	<u>Russell 1000 Value</u>
Dividend Yield	3.10%	2.59%
P/E Ratio	17	16
Avg. Market Cap.	\$138B	\$114B
Credit Quality	A-	B+
Standard Deviation	15	19

Past performance is not indicative of future results. Securities are not guaranteed and may lose money.

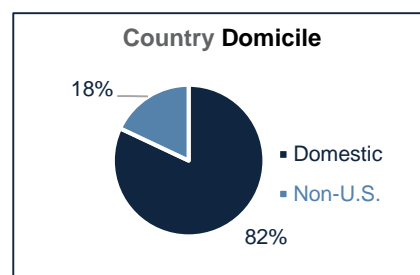
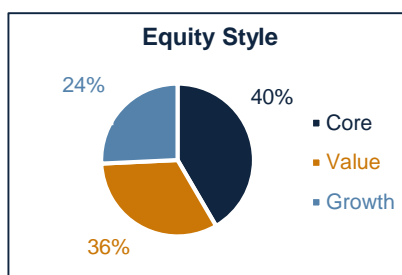
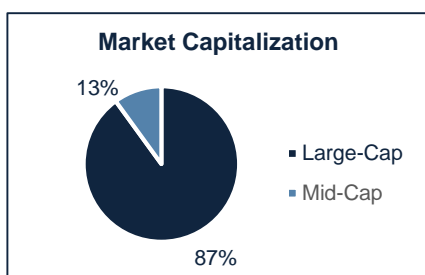
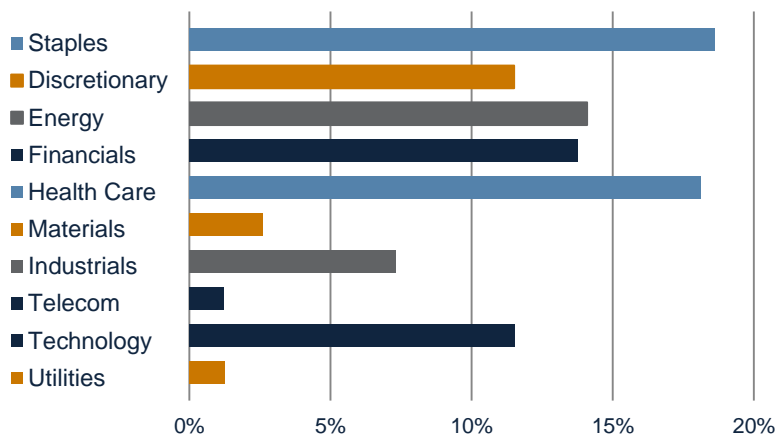
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## Largest Composite Holdings

McDonald's	4.61%
Microchip Technology	4.46%
Unilever ADR	4.44%
JP Morgan	4.25%
Home Depot	4.09%
Johnson and Johnson	4.07%
PepsiCo	3.82%
Chevron	3.74%
Royal Dutch Shell B	3.67%
Novo Nordisk	3.57%

## Sector Weightings



**Disclaimer:** Dividend Equity Strategy returns are based on an asset-weighted composite of discretionary accounts that include 100% of the recommended holdings. Individual accounts will have varying returns, including those invested in the Strategy. The reasons for this include, 1) the period of time in which the accounts are active, 2) the timing of contributions and withdrawals, 3) the account size, and 4) holding other securities that are not included in the Strategy. Dividends and capital gains are not reinvested. Performance results include a cash component as of 01/01/2009. The Strategy does not utilize leverage or derivatives. Returns are based in U.S. dollars. Inception of the Strategy is Jan. 1, 2008. Gross-of-fees returns do not include management or custody fees but do include all trading costs.

The Brookmont Dividend Equity Strategy Composite contains fully discretionary accounts with similar value equity investment strategies and objectives. For comparison purposes the Dividend Equity Strategy Composite is measured against the Russell 1000 Value Index. The Russell 1000 Value Index measures the performance of the large-cap value segment of the U.S. equity universe. It includes those Russell 1000 companies with lower price-to-book ratios and lower expected growth values. The Russell 1000 Value Index is constructed to provide a comprehensive and unbiased barometer for the large-cap value segment.

The firm maintains a complete list and description of composites, which is available upon request. Results are based on fully discretionary accounts under management, including those accounts no longer with the firm.

Gross returns will be reduced by investment advisory fees and other expenses that may be incurred in the management of the account. Net of fee performance was calculated using the highest account level fee percentage (1.25%) and actual management fees could be lower. Additional information regarding the policies for calculating and reporting returns is available upon request. Your account returns might vary from the composite's returns if you own securities that are not included in the Strategy. Cumulative returns are shown gross-of-fees. Returns for the S&P 500 and Russell 1000 Value include reinvested dividends. Strategy returns do not include reinvested dividends. During a rising market, not reinvesting dividends could have a negative affect on cumulative returns.

Past performance is not indicative of future results