Brookmont Capital Management
Second Quarter 2017– Fact Sheet

The Brookmont Capital Core Dividend Strategy

Investment Objective

- The **Brookmont Capital Core Dividend Strategy** invests in common stocks that provide above-average current yields with a history of increased quarterly payouts
- An equal emphasis is placed on current yield and annual dividend growth
- The Strategy may invest in domestic and foreign securities ranging from small to large-cap stocks.
- Top down approach that emphasizes sector selection based on economic and market cycles
- The Strategy includes a significant allocation in value, core, and growth stocks
- The portfolio includes a maximum weighting of 20% in a specific sector and 5% in an individual holding
- The Strategy Manager has 17 years of experience in dividend equities and 28 years in asset management
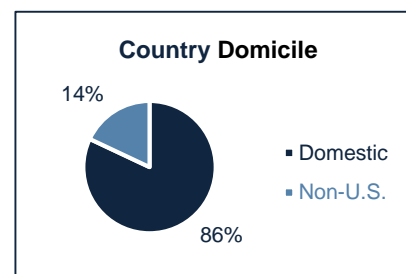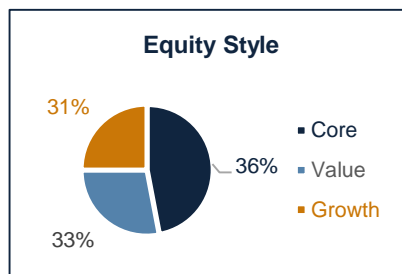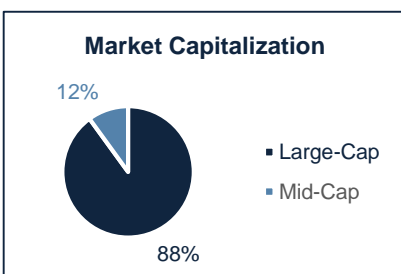
Annualized Returns (as of 6/30/17)

	YTD	1-Year	Inception*
Core Dividend Strategy	**6.84%**	**12.81%**	**7.36%**
(net of fees)	4.21%	11.48%	6.07%
Russell 1000	9.27%	18.03%	8.85%

Inception January 1, 2015
*annualized returns

Calendar Year Returns

	2015	2016
Core Dividend Strategy	**0.60%**	**10.96%**
(net of fees)	-0.60%	9.64%
Russell 1000	0.92%	12.05%
S&P 500	1.38%	11.96%

Market Capitalization

- Large-Cap: 88%
- Mid-Cap: 12%

Equity Style

- Core: 36%
- Value: 33%
- Growth: 31%

Country Domicile

- Domestic: 86%
- Non-U.S.: 14%

Strategy Statistics

	Strategy
Number of Holdings	40
Largest Sector Weighting	Technology
Turnover	15%
Forward P/E Ratio	18x
Price/Book	3.11

Strategy Characteristics

	Strategy	Russell 1000
Dividend Yield	2.70%	1.91%
1-Yr Dividend Growth	6%	7%
Payout Ratio	45%	35%
Avg. Market Cap.	$139b	$158b
3-Year EPS Growth	5%	7%

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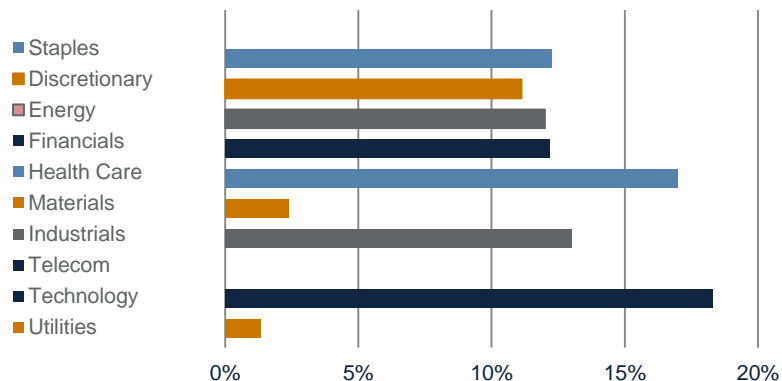
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Largest Composite Holdings

Company	Weighting
The Home Depot	3.97%
Raytheon	3.96%
JP Morgan	3.90%
Microsoft	3.70%
Accenture	3.57%
Kraft Heinz	3.51%
Royal Dutch Shell B	3.41%
Chevron	3.24%
Unilever NV ADR	3.07%
McDonald's	2.98%

Sector Weightings

Legend: Staples, Discretionary, Energy, Financials, Health Care, Materials, Industrials, Telecom, Technology, Utilities

Disclaimer: Core Dividend 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.. The Strategy does not utilize leverage or derivatives. Returns are based in U.S. dollars. Inception of the Strategy is Jan. 1, 2015. Gross-of-fees returns do not include management or custody fees but do include all trading costs.

The Brookmont Core Dividend Strategy Composite contains fully discretionary accounts with similar value equity investment strategies and objectives. For comparison purposes, the Core Dividend Strategy Composite is measured against the Russell 1000 Index. The Russell 1000 Index measures the performance of the large-cap segment of the U.S. equity universe. The Russell 1000 Index is constructed to provide a comprehensive and unbiased barometer for the large-cap 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 indices 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

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