

# Brookmont Capital Management

Third Quarter 2017– Fact Sheet

## Brookmont Capital Core Dividend Strategy

### Investment Objective

- The **Brookmont Capital Core Dividend Strategy** invests in common stocks that provide above-market average dividends or a recent history of significant dividend growth.
- 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.
- The Core Dividend Strategy includes individual holdings from the firm's Dividend Equity and Dividend Growth Strategies
- Top-down approach that emphasizes sector selection based on economic and market cycles
- The portfolio includes low correlated securities
- The portfolio manager has 17 years of experience in dividend equities and 28 years in asset management

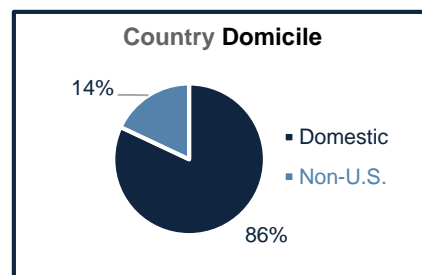
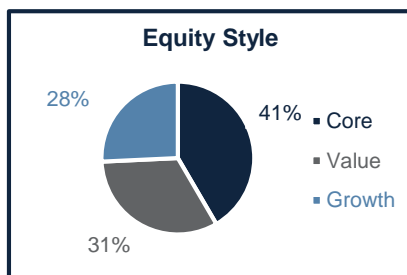
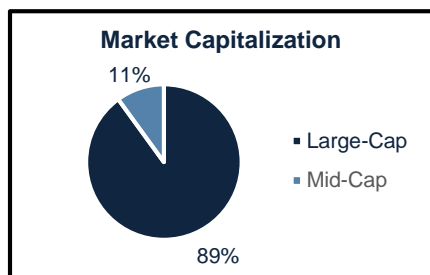
### Annualized Returns (as of 9/30/17)

	3 <sup>rd</sup> Qtr.	YTD	1-Yr	Inception*
<b>Core Dividend Strategy</b>	<b>6.67%</b>	<b>13.92%</b>	<b>17.81%</b>	<b>9.18%</b>
<i>(net of fees)</i>	6.49%	13.33%	17.09%	8.83%
Russell 1000	4.48%	14.17%	18.54%	9.74%

Inception January 1, 2015  
\*annualized returns

### Strategy Characteristics

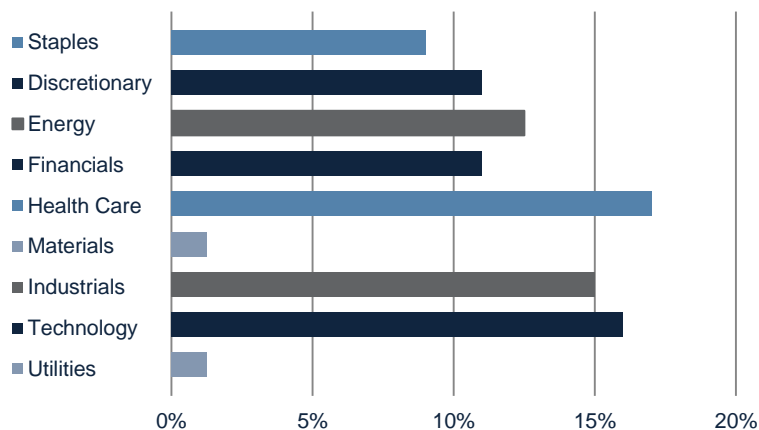
	Strategy	Russell 1000
Dividend Yield	2.60%	1.90%
P/E Ratio	19x	18x
Avg. Market Cap.	\$144B	\$160B
Return on Equity	17	16
Return on Assets	3.9	3.4



### Largest Strategy Holdings

Raytheon	4.26%
Home Depot	3.97%
JPMorgan	3.89%
Microsoft	3.80%
Royal Dutch Shell B	3.75%
Accenture	3.71%
Chevron	3.51%
Microchip Technology	3.18%
Kraft Heinz	2.94%
McDonald's	2.81%

### Sector Weightings



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

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**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 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. The 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 actual management fees. 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 Russell 1000 Index includes reinvested dividends. Strategy returns do not include reinvested dividends. During a rising market, not reinvesting dividends could have a negative effect on cumulative returns.

**Past performance is not indicative of future results**