

# Brookmont Capital Management

## Dividend Growth Strategy - Fact Sheet

### Brookmont Capital Dividend Growth Strategy

#### Investment Objective

- The **Brookmont Capital Dividend Growth Strategy** is a diversified portfolio that places more value on dividend growth than current yield.
- The Strategy is not restricted by a minimum yield requirement and allows the portfolio to hold stock in companies that are experiencing accelerated growth in revenue and earnings.
- The portfolio normally invests in the more dynamic sectors of the economy, and includes domestic and foreign securities ranging from small to large-cap stocks.
- The Strategy follows a top-down investment process that emphasizes sector selection based on economic and market cycles

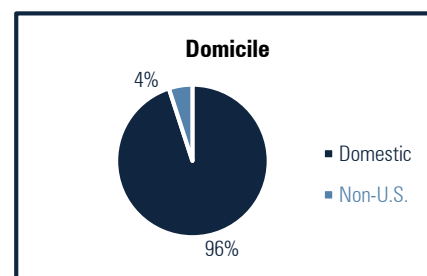
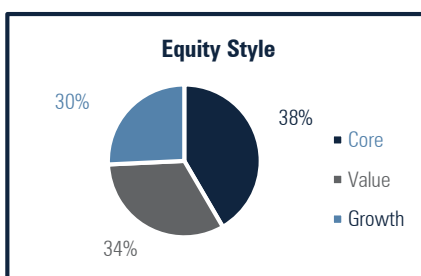
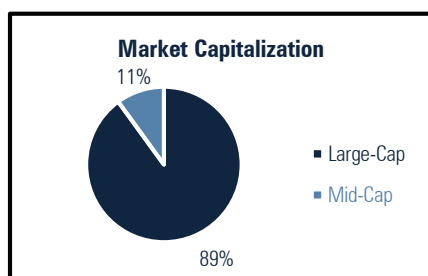
#### Annualized Returns (as of 6/29/18)

|                                 | <u>YTD.</u>  | <u>1-Yr</u>   | <u>3-Yr</u>   | <u>Inception*</u> |
|---------------------------------|--------------|---------------|---------------|-------------------|
| <b>Dividend Growth Strategy</b> | <b>2.48%</b> | <b>16.05%</b> | <b>10.55%</b> | <b>10.98%</b>     |
| Net-of-fees                     | 2.13%        | 15.30%        | 10.11%        | 10.61%            |
| Russell 1000                    | 2.85%        | 14.54%        | 11.64%        | 10.46%            |

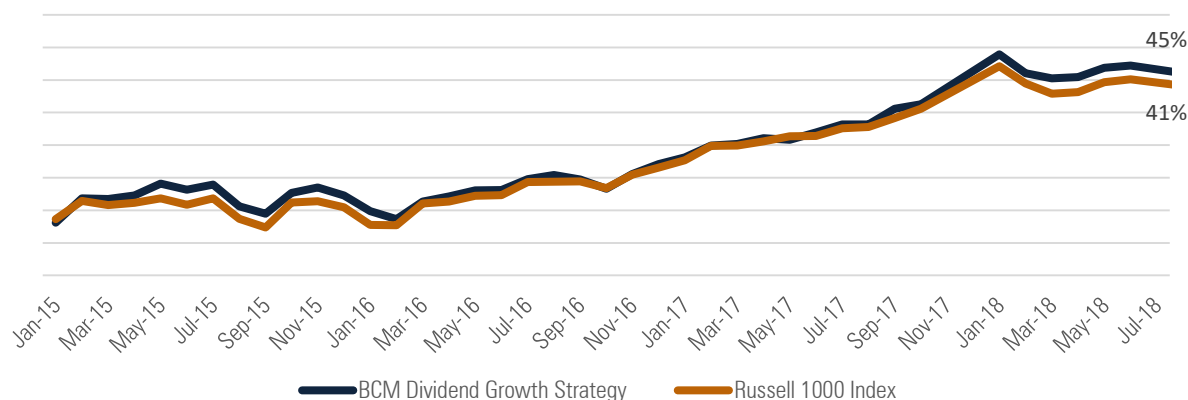
Inception January 1, 2015  
\*annualized returns

#### Calendar Returns

|                                 | <u>2015</u>  | <u>2016</u>  | <u>2017</u>   |
|---------------------------------|--------------|--------------|---------------|
| <b>Dividend Growth Strategy</b> | <b>4.57%</b> | <b>9.15%</b> | <b>22.88%</b> |
| Net-of-fees                     | 4.31%        | 8.96%        | 22.34%        |
| Russell 1000                    | 0.92%        | 12.05%       | 21.69%        |



#### Cumulative Return (Jan. 1, 2015 – June 29, 2018)



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

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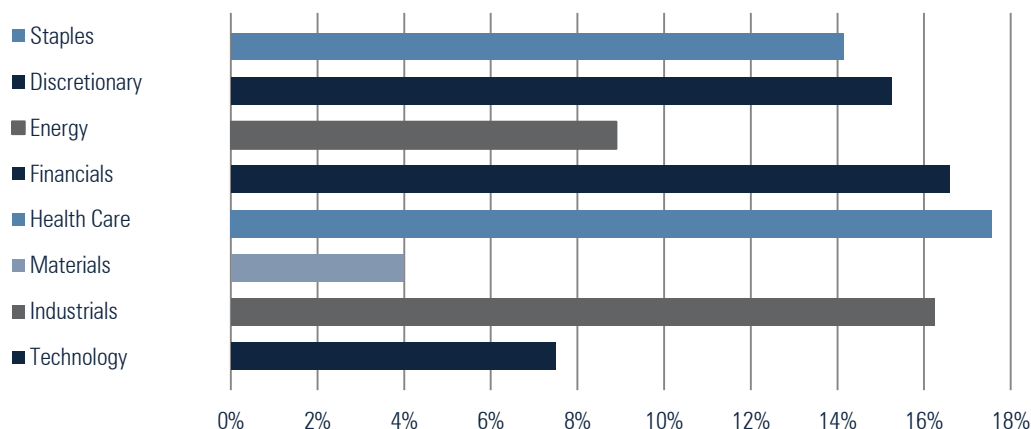
### Strategy Characteristics

|                  | <b>Strategy</b> | <b>Russell 1000</b> |
|------------------|-----------------|---------------------|
| Dividend Yield   | 1.83%           | 1.89%               |
| P/E Ratio        | 17x             | 20x                 |
| Avg. Market Cap. | \$144B          | \$194B              |
| Return on Equity | 17              | 16                  |
| Price/Book       | 3.35            | 3.38                |
| ROE              | 23              | 13                  |
| LT Earnings      | 13%             | 12%                 |
| Beta             | 0.92            | 1                   |
| R2               | 89              | 1                   |
| MSTR Rating      | 4 Star          | N/A                 |

### Largest Strategy Holdings

| <b>Holding</b>      | <b>Weight</b> |
|---------------------|---------------|
| ConocoPhillips      | 4.58%         |
| Estee Lauder        | 4.27%         |
| UnitedHealth Group  | 4.18%         |
| Lowe's Companies    | 4.12%         |
| Activision Blizzard | 4.12%         |
| Stryker             | 3.98%         |
| Chevron             | 3.72%         |
| US Bancorp          | 3.69%         |
| JP Morgan           | 3.69%         |
| Tyson Foods         | 3.64%         |

### Sector Weightings



**Disclaimer: Dividend Growth 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 Dividend Growth Strategy Composite contains fully discretionary accounts with similar value equity investment strategies and objectives. For comparison purposes, the Dividend Growth 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.