WESTEND
ADVISORS

Q2 2017

# GLOBAL EQUITY

# WestEnd Advisors Overview

*The cornerstone of our investment process is that the macroeconomic environment is a key driver of financial market returns.*

## Firm Highlights

- Employee-Owned Asset Management Firm
- Experienced Investment Team Focused on Macro-Based Process
- Manage Assets for Brokerage Firms and Institutions
- Managing ETF-Only Strategies since 2005
- Headquartered in Charlotte, North Carolina

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# Global Equity Overview

*WestEnd Advisors believes that investments in areas of global equity markets in their economic time will outperform the broad market.*

## Strategy Highlights

- Diversified ETFs from Leading U.S. Providers
- Long Only
- Global Macro Focused
- Typically 5 to 10 Holdings
- No Leverage, Derivatives, or Options
- Low-Turnover Strategy
- Inception January 2005

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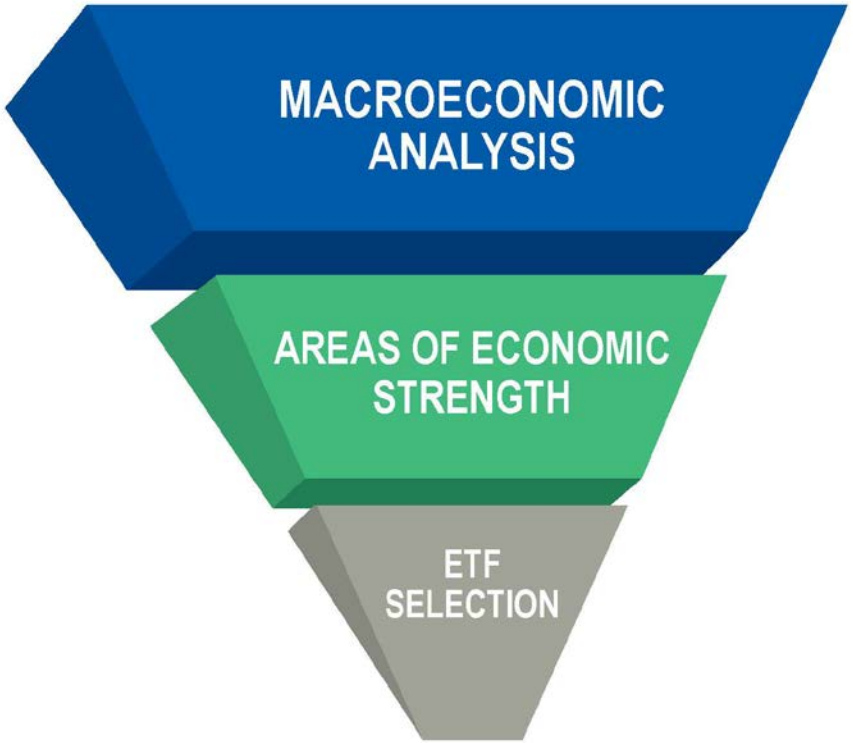
# Global Equity Investment Process

- WestEnd Advisors conducts in-depth analysis of the global macroeconomic environment.
- Client portfolios are allocated to areas of the U.S. and international equity markets that we believe will benefit from economic tailwinds, while areas facing headwinds are underweighted or avoided.
- WestEnd Advisors then selects ETFs from leading U.S. providers to invest in favored areas of U.S. and international equity markets.

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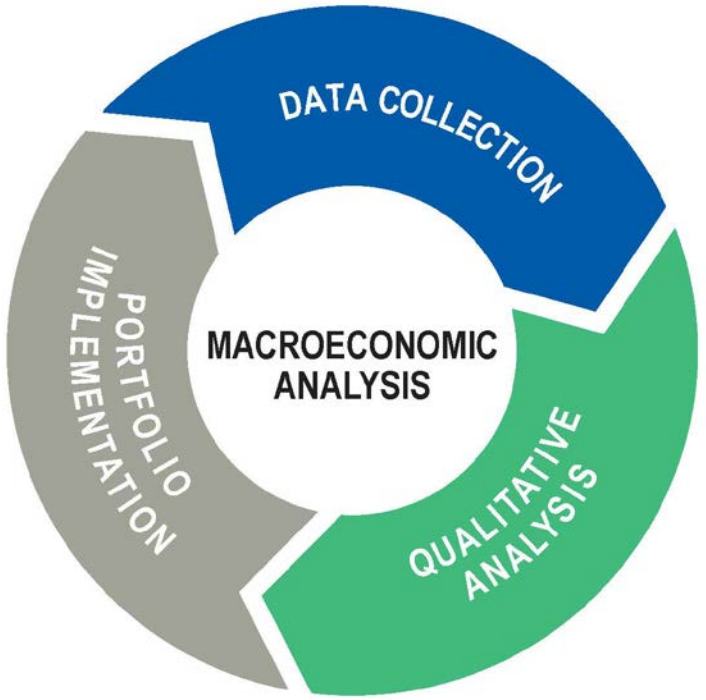
# Macroeconomic Analysis

- WestEnd Advisors' proprietary research process begins with the collection of a broad set of publicly available macroeconomic measures. WestEnd aggregates this information in a database of over 200 domestic and international economic readings.
- The investment team determines which economic data is most important given the current economic environment, and then examines that data in a broader context to develop our economic and market outlook.
- WestEnd Advisors uses this qualitative process and our experience analyzing economic trends to build portfolios that capitalize on opportunities in the financial markets.




*WestEnd Advisors conducts in-depth analysis of the macroeconomic environment to anticipate areas of strength and weakness in the financial markets and invests accordingly.*

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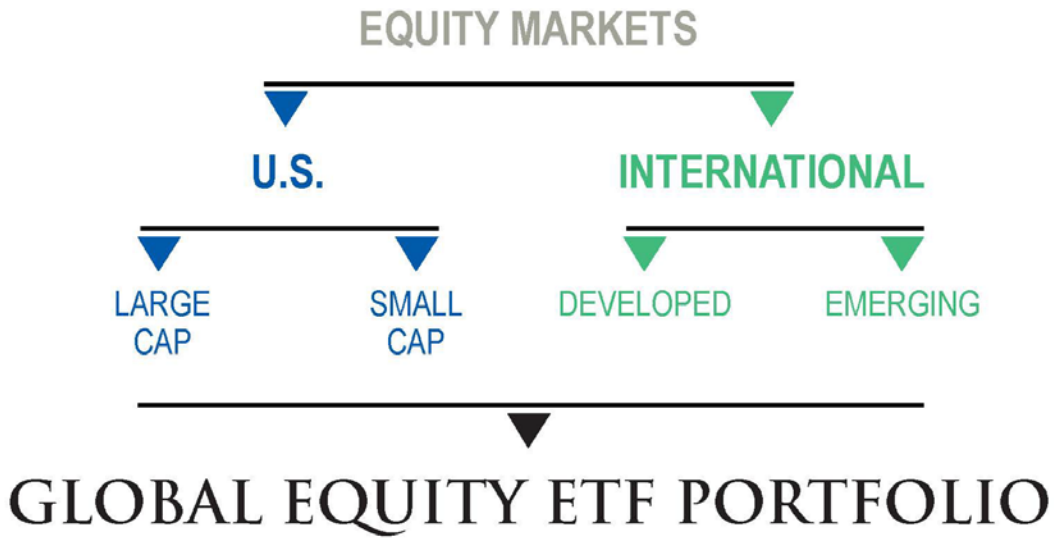
# Identify Areas of Economic Strength

- WestEnd determines areas of strength and weakness in the global equity markets and overweights or underweights U.S. versus international accordingly.
- The U.S. large-cap equity allocation of the Global Equity strategy is invested in large-cap sector ETFs that we believe will benefit from economic tailwinds while out-of-favor sectors facing headwinds are avoided. The strategy may also have exposure to U.S. small/mid-cap equity ETFs based on our macroeconomic outlook.
- In the international equity allocation of the strategy, WestEnd overweights or underweights developed and emerging markets based on our assessment of the macroeconomic backdrop.

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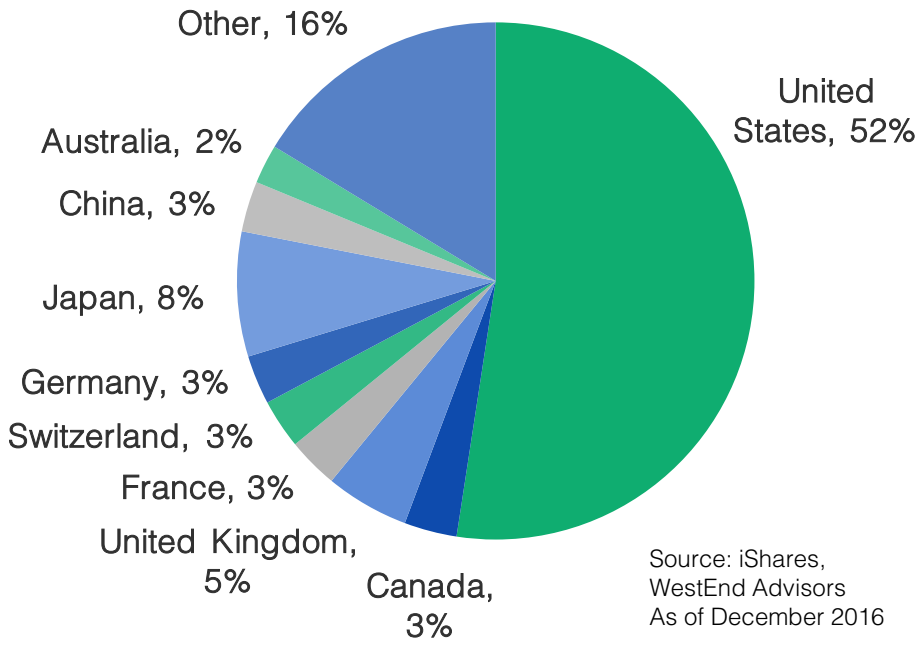
# Areas of Strength: U.S. vs. International

## Analysis of Global Macro Environment

- WestEnd's investment team analyzes key macroeconomic data from the U.S. as well as other major world economies to anticipate areas of economic and market strength in the environment ahead.
- WestEnd also gives consideration to other market factors as part of our analysis, including valuations, earnings growth, anticipated currency movements and liquidity.
- Decisions on allocations capitalize on our outlook for intermediate and long-term economic growth in the U.S. compared to the rest of the world.

## Leading Global Equity Markets




*Largest equity markets as percent of global market capitalization.*

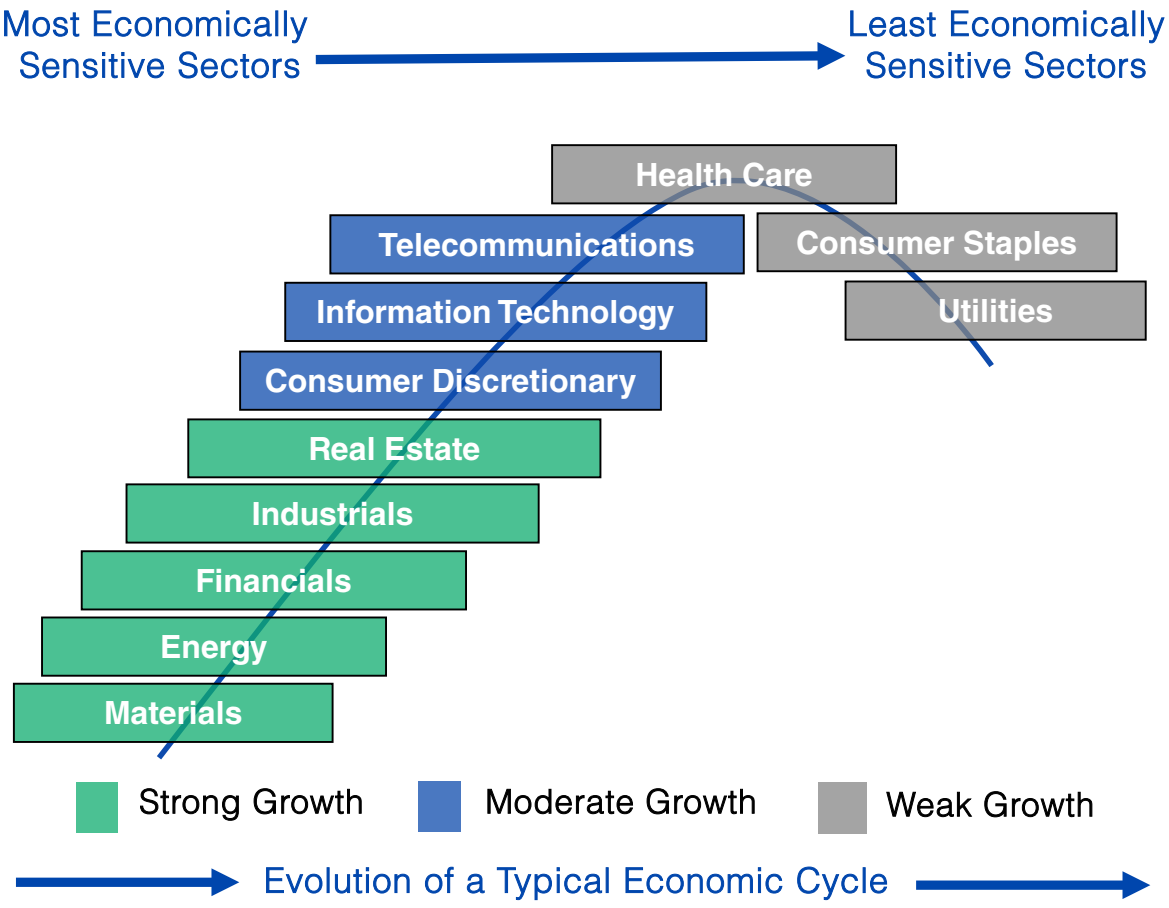
# Areas of Strength: U.S. Equities

## LARGE-CAP

- The path of economic growth is a key driver of S&P 500 sector performance.
- WestEnd actively positions client portfolios in the most economically sensitive sectors when it expects strong growth, and transitions to less economically sensitive sectors as growth expectations wane.
- Portfolios are typically invested in four to five sectors at any one time based on our macroeconomic outlook, but may be invested in more or fewer sectors as conditions warrant.

## SMALL-CAP

- Smaller-capitalization allocations are typically greater during periods when strong U.S. economic growth is expected, and are reduced in anticipation of weak growth.




For illustrative purposes only.

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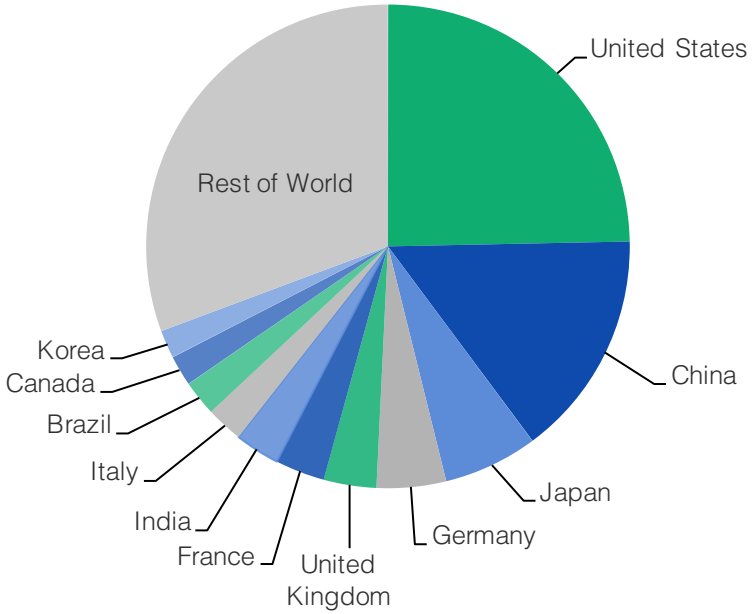
# Areas of Strength: International Equities

- WestEnd's evaluation of the international economic backdrop focuses on the leading developed and emerging economies and the major drivers of those economies. Developed economies accounted for 61% of global GDP, while emerging economies accounted for 39% of global GDP in 2016.
- The Global Equity strategy's international equity allocation targets developed and emerging regions with higher growth potential and takes advantage of long-term shifts in the global economy.
- WestEnd manages risk and capitalizes on its macroeconomic and market outlook by strategically overweighting and underweighting major parts of the international equity markets.

## Key Global Economies (2016 GDP)




Source: International Monetary Fund, WestEnd Advisors

## Economic Drivers

| Key Economic Categories | Example of Data |
|---|---|
| Broad Economic Growth | GDP |
| Consumer Spending | Retail Sales |
| Manufacturing | Industrial Production |
| Labor Market | Unemployment Rate |
| International Trade | Exports |
| Inflation | Consumer Price Index |

Source: WestEnd Advisors

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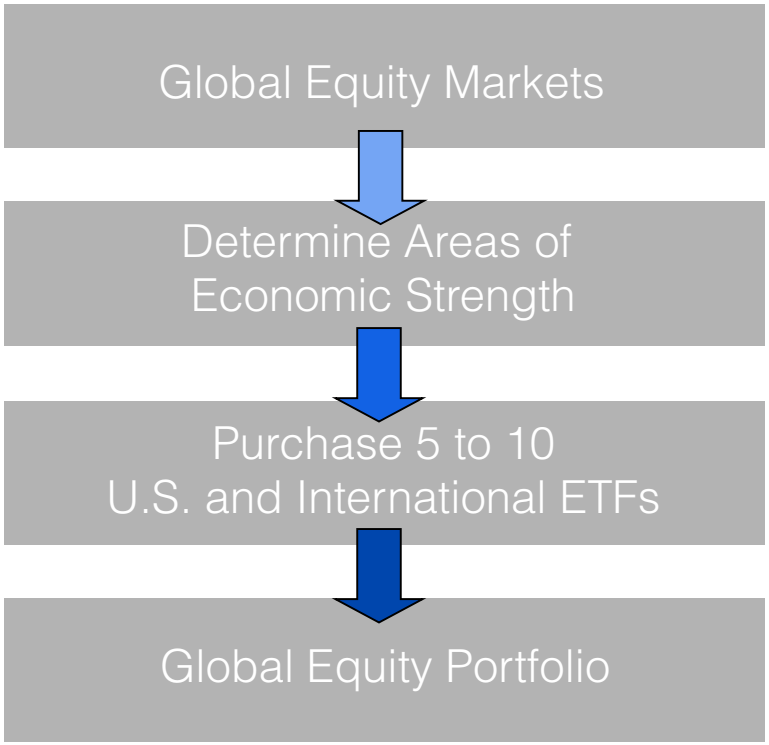
# ETF Selection

- The investment universe for the Global Equity strategy consists of ETFs that offer diversified exposure to major components of global equity markets.
- WestEnd Advisors determines areas of economic strength and then typically purchases sector ETFs for our U.S. large-cap allocation and broad market ETFs for our U.S. small/mid-cap and international allocations.
- WestEnd invests in low-cost ETFs from long-standing, U.S.-based ETF providers.
- The Global Equity strategy typically invests in five to ten U.S. and international ETFs.




*ETFs offer WestEnd Advisors a diversified vehicle to capitalize on its macroeconomic and market outlook.*

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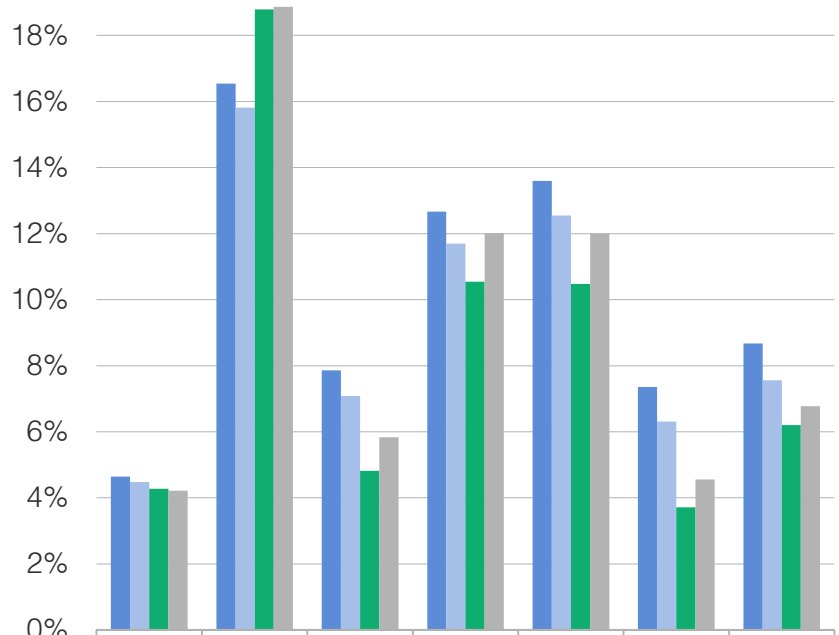
# Historical Performance*

## Inception 1/2005

### Annualized Performance*

GLOBAL EQUITY Returns as of June 30, 2017



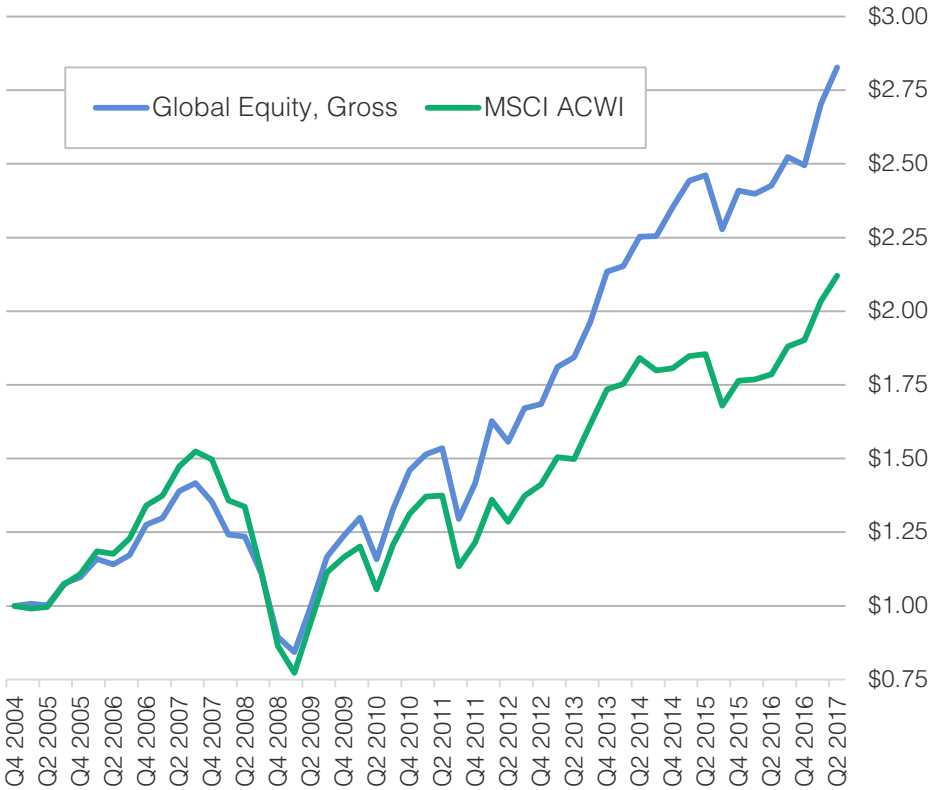

| | Q2 2017 | 1 Year | 3 Years | 5 Years | 7 Years | 10 Years | Inception |
|---|---|---|---|---|---|---|---|
| Global Eq, Gross | 4.64% | 16.54% | 7.86% | 12.67% | 13.59% | 7.36% | 8.67% |
| Global Eq, Net | 4.48% | 15.81% | 7.09% | 11.70% | 12.55% | 6.31% | 7.56% |
| MSCI ACWI | 4.27% | 18.78% | 4.82% | 10.54% | 10.48% | 3.71% | 6.20% |
| MSCI World (Gross) | 4.21% | 18.86% | 5.83% | 12.01% | 12.00% | 4.56% | 6.78% |

Source: IDC, WestEnd Advisors Returns for periods greater than one year are annualized.

### Long-Term Performance**

GROWTH OF A DOLLAR SINCE INCEPTION

Global Equity Composite Gross vs. MSCI ACWI




Source: IDC, WestEnd Advisors

Effective January 1, 2017, retroactive to December 31, 2004, the benchmark for the Global Equity strategy changed from MSCI World (Gross) to MSCI ACWI (Net). A full description of the benchmark change can be found on page 17.

*Based on Global Equity Composite. See Performance Notes and Footnotes and Disclosures on pages 16-18.*

**Supplemental information is based on the Global Equity Composite gross-of-fees.*

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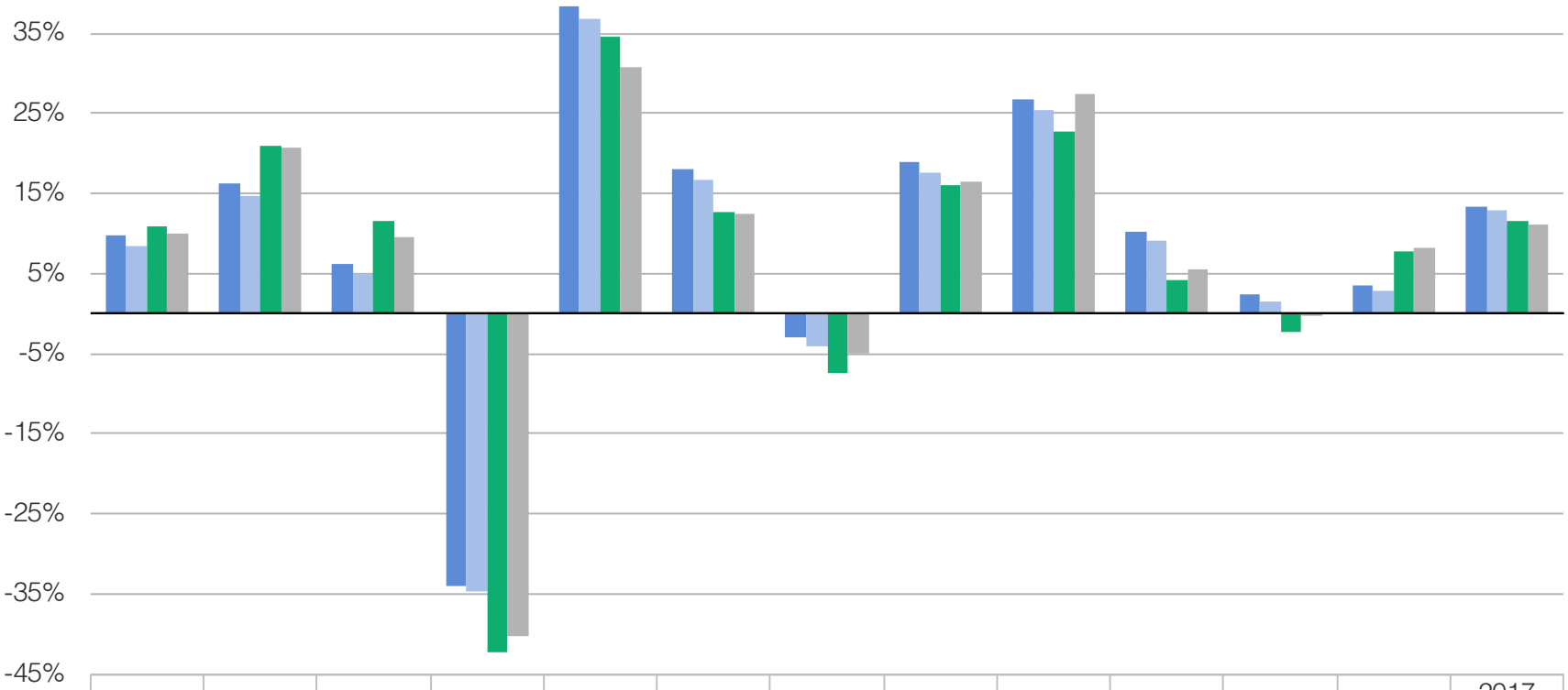
# Annual Performance*

## Global Equity

Annual Returns as of June 30, 2017




| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 YTD |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Global Equity, Gross | 9.76% | 16.18% | 6.18% | -33.92% | 38.24% | 17.99% | -2.97% | 18.97% | 26.67% | 10.23% | 2.39% | 3.57% | 13.33% |
| Global Equity, Net | 8.39% | 14.74% | 4.96% | -34.65% | 36.76% | 16.70% | -4.02% | 17.69% | 25.35% | 9.15% | 1.60% | 2.89% | 12.99% |
| MSCI ACWI | 10.84% | 20.95% | 11.66% | -42.19% | 34.63% | 12.67% | -7.35% | 16.13% | 22.80% | 4.16% | -2.36% | 7.86% | 11.48% |
| MSCI World (Gross) | 10.02% | 20.65% | 9.57% | -40.33% | 30.79% | 12.34% | -5.02% | 16.54% | 27.36% | 5.50% | -0.32% | 8.15% | 11.02% |

Source: IDC, WestEnd Advisors Returns for periods greater than one year are annualized.
Effective January 1, 2017, retroactive to December 31, 2004, the benchmark for the Global Equity strategy changed from MSCI World (Gross) to MSCI ACWI (Net). A full description of the benchmark change can be found on page 17.

**Based on Global Equity Composite. See Performance Notes and Footnotes and Disclosures on pages 16-18.*

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# Rolling Returns, Alpha & Risk Metrics*

## Rolling 3-Year Annualized Returns

| | |
|---|---|
| Number of Rolling 3-Year Periods Since Inception: | 39 |
| Number of Periods of Outperformance: | 35 |
| Percentage of Periods of Outperformance: | 90% |
| Average Annualized Outperformance: | 3.38 percentage points |

Source: IDC, WestEnd Advisors

## Rolling 5-Year Annualized Returns

| | |
|---|---|
| Number of Rolling 5-Year Periods Since Inception: | 31 |
| Number of Periods of Outperformance: | 31 |
| Percentage of Periods of Outperformance: | 100% |
| Average Annualized Outperformance: | 3.71 percentage points |

Source: IDC, WestEnd Advisors

## Risk/Return Metrics

| | Trailing 5 Years | | Trailing 10 Years | |
|---|---|---|---|---|
| | Global Equity | MSCI ACWI | Global Equity | MSCI ACWI |
| Return | 12.67% | 10.54% | 7.36% | 3.71% |
| Standard Deviation | 7.66% | 8.06% | 16.15% | 17.91% |
| Alpha | 3.38% | n/a | 4.04% | n/a |
| Beta | 0.88 | 1.00 | 0.88 | 1.00 |
| Sharpe Ratio | 1.63 | 1.28 | 0.43 | 0.18 |
| R-Squared | 85.6% | n/a | 95.6% | n/a |
| Tracking Error | 3.07% | n/a | 3.98% | n/a |
| Upside Capture | 104.7% | 100% | 104.9% | 100% |
| Downside Capture | 48.5% | 100% | 79.9% | 100% |

Source: IDC, WestEnd Advisors

**Supplemental information is based on the Global Equity Composite gross-of-fees. Effective January 1, 2017, retroactive to December 31, 2004, the benchmark for the Global Equity strategy changed from MSCI World (Gross) to MSCI ACWI (Net). A full description of the benchmark change can be found on page 17. The performance contained on the page is relative to the updated Global Equity benchmark, the MSCI ACWI Index. See Performance Notes and Footnotes and Disclosures on pages 16-18.*

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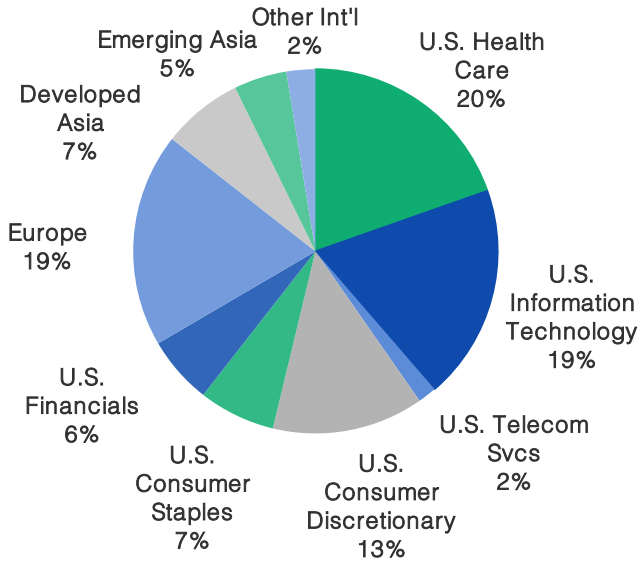
# Portfolio Snapshot* *(as of June 30, 2017)*

## Model Portfolio Weights




## Current Holdings

U.S. Equity Holdings: 67.5%

- Consumer Discretionary SPDR ETF (XLY)
- Consumer Staples SPDR ETF (XLP)
- Health Care SPDR ETF (XLV)
- iShares U.S. Financial Services ETF (IYG)
- Tech/Telecom SPDR ETF (XLK)

International Equity Holdings: 32.5%

- iShares Core MSCI Europe ETF (IEUR)
- Vanguard FTSE All-World ex-US ETF (VEU)
- Vanguard FTSE Pacific ETF (VPL)

## Portfolio Characteristics

| | Global Equity | MSCI ACWI |
|---|---|---|
| Price/Earnings (trailing) | 20.6x | 20.4x |
| Price/Book | 2.7x | 2.2x |
| Dividend Yield | 2.1% | 2.4% |
| Wtd. Avg. Market Cap. | $146.3B | $114.1B |

Source: Bloomberg, iShares, State Street, Vanguard, WestEnd Advisors

## Portfolio Composition

Number of holdings: 5 to 10

U.S. Equity Exposure: 40% to 85%
- U.S. Large-Cap: 40% to 70%
- U.S. Small/Mid-Cap: 0% to 15%

International Equity Exposure: 15% to 60%

Target cash position: 2% to 5%
Annual turnover range: 6% to 77%**

**Based on 5 years ended 12/31/2016

**Supplemental information is based on the Global Equity Composite gross-of-fees. See Performance Notes and Footnotes and Disclosures on pages 16-18.*

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# Investment Team Biographies

## Ned Durden

*Partner, Portfolio Manager*

Ned Durden is a Partner of WestEnd Advisors and a Portfolio Manager for the firm's investment strategies. Ned entered the financial services industry in 1997 and joined WestEnd Advisors in 2006. Prior to joining WestEnd, he was a founding member and Senior Analyst at Cambium Capital, a long/short equity hedge fund, from 2002 to 2006. While at Cambium, he performed bottoms-up, fundamental research on stocks in multiple sectors. In 2006, Ned founded Crescent Heights Consulting, LLC, which conducted outsourced research for multiple hedge funds. From 1997 to 2002, Ned was a Director at the MONY Group, a diversified financial services firm. Ned is a graduate of the University of Virginia, where he received his B.A. degree. He also received his MBA from the University of Virginia, Darden School of Business and his law degree from the University of Virginia School of Law (JD/MBA).

## Fritz Porter, CFA

*Partner, Portfolio Manager*

Fritz Porter is a Partner of WestEnd Advisors and a Portfolio Manager for the firm's investment strategies. Fritz entered the financial services industry in 1999 and joined WestEnd Advisors in 2008. Prior to joining WestEnd, he was an Analyst on Wachovia Securities' leveraged loan trading desk and an Associate in their leveraged finance group. Before joining Wachovia Securities, Fritz worked in a number of buy-side roles in which he performed economic analysis and conducted fundamental sector and stock analysis. From 2002 to 2004, he was a Portfolio Manager for U.S. Trust and prior to that worked as an Assistant Portfolio Manager at State Street Global Advisors. Fritz holds the Charted Financial Analyst (CFA) designation. He is a graduate of Davidson College, where he received his B.A. degree, and he earned his MBA from Duke University's Fuqua School of Business.

## Rob Pharr

*Chief Investment Officer, Portfolio Manager*

Rob Pharr is a Founder and the Chief Investment Officer of WestEnd Advisors. He is also a Portfolio Manager for the firm's Large-Cap Core Equity strategy. Rob has over a quarter-century of experience in the investment management industry and has served in various capacities at major investment firms. In 1988, he co-founded Eastover Capital Management, Inc., a registered equity and fixed-income investment advisory firm where he was responsible for all of the investment decisions made for clients' portfolios, as well as directing the day-to-day operations of the firm. In 1995, Rob founded Providence Capital Management, Inc., a registered investment advisory firm that is the predecessor to WestEnd Advisors. He was the President of the firm until 2003 when Providence Capital Management changed its name to WestEnd Advisors. Rob is a graduate of the University of North Carolina at Chapel Hill.

# Investment Team Biographies

## Ty Peebles, CFA, CPA

*Investment Analyst*

Ty Peebles is an Investment Analyst and conducts research and analysis to support the management of the firm's stock and ETF strategies. Ty entered the financial services industry in 2010 and joined WestEnd Advisors in 2014. Prior to joining WestEnd, he worked at Global Endowment Management supporting the firm's operations, performance analysis and investment functions. Global Endowment Management is an outsourced Chief Investment Officer (CIO) to endowments and foundations. Prior to that role, he worked as a Certified Public Accountant (CPA) with Ernst & Young LLP. He also served as a Trading Floor Intern for Moore Capital Management. Ty holds the Charted Financial Analyst (CFA) designation. He is a graduate of the University of North Carolina at Chapel Hill, where he received his B.A. in Economics, and he earned his Master of Accounting degree from UNC's Kenan-Flagler Business School.

# Performance Notes

## Global Equity Composite Performance December 31, 2004 through December 31, 2016

| Year | Composite returns (%) gross-of-fees | Composite returns (%) net-of-fees | MSCI ACWI (Net) returns (%) | MSCI World (gross) returns (%) | Number of Portfolios | Composite Dispersion (% St. Dev.) | Composite Assets ($ millions) | Percentage of Firm Assets |
|---|---|---|---|---|---|---|---|---|
| 2005 | 9.76 | 8.39 | 10.84 | 10.02 | 34 | N/A | 4.80 | 3.29 |
| 2006 | 16.18 | 14.74 | 20.95 | 20.65 | 36 | 0.27 | 5.82 | 2.32 |
| 2007 | 6.18 | 4.96 | 11.66 | 9.57 | 48 | 0.28 | 8.66 | 1.86 |
| 2008 | -33.92 | -34.65 | -42.19 | -40.33 | 45 | 0.62 | 5.48 | 1.42 |
| 2009 | 38.24 | 36.76 | 34.63 | 30.79 | 41 | 0.36 | 6.87 | 1.11 |
| 2010 | 17.99 | 16.70 | 12.67 | 12.34 | 36 | 0.16 | 7.58 | 0.49 |
| 2011 | -2.97 | -4.02 | -7.35 | -5.02 | 34 | 0.14 | 6.51 | 0.32 |
| 2012 | 18.97 | 17.69 | 16.13 | 16.54 | 25 | 0.11 | 6.30 | 0.22 |
| 2013 | 26.67 | 25.35 | 22.80 | 27.36 | 5 or fewer | N/A | 1.74 | 0.06 |
| 2014 | 10.23 | 9.15 | 4.16 | 5.50 | 13 | 0.02 | 2.91 | 0.14 |
| 2015 | 2.39 | 1.60 | -2.36 | -0.32 | 13 | 0.07 | 2.24 | 0.11 |
| 2016 | 3.57 | 2.89 | 7.86 | 8.15 | 15 | 0.17 | 2.30 | 0.24 |

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|---|---|---|
| Composite 3-YR St Dev (%) | 19.21 | 16.58 | 12.82 | 9.88 | 10.44 | 10.72 |
| MSCI ACWI (Net) 3-YR St | 20.59 | 17.13 | 13.94 | 10.50 | 10.79 | 11.06 |
| MSCI World 3-YR St Dev (%) | 20.16 | 16.72 | 13.52 | 10.21 | 10.81 | 10.94 |

*See the following pages for important Footnotes and Disclosures.*

# Footnotes & Disclosures

WestEnd Advisors is an SEC-registered investment advisor. Registration of an investment adviser does not imply any level of skill or training. The firm is an independent investment management firm, 100% owned by its active principals. WestEnd manages both equity and fixed-income assets for individuals and institutional clients.

WestEnd Advisors' Global Equity Composite includes all discretionary accounts invested in the Global Equity model except for portfolios managed by WestEnd Advisors in a wrap-fee program. The creation date of WestEnd Advisors' Global Equity Composite is December 31, 2004. WestEnd Advisors' Global Equity Composite is invested in U.S. large-, mid-, and small-cap equities, international equities, and other assets, all through the use of exchange-traded funds, and/or high-grade money market instruments. Returns are achieved without the use of options, derivatives, or leverage of any kind. Results are calculated daily using the aggregate method, use trade date valuations, and include cash as well as the reinvestment of dividends, interest income, and other earnings, if applicable. Portfolio returns are weighted using beginning of period values plus weighted cash flows. Portfolios and composites are valued daily and are denominated in U.S. dollars only.

The performance shown is based on WestEnd Advisors' Global Equity Composite which includes all fully discretionary accounts invested in the Global Equity model except for Wrap-Fee (Wrap) and Unified Managed Account (UMA) accounts. While the accounts in the Global Equity Composite are invested according to the same model as Wrap and UMA accounts, performance may differ between the Global Equity Composite and Wrap and UMA accounts due to a variety of factors, including but not limited to: fees assessed by Wrap and UMA sponsors (e.g. wrap fees), Wrap and UMA sponsor- and client-imposed investment restrictions, and WestEnd Advisors' lack of trading discretion over UMA accounts.

Net-of-fee performance results are presented after investment management fees paid to WestEnd Advisors, as well as after brokerage or other commissions actually paid by clients in the management of their investment advisory account, but exclude any deductions for custodial fees. The current management fee schedule, as described in WestEnd Advisors' SEC Form ADV Part 2, is as follows: 1.00% for accounts valued at $100,000 to $4,999,999; 0.90% for accounts valued at $5,000,000 to $9,999,999; 0.75% for accounts valued at $10,000,000 to $24,999,999; 0.65% for accounts valued at $25,000,000 to $49,999,999; and 0.50% for accounts valued over $50,000,000. Fees are negotiable where circumstances warrant.

Past performance is not indicative of future results. It should not be assumed that recommendations made in the future will be profitable. The information contained herein is not intended to be an offer to provide investment advisory services. Such an offer may only be made if accompanied by WestEnd Advisors' SEC Form ADV Part 2.

Effective January 1, 2017, retroactive to December 31, 2004, the Global Equity Strategy's benchmark was changed from the MSCI World (Gross) Index to the MSCI ACWI (Net) Index. WestEnd Advisors believes that the MSCI ACWI (Net) more accurately reflects the emerging markets component of the Global Equity investment strategy and better represents the tax withholding on foreign dividends paid on the underlying holdings within the strategy's ETFs. Portfolio management processes, including underlying security selection, are unchanged as the strategy has always had exposure to emerging market securities through ETFs. Further information about the change is available upon request.

The MSCI ACWI (Net) Index is used for comparative purposes only. The MSCI ACWI (Net) Index is a free float-adjusted market capitalization weighted index that is designed to measure the equity market performance of developed and emerging markets. The MSCI ACWI (Net) consists of 46 country indexes comprising 23 developed and 23 emerging market country indexes. The total return of the MSCI ACWI (Net) Index is calculated using net dividends. Net total return reflects the reinvestment of dividends after the deduction of withholding taxes, using (for international indices) a tax rate applicable to non-resident institutional investors who do not benefit from double taxation treaties. Benchmark returns are not covered by the report of independent verifiers.

The dispersion of annual returns is measured by the standard deviation of the asset-weighted portfolio returns included in the composite for the full year. Dispersion is calculated based on gross returns and is not shown when there are five or fewer portfolios, as the calculation is not statistically meaningful.

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# Footnotes & Disclosures

A complete list and description of all WestEnd Advisors' composites, as well as a presentation that complies with the requirements of the Global Investment Performance Standards (GIPS®), is available upon request by phone (888-500-9025) or email (info@westendadvisors.com). Additional information regarding policies for valuing portfolios, calculating performance, and preparing compliant presentations is available upon request.

Any portfolio characteristics, including position sizes and sector allocations among others, are generally averages and are for illustrative purposes only and do not reflect the investments of an actual portfolio unless otherwise noted. The investment guidelines of an actual portfolio may permit or restrict investments that are materially different in size, nature, and risk from those shown. The investment processes, research processes, or risk processes shown herein are for informational purposes to demonstrate an overview of the process. Such processes may differ by product, client mandate, or market conditions. Portfolios that are concentrated in a specific sector or industry may be subject to a higher degree of market risk than a portfolio whose investments are more diversified.

Holdings, Sector Weightings, and Portfolio Characteristics were current as of the date specified in this presentation. The listing of particular securities should not be considered a recommendation to purchase or sell these securities. While these securities were among WestEnd Advisors' Global Equity holdings at the time this material was assembled, holdings will change over time. There can be no assurance that the securities remain in the portfolio or that other securities have not been purchased. It should not be assumed that recommendations made in the future will be profitable or will equal the performance of the securities presently in the portfolio. Individual clients' portfolios may vary. Upon request, WestEnd Advisors will provide a list of all recommendations for the prior year.

WestEnd Advisors claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS® standards. WestEnd Advisors has been independently verified for the periods December 31, 1995 through March 31, 2017.

Verification assesses whether (1) the firm has complied with all the composite construction requirements of the GIPS® standards on a firm-wide basis and (2) the firm's policies and procedures are designed to calculate and present performance in compliance with the GIPS® standards. The Global Equity Composite has been examined from composite inception through December 31, 2016. The verification and performance examination report is available upon request.

May 2017

WestEnd Advisors