

# U.S. SECTOR

# 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
- Investment Strategies for Brokerage Firms and Institutions
- Managing ETF-Only Strategies since 2005
- Headquartered in Charlotte, North Carolina

# U.S. SECTOR OVERVIEW

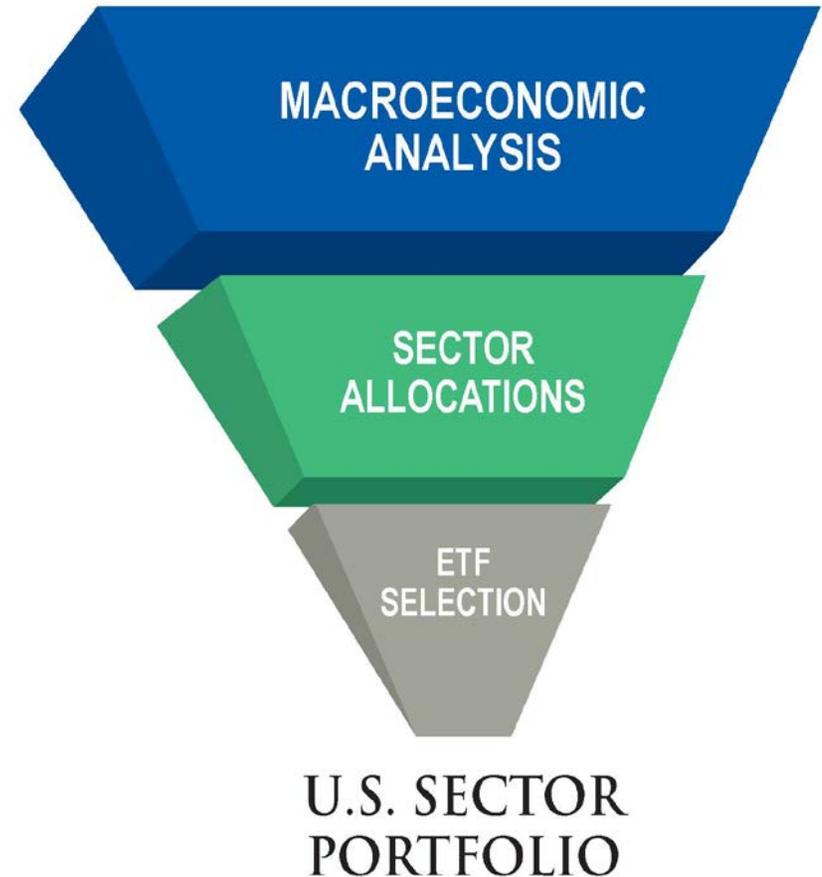
*WestEnd Advisors believes that investments in S&P 500 sectors in their economic time will outperform the broad market.*

## STRATEGY HIGHLIGHTS

- Diversified ETFs from Leading U.S. Providers
- Long Only
- Macro-Based Process
- Sector Emphasis
- Typically 4 to 5 Holdings
- No Leverage, Derivatives, or Options
- Inception January 2013

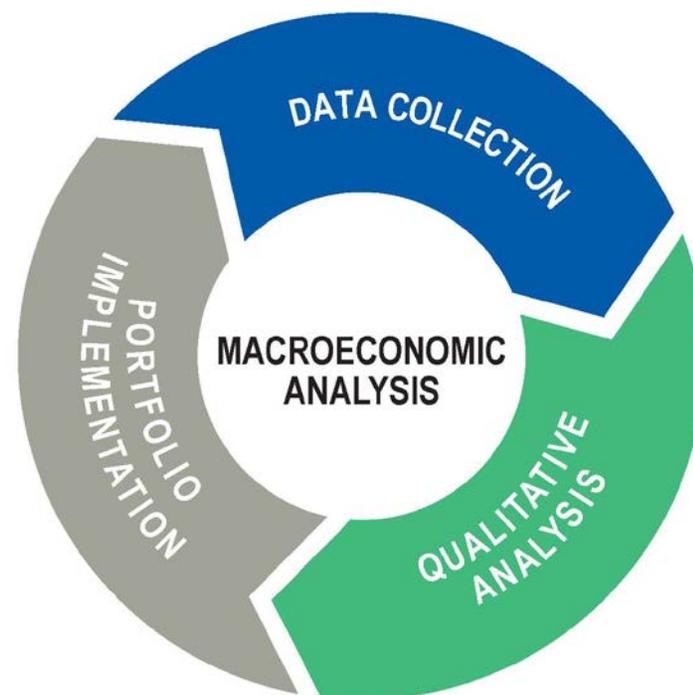
# U.S. SECTOR INVESTMENT PROCESS

- WestEnd Advisors conducts in-depth analysis of the macroeconomic environment to anticipate areas of strength and weakness in the economy and U.S. equity markets.
- Client portfolios are allocated to the large-cap sectors that we believe will benefit from economic tailwinds, while sectors facing headwinds are avoided.
- WestEnd Advisors then selects ETFs from leading U.S. providers to invest in favored sectors of the U.S. equity market.



# MACROECONOMIC ANALYSIS

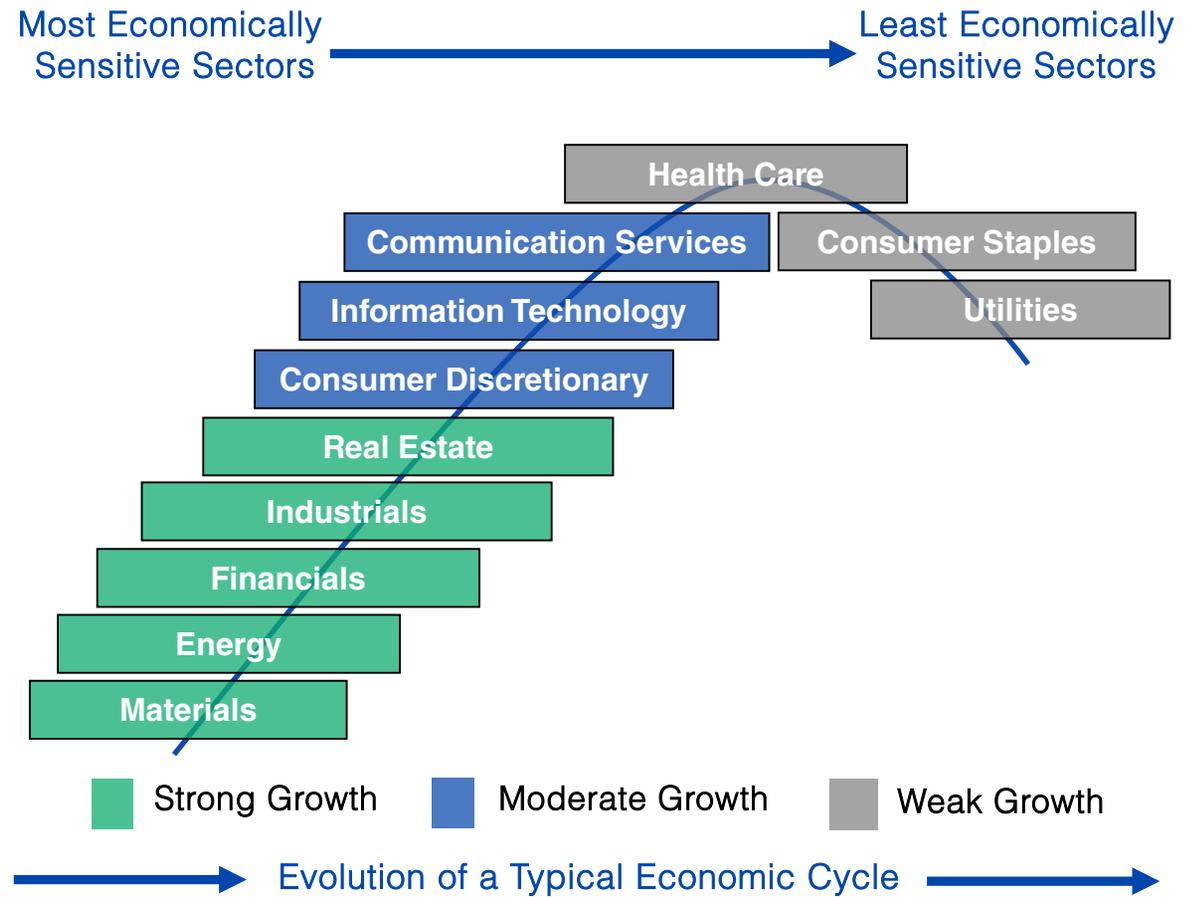
- WestEnd Advisors' proprietary research process begins with the collection of a broad set of publicly available macroeconomic measures. WestEnd aggregates this information in a database of over 200 domestic and international economic readings.
- The investment team determines which economic data is 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.*

# SECTOR ALLOCATION

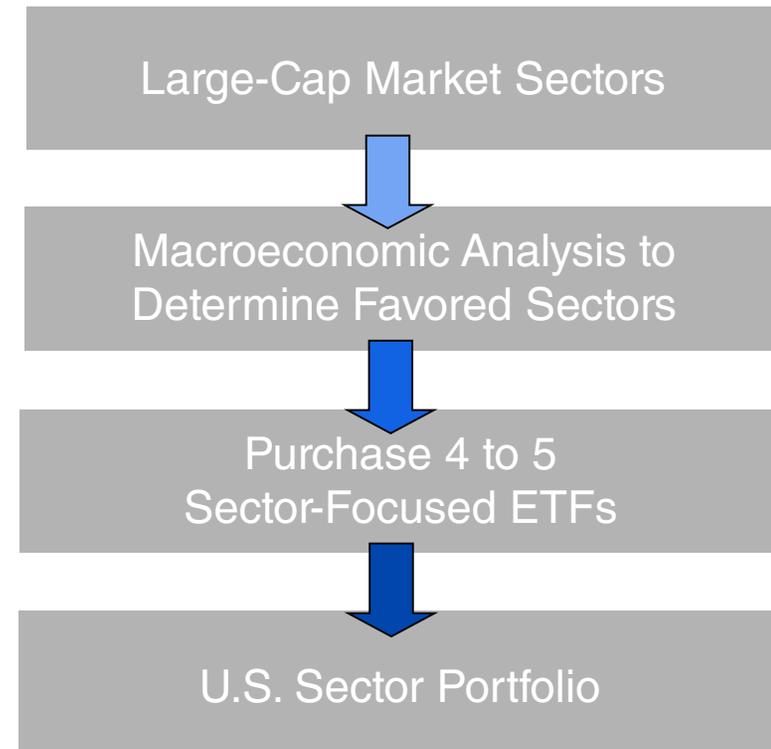
- The path of economic growth is a key driver of S&P 500 sector performance.
- The investment team analyzes recurring cyclical trends and identifies the characteristics particular to the current economic cycle.
- WestEnd actively positions client portfolios in the most economically sensitive sectors 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.



For illustrative purposes only.

# ETF SELECTION PROCESS

- Investment universe consists of ETFs that represent the eleven market sectors.
- WestEnd invests in low-cost, sector or industry-focused ETFs from long-standing ETF providers that:
  - Offer diversified exposure to a particular sector or industry
  - Consist of a basket of well-known, large-cap stocks in each sector
- WestEnd determines favored sectors based on its macroeconomic analysis and then purchases approximately four to five sector-focused ETFs for client portfolios.



*Sector-focused ETFs offer WestEnd Advisors a diversified vehicle to capitalize on its macroeconomic outlook.*

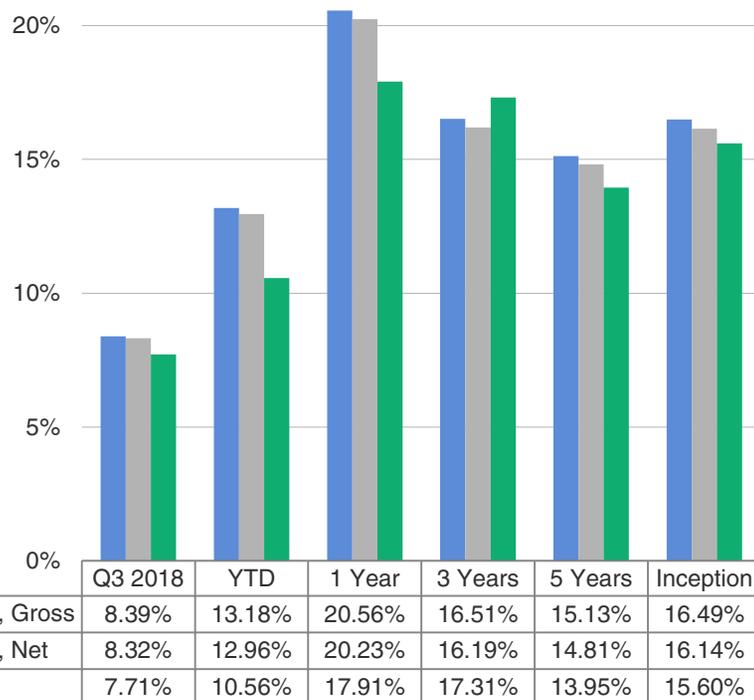
# HISTORICAL PERFORMANCE\*

INCEPTION 1/2013

## ANNUALIZED PERFORMANCE\*

### U.S. SECTOR

Returns as of September 30, 2018



Source: IDC, WestEnd Advisors

\*Based on U.S. Sector Composite. See Performance Notes and Footnotes and Disclosures on pages 11-13.

\*\*Supplemental Information is based on the U.S. Sector Composite gross-of-fees. See Performance Notes and Footnotes and Disclosures on pages 11-13.

## RISK/RETURN METRICS\*\*

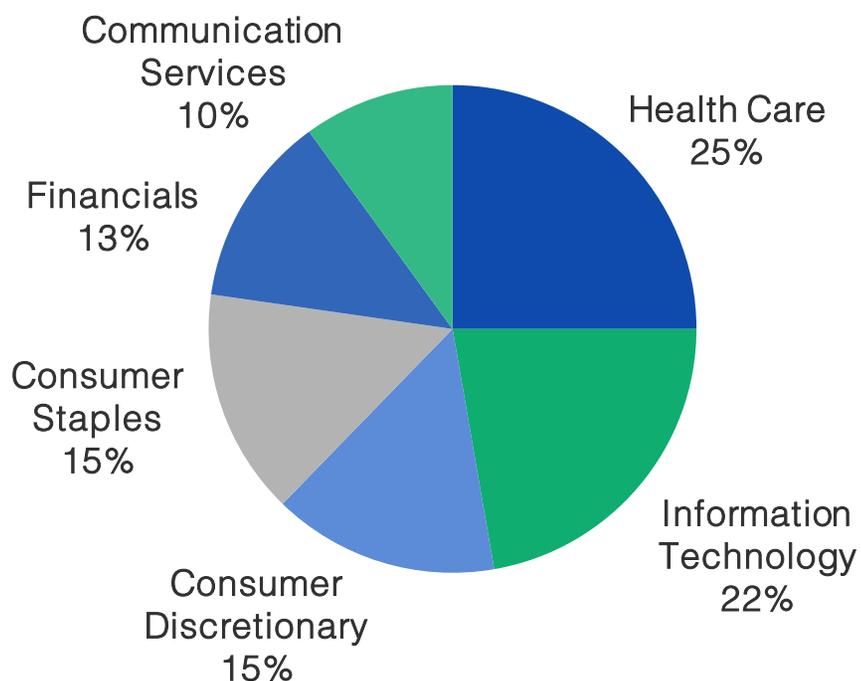
Since Inception

	U.S. Sector	S&P 500
Return	16.49%	15.60%
Standard Deviation	9.71%	9.46%
Alpha	1.09%	n/a
Beta	0.99	1.00
Sharpe Ratio	1.65	1.60
R-Squared	92.4%	n/a
Tracking Error	2.67%	n/a
Upside Capture	100.9%	100%
Downside Capture	92.8%	100%

Source: IDC, WestEnd Advisors

# PORTFOLIO SNAPSHOT\* (AS OF SEPTEMBER 30, 2018)

## MODEL PORTFOLIO WEIGHTS



## CURRENT HOLDINGS

### Communication Services

Communication Services SPDR ETF (XLC)

### Consumer Discretionary

Consumer Discretionary SPDR ETF (XLY)

### Consumer Staples

Consumer Staples SPDR ETF (XLP)

### Financials

iShares U.S. Financial Services ETF (IYG)

### Health Care

Health Care SPDR ETF (XLV)

### Information Technology

Technology SPDR ETF (XLK)

## PORTFOLIO COMPOSITION

Sector exposure: Typically 4 to 5 sectors

Maximum sector exposure: 35%

Target cash position: 2% to 5%

Annual turnover range: 2% to 47%\*\*

\*\*Based on 3 years ended 12/31/2017.

\*Supplemental Information is based on the U.S. Sector Composite gross-of-fees. See Performance Notes and Footnotes and Disclosures on pages 11-13.

**WESTEND**  
ADVISORS

# INVESTMENT TEAM BIOGRAPHIES

## FRITZ PORTER, CFA

### *PARTNER, CO-CHIEF INVESTMENT OFFICER, PORTFOLIO MANAGER*

Fritz Porter is a Partner at WestEnd Advisors, Co-Chief Investment Officer, and a Portfolio Manager for the firm's investment strategies. In addition to his portfolio management responsibilities, Fritz leads the firm's research meetings and conducts macroeconomic, sector and security analysis. Fritz entered the financial services industry in 1999 and joined WestEnd Advisors in 2008. Prior to joining WestEnd, he held asset management and investment banking positions at Wachovia Securities, U.S. Trust, and State Street Global Advisors. Fritz holds the Chartered 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.

## NED DURDEN

### *PARTNER, PORTFOLIO MANAGER*

Ned Durden is a Partner at WestEnd Advisors and a Portfolio Manager for the firm's investment strategies. In addition to his portfolio management responsibilities, Ned conducts sector and security analysis along with macroeconomic research used to guide decisions across the firm's investment strategies. Ned entered the financial services industry in 1997 and joined WestEnd Advisors in 2006. Before joining WestEnd, he was a founding member and Senior Analyst at Cambium Capital, a long/short equity hedge fund. Prior to that, 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).

## ROB PHARR

### *CO-CHIEF INVESTMENT OFFICER, PORTFOLIO MANAGER*

Rob Pharr is a Co-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

### *SENIOR INVESTMENT ANALYST*

Ty Peebles is a Senior Investment Analyst and conducts research and analysis to support the management of the firm's investment 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 Chartered 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

U.S. SECTOR COMPOSITE PERFORMANCE DECEMBER 31, 2012 THROUGH DECEMBER 31, 2017

<i>YEAR</i>	<i>COMPOSITE RETURNS (%) GROSS-OF-FEES</i>	<i>COMPOSITE RETURNS (%) NET-OF-FEES</i>	<i>S&amp;P 500 RETURNS (%)</i>	<i>COMPOSITE 3-YR ST DEV (%)</i>	<i>S&amp;P 500 3-YR ST DEV (%)</i>	<i>NUMBER OF PORTFOLIOS</i>	<i>COMPOSITE DISPERSION (% ST. DEV.)</i>	<i>COMPOSITE ASSETS (\$ MILLIONS)</i>	<i>PERCENTAGE OF FIRM ASSETS</i>
2013	31.16	30.62	32.39	N/A	N/A	5 or fewer	N/A	0.36	0.01
2014	16.45	16.13	13.69	N/A	N/A	7	0.05	0.57	0.03
2015	7.06	6.77	1.38	10.61	10.47	7	0.05	0.61	0.03
2016	3.88	3.59	11.96	10.90	10.59	9	0.11	0.65	0.07
2017	25.08	24.73	21.83	10.07	9.92	9	0.11	0.73	0.09

See the following pages for important Footnotes and Disclosures.

# FOOTNOTES & DISCLOSURES

WestEnd Advisors is an SEC-registered investment adviser. 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 individual and institutional clients.

WestEnd Advisors' U.S. Sector Composite is invested primarily in U.S. equities. The objective of this portfolio is to provide investors a single investment vehicle with exposure to the U.S. equity Sectors and Industries. 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 priced daily and are denominated in U.S. dollars only. Performance returns include all discretionary accounts invested in the U.S. Sector model except for portfolios managed by WestEnd Advisors in a wrap-fee program. The U.S. Sector Composite creation date is December 31, 2012. While the U.S. Sector strategy invests in U.S.-based exchange-traded funds, at times there may be limited exposure to non-U.S. investments.

The performance shown is based on WestEnd Advisors' U.S. Sector Composite which includes all fully discretionary accounts invested in the U.S. Sector model except for Wrap-Fee (Wrap) and Unified Managed Account (UMA) accounts. While the accounts in the U.S. Sector Composite are invested according to the same model as Wrap and UMA accounts, performance may differ between the U.S. Sector 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.

The S&P 500<sup>®</sup> is used for comparative purposes only. The S&P 500<sup>®</sup>, our primary benchmark, includes approximately 500 stocks and is a common measure of the performance of the overall U.S. stock market. The S&P 500<sup>®</sup> Index measures the performance of 500 leading companies in the U.S. economy. The S&P 500<sup>®</sup> Index focuses on the large-cap segment of the market, with approximately 75% coverage of U.S. equities. The S&P 500<sup>®</sup> Index is designed to be an indicator of U.S. equities and is meant to reflect the risk/return characteristics of the large-cap universe. The S&P 500<sup>®</sup> Index is a market capitalization-weighted index - each stock's weight in the index is proportionate to its market capitalization. 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.

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<sup>®</sup>), 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.

# FOOTNOTES & DISCLOSURES

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 limited number of sectors or industries may be subject to a higher degree of volatility 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' U.S. Sector 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 June 30, 2018.

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 U.S. Sector Composite has been examined from composite inception through December 31, 2017. The verification and performance examination report is available upon request.

August 2018