



**DIVIDEND ASSETS CAPITAL, LLC**

INVESTMENT ADVISORS

# ENHANCED YIELD STRATEGY

DIVIDEND ASSETS CAPITAL INSTITUTIONAL – INVESTMENT STRATEGIES FOR RISING INCOME & GROWTH 12/31/17

## AN INVESTMENT APPROACH THAT MAKES SENSE

**CONSISTENT AND SIGNIFICANT RISING DIVIDENDS** provide opportunities for increasing income to enhance capital appreciation and help protect purchasing power.

**STRONG BRANDS, GLOBAL EXPOSURE AND ESSENTIAL PRODUCTS** are hallmarks of companies with the potential to consistently grow future earnings.

## PORTFOLIO MANAGERS

**C. Troy Shaver Jr.**  
Chief Executive Officer, Chief Investment Officer & Portfolio Manager

**Michael W. Nix, CFA®**  
Director of Equity Growth Strategy & Portfolio Manager

**John C. Cheshire**  
Director of Private Client Group & Senior Portfolio Manager

**Ying "Susie" Wang, CFA®, CIC®**  
Director of Energy/MLP Strategy & Portfolio Manager

**Edward P. Taylor, CIMA®**  
Portfolio Manager

**Peter G. Gerry, III**  
Portfolio Manager & MLP Analyst

WE SEEK TO INVEST IN HIGH- QUALIT Y U.S., FOREIGN AND GLOBAL COMPANIES WITH A HISTORY OF SIGNIFICANT, CONSISTENT DIVIDEND INCREASES THAT PROVIDE OPPORTUNITIES FOR ABOVE- AVERAGE CAPITAL APPRECIATION WITH ATTRACTIVE, RISING INCOME.

## TARGETING ESSENTIAL PRODUCTS AND SERVICES

Favored companies in a growing global economy provide or guide essential products and services, such as consumer goods and services, energy, healthcare, technology, materials, and industrials.

## GUIDING PRINCIPLES FOR HIGH DIVIDEND STRATEGY

- A current dividend yield higher than the S&P 500 Index<sup>1</sup> dividend yield.
- 5 consecutive years of dividend growth.

Proprietary research, complemented by Wall Street analyses and conversations with management, evaluates:

- Company growth rates and financial strength.
- Consistent earnings growth across economic cycles.
- Attractive valuation.
- Evidence of strong leadership.
- Growing, global brands and exposure.
- Transparency.

## IMPORTANCE OF DIVIDEND GROWTH

### Dividend Growing Stocks Outperformed Over Time<sup>2</sup>

CATEGORY (January 31, 1972 - December 31, 2017)	Annual Gain	\$100 Became
Dividend Cutters or Eliminators	-0.3%	\$85
Non-Dividend Payers	2.6%	\$327
Dividend Payers With No Change in Dividends	7.5%	\$2,744
S & P 500	7.7%	\$3,040
Dividend Growers and Initiators	10.1%	\$8,267

Past performance does not guarantee future results

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- Since 1926, dividends have accounted for approximately one-third of the total return of the stock market, while capital appreciation contributed two-thirds.<sup>2</sup>
- Dividend yield, as a component of total return, is historically less volatile than price appreciation.<sup>2</sup>

<sup>1</sup> The S&P 500 Index is a product of S&P Dow Jones Indices LLC ("SPDJ"), and has been licensed for use by DAC. Standard & Poor's®, S&P 500® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by DAC. DAC's comments and strategies are not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, their respective affiliates, and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the S&P 500 Index.



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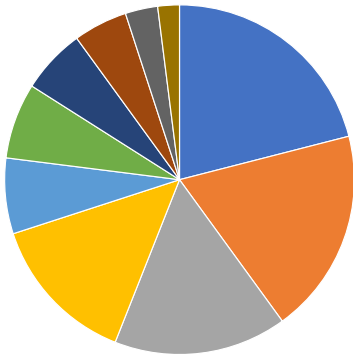
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Investments for our Enhanced Yield Portfolios are selected across many industries and sectors of high-quality U.S. and foreign companies. We believe the companies offer a combination of lower price volatility, stable cash flow and consistent dividend yields. The Enhance Yield Strategy is designed for investors seeking higher income with overall moderate growth of principal and income overtime.

## PORTFOLIO COMPOSITION

Asset Diversification 12/31/2017



Sectors	Portfolio %
FINANCIALS	21%
CONSUMER STAPLES	19%
HEALTH CARE	16%
INFORMATION TECHNOLOGY	14%
ENERGY	7%
CASH	7%
INDUSTRIALS	6%
TELECOMMUNICATIONS	5%
MATERIALS	3%
UTILITIES	2%

## COMBINED PERFORMANCE OF SELECT PORTFOLIOS\*\*

Total Returns %	Qtr	YTD	1 YR	Since Inception
DAC (Gross of Fees)	6.85%	16.35%	16.35%	16.65%
DAC (Net of Fees)	6.73%	15.81%	15.81%	16.12%
S&P 500 Index	6.65%	21.83%	21.83%	19.95%

\*Inception Date 07/01/2016

**Performance data shown represents past performance. Past performance is not indicative of future results.** Performance calculations are time-weighted and include the reinvestment of dividends and other earnings. New performance results reflect the deduction of investment management fees. Gross performance results do not reflect the deduction of investment management fees, and are net of commissions and foreign withholding tax.

The S&P 500 Index is a market value weighted index consisting of 500 stocks chosen for market size, liquidity and industry group representation. The index is unmanaged and you cannot invest directly in the index. The index comparisons are provided for informational purposes only and should not be used as the basis for making an investment decision.

## PORTFOLIO CHARACTERISTICS

PORTFOLIO CHARACTERISTICS	DAC Institutional Equity Portfolio	S&P 500 Index
P/E Ratio	20.0x	22.4x
Dividend Yield	3.0%	1.9%
Return on Equity (ROE)	14.7%	13.5%
Total Debt to Capital	54.1%	53.0%
Weighted Avg. Market Cap	\$144.4B	\$197.1B
Beta	0.91	1

Certain performance calculations are prepared internally and have not been verified or audited by a third party. The use of a different methodology for preparing, calculating, or presenting performance returns may lead to different results and such results may be material.

The Portfolio Composition, Characteristics and Diversification tables displayed present data from a representative account of the DAC Enhanced Yield Composite. Individual holdings, statistics and characteristics may differ from those of the composite and representative account due to the size of the portfolio, client-specific constraints, tax considerations or other factors. Holdings are subject to change at any time and are not recommendations to buy or sell any security.

Dividend Assets Capital, LLC (DAC) is a Registered Investment Adviser with the U.S. Securities and Exchange Commission. Registration does not imply any certain level of skill or training. The risk of substantial loss exists in equity trading and equity investments are not suitable for all investors. You should carefully assess your objectives and risk tolerance before investing. Data is deemed to be reliable, but DAC does not guarantee reliability or accuracy. Information provided is as of the date of this report and subject to change at any time.

ADDITIONAL INFORMATION. You should carefully consider the investment objectives, potential risks, management fees, and charges expenses before investing. The Firm's Investment Adviser Brochure, Form ADV Part 2, contains this and other information about the Firm, and should be read carefully before investing. You may obtain a current copy of DAC's Form ADV Part 2 by visiting our website at [www.DACapitalSC.com](http://www.DACapitalSC.com), emailing [info@DACapitalSC.com](mailto:info@DACapitalSC.com), or by calling us at (866) 348-4769. Additional information about Dividend Assets Capital, LLC is also available on the United States Securities and Exchange Commission's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may search this site using a unique identifying number known as a CRD. DAC's CRD is 129973.

