

DIVIDEND ASSETS CAPITAL, LLC

INVESTMENT ADVISORS

DAC Insights: Demographic Investing... Finding The Silver Lining

DIVIDEND ASSETS CAPITAL – INVESTMENT STRATEGIES FOR RISING INCOME & GROWTH

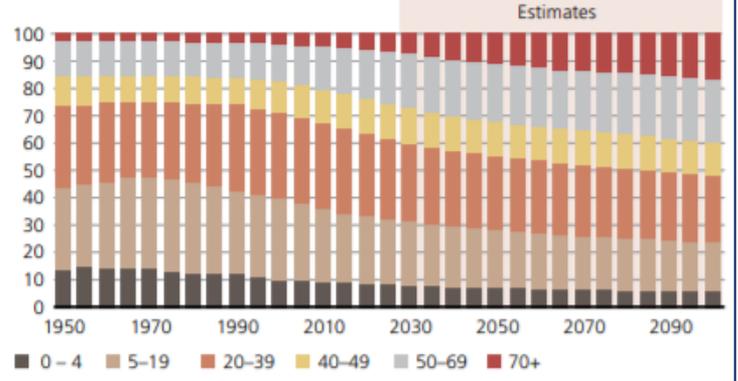
“And as the calendar records the years, it becomes increasingly evident that the easy way rests hazardously upon shifting sands, whereas the hard way builds solidly a foundation of confidence that cannot be swept away.”
Colonel Sanders, Founder of KFC at 65 years old.

WHAT IS DEMOGRAPHIC INVESTING?

Aging populations in developed countries create significant investment opportunities. Older generations have different health needs, different consumption habits and have more money to spend than younger demographics. Products and services that are favored by older adults are likely to see increased demand.

Older generations are becoming more dominant

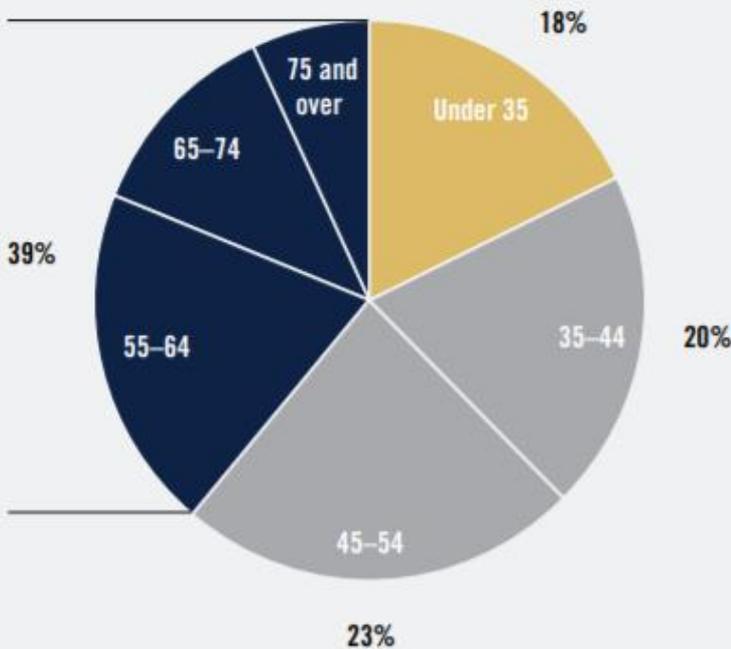
Share of the population by age, in %



Source: UN.

US consumers over the age of 55 spend twice as much as Millennials

Percentage of total spending by age cohort



Source: US Bureau of Labor Statistics.

WHY IS DEMOGRAPHIC INVESTING SO IMPORTANT?

Demographic shifts over the next 20 years will reshape industries. Significant impacts will be felt in the following industries:

Real estate/ Housing: Multifamily condos, senior housing, urban life and home improvement.

Health Care: Pharmaceuticals, biotech and skin rejuvenation.

Technology: Medical devices and Robotics

Automobile: Autonomous cars

Companies Leveraging Demographic Shifts:

stryker



Johnson & Johnson



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Clarity: A transparent and understandable approach to portfolio management.

Simplicity: We believe dividends are the best indicator of the future price performance of a stock.

Devotion: We build confidence through a disciplined process and strong devotion to our investment philosophy and clients.



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