



DIVIDEND ASSETS CAPITAL, LLC

INVESTMENT ADVISORS

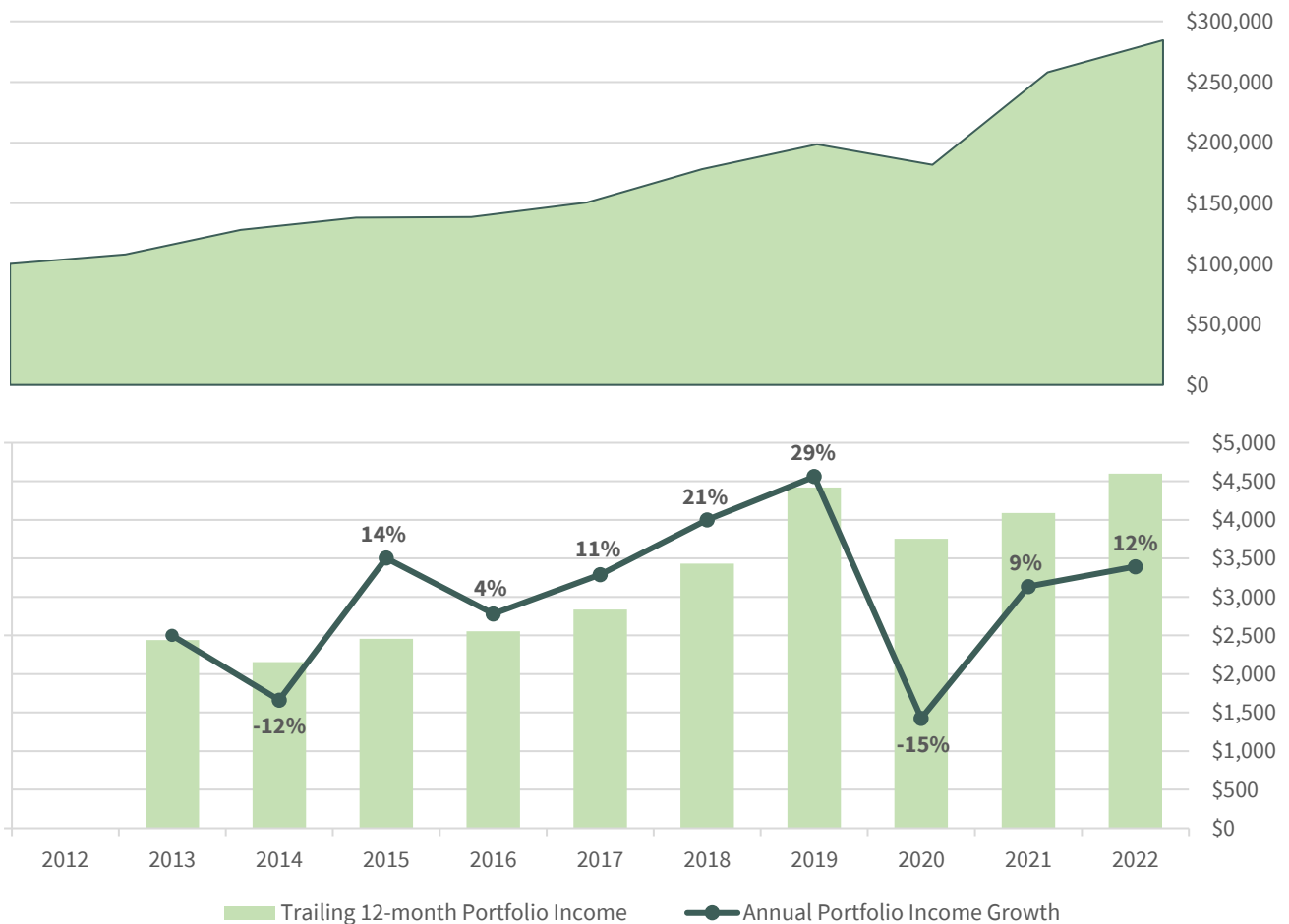
# DAC Insights: Growth of Capital and Growth of Income

DIVIDEND ASSETS CAPITAL – INVESTMENT STRATEGIES FOR RISING INCOME & GROWTH

Dividend Assets Capital (“DAC”) was built on a pioneering, 40+ year legacy of dividend growth investing that we call the 3-D process... “**D**ouble-digit, **D**ividend Growth for a **D**ecade or More”. We believe companies that declare dividends and increase those dividends substantially and consistently, year after year, tend to perform uncommonly well for reasons beyond dividends alone.

Over the years, we have mastered the process of combining high quality companies paying sustainable and growing dividends into portfolios that provide at least two significant benefits for investors... long-term capital appreciation **AND** portfolio income appreciation. Most conversations about portfolio results focus on total return. We believe that growth of portfolio income is an equally important investment outcome, but it is underappreciated and often simply overlooked. Examining results from the DAC **Equity** composite over the last decade demonstrates how both outcomes can be achieved from a single investment strategy. The graphs below illustrate how \$100,000 investment in the DAC **Equity** portfolio on 3/31/2012 grew to \$284,528 over 10 years while growing the annual portfolio income from \$2,440 to \$4,601 over that same period.

## DAC Equity Strategy Growth of \$100,000 (Trailing 10-years as of 3/31/2022)



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*Historical performance results generally do not reflect the deduction of transaction and/or custodial charges but they do reflect the deduction of an investment management fee. The performance results shown in this illustration are shown gross of fees. The inclusion of advisory fees and other expenses will reduce actual returns.*

*Dividend Assets Capital, LLC is a Registered Investment Adviser with the U.S. Securities and Exchange Commission. Registration does not imply any certain level of skill or training. You should carefully consider the investment objectives, potential risks, management fees, and charges and 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 <https://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.*

DAC-21-043

Dividend Assts Capital, LLC is an independent, employee owned wealth advisor specializing in high quality companies with a history of consistently increasing dividends. Built on a pioneering legacy, our goal is straightforward; achieve our clients desired outcomes through investments that provide sustainable and rising income with long-term capital appreciation. We partner with successful families, advisors and institutions delivering tailored services that adhere to fiduciary principles to provide...

**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.



**DIVIDEND ASSETS CAPITAL, LLC**  
INVESTMENT ADVISORS

Clarity. Simplicity. Devotion.

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