



Female Focus Equity

- ❑ Equity portfolio focused on companies with female executive leadership, board diversity or that meet the needs of women in society.
- ❑ Diversified portfolio seeks opportunities across all economic sectors
- ❑ Rigorous analysis combines the Tradition research process with positive female and diversity characteristics
- ❑ Tradition experience with management behavior and performance across a wide universe of investment opportunities
- ❑ Custom portfolios to meet specific client objectives within the strategy
- ❑ Rigorous fundamental research incorporates both financial analysis and screening criteria to assess growth and offers an increased probability of success.

Tradition: A Specialist Boutique Firm

- ❑ **People:** Portfolio management team offers 250 years of collective investment experience (31 years on average)
- ❑ **Philosophy:** Active, value-oriented
- ❑ **Process:** Consistent, repeatable, and risk-management focused
- ❑ **Performance:** Consistent strong risk-adjusted returns over long-term periods in core strategies
- ❑ **Portfolio Construction:** A solid “core” portfolio holding available in balanced, socially- responsible and tax-efficient mandates

The Case for Gender Lens Investing

Prioritize your Interest with your Investments

- ❑ Companies seek a return on capital with intentional consideration for diversity
- ❑ Diverse thinking brings a broad perspective to business models, with consideration for all stakeholders.
- ❑ A large market opportunity exists for businesses addressing the needs of women in society
- ❑ Investment in companies “doing the right things” based on gender equality factors does not necessarily sacrifice returns.

Tradition Asset Management's Investment Strategies

Dividend Value

All-Cap Advantage

ESG Focus/Female Focus

Balanced

Fixed Income



Female Focus Equity Portfolio

GROWING UNIVERSE OF INVESTMENT OPPORTUNITIES

- ❑ Board of Directors composition at least 25% female, or
- ❑ Female CEO/management leadership, or
- ❑ Business focused on women's initiatives

SOCIAL IMPACT INVESTING MAY BE DRIVING CHANGE

- ❑ Favorable employee relations contributes to a more productive and engaged workforce
- ❑ Workforce diversity enables creative thinking and differing perspectives in management and staff
- ❑ Engagement with the community enhances customer perceptions

Top Ten Holdings		Portfolio Characteristics (as of 12/31/19)		
			Female Focus	S&P 500 Index
Bank of America	5.1%	Dividend Yield	1.8%	1.8%
CDW Corp.	4.8%	3-year Earnings Growth	15.5%	11.7%
Phillips 66	4.3%	Price/Earnings Ratio TTM	17x	18.4x
Kroger Company	4.0%	WAVG. Mkt. Cap (\$billion)	142.8	291.2
Accenture	3.9%	Number of Stocks	36	500
Cisco Systems	3.8%			
IBM Corp.	3.7%			
JPMorgan Chase	3.6%			
PNC Financial Services	3.4%			
TJX Companies	3.4%			

The Tradition Client Experience

- ❑ A long-term track record of outperformance relative to benchmark indices and peers
- ❑ Consistently high risk-adjusted returns
- ❑ Investors have benefitted from:
 - ❖ a repeatable and sustainable research-driven investment process
 - ❖ protection during volatile bear market cycles

Disclosures: Tradition Asset Management, LLC ("Tradition") is an SEC (Securities and Exchange Commission) Registered Investment Adviser (RIA) and provides portfolio management and related services for a fee. Investing in stocks, bonds, and other assets which present various forms of risk to investors could result in losses and positive returns are not guaranteed. Diversification only reduces risk of capital loss but does not eliminate this risk. Past performance is no indication of future results and all investments or assets could lose value in the future due to a variety of financial factors. Please visit our website at www.traditioncm.com for all the firm's disclosures and to request copies of the most recent Form ADV Part 2A and Privacy policy as well as Tradition's policies for valuing portfolios, calculating performance, and preparing compliant presentations.

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