

## AIS Firm Philosophy

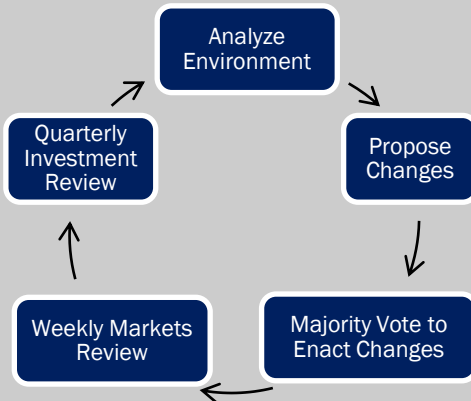
At ARGI, we believe that long-term success is best achieved by investing with a patient, proven, and disciplined process.

We strive to deliver what we consider to be superior risk-adjusted returns with well diversified portfolios.

## AIS Investment Committee

ARGI's Investment Committee (IC) manages each of ARGI's Model Portfolios. IC members have many years of combined experience through all types of market cycles. IC member designations / education include CFA®, CFP®, and a doctorate in finance.

## Democratic Decision-Making Process



## Portfolio Facts

Portfolio Managers: Dan Cupkovic & Matt Westfall

Portfolio Manager Expense: 0.25%

# Securities: 30 stocks

Underlying Expense Ratios: 0%

Security must be a member of the Standard & Poor's 500 Index

Minimum investment: \$100,000

Reinvested Dividends

Must be held in separate account

## Investment Objective:

Aggressive growth through higher yielding dividend stocks that also maintain the possibility of capital appreciation. This Dividend-Focused portfolio aims to hold stocks with ample capital liquidity and sustainable earnings to help maintain and grow dividend yield.

## Investment Strategy:

This 30-stock equally-weighted portfolio utilizes a set of quantitative valuation metrics to screen for holdings in the S&P 500 that offer higher than average dividend yields. These reinvested dividends are meant to increase total returns in rising markets while buffering downside performance during market downturns.

## Key Portfolio Attributes

Dividend Requirement	The importance of dividends and their role in capital appreciation cannot be understated. Since 1871, dividends account for roughly 52% of growth of capital for the S&P 500.
Process-Based Methodology	Quantitative, rules-based methodology for stock selection that reduces the likelihood of unprofitable actions due to emotional decisions.
Purchase Criteria	Utilizing a multi-factor approach, we analyze stock metrics that help us purchase undervalued dividend-paying securities.
Disciplined Sell Strategy	Our process executes annual rebalancing, ensuring clients receive the full annualized dividend payouts while reducing potential for any short-term capital gains exposure.
30 Stocks Held	By holding 30 unique securities, we attempt to mitigate company specific risk through diversification while maintaining the possibility of outperforming the market in the long term.
Reinvestment of Dividends	Dividend reinvestment is preferred in this strategy to potentially enhance capital appreciation over longer periods of time.
Regular Attention	The stocks that are held are reviewed on a daily basis to help ensure that the underlying metrics of the companies remain stable.

## Return Data (%)

	3 Month	YTD	1 Year	Since Inception**
Net of Highest Fee (2.05%)				
Defensive Equity*	4.93%	13.38%	13.38%	20.87%

## Annual Target Return

8-10%

## Current Yield\*

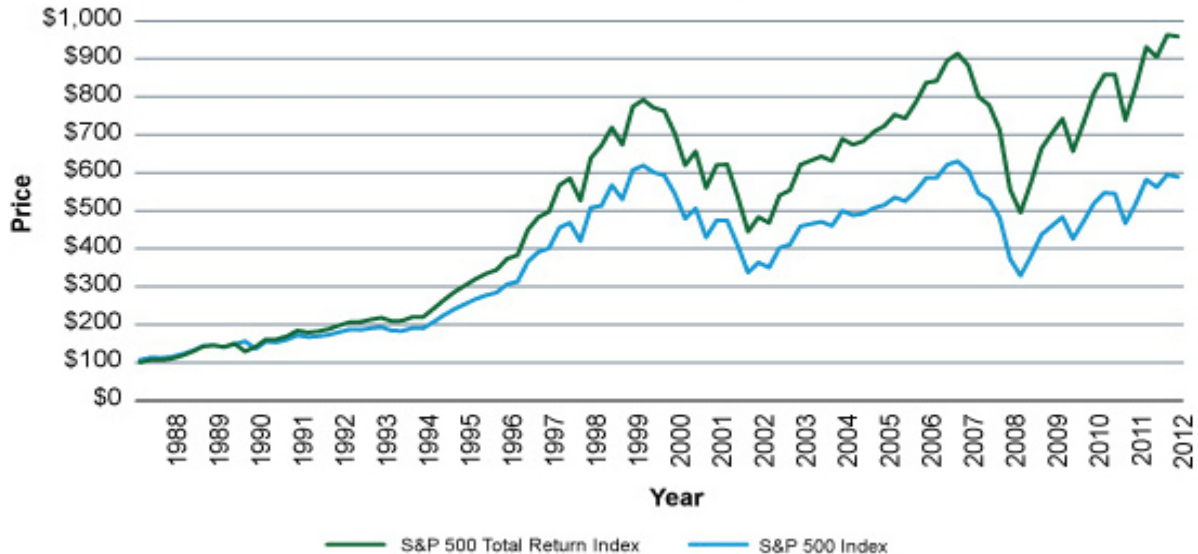
4.02%

\*As of: 12/31/2014

\*\*Inception Date: 1/1/2013

## S&P Price Return vs. S&P Total Return (with Dividends Reinvested)

### The Long-Term Power of Dividends



Source: Bloomberg; 3/31/1988 – 12/31/2012

As the chart above shows, dividends account for a sizable portion of a portfolio's total return over time. The goal of the Dividend Select portfolio is to maximize the "dividend" effect on the portfolio. Our portfolio metrics identify companies with higher, stable dividends that are more likely increase over time. We believe that this process is a rational and productive way to obtain capital appreciation over and above the standard stock benchmarks over time.

*"Do you know the only thing that gives me pleasure? It's to see my dividends coming in."*

–John D. Rockefeller

Performance results are presented in U.S. dollars and include reinvestment of dividends. Portfolio performance is calculated and derived from our internal proprietary systems. No current or prospective client should assume future performance of any specific investment strategy will be profitable or equal to past performance levels.

All investment strategies have the potential for profit or loss. Changes in investment strategies, contributions or withdrawals may cause the performance results of your portfolio to differ materially from the reported composite performance. Different types of investments involve varying degrees of risk, and there can be no assurance that any specific investment will either be suitable or profitable for a client's investment portfolio.

Economic factors, market conditions, and investment strategies will affect the performance of any portfolio and there are no assurances that it will match or outperform any particular benchmark. ARGI Investment Services (AIS) is registered as an investment advisor with the United States

Securities Exchange Commission. SEC registration does not constitute an endorsement of the firm by the Commission nor does it indicate that the advisor has attained a particular level of skill or ability. The Value Portfolio managed by AIS are currently executed through separately managed accounts (SMAs). These SMA accounts allow for client specific customization as needed. This document is neither a solicitation nor an offer to sell any securities.

An investor should consider their Model Portfolio's investment objectives, risks, charges and expenses carefully before investing or sending money. This and other important information about the AIS Managed Portfolios can be found in the firms' ADV. If you would like additional information on any of AIS' Managed Investment Strategies contact Jan Peebles, Chief Compliance Officer or Dan Cupkovic, Manager of Investment Services at 502-753-0609. Some clients of AIS experience different performance results than the model portfolio due to unique situations including cash distribution requirements, unique non-model holdings, and additional situations particular to an individual client.

The "Model Portfolios" listed above represent a fictional account which AIS attempts to manage in a manner similar to that of a tax-exempt client fund with no particular need for special portfolio considerations. AIS' management fees are described in Part 2A of AIS's Form ADV. An investment in any AIS model portfolio is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Advisory services offered through ARGI Investment Services, LLC, a Registered Investment Adviser.

Source of dividend reinvested percentages is from "S&P 500 Return Calculator" <http://dqydj.net/sp-500-return-calculator/>.