

# BLUE CHIPS ELITE

## FACT SHEET

# 4Q

 2020

### STRATEGY OBJECTIVE

Outperform the S&P 500 Index with concentrated positioning in the most fundamentally strong companies within the index, thus providing downside protection in the process.

### PHILOSOPHY

We believe a fundamental perspective paired with quantitative execution will result in long-term outperformance.

- **Active Stock Selection** – Invest in top 12 performing companies while avoiding unfavored companies relative to the current market fundamentals.
- **Risk Management** – Provide investors precise domestic equity exposure while adhering to strict portfolio mandates.
- **Consistency** – Aim to provide investors long term growth with the knowledge that their portfolio attempts to invest exclusively in high quality companies.

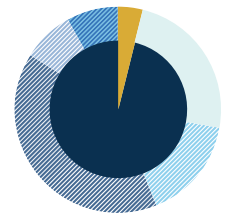
### Program Details

INCEPTION DATE	DECEMBER 31, 2016
MINIMUM INVESTMENT	\$50,000.00
BENCHMARK	S&P 500
STYLE	LARGE CAP GROWTH
CURRENT YIELD	0.54%
NUMBER OF HOLDINGS	12
MANAGED BY	SCOTT MARTIN, CIMA®, CHIEF INVESTMENT OFFICER

### Allocations

As of: 12/31/2020

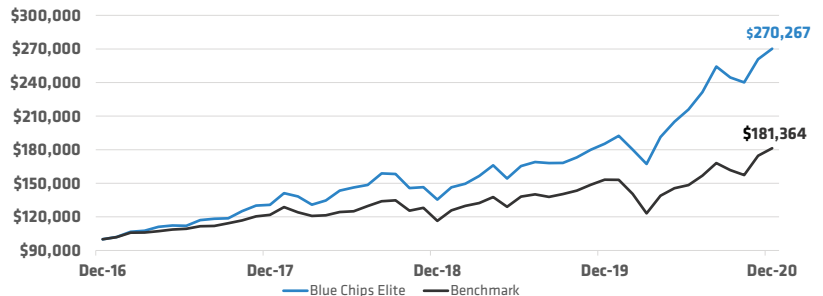
CASH	4.00%
DOMESTIC EQUITY	
FINANCIALS	24.00%
CONSUMER DISCRETIONARY	16.00%
TECHNOLOGY	40.00%
HEALTHCARE	8.00%
CONSUMER STAPLES	8.00%



Allocations are subject to change without notice.

### Growth of A Hypothetical \$100,000 Investment (Since Inception, Net of Model<sup>1</sup>)

As of: 12/31/2020



### PERFORMANCE

As of: 12/31/2020

	Net of Model Fees <sup>1</sup>	Net of Max Fees <sup>2</sup>	Benchmark
YTD	45.79%	43.70%	18.40%
3 MONTHS	10.52%	10.12%	12.15%
1 YEAR	45.79%	43.70%	18.40%
3 YEAR	31.56%	29.48%	16.65%
SINCE INCEPTION	28.21%	26.35%	16.05%
CUMULATIVE RETURN	170.24%	154.83%	81.36%

### CALENDAR YEAR PERFORMANCE (SINCE INCEPTION)

Year	Net of Model Fees <sup>1</sup>	Net of Max Fees <sup>2</sup>	Benchmark
2020	45.79%	43.70%	18.40%
2019	36.92%	34.93%	31.49%
2018	3.55%	2.01%	-4.39%
2017	30.73%	28.83%	21.84%

### RISK MEASURES (SINCE INCEPTION)

Metric	Net of Model Fees <sup>1</sup>	Net of Max Fees <sup>2</sup>	Benchmark
STANDARD DEVIATION	16.67%	16.67%	16.17%
STANDARD DEVIATION (3 YR.)	18.87%	18.87%	18.53%
BETA	0.96	0.96	1.00
ALPHA	12.81%	10.94%	-
SHARPE RATIO	1.37	1.25	0.66
R-SQUARED	86.03	86.03	100.00

<sup>1</sup>"Net of Model Fee" represents performance that has factored in an assumed fee of .60%. <sup>2</sup>"Net of Max Fee" represents performance that has factored in an assumed fee of 2.10% (.60% Model Fee plus 1.50% Advisor Fee). There is no guarantee that any investment will achieve its objectives. Data quoted is past performance and current performance may be lower or higher. Past performance is no guarantee of future results. See "Disclosures" for important information regarding portfolios and benchmarks.

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## DISCLOSURES

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**Kingsview Investment Management ("KIM")** is the internal portfolio management group of KWM. KIM asset management services are offered to KWM clients through KWM IARs. KIM asset management services are also offered to non KWM clients and unaffiliated advisors through model leases, solicitor agreements and model trading agreements. KWM clients utilizing asset management services provided by KIM will incur charges in addition to the KWM advisory fee.

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Any performance shown since inception is based upon composite results of the stated portfolio. Portfolio performance is the result of the application of the KIM Blue Chips Elite investment process. It does not reflect any investor's actual experience with owning, trading or managing an actual investment account.

"Net of Model Fee" portfolio performance is shown net of the 0.60% KIM model fee and the trading costs of the firm's Custodians (Raymond James, Charles Schwab, TD Ameritrade and Interactive Brokers). "Net Model Fee" portfolio performance DOES NOT include the advisory fee charged by a KWM investment advisor representative. "Net of Max Fees" portfolio performance is shown net of the advisory fees of 2.10%, the highest fee charged by KWM, which is inclusive of the 0.60% KIM model fee and the trading costs of the firm's Custodians (Raymond James, Charles Schwab, TD Ameritrade and Interactive Brokers). Performance does not reflect the deduction of other fees or expenses, including but not limited to custodial fees and fees and expenses charged by mutual funds and other investment companies. Performance results shown include the reinvestment of dividends and interest on cash balances where applicable. The data used to calculate the portfolio performance was obtained from sources deemed reliable and then organized and presented by KWM.

Actual performance of client portfolios may differ materially due to the timing related to additional client deposits or withdrawals and the actual deployment and investment of a client portfolio, the reinvestment of dividends, the length of time various positions are held, the client's objectives and restrictions, and fees and expenses incurred by any specific individual portfolio.

**Past performance is no guarantee of future results. There are risks associated with any investment strategy, including the possible loss of principal. There is no guarantee that any investment will achieve its objectives. Diversification does not guarantee a profit or eliminate the risk of loss.**

**Benchmarks:** The S&P 500 Total Return Index is the total return version of the S&P 500 Index which includes the effects of reinvested dividends. The S&P 500 Index is a capitalization-weighted index of 500 stocks designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries.

The index results do not reflect fees and expenses and you typically cannot invest in an index. The index / indices used by KWM have not been selected to represent an appropriate benchmark to compare an investor's performance, but rather are disclosed to allow for comparison of the investor's performance to that of certain well-known and widely recognized indices. Indices are typically not available for direct investment, are unmanaged and do not incur fees or expenses.

**Glossary of Terms: Standard Deviation** measures the dispersion of returns; a large dispersion shows higher volatility. **Alpha** is a measure of actual returns and expected performance, given its level of risk (as measured by beta). **Beta** is a measure of the volatility, or systematic risk, of the composite portfolio in comparison to the market as a whole. **R-squared** indicates how much of the composite portfolio's fluctuations are attributable to movements of its benchmark. **Sharpe Ratio** is a measure of risk-adjusted performance.

The firm claims compliance with GIPS®. For a complete list and description of the firm's composites and / or a presentation that adheres to the GIPS standards, contact [gips@kingsview.com](mailto:gips@kingsview.com). For purposes of compliance with the Global Investment Performance Standards (GIPS®), the "firm" refers to only Kingsview Investment Management.

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