

# PURPOSE CORE DIVIDEND FUND



## THE IDEA

Generate tax-efficient income and capital growth through a portfolio of high-quality, North American dividend-paying equities.

### DISTRIBUTION YIELD

4.31%

ETF SERIES	<b>PDF</b>
MGMT FEE	0.55%
SERIES F	<b>PFC401</b>
MGMT FEE	0.55%
SERIES A	<b>PFC400</b>
MGMT FEE	1.55%

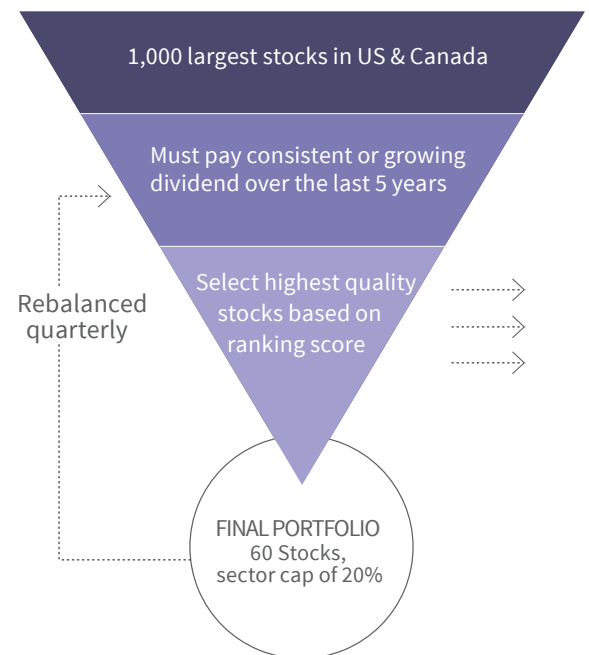
### MY PURPOSE

1. Build my core equity income portfolio with high-quality North American dividend stocks
2. Generate enhanced monthly income and maximize my potential for long-term capital growth

### KEY HIGHLIGHTS

- A diverse selection of dividend-paying North American stocks selected through a fundamental, rules-based process
- Companies ranked by dividend-yield stability, and quality and value factors
- Equal weighting with a 20% sector cap to protect against concentration risk
- Tax-efficient corporate class structure

## PORTFOLIO SELECTION PROCESS



Stocks are selected via a multi-factor incorporating dividend yield, quality, momentum and low risk factors.

**ILLUSTRATIVE QUALITY RANKING CRITERIA**

Each company's "quality" is measured using a scoring methodology that incorporates the following metrics. A point is given for each "yes", no point is given for a "no".

	YES/NO?
Positive Net Income	1 or 0
Positive Cash Flow	1 or 0
Positive Earnings Supported by Positive Cash Flow	1 or 0
Positive Trend in Return on Assets (over last 4Qs)	1 or 0
Positive Trend in Profitability (over last 4Qs)	1 or 0
Increasing Liquidity Ratio (over last 4Qs)	1 or 0
Increasing Asset Turnover Ratio (over last 4Qs)	1 or 0
Declining Debt Outstanding (over last 4Qs)	1 or 0
Declining Total # of Shares Outstanding (over last 4Qs)	1 or 0

## PORTFOLIO STATISTICS

AS OF DEC 31, 2018

Number of Holdings	61
P/E Ratio	13.65 x
P/B Ratio	3.34 x
P/CF Ratio	11.02 x
Dividend Yield (Gross)	3.97%
Avg. Market Cap (\$BIL)	66.91

## PORTFOLIO BREAKDOWN

### TOP 25 HOLDINGS

AS OF DEC 31, 2018

Procter & Gamble Co	2.09%
Empire Co Ltd	2.08%
Merck & Co Inc	2.07%
Omnicom Group Inc	1.99%
Pfizer Inc	1.96%
Coca-Cola Co	1.96%
Verizon Communications Inc	1.95%
Duke Energy Corp	1.95%
Emera Inc	1.93%
Fortis Inc/Canada	1.92%
American Electric Power Co Inc	1.92%
H&R Real Estate Investment	1.88%
Rogers Communications Inc	1.87%
BCE Inc	1.85%
Thomson Reuters Corp	1.85%
PepsiCo Inc	1.83%
Northland Power Inc	1.81%
Southern Co	1.81%
ALGONQUIN POWER & UTIL CORP	1.79%
Shaw Communications Inc	1.79%
Camden Property Trust	1.76%
PPL Corp	1.76%
Sonoco Products Co	1.75%
Restaurant Brands International Inc	1.72%
Enbridge Inc	1.72%

## PERFORMANCE

AS OF DEC 31, 2018

INCEPTION DATE: SEP 03, 2013

SERIES	1 MONTH	3 MONTH	6 MONTH	YTD	1 YEAR	3 YEAR	5 YEAR	SINCE INCEPTION
ETF	-6.29%	-6.76%	-7.54%	-10.79%	-10.79%	3.80%	5.09%	6.84%
F	-6.29%	-6.77%	-7.54%	-10.80%	-10.80%	3.81%	5.09%	6.87%
A	-6.38%	-7.03%	-8.05%	-11.76%	-11.76%	2.68%	3.94%	5.69%

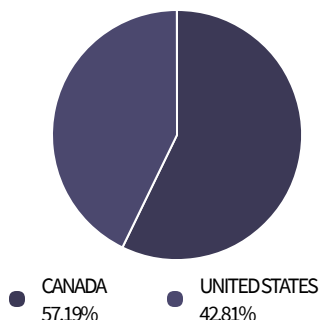
## GROWTH OF \$1,000

AS OF DEC 31, 2018



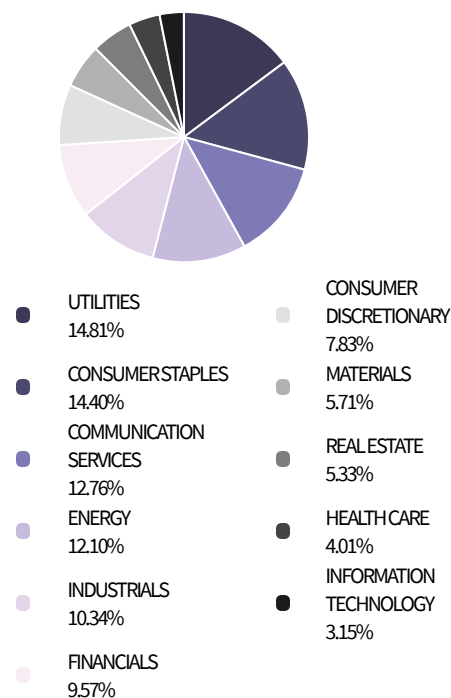
## GEOGRAPHIC BREAKDOWN

AS OF DEC 31, 2018



## SECTOR BREAKDOWN

AS OF DEC 31, 2018



Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the prospectus before investing. The indicated rate of return is the historical annual compounded total return including changes in share/unit value and reinvestment of all distributions and does not take into account sales, redemption, distribution or optional charges or income taxes payable by any securityholder that would have reduced returns. Mutual funds are not guaranteed, their values change frequently and past performance may not be repeated.