

ABOUT APPLETON

- Founded in 1986 and located in Boston, MA
- 100% employee owned and operated
- Collaborative, team-oriented culture marked by personnel continuity
- Consistent investment philosophy and process emphasizes quality, liquidity and tax efficiency
- Commitment to separate account management
- Assets Under Management of \$10.8 billion as of 09.30.2019

STRATEGY OVERVIEW AND OBJECTIVE

- Investment Grade Corporates, Taxable Municipals, US Treasuries, TIPs and US Agencies
- Maturity range of 2 – 10 years
- Seeks to preserve and grow capital, while producing high income and competitive returns
- Intensive fundamental research draws upon issuer specific credit risk metrics and proprietary ratings
- Accounts typically hold 20 – 25 positions with average annual turnover of 20 – 25%

INVESTMENT PHILOSOPHY & PROCESS

Seek to add value through yield curve positioning, sector rotation and security selection, while capitalizing on market inefficiencies and undervalued sectors and credits

RESEARCH

Work closely with the portfolio management team to identify specific sector and individual security opportunities

- Proprietary and independent credit analysis
- Access to Moody's, S&P and other 3rd party research
- Coverage from major investment bank research
- Active ongoing credit surveillance

PORTFOLIO MANAGEMENT

Seek to protect principal while delivering income and growth opportunities within defined risk parameters

- Formulate broad investment and risk strategies
- Economic inputs help establish overall portfolio structure
- Customize duration targets, scenario analysis, and other risk tools
- Hands-on attention paid to each client account

CUSTOMIZED CLIENT PORTFOLIO

INVESTMENT GUIDELINES

Maturity Range	2 – 10 Years
Duration Range	3.5 – 4.5 Years
Credit Quality	Investment Grade
Diversification	Position sizes reflect round lot execution and ability to efficiently access market liquidity and meet required income needs
Issuer Diversification	5% position target at time of purchase
Benchmark*	Barclays Capital U.S. Intermediate Government/Credit Bond Index

ACCOUNT REVIEW:

- Integrated portfolio systems help ensure adherence to client and strategy guidelines
- Proprietary technology links trading, settlement, reconciliation and compliance processes
- Sustained engagement with financial advisors and investors

PORTFOLIO OPTIMIZATION:

- Discipline and flexibility in changing markets
- Rebalance based on evolving client objectives, security specific outlooks, investment markets and global economies
- Sell discipline triggered by credit and relative value changes, yield curve shifts and sector rotation opportunities

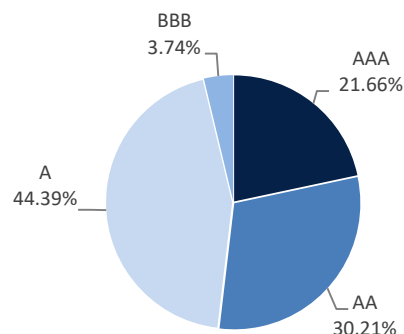
*Effective January 1, 2019, we have retroactively changed the strategy's index to the Barclays Capital U.S. Intermediate Government/Credit Bond Index. This change was made due to market data considerations and to move to a more widely-recognized and commonly utilized index.

*Effective 11/20/2018, Appleton's Taxable Fixed Income separate account strategy was renamed High Grade Intermediate Government/Credit ("the Strategy"). While the investment philosophy and process has not changed, renaming the Strategy is intended to more clearly define and emphasize attributes important to advisors and investors.

COMPOSITE CHARACTERISTICS*

CREDIT PROFILE**

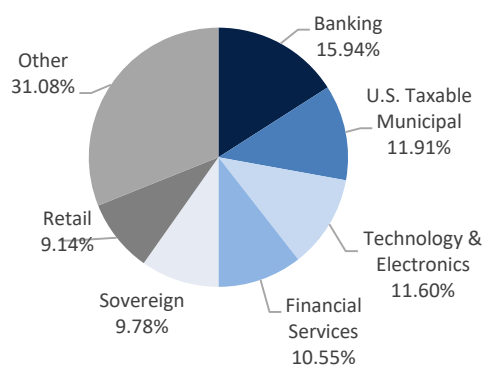
	API	BENCHMARK
Maturity	4.48 Years	4.26 Years
Duration	3.95 Years	3.86 Years
Coupon	3.88%	2.72%
Price	\$107.09	\$103.28
Yield to Worst	2.07%	1.93%
Yield to Maturity	2.10%	1.95%
Current Yield	3.60%	2.60%



Source: Appleton Partners, Inc.

TOP SECTOR PROFILE

TOP TEN HOLDINGS

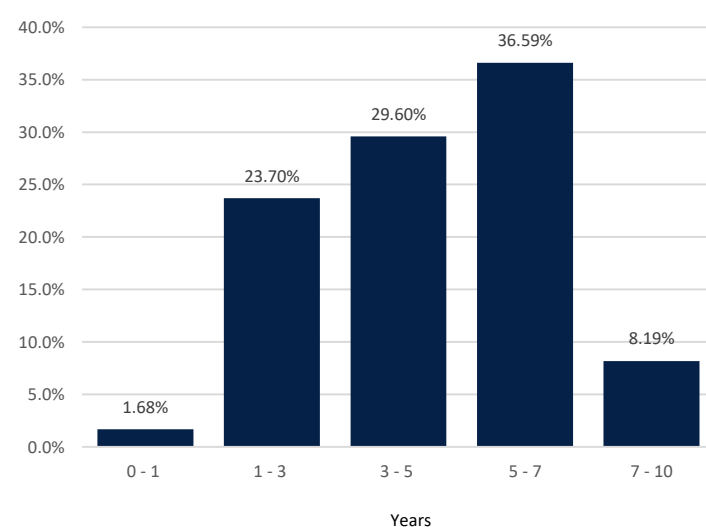
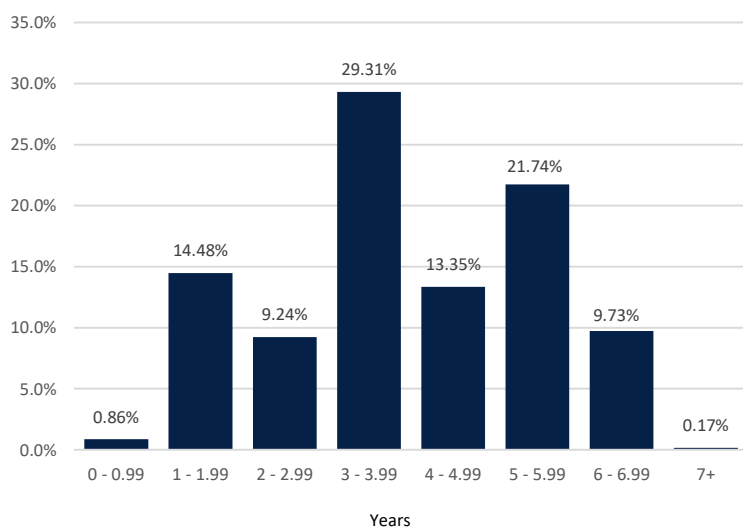


SECURITY	COUPON
Amazon Com Inc	5.20
Midamerican Energy CO	3.50
Intercontinental Exchange Inc	4.00
Bp Cap Mkts P L C	3.99
Microsoft Corp	3.13
Bank Amer Corp	4.13
Goldman Sachs Group Inc	5.25
Pepsico Inc	3.60
Jpmorgan Chase & CO	4.50
Apple Inc	3.20

Source: Appleton Partners, Inc.

DURATION PROFILE

MATURITY PROFILE



Source: Appleton Partners, Inc.

*Composite data and characteristics as of 09.30.19

**Credit Profile: AAA includes cash, pre-refunded bonds, and US Treasuries



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Source: Appleton Partners, Investortools: Perform, and/or Bloomberg Finance L.P. Evaluations and market averages subject to change based on market conditions. This piece is intended for informational purposes only, and not to suggest any specific performance or results, nor should it be considered investment, financial, tax or other professional advice. Investors should be aware that the referenced benchmark funds may have a different composition, volatility, risk, investment philosophy, holding times, and/or other investment-related factors that may affect the benchmark funds' ultimate performance results. Investment process, strategies, philosophies, allocations, performance composition, target characteristics and other parameters are current as of the date indicated and are subject to change without prior notice. Investments in securities are not insured, protected or guaranteed and may result in loss of income and/or principal.