



# Churchill Management Group

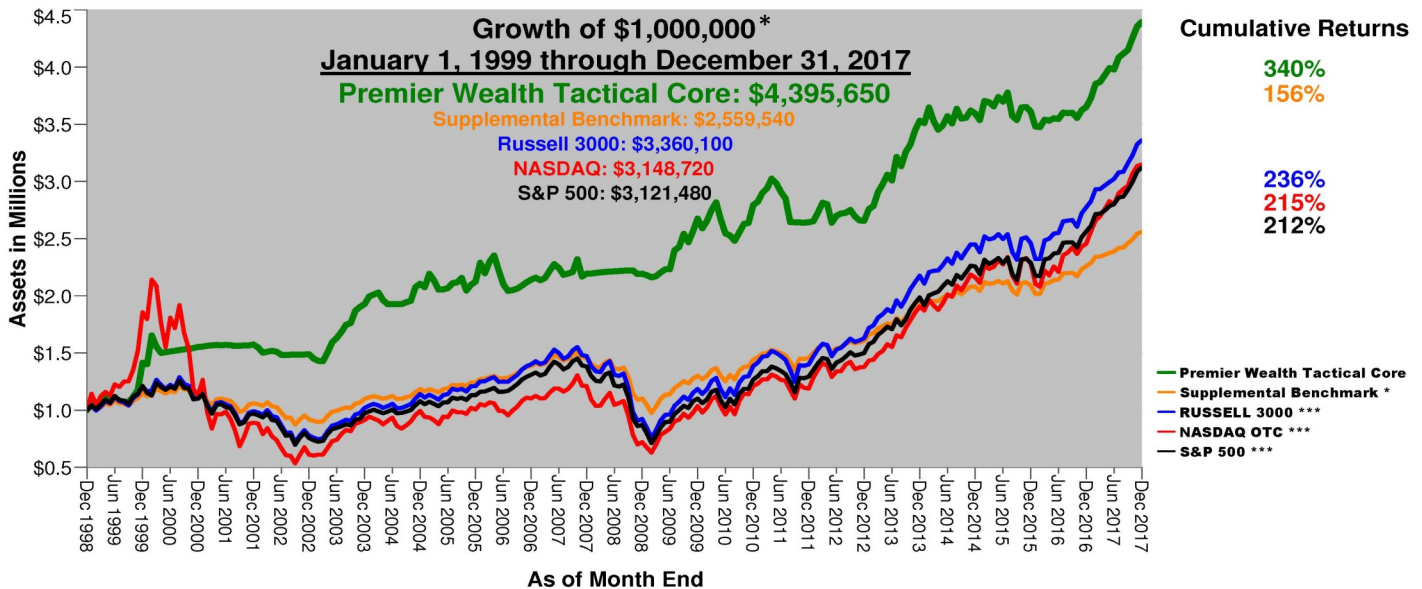
## Equity Strategies



ETF Sector Rotation Ranked #5 by Morningstar for its 5-Year Return\*  
 Fred Fern, CEO Ranked #1 - Barron's 2016 Top 100 Advisors\*

### FIRM BACKGROUND

- Registered Investment Advisor founded in 1963
- GIPS compliant firm with \$5.2 Billion in AUM as of 12/31/17\*
- Management team with over 150 years of combined professional industry experience
- Frequent client contact (service team, monthly emails from management, newsletters, webinars, face to face meetings, etc.)



### TACTICAL STRATEGIES

#### PREMIER WEALTH TACTICAL CORE

- **EXCELLENT TRACK RECORD** largely avoiding bear markets by utilizing cash equivalents  
**EXAMPLE 1: Mar. 2000-Sept. 2002**  
 PW Tactical Core Composite: **-10.16%\***  
 NASDAQ: **-75.02%**  
 S&P 500: **-38.25%**  
 Russell 3000: **-38.63%**  
 Supplemental Benchmark: **-22.75%\***

- **EXAMPLE 2: Nov. 2007-Feb. 2009**  
 PW Tactical Core Composite: **-6.83%\***  
 NASDAQ: **-51.80%**  
 S&P 500: **-50.95%**  
 Russell 3000: **-51.20%**  
 Supplemental Benchmark: **-35.07%\***

- **PEACE OF MIND** Aims to navigate Bear Markets with extreme caution by using **cash equivalents**.

#### TACTICAL OPPORTUNITY

- Tactical Large, Small, & Mid-cap management
- Preservation component, utilizing cash as an investment alternative with a portion of the portfolio
- Momentum-based investing
- Ability to use stop-loss triggers

### FULLY INVESTED STRATEGIES

#### ETF SECTOR ROTATION

- Building a smarter index by aiming to under-weight sectors of the S&P that are out of favor or over-weight sectors of the S&P that are in favor
- Uses ETFs with aim to strategically increase exposure to out-performing sectors
- Systematic approach

#### EQUITY GROWTH AND VALUE

- Index alternative-Individual stock portfolio aiming to own the top stocks in various sectors of the S&P 500
- May use relative stop-loss triggers
- Aims to hold positive performers for long-term capital gains
- Participates in dividend yields typical of S&P stocks

#### EQUITY DIVIDEND INCOME

- Seeks high quality, dividend paying stocks with yields typically higher than the S&P 500
- Combines income with growth potential
- Seeks sector diversity but looks to avoid under-performing categories

Contact: Phone: 877-937-7110 • 5900 Wilshire Blvd., Suite 400, Los Angeles, CA 90036

\*See disclosure provided herewith. Supplemental Blended Benchmark: 63% Russell 3000/ 37% Citigroup T-Bills.  
 AUM includes both discretionary and non-discretionary assets under advisement. It is supplemental information to the fully compliant disclosure presentation on the reverse. Past performance is not indicative of future results. GIPS® is a registered trademark of CFA Institute. CFA Institute has not been involved in the preparation or review of this report/advertisement. As with all investment strategies there is risk of loss. Please see Churchill Management's Form ADV2 to understand certain risks involved with each individual investment strategy. A compliant presentation and/or a list of the firm's composite descriptions are available upon request. Please contact us at [info@churchillmanagement.com](mailto:info@churchillmanagement.com)

**CHURCHILL MANAGEMENT GROUP**  
**PREMIER WEALTH TACTICAL CORE COMPOSITE (C-85)**  
**Annual Disclosure Presentation**

Year	Composite Assets (millions)	Total Firm Assets** (millions)	Russell 3000 Index	Russell 3000 Index 3 Yr Annualized Standard Deviation	S&P 500 Total Return Index	S&P 500 Total Return Index 3 Yr Annualized Standard Deviation	Supplemental Blended Benchmark	Supplemental Blended Benchmark 3 Yr Annualized Standard Deviation	Accounts in Composite	Premier Wealth Tactical Core Composite Asset-Weighted Annual Return		Premier Wealth Tactical Core Composite 3 Yr Annualized Standard Deviation	Non-Fee Paying Accounts (% of composite)	Composite Dispersion
										Gross	Net*			
2017	1133.9	5123	21.13%	10.09%	21.83%	9.92%	13.24%	6.36%	3141	21.61%	20.39%	6.64%	0.60%	0.63%
2016	763.0	3937	12.74%	10.88%	11.96%	10.59%	8.11%	6.86%	2555	2.11%	1.11%	7.41%	0.79%	0.32%
2015	598.8	3735	0.48%	10.58%	1.38%	10.48%	0.50%	6.66%	2141	1.49%	0.49%	9.21%	0.76%	0.47%
2014	245.8	3393	12.56%	9.29%	13.69%	8.98%	7.85%	5.85%	1130	2.89%	1.77%	8.97%	0.97%	0.70%
2013	44.8	3191	33.55%	12.53%	32.39%	11.94%	20.21%	7.90%	520	34.22%	32.92%	9.54%	3.98%	1.29%
2012	29.0	2625	16.42%	15.72%	16.00%	15.08%	10.24%	9.91%	473	1.60%	0.52%	9.80%	5.17%	0.65%
2011	19.5	2668	1.02%	19.34%	2.11%	18.69%	0.98%	12.19%	330	-4.42%	-5.38%	10.63%	6.52%	0.64%
2010	12.2	2314	16.92%		15.05%		10.89%		193	5.40%	4.39%		11.28%	0.83%
2009	6.8	1664	28.33%		26.44%		17.81%		93	23.01%	22.01%		14.26%	1.13%
2008	2.6	921	-37.29%		-36.98%		-24.35%		47	0.58%	0.01%		16.17%	0.59%
2007	2.4	898	5.15%		5.48%		5.10%		43	3.01%	2.42%		17.33%	0.74%
2006	1.9	1186	15.71%		15.77%		11.59%		36	1.38%	0.81%		19.19%	0.94%
2005	1.8	1681	6.12%		4.90%		5.04%		33	1.52%	0.88%		18.60%	0.80%
2004	1.5	1757	11.95%		10.88%		7.94%		28	9.98%	9.23%		19.02%	1.59%
2003	1.0	1225	31.06%		28.68%		19.28%		21	30.27%	29.48%		26.64%	1.79%
2002	0.5	657	-21.54%		-22.06%		-13.19%		14	-4.82%	-5.42%		36.44%	0.57%
2001	0.3	530	-11.45%		-11.92%		-5.54%		8	2.24%	1.39%		9.06%	1.41%
2000	0.2	384	-7.46%		-9.09%		-2.38%		5	10.73%	9.80%		0%	2.82%
1999	0.3	340	20.91%		21.03%		14.88%		7	42.56%	41.38%		0%	0.35%

\* Net of fee performance was calculated using actual fees paid.

\*\* Does not include Assets Under Advisement (AUA).

**Strategy**

Churchill Management Group ("Churchill") is a registered investment advisor. Churchill has been in business since 1963. For GIPS purposes the firm definition does not include direct real estate assets. The Premier Wealth Tactical Core Composite was created in May 2013. Past performance is not indicative of future results.

Churchill Management Group claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS standards. Churchill Management Group has been independently verified by Ashland Partners & Company LLP for the periods January 1, 1991 through December 31, 2016. Verification assesses whether (1) the firm has complied with all the composite construction requirements of the GIPS standards on a firm-wide basis and (2) the firm's policies and procedures are designed to calculate and present performance in compliance with the GIPS standards. The Premier Wealth Tactical Core Composite has been examined for the periods January 1, 1999 through December 31, 2016. The verification and performance examination reports are available upon request.

Premier Wealth Tactical Core's investment strategy starts with a core holding position of equities (ETFs and other mutual funds) and increases or decreases market exposure depending on Churchill's assessment of the risk level of the stock market. The portion of each account not invested in the stock market (which at times can be up to 100%) may be invested in a money market fund or other yield oriented investments such as bonds. This actively managed strategy is a long term investment approach and no guarantee can be made as to avoiding losses or achieving a client's goals or performance over any given time. Actual returns contain fully discretionary non-wrap accounts/non-asset based brokerage fee accounts which have a goal of being invested 100% in publicly-traded funds (exchange-traded funds ("ETFs") and mutual funds) and have been open at least six full calendar months. This composite does not include smaller accounts that do not purchase ETFs and only purchase other mutual funds. Results are based on fully discretionary accounts under management, including those accounts no longer with the firm. Accounts with asset-based brokerage fees are not included in the composite, nor are accounts with trading restrictions. Returns are presented gross and net of management fees, and other expenses that may be incurred in the management of the account, and include the reinvestment of all income. Typically recent past performance will not be reconciled and might change at the end of the following quarter once reconciled internally. The annual composite dispersion presented is an asset-weighted standard deviation calculated for the accounts in the composite the entire year. The U.S. Dollar is the currency used to express performance. The firm maintains a complete list and description of composites, which is available upon request including the policies for valuing portfolios, calculating performance and preparing compliant presentations.

**Fees and Costs**

Our current fee schedule as of 4/1/2009 is typically 1.20% on account relationships under \$500,000, 1.00% on account relationships \$500,000 or more and less than \$2.5 million, .80% on the next \$2.5 million, .70% on the next \$5.0 million, and .60% on the balance. Prior to 4/1/2009 the fee schedule was typically 1.20% on account relationships under \$300,000, 1.00% on account relationships \$300,000 or more and less than \$2.5 million, .80% on the next \$2.5 million, .70% on the next \$5.0 million, and .60% on the balance. However, fees may vary depending on the specific relationship, including fees paid as a result of Solicitors Agreements.

Churchill believes that the performance shown above was generated with an investment philosophy and methodology similar to that described in the Churchill Management brochure, which it would expect to use for the investment of future client portfolios. Future investments, however, will be made under different economic conditions and in different securities and using different investment strategies than were used by Churchill during the time discussed herein. Furthermore, the performance discussed herein reflects investment of limited funds for a limited period of time and does not reflect performance in all different economic or market cycles. It should not be assumed that future investors will experience returns, if any, comparable to those of the clients discussed herein. The information given is historic and should not be taken as any indication of future performance. The Russell 3000 and the Standard & Poor's 500 Total Return Indices are used as benchmarks for general industry-wide comparative purposes and may reflect higher equity allocations than the composite. The Russell 3000 Index measures the performance of the 3,000 largest US companies based on total market capitalization, which represents approximately 98% of the investable US equity market. The S&P 500 covers 500 industrial, utility, transportation, and financial companies of the U.S. markets (mostly NYSE issues). The index represents about 75% of the US equities market capitalization and 15% of NYSE issues. The NASDAQ OTC Composite Index may be used as an additional benchmark and measures all NASDAQ domestic and international based common type stocks listed on the NASDAQ Stock Market. The NASDAQ OTC Composite includes over 2,500 companies, more than most other stock market indices. A supplemental blended benchmark comprised of 63% Russell 3000 and 37% Citigroup 3 Month T Bill Index is also used for comparison purposes. The proportion of the Russell 3000 Index is based on the 15 year average percentage invested in equities of the composite as of the previous quarter (through December 31, 2017), while the remaining weighting is applied to the Citigroup 3 Month T Bills. (Cash percentage varies significantly over time and is available upon request.) The returns are rebalanced monthly. While we believe the supplemental benchmark is representative of the composite's percentage invested in equities over the long term, it may not be representative for any isolated month, quarter, or year which may have a different average percentage invested in equities. Churchill believes that the comparison of its clients' performance to a single market index is inappropriate because the clients' portfolios may not be as diversified as the market indices shown and may also contain stocks with different market capitalizations. Due to the differences among Churchill's investment strategy and the composition of these indices, Churchill believes that no such index is directly comparable to accounts that use Churchill's investment strategy.

**Barron's Ranking** The Barron's ranking is for Fred Fern of Churchill Management Group ("CMG"). The rating may not be representative of any one client's experience because the rating reflects a quantitative and qualitative analysis of factors that may include only a sample of the experience of CMG's clients. The rating is not indicative of future performance. CMG did not pay a fee to participate in the Rankings, but did purchase reprints of the Barron's article. According to Barron's: The formula Barron's uses to rank advisors is proprietary. The rankings are based on data provided by individual advisors and their firms. Advisor data is confirmed via regulatory databases, cross-checks with securities firms and conversations with individual advisors. The formula Barron's uses to rank advisors is proprietary. It has three major components: assets managed, revenue produced and quality of practice. Investment returns are not a component of the rankings because an advisor's returns are dictated largely by the risk tolerance of clients. The quality-of-practice component includes an evaluation of each advisor's regulatory record.

**MORNINGSTAR, INC** Based upon Morningstar's 3rd Quarter 2017 ETF Managed Portfolios Landscape for its 5-Year Return (it was not ranked for its 3-Year Return). Morningstar is tracking 1,093 strategies from 179 firms with total assets (AUM and AUA) of \$115 billion through September 2017. The ranking may not be representative of any one client's experience because the ranking reflects composite performance of multiple clients. The ranking is not indicative of future performance. CMG did not pay to participate in the Morningstar Ranking and is not affiliated with Morningstar.

**Percent Invested** Churchill Management Group represents percentage invested as the percentage of the account that is invested in the stock market. In all cases, Churchill Management in its sole discretion may choose to take defensive action and be as much as 100% in cash equivalents based on Management's assessment of market risk for its Premier Wealth Tactical Core Strategy. Percentages shown reflect the quarterly average of the composite's month-end averages.

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