

The Madison Investments Story

Conservative Management for over 40 Years

Since Madison was founded in 1974, managing client assets has been the sole focus of our company. Our investment professionals build risk-conscious portfolios and strive to deliver excellent investment results and best-in-class service to our clients. We partner with investors and their advisers to help clients achieve their investment goals through our offering of actively-managed stock, bond, and asset allocation portfolios constructed to emphasize downside protection.

Independent and Aligned with our Clients

Madison is 100% employee-owned. Because our employees are owners, we are only successful if our clients' investing experience is excellent. We make decisions that are in the long-term best interest of those we serve. Our independence allows us to focus entirely on managing our clients' assets with no outside influences.

Participate & Protect®
Philosophy¹

Independent

Transparent

Conservative

Investment-Centric
Culture

Madison at a Glance²

- Nationally recognized for our risk-conscious investment philosophy for over 40 years
- Our investment professionals average over 20 years of investment experience
- Offer more than 20 investment strategies for individuals and institutions
- Entrusted with approximately \$16B in client assets

Our Investment Professionals

Investment-Centric Culture and Experience

Madison's investment professionals average over 20 years of industry experience and are well-positioned to succeed through a structure that combines a high degree of autonomy, extensive investment resources and operational support which allows them to stay focused on managing client portfolios. Each distinct investment team share a common goal of protecting capital and generating consistent long-term value-added returns.

Performance Incentive Tied to Client Objective

Our portfolio managers' compensation is dependent on the performance of our clients' portfolios over time. This helps align our portfolio managers' interests with our clients' interests.

Invested in Our Own Strategies

We invest alongside our clients. Our portfolio managers have meaningful personal capital committed to their own strategies and share the perspective of clients who entrust us with their assets. Senior staff have also invested a significant portion of their own net worth in portfolios managed by Madison.

Distinct Investment Philosophy & Process

Participate and Protect^{®1}

As guardians of our clients' assets, we apply our Participate and Protect philosophy to build portfolios that strive to protect principal during falling markets and participate in market appreciation during rising markets. Adhering to this key investment tenet over time should lead to better-than-market results with lower volatility. While there is no assurance that this expectation will always be realized, our clients have reason to feel secure – even when there is a market downturn.

Disciplined Process of Building High Conviction, Actively-Managed Portfolios

Our disciplined investment process focused on risk management has yielded solid risk-adjusted returns over the long-term. We are strong believers in active management so our high-conviction investment strategies tend to be fairly concentrated. This results in our client portfolios being different from market indexes, which have no opportunity to manage risk.

High-Quality Investments

We look to invest our clients' capital in investments that are transparent and easy to understand. Predictability and stability are important attributes of the securities we own. Our stock, bond and asset allocation portfolios favor securities that we believe offer an attractive trade-off between the potential for upside return and less downside loss.

Client Trust

Thank you for your interest in Madison and taking time to learn about our firm. We appreciate the opportunity to introduce Madison and we welcome a chance to work with clients who are comfortable with our approach to investing. Clients tell us they hire us because of our experience, our investment results and our commitment to exemplary client service. Every day we strive to earn their continued trust in us.

1. Madison's expectation is that investors will participate in market appreciation during bull markets and be protected during bear markets compared with investors in portfolios holding more speculative and volatile securities. There is no assurance that Madison's expectations will be realized.

2. All statistics are as of 12/31/2018. Gross assets under management and firm statistics are for the consolidated Madison organization. The Madison organization consists of its holding company, Madison Investment Holdings, Inc. and its affiliates: Madison Asset Management, LLC; Madison Investment Advisors, LLC and Hansberger Growth Investors, LP. Asset information presented includes non-discretionary assets. Strategies are implemented by one or more of these affiliates. Refer to each entity's Disclosure Brochure for more information.

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Madison Investments

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