

## MADISON DIVIDEND INCOME

### June 30, 2020 | Separately Managed Account Performance & Characteristics

*Portfolio Characteristics may help you understand how the portfolio, taken as a whole, is situated relative to other portfolios or the benchmark. See the Definitions section on the last page for more details about each metric presented below.*

#### Portfolio Characteristics

	Madison Dividend Income <sup>1</sup>	S&P 500 <sup>®</sup> Index
Number of holdings	42	505
Weighted avg. market cap	141.1	388.0
Dividend yield	2.82	1.92
Active Share	81.37	0.00
Turnover Range	25-35%	-

#### Capture Ratios (%)

	Madison Dividend Income	S&P 500 <sup>®</sup> Index
Since Inception		
Up	87.40	100.0
Down	84.63	100.0
Standard Deviation	10.97	12.68

#### Sector Distribution (%)

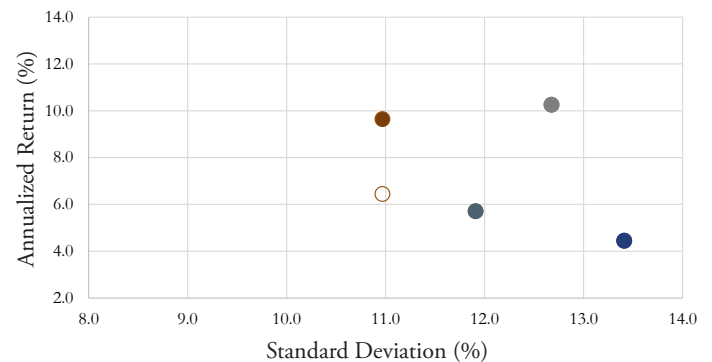
	Madison Dividend Income <sup>1</sup>	S&P 500 <sup>®</sup> Index
Communication Services	7.68	10.78
Consumer Discretionary	9.73	10.83
Consumer Staples	11.11	6.97
Energy	0.00	2.83
Financials	13.06	10.08
Health Care	17.04	14.63
Industrials	13.44	8.01
Information Technology	16.45	27.44
Materials	3.23	2.52
Real Estate	0.00	2.84
Utilities	5.42	3.07
Cash	2.83	0.00

#### Risk/Reward

Since Inception

*Please Note: Actual management fees will vary depending on each individual agreement. See Note #2 in the Disclosures section contained in these materials for more information.*

- Madison Gross
- Madison Net
- S&P 500
- Russell 1000 Value
- Lipper Equity Income



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### Trailing Returns (%)

	MADISON				
	Gross	Net <sup>2</sup>	S&P 500 <sup>®</sup> Index	Russell 1000 <sup>®</sup> Value	Lipper Index*
QTD	13.07	12.29	20.54	14.29	14.12
YTD	-9.62	-10.94	-3.08	-16.26	-12.26
1-Year	-2.09	-4.94	7.51	-8.84	-4.14
3-Year	8.77	5.61	10.73	1.82	4.30
5-Year	10.52	7.29	10.73	4.64	6.12
Since Inception	9.64	6.44	10.25	4.44	5.70

### Experienced Management

**John Brown, CFA**  
Portfolio Manager  
Industry since 1983

**Drew Justman, CFA**  
Portfolio Manager  
Industry since 2001

\*Lipper Equity Income Funds Index

### Annual Total Returns (%)

	MADISON				
	Gross	Net <sup>2</sup>	S&P 500 <sup>®</sup> Index	Russell 1000 <sup>®</sup> Value	Lipper Index
2015**	1.52	-0.68	0.43	-3.13	-2.96
2016	14.83	11.41	11.96	17.34	14.34
2017	21.46	17.91	21.83	13.66	16.44
2018	-0.10	-3.02	-4.38	-8.27	-6.62
2019	26.78	23.10	31.49	26.54	26.38

\*\*Partial year performance. Composite inception date of 4/1/2015.

## DISCLOSURES & DEFINITIONS

1. Information is based on a model portfolio which is intended to provide a general illustration of the investment strategy. Individual client portfolios in the program may vary.
2. Net returns are reduced by an annual model bundled fee of 3.00% applied quarterly. This fee represents a hypothetical fee charged to clients and combines Madison's management fee plus a maximum advisor fee. Actual fees will vary depending on each individual agreement, so clients should consult their advisor for actual fees. See each entity's Part 2A Disclosure Brochure for more information. Actual returns may vary depending on a particular account's trading platform and trading discretion. Any differences in the timing of trades may result in various performance outcomes for Madison's separately managed accounts versus model manager accounts.

All or some of the information is presented as "supplemental information" included as part of the GIPS® compliant performance presentation for the Madison Dividend Income Sub-Advisory Composite on the reverse side, which must be included with this material. Unless otherwise noted, references to "Madison" are to that composite and references to inception date refer to performance since 4/1/2015. GIPS® is a registered trademark of CFA Institute. CFA Institute does not endorse or promote this organization, nor does it warrant the accuracy or quality of the content contained herein.

Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only, and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance.

The S&P 500® Index is an unmanaged index of large companies and is widely regarded as a standard for measuring large-cap and mid-cap U.S. stock-market performance. Results assume the reinvestment of all capital gain and dividend distributions. An investment cannot be made directly into an index.

The Russell 1000® Value (R1000V) index measures the performance of the Russell 1000's value segment, which is defined to include firms whose share prices have lower price/ to/book ratios and lower expected long-term mean earnings growth rates. Russell Investment Group is the source and owner of the trademarks, service marks and copyrights related to the Russell Indexes. Russell® is a trademark of Russell Investment Group.

The Lipper Equity Income Fund Index (Lipper) tracks funds that seek relatively high current income and growth of income by investing at least 65% of their portfolio in dividend-paying equity securities.

Trailing returns are considered "preliminary" as of the date of this piece. Portfolio data is as of the date of this piece unless otherwise noted.

### Risk

All investing involves risks including the possible loss of principal. There can be no assurance the portfolios will achieve their investment objectives. The portfolios may invest in equities which are subject to market volatility. Equity risk is the risk that securities held by the portfolio will fluctuate in value due to general market or economic conditions, perceptions regarding the industries in which the issuers of securities held by the portfolio participate, and the particular circumstances and performance of particular companies whose securities the portfolio holds. In addition, while broad market measures of common stocks have historically generated higher average returns than fixed income securities, common stocks have also experienced significantly more volatility in those returns.

Please consult with your financial advisor to determine your risk tolerance and investment objectives.

It should not be assumed that recommendations made in the future will be profitable or will equal the performance of the securities in this list.

### Definitions

Holdings may vary depending on account inception date, objective, cash flows, market volatility, and other variables. Any securities identified and described herein do not represent all of the securities purchased or sold, and these securities may not be purchased for a new account. There is no guarantee that any securities transactions identified and described herein were, or will be profitable. Any securities identified and described herein are not a recommendation to buy or sell, and is not a solicitation for brokerage services.

Upon request, Madison may furnish to the client or institution a list of all security recommendations made within the past year.

Wtd. Avg. Market Cap measures the size of the companies in which the portfolio invests. Market capitalization is calculated by multiplying the number of a company's shares outstanding by its price per share.

Dividend Yield: the portfolio's weighted average of the underlying portfolio holdings (as of 12/31/2019) and not the yield of the portfolio.

Active Share is defined as the percentage of a portfolio that differs from its benchmark index. Active Share can range from 0% for an index portfolio that perfectly mirrors its benchmark to 100% for a portfolio with no overlap with an index.

Portfolio Turnover: a measure of the trading activity in an investment portfolio—how often securities are bought and sold by a portfolio. The range represents the typical turnover of the portfolio.

"Madison" and/or "Madison Investments" is the unifying tradename of Madison Investment Holdings, Inc., Madison Asset Management, LLC ("MAM"), and Madison Investment Advisors, LLC ("MIA"), which also includes the Madison Scottsdale office. Hansberger Growth Investors, L.P. or "HGI" is an affiliate of "Madison Investments." MAM, MIA and HGI are registered as investment advisers with the U.S. Securities and Exchange Commission. Madison Funds are distributed by MFD Distributor, LLC. MFD Distributor, LLC is registered with the U.S. Securities and Exchange Commission as a broker-dealer, and is a member firm of the Financial Industry Regulatory Authority. The home office for each firm listed above is 550 Science Drive, Madison, WI 53711. Madison's toll-free number is 800-767-0300.

Any performance data shown represents past performance. Past performance is no guarantee of future results.

Non-deposit investment products are not federally insured, involve investment risk, may lose value and are not obligations of, or guaranteed by, any financial institution. Investment returns and principal value will fluctuate.

This report is for informational purposes only and is not intended as an offer or solicitation with respect to the purchase or sale of any security.

**MADISON**  
**DIVIDEND INCOME**  
**SUB-ADVISORY COMPOSITE**  
**ANNUAL DISCLOSURE PRESENTATION**

Year End	Total Firm Assets (millions)	Composite Assets		Annual Performance Results								
		USD (millions)	Number of Accounts	Composite Gross	Composite Net	S&P 500 Index	Lipper Equity Income Funds Index	Composite Dispersion	Composite 3-Yr. Annualized Ex-Post Standard Deviation	Index1 3-Yr. Annualized Ex-Post Standard Deviation	Index2 3-Yr. Annualized Ex-Post Standard Deviation	% of Non-Fee Paying Accounts
2019**	14,110	210	72	26.78%	23.10%	31.49%	26.38%	N.A.	10.11%	11.93%	10.60%	4.90%
2018	12,895	98	6	-0.10%	-3.02%	-4.38%	-6.62%	N.A.	9.45%	10.80%	9.79%	Less than 1%
2017	13,761	28	Five or fewer	21.46%	17.91%	21.83%	16.44%	N.A.	-	-	-	Less than 1%
2016	13,312	109	Five or fewer	14.83%	11.41%	11.96%	14.34%	N.A.	-	-	-	Less than 1%
2015	13,030	14	Five or fewer	1.52%*	-0.68%*	0.43%*	-2.96%*	N.A.	-	-	-	Less than 1%

\*\*Preliminary

Assets above are rounded to the nearest million

\*Partial year performance. Composite inception date of 4/1/2015.

N.A. - Information is not statistically meaningful due to an insufficient number of portfolios in the composite for the entire year

**As of December 31, 2019, total assets under advisement in this strategy are \$921 million encompassing bundled fee accounts, non-bundled fee accounts and non-discretionary accounts. This is presented as supplemental information.**

***Dividend Income Sub-Advisory Composite*** contains fully discretionary equity bundled fee accounts. The composite seeks to invest in high quality, larger companies with a dividend yield orientation. Generally, such companies will have a market capitalization in excess of \$1 billion. We are bottom-up stock-pickers, focused on high quality consistent growth companies trading at reasonable valuations. Our goals are to beat the market over a market cycle by fully participating in up markets, while protecting in difficult markets. There is no assurance that these goals will be realized. For comparison purposes the composite is measured against the S&P 500 Index (Index1) which is a large-cap index which measures the performance of a representative sample of 500 leading companies in leading industries in the U.S. Beginning in June 2019, the Lipper Equity Income Funds Index (Index2), was added as an additional comparison. The Lipper Equity Income Funds Index is a total return index that tracks funds seeking a relatively high current income and growth of income by investing at least 65% of their portfolio in dividend-paying equity securities, which is consistent with the Madison Dividend Income strategy.

For the purposes of GIPS compliance and the determination of total assets under management, the Firm is defined as Madison. Madison represents Madison Investment Advisors, LLC ("MIA") and Madison Asset Management, LLC ("MAM"), two investment advisers under common control registered with the U.S. Securities and Exchange Commission pursuant to the Investment Advisers Act of 1940. (Registration does not imply a certain level of skill or training.) During the first quarter of 2013, MIA and its parent company, MAM (also a registered investment adviser), began the process of eliminating the distinction between accounts and products managed by the two companies by (1) replacing the "MEMBERS" brand name formerly utilized by MAM in connection with its products and services with the "Madison" name and (2) by reorganizing the Madison Mosaic group of mutual funds managed by MIA with the rebranded Madison Funds managed by MAM. Because MIA and MAM share all resources and personnel at their mutual Wisconsin office location and because there is no longer a brand or line of business distinction between products and services offered by the two registered investment advisers, for periods after March 31, 2013, the collective definition of the firm (Madison) includes accounts and assets managed by MAM and MIA. However, the firm does not claim compliance with the GIPS standards for assets and accounts managed by MAM prior to April 1, 2013. As of December 31, 2013, Madison Scottsdale, LC ("Scottsdale"), another registered investment adviser under common control with MIA, merged its assets into, and became part of, MIA and subsequently those assets became part of the firm (Madison). The transaction resulted in no change to the resources or personnel as the sole purpose of this change was to simplify Madison's legal corporate structure. Prior to January 1, 2014, Scottsdale did not claim GIPS compliance and no performance for composites formally maintained by Scottsdale are contained in this performance presentation or included in the definition of the firm (Madison). The firm maintains a list of composite descriptions, which is available upon request.

Madison claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS standards. The firm, as defined above, has been independently verified for the periods January 1, 1991 through December 31, 2018. A copy of the verification report is available upon request.

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. Verification does not ensure the accuracy of any specific composite presentation.

Results are based on fully discretionary accounts under management, including those accounts no longer with the firm. Composite policy requires the temporary removal of any portfolio incurring a client-initiated significant cash inflow or outflow of greater than 20% of portfolio assets. Past performance is not indicative of future results.

The U.S. Dollar is the currency used to express performance. Returns are presented gross and net of fees and include the reinvestment of all income. Gross returns are shown as supplemental information and are stated gross of all fees and have not been reduced by transaction costs; net returns are reduced by an annual model bundled fee of 3.00% applied quarterly. Bundled fees include Madison's portfolio management, as well as charges for trading costs, custody, other administrative fees and any third party manager fees. Bundled-fee accounts make up 100% of the composite for all periods shown. Actual returns may vary depending on a particular account's trading platform and trading discretion. Any differences in the timing of trades may result in various performance outcomes for Madison's separately managed accounts versus model manager accounts. The annual composite dispersion presented is an equal-weighted standard deviation calculated for the accounts in the composite the entire year. At December 31, 2015, December 31 2016 and December 31, 2017, the composite did not have a 36-month performance history; therefore the three-year annualized ex-post standard deviation (using monthly returns) is not presented. Policies for valuing portfolios, calculating performance, and preparing compliant presentations are available upon request.

The management fee schedule is as follows: 0.80% annually on the first \$15 million; 0.60% annually on the balance. Total annual bundled fees charged by wrap/UMA sponsors familiar to Madison are generally in the range of 1.00% to 3.00% annually. Bundled fee schedules are provided by independent wrap/UMA program sponsors and are available upon request from the respective wrap/UMA sponsor. Actual investment advisory fees incurred by clients may vary. Additional information regarding investment advisory fees are described in our disclosure brochure.

The Dividend Income Sub-Advisory Composite was created April 1, 2015.

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