



Berkshire

DIVIDEND STRATEGY

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Partnering with Berkshire

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Our Mission: Fully equip our advisors with a complete and comprehensive understanding of Berkshire's equity philosophy, process, and performance to enable them to effectively attract, manage and retain assets.

A differentiated service offering:

- On-going access to Berkshire Portfolio Managers via phone, email and in person
- Initial deep dive on Berkshire process and client talking points
- Email notifications of portfolio changes and dividend increases
- "Casual Friday" emails: portfolio updates, business building ideas and current events
- Direct assistance with new business (client calls, seminars, transition planning, etc.)

Regular conference call discussions per advisor request:

- Factors affecting performance
- Rationale of purchase, sale decisions and equities under review
- Current events, macro issues, sector issues and portfolio issues

Perspective on broader portfolio management for clients:

- Asset allocation, attractiveness/integration of other asset classes, etc.
- Morningstar comparisons to help quantify decisions

Dual contract model - Additional benefits:

- Individual account management by a seasoned Portfolio Manager
- Dollar cost averaging for new money
- Portfolio construction around appreciated holdings
- Tactically raise cash (in consultation with advisor)

Why choose Berkshire?

- "Boutique" firm enjoying steadily increasing adoption with advisors nationwide
- Employee owned seeking to set higher standard to "Advisor/Manager" partnership
- Long term track record and focus on enduring dividend growth resonates with clients

Your contacts:

- Gerry Mihalick, CFA - Portfolio Manager, gmihalick@berkshiream.com - (570) 825 2600
- Jason Reilly, CFP® - VP Distribution, jreilly@berkshiream.com - (570) 825 2600
- Betsy Tramo - Internal Strategy Specialist, btramo@berkshiream.com - (570) 825 2600

Berkshire is a fee-based, SEC registered advisory firm serving the portfolio management needs of high net worth and institutional clients. Over the past 30 years, we have successfully implemented highly focused equity, fixed income and balanced portfolios. Our guiding principle is a belief that success is achieved by combining rigorous, well-crafted investment processes with an exceptional level of client service and attention to detail. Asset Management with a Difference... Diligence, Integrity, and Focus.

Dividend Highlights

- Dividend growth can often provide transparent insight into a company's fundamentals and vitality.
- Dividend growth can provide an attractive stream of increasing cash flow to satisfy many financial objectives.

Berkshire Asset Management, LLC claims compliance with the Global Investment Performance Standards (GIPS®). Berkshire Asset Management is a fee-based, SEC registered advisory firm serving the portfolio management needs of institutional and high-net worth clients. The Dividend Growth Composite contains portfolios invested in Berkshire's Dividend Growth Strategy with an equity allocation target of 90% - 100%. The Dividend Growth Strategy's primary objective is to generate a growing stream of equity income by investing in a diversified portfolio of equities with stable, high, and growing dividends. The benchmark is the S&P 500 Index. The index returns are provided to represent the investment environment existing during the time periods shown. For comparison purposes, the index is fully invested, does not include any trading costs, management fees, or other costs, and the reinvestment of dividends and other distributions is assumed. An investor cannot invest directly in an index. Gross returns are presented before management and other fees but after all trading expenses. Net returns are calculated by deducting actual management fees from gross returns. Returns reflect the reinvestment of dividends and other earnings. Valuations are computed and performance is reported in U.S. dollars. To receive a complete list of composite descriptions and/or a compliant presentation, contact Jason Reilly, CFP® Tel: 570-825-2600 or info@berkshiream.com. Past performance does not guarantee future results.

Definitions: The S & P 500 Index is a market capitalization weighted index of the largest 500 U.S. stocks. It is a market-value weighted index (stock price times # of shares outstanding), with each stock's weight in the index proportionate to its market value. The index is designed to measure changes in the economy and is representative of most major industries. You cannot invest directly in an index. Beta is a measure of volatility vs. an index. Upside/Downside capture ratios refer to a portfolio's performance as a percentage of either positive returns (upside) or negative returns (downside) vs. an index. Standard Deviation is a measure of total risk. Alpha, Beta and capture ratios are represented as calculated by Morningstar.

Risks: Past performance does not guarantee future results. All investing carries risk including risk of principal or income loss. Dividends are subject to change, are not guaranteed, and may be cut. Investing based on dividends alone may not be favorable as it does not include all material risks. There is no guarantee any stated (or implied) portfolio or performance objective mentioned by Berkshire can be met. Berkshire's equity style may focus its investments in certain sectors or industries, thereby increasing potential volatility relative to other strategies or indices.

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**Platform restrictions may apply. Preliminary returns are based on composite estimates only. Individual accounts will vary.*

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