

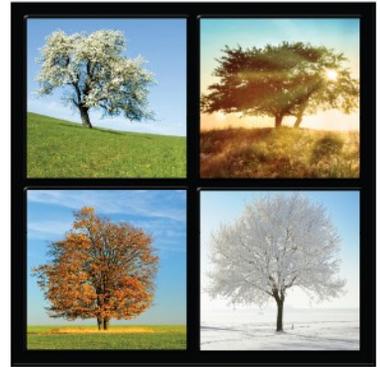
Berkshire

DIVIDEND STRATEGY

"Un-Wholesaling" ...
A Differentiated Distribution Strategy

Gerard Mihalick, CFA | Gmihalick@berkshiream.com
46 Public Square | Wilkes-Barre, PA 18701 | 570.825.2600

“Another Large Cap Manager on Your Platform?”



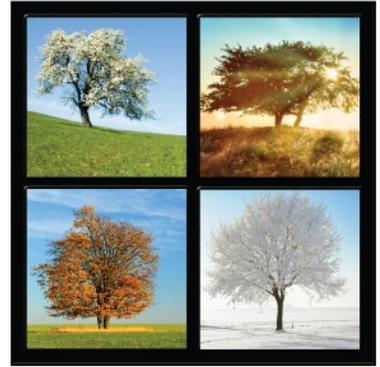
Investment excellence is a minimum standard for platform entry in today’s market. Berkshire’s distribution approach goes beyond traditional marketing tactics to create more value for your advisors, your platform and ultimately your firm.

- Berkshire: a distinguished track record managing assets
- Berkshire: a dynamic track record meeting the needs of large scale platforms and helping advisors raise assets

“I always like to see Berkshire in my branch because it usually means a big new account is coming.”

- Former regional branch manager - Suburban Philadelphia, PA

How Berkshire Becomes a Platform's Premier Partner

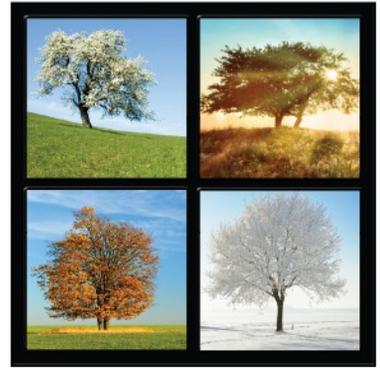


- Access to Berkshire firm principals
- Rapid response to all due diligence and operational requests
- Maintain working knowledge of your platform's operations and protocols
- *Understand home office, platform and corporate objectives and design high quality messaging to directly support these initiatives*
- One-on-one consultations with advisors to discuss their aspirations and solve challenges

“We believe the best way to grow our assets is to help you and your advisors grow theirs.”

- Gerry Mihalick, Portfolio Manager/Principal

“UnWholesaling”... Source of Berkshire’s Success



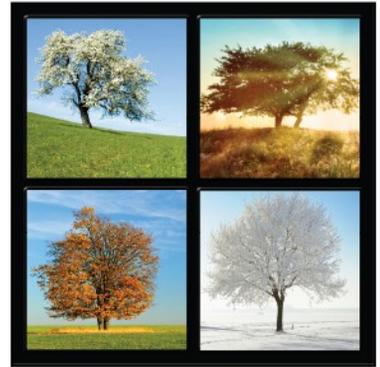
Traditional wholesaling methods may have fallen victim to some unproductive approaches that add little value to an advisor’s practice. Berkshire has a track record of delivering real benefit for advisors – week in and week out in a multitude of settings.

- Weekly “Casual Friday” email series with real time, actionable insight
- Practice consultation articles on advisor-driven topics
- *Presentations that address critical advisor/industry challenges and support best practices: DOL rule, volatility, client retention tactics*
- Unique, creative seminar/event content and program support, designed to promote the advisor
- Regional Complex/Top Advisor Presentations

“I love and look forward to your emails, thank you! The morning ritual article was awesome, I’m sharing it! Thanks for all you do for my clients.”

- *Financial Advisor Chicago Metropolitan area*

Going Beyond Products to Build a Healthier System



THE VALUE OF PRACTITIONER ADVICE VS. “SELLING A PRODUCT”

ANALOGY

Consider a medical device distributor. Of course they want their device to be used in as many procedures as possible. But what if they also worked side by side during actual procedures and put forth programs to help make the doctor a better practitioner? Collectively, if you have better doctors doesn't that help you create a better hospital?

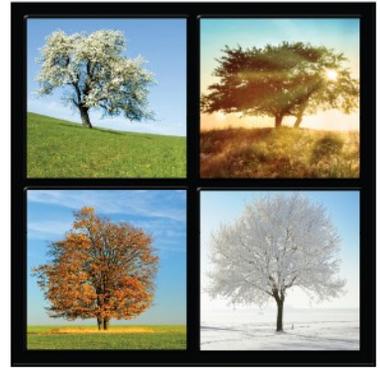
So it is with Berkshire Dividend Strategy. We seek to be a core holding in a multitude of portfolios. But we also believe in working side by side with the advisor — to help them with best practices — to drive better client outcomes. If we are successful at making your advisors better, don't we enhance the reputational value of your platform and whole firm?

That's our mission, and that's why you need another large cap manager — one that is dedicated to your advisors.

“When advisors hire Berkshire it's like they get a practice management coach as well as a great dividend strategy.”

- Financial Advisor South East Florida

Sample Commentaries, Articles and Presentations



- Manager Town Hall Presentations
 - “How a Key Partner Can Help You Capitalize on Today’s Trends”
 - “Eight Common Threads of Elite Advisor Performance”
- “Dividend Growth as an Advisor Productivity Tool”
- “Growth, Value and Volatility: Helping Advisors and Clients Navigate A Growth-Centric Market”
- “The Market is Rigged! / Is Now The Time to Invest?”
- “Higher Interest Rates – Good or Bad for Equities?”
- “Advisor Credits LinkedIn to Landing \$70 Million Account”
- “Rethinking Your Centers of Influence”
- “The Social Setting Playbook: A Guide to Bridging Friendship and Business”

“I love when you come out to speak because I believe in the strategy and I believe you’re making my advisors better advisors”

- Firm Product Manager after Town Hall Seminar