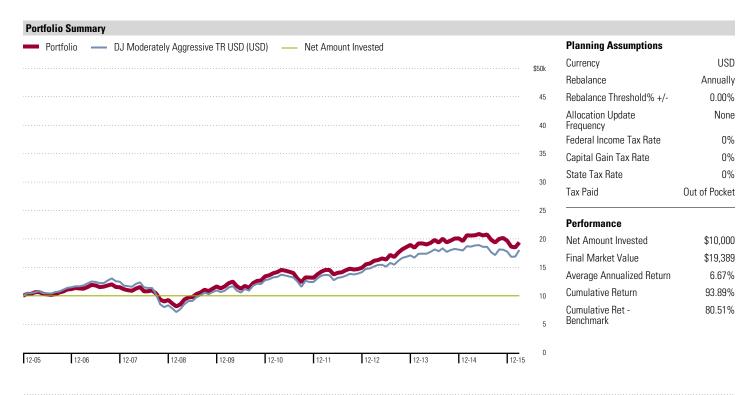
# **WI Select Allocation - Ages 18-29**

March 31, 2016

Appleton Group LLC 100 W. Lawrence St. Suite 306 Appleton, WI 54911 USA 920-993-7727 mscheffler@appletongrouponline.com

## **Hypothetical Portfolio Illustration**

### 12-31-2005 to 03-31-2016



### Portfolio-Level Performance Disclosure

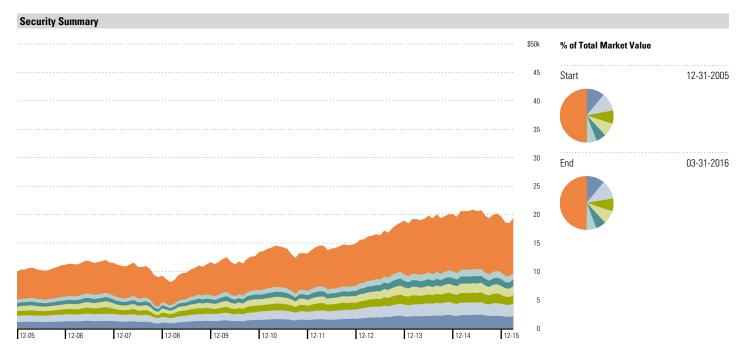
The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

Investment Detail									
Period		Beginning Balance	New Investment	Distribution/ Withdrawal	Total Reinvest	Charges & Fees	Taxes Due	Market Value	Total Return %
Totals		0	10,000	0	4,721	0	0	19,389	6.67
December	2005	0	10,000	0	0	0	0	10,000	0.00
January-December	2006	10,000	0	0	417	0	0	11,183	11.83
January-December	2007	11,183	0	0	666	0	0	11,500	2.83
January-December	2008	11,500	0	0	309	0	0	9,259	-19.49
January-December	2009	9,259	0	0	22	0	0	11,649	25.82
January-December	2010	11,649	0	0	222	0	0	13,424	15.24
January-December	2011	13,424	0	0	276	0	0	13,177	-1.83
January-December	2012	13,177	0	0	401	0	0	14,930	13.30
January-December	2013	14,930	0	0	706	0	0	18,949	26.92
January-December	2014	18,949	0	0	898	0	0	20,087	6.01
January-December	2015	20,087	0	0	801	0	0	19,676	-2.05
January-March	2016	19,676	0	0	3	0	0	19,389	-1.46



# **Hypothetical Portfolio Illustration Continued**

### 12-31-2005 to 03-31-2016



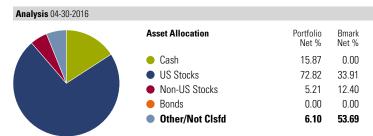
#### **Investment Assumptions Investment Name** Holding Initial Re-Subsequent Reinvest Liqui-Charges and Fees Invest/Withdwl Period **Distributions** Value Investment date balance Deferred Load Period Front Annual End \$ Fnd Frea Income Can Gains % Fee Amount Amount Load Amount% 12-05 03-16 Nicholas (USD, NICSX) 0 0.00% 0.00% 1,100 Ν 11.00 0.00 - 0.002,132 Madison Dividend Income Y (USD, 12-05 03-16 1,100 0 Υ Ν 11.00 0.00% 0.00% 0.00 - 0.002,216 1,487 Artisan Mid Cap Institutional (USD, 800 Λ Υ 0.00% 0.00% 0.00-0.00 12-05 03-16 Ν 8.00 APHMX) Nicholas Limited Edition I (USD, 12-05 03-16 800 Υ Ν 8.00 0.00% 0.00% 0.00-0.00 1,571 Broadview Opportunity (USD, BVAOX) 12-05 03-16 600 Υ Ν 6.00 0.00% 0.00% 0.00-0.00 1,171 Heartland Select Value Investor (USD, 12-05 03-16 600 N Υ Ν 6.00 0.00% 0.00% 0.00-0.00 1,188 HRSVX) **Separate Accounts Name** Holding Initial Subsequent Reinvest Liqui-Re-**Charges and Fees** Market Invest/Withdwl Period Investment Distributions date balance Value Front Annual Deferred Load Period Start End Freq Cap Gains % End \$ Amount Amount Income Load Fee Amount% Years Appleton Group Portfolio (USD) 12-05 03-16 50.00 0.00% 0.00% 0.00-0.00 9.623 5,000 N

**Portfolio Value** 

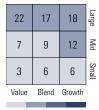
\$19,388,96

#### **Benchmark**

DJ Moderately Aggressive TR USD (USD)



### Morningstar Equity Style Box %



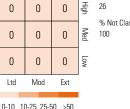
0-10 10-25 25-50 >50

Total Stock Holdings 5,441

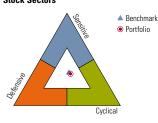


Morningstar Fixed Income Style Box % Total Bond Holdings

% Not Classified



Stock Analysis 04-30-2016 **Stock Sectors** 





Investr	nent Acti	ivity Gra	ph —	Portfolio				Final N	√lkt Val: \$	19,38	9
				Benchma	rk						\$30
											2
									<b>~~</b>	~	2
							بمسر				1
~	~~		مركبا	<b></b>							1
			~								
12-05	12-06	12-07	12-08	12-09	12-10	12-11	12-12	12-13	12-14	12-1	15

3 Mo	1 Yr	3 Yr	5 Yr	10 Yr
-1.46	-5.84	6.27	6.47	6.19
1.58	-3.22	5.96	6.25	5.43
-3.04	-2.62	0.31	0.22	0.76
	-1.46 1.58	-1.46 -5.84 1.58 -3.22	-1.46 -5.84 6.27 1.58 -3.22 5.96	-1.46 -5.84 6.27 6.47 1.58 -3.22 5.96 6.25

Best/Worst Time Periods	Best %	Worst %
3 Months	19.39 ( Mar 2009-May 2009 )	-17.71 ( Sep 2008-Nov 2008 )
1 Year	43.87 ( Apr 2009-Mar 2010 )	-25.97 ( Mar 2008-Feb 2009 )
3 Years	20.61 ( Mar 2009-Feb 2012 )	-7.69 ( Mar 2006-Feb 2009 )

Portfolio Yield ( 04-30-2016 )	Yield %
12-Month Yield	0.58

% of	Stocks	Portfolio %	Bmark %
V	Cyclical	40.43	35.93
A	Basic Matls	3.71	4.19
A	Consumer Cyc	d 14.55	12.46
<b>P</b>	Financial Svs	14.01	14.37
命	Real Estate	8.16	4.91
/w	Sensitive	35.75	38.46
	Commun Svs	3.56	4.29
•	Energy	5.65	5.43
Ф	Industrials	13.35	11.27
	Technology	13.19	17.47
<b>→</b>	Defensive	23.82	25.61
Ħ	Consumer De	f 8.28	9.53
•	Healthcare	13.07	12.18
	Utilities	2.47	3.90
Not	Classified	0.00	0.00

% of Stocks	Portfolio %	Bmark %
Americas	86.31	73.49
North America	84.93	73.49
Latin America	1.38	0.00
Greater Europe	6.30	0.55
United Kingdom	1.45	0.23
Europe-Developed	3.50	0.32
Europe-Emerging	0.58	0.00
Africa/Middle East	0.77	0.00
Greater Asia	7.39	25.95
Japan	1.20	15.31
Australasia	0.41	4.21
Asia-Developed	1.71	6.14
Asia-Emerging	4.07	0.29
Not Classified	0.00	0.00

#### Portfolio-Level Performance Disclosure

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

#### Holdings 04-30-2016

#### Top 7 holdings out of 7

Appleton Group Portfolio (USD) Madison Dividend Income Y (USD) Nicholas (USD) Nicholas Limited Edition I (USD) Artisan Mid Cap Institutional (USD)

Heartland Select Value Investor (USD)

Broadview Opportunity (USD)

Syllibul	rype	noidilig value \$	70 ASSELS
SAUSA00516	SA	9,623	49.63
BHBFX	MF	2,216	11.43
NICSX	MF	2,132	11.00
NCLEX	MF	1,571	8.10
APHMX	MF	1,487	7.67
HRSVX	MF	1,188	6.12
BVAOX	MF	1,171	6.04

Holding Value \$

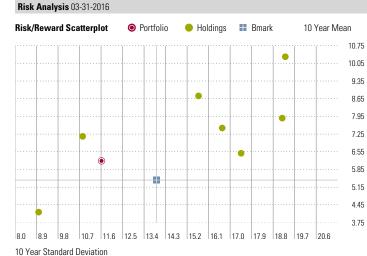


**Portfolio Value** \$19,388.96

**Benchmark** 

DJ Moderately Aggressive TR USD (USD)







Risk and Return Statistics		3 Yr		5 Yr		10 Yr
	Portfolio	Bmark	Portfolio	Bmark	Portfolio	Bmark
Standard Deviation	9.47	9.72	10.04	10.88	11.62	13.91
Mean	6.27	5.96	6.47	6.25	6.19	5.43
Sharne Batio	0.70	0.66	0.69	0.63	0.50	0.38

MPT Statistics	3 Yr Portfolio	5 Yr Portfolio	10 Yr Portfolio
Alpha Beta	0.73 0.92	0.90 0.88	1.46 0.80
R-Squared	89.98	91.34	91.30

#### **Portfolio-Level Performance Disclosure**

Fundamental Analysis 04-30-2016

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

sset Al	locat	tion				Portfolio Net %	Portfolio Long %	Portfolio Short %
: :	: :			: :	Cash	15.87	15.87	0.00
					US Stocks	72.82	72.82	0.00
					Non-US Stocks	5.21	5.21	0.00
					Bonds	0.00	0.00	0.00
					Other/Not Clsfd	6.10	6.10	0.00
-100	-50	0	50	100	Total	100.00	100.00	0.00

Type Weightings			
% of Stocks	Portfolio	→ Bmark	
✓ High Yield	4.32	6.57	
<b>S</b> Distressed	1.28	1.53	
Hard Asset	15.01	9.22	
<b>1</b> Cyclical	41.11	37.77	
→ Slow Growth	17.76	22.60	
→ Classic Growth	4.43	5.43	
↑ Aggressive Growth	8.32	9.93	
Speculative Growth	4.13	2.93	
Not Available	3.65	4.02	
			0% 5 10 15 20 25 30 35 40 45 50

Market Maturity				
% of Stocks	Portfolio	Bmark		
Developed Markets	93.49	99.71		
Emerging Markets	6.51	0.29		
Not Available	0.00	0.00		
Valuation Multiples	Portfolio	Bmark		
Price/Earnings	18.83	17.13		
Price/Book	2.35	2.00		
Price/Sales	1.51	1.41		
Price/Cash Flow	10.54	9.71		
Profitability	Portfolio	Bmark		
% of Stocks	2016-04	2016-04		
Net Margin	12.32	13.28		
ROE	17.30	17.57		
ROA	5.86	6.31		
Debt/Capital	40.80	37.92		
Fund Statistics				
Potential Cap Gains Expo	osure	20.01		
Avg Net Expense Ratio		0.95		
Avg Gross Expense Ratio	)	0.98		

Geometric Avg Capitalization	on (\$Mil	)
Portfolio		20,640.60
Benchmark		35,919.07
Credit Quality Breakdown		% of Bonds
AAA		_
AA		_
А		_
BBB		_
BB		_
В		_
Below B		_
NR		100.00
Interest Rate Risk	Bonds	% Not Available
Avg Eff Maturity	_	100.00
Avg Eff Duration	_	100.00
Avg Wtd Coupon	_	100.00

Portfolio Value \$19.388.96 **Benchmark** 

DJ Moderately Aggressive TR USD (USD)

#### Standardized and Tax Adjusted Returns

The performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate; thus an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than return data quoted herein. For performance data current to the most recent month-end please visit http://advisor.morningstar.com/familyinfo.asp.

An investment in a money-market vehicle is not insured or guaranteed by the FDIC or any other government agency. The current yield quotation reflects the current earnings of the money market more closely than the total return quotation. Although money markets seek to preserve the value of your investment at \$1.00 per share, it is possible to lose money by investing in them.

Standardized Returns assume reinvestment of dividends and capital gains. They depict performance without adjusting for the effects of taxation, but are adjusted to reflect sales charges and ongoing fund expenses.

If adjusted for taxation, the performance quoted would be significantly reduced. For variable annuities, additional expenses will be taken into account, including M&E risk charges, fund-level expenses such as management fees and operating fees, contract-level administration fees, and charges such as surrender, contract, and sales charges.

After-tax returns are calculated using the highest individual federal marginal income tax rates, and do not reflect the impact of state and local taxes. Actual after-tax returns depend on the investor's tax situation and may differ from those shown. The after-tax returns shown are not relevant to investors who hold their fund shares through tax-deferred arrangements such as 401(k) plans or an IRA. After-tax returns exclude the effects of either the alternative minimum tax or phase-out of certain tax credits. Any taxes due are as of the time the distributions are made, and the taxable amount and tax character of each distribution are as specified by the fund on the dividend declaration date. Due to foreign tax credits or realized capital losses, after-tax returns may be greater than before-tax returns. After-tax returns for exchange-traded funds are based on net asset value.

Annualized returns 03-31-2016											
Standardized Returns (%)	7-day Yield Subsidized	7-day Yield Unsubsidized	1Yr	5Yr	10Yr	Since Inception	Inception Date	Max Front Load %	Max Back Load %	Net Exp Ratio %	Gross Exp Ratio %
Artisan Mid Cap Institutional	_	_	-6.83	9.12	8.68	7.26	07-03-2000	NA	NA	0.95	0.95
Broadview Opportunity	_	_	-12.09	6.42	7.26	14.20	12-16-1996	NA	NA	1.23	1.23
Heartland Select Value Investor	_	_	-4.72	5.89	5.90	9.78	10-11-1996	NA	NA	1.20	1.20
Madison Dividend Income Y	_	_	2.96	10.01	7.05	7.72	12-18-1986	NA	NA	0.95 <sup>1</sup>	1.10
Nicholas	_	_	-8.68	12.19	8.29	11.30	07-14-1969	NA	NA	0.72	0.72
Nicholas Limited Edition I	_	_	-6.45	7.55	6.98	9.52	05-18-1987	NA	NA	0.86	0.86
Barclays US Agg Bond TR USD			1.96	3.78	4.90	·····	<del></del>				
DJ Moderately Aggressive TR USD			-3.22	6.26	5.44	_	_				
MSCI EAFE NR USD			-8.27	2.29	1.80	_	_				
S&P 500 TR USD			1.78	11.58	7.01		_				
USTREAS T-Bill Auction Ave 3 Mon			0.12	0.07	1.07	_	_				

1. Contractual waiver; Expires 02-27-2017

Return after Tax (%)	On Distribution	On Distribution						On Distribution and Sales of Shares			
	1Yr	5Yr	10Yr	Since Inception	Inception Date	1Yr	5Yr	10Yr	Since Inception		
Artisan Mid Cap Institutional	-9.74	7.42	7.33	6.27	07-03-2000	-1.16	7.28	7.05	5.96		
Broadview Opportunity	-13.90	4.61	5.58	12.13	12-16-1996	-5.43	4.97	5.67	11.70		
Heartland Select Value Investor	-7.12	3.80	4.51	8.72	10-11-1996	-0.99	4.51	4.64	8.25		
Madison Dividend Income Y	1.31	8.43	5.79	5.79	12-18-1986	2.44	7.59	5.36	5.64		
Nicholas	-9.93	10.69	6.80	9.65	07-14-1969	-3.83	9.69	6.62	9.52		
Nicholas Limited Edition I	-8.09	5.88	5.78	8.03	05-18-1987	-2.27	5.97	5.61	7.81		



Portfolio Value \$19,388.96 Benchmark

DJ Moderately Aggressive TR USD (USD)

Illustration Returns										
Total 7 holdings as of 03-31-2016	Symbol	Туре	Holdings Date	% of Assets	Holding Value \$	7-day Yield	1 Yr Ret %	3 Yr Ret %	5 Yr Ret %	10 Yr Ret %
Appleton Group Portfolio (USD)	SAUSA00516	SA	03-2016	49.63	9,623	_	-6.22	3.53	3.66	4.16
Madison Dividend Income Y (USD)	BHBFX	MF	03-2016	11.43	2,216	_	2.93	9.15	10.10	7.16
Nicholas (USD)	NICSX	MF	03-2016	11.00	2,132	_	-8.67	11.95	12.69	8.76
Nicholas Limited Edition I (USD)	NCLEX	MF	03-2016	8.10	1,571	_	-6.46	8.07	7.70	7.49
Artisan Mid Cap Institutional (USD)	APHMX	MF	03-2016	7.67	1,487		-6.66	9.77	9.43	10.31
Heartland Select Value Investor (USD)	HRSVX	MF	03-2016	6.12	1,188	_	-4.68	6.83	6.20	6.49
Broadview Opportunity (USD)	BVAOX	MF	03-2016	6.04	1,171	_	-11.96	6.24	6.90	7.88

### Performance Disclosure

The performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate; thus an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than return data quoted herein. For performance data current to the most recent month-end, please visit http://advisor.morningstar.com/familyinfo.asp.

### See Disclosure Page for Standardized Returns.



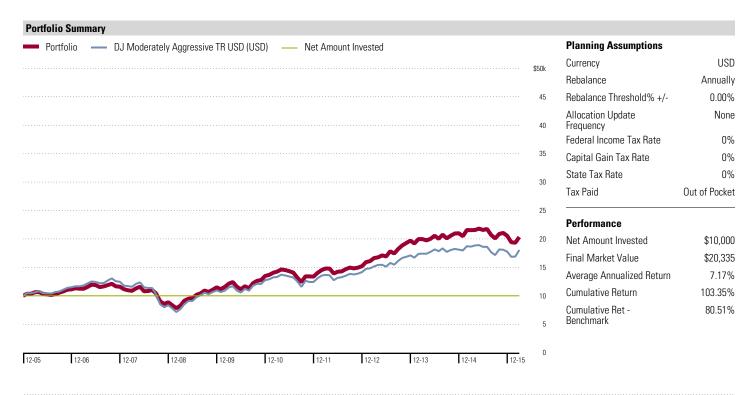
# **WI Select Allocation - Ages 30-39**

March 31, 2016

The Appleton Group LLC 100 W. Lawrence St. Suite 306 Appleton, WI 54911 USA 920-993-7727 mscheffler@appletongrouponline.com

### **Hypothetical Portfolio Illustration**

### 12-31-2005 to 03-31-2016



### Portfolio-Level Performance Disclosure

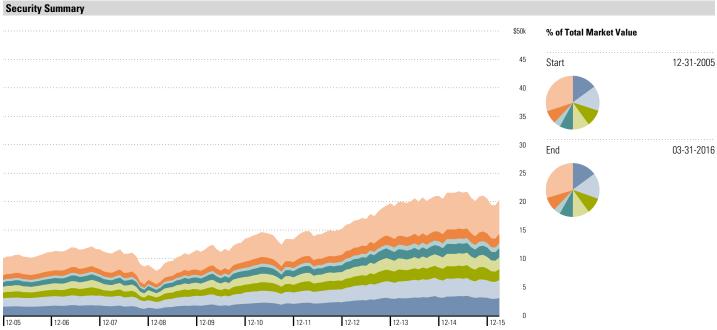
The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

Investment Detail									
Period		Beginning Balance	New Investment	Distribution/ Withdrawal	Total Reinvest	Charges & Fees	Taxes Due	Market Value	Total Return %
Totals		0	10,000	0	6,707	0	0	20,335	7.17
December	2005	0	10,000	0	0	0	0	10,000	0.00
January-December	2006	10,000	0	0	580	0	0	11,140	11.40
January-December	2007	11,140	0	0	905	0	0	11,601	4.14
January-December	2008	11,601	0	0	454	0	0	8,872	-23.52
January-December	2009	8,872	0	0	62	0	0	11,484	29.44
January-December	2010	11,484	0	0	327	0	0	13,492	17.48
January-December	2011	13,492	0	0	412	0	0	13,376	-0.86
January-December	2012	13,376	0	0	573	0	0	15,201	13.65
January-December	2013	15,201	0	0	983	0	0	19,705	29.63
January-December	2014	19,705	0	0	1,272	0	0	20,995	6.54
January-December	2015	20,995	0	0	1,136	0	0	20,543	-2.15
January-March	2016	20,543	0	0	4	0	0	20,335	-1.01



# **Hypothetical Portfolio Illustration Continued**

### 12-31-2005 to 03-31-2016



#### **Investment Assumptions Investment Name** Holding Initial Re-Subsequent Reinvest Liqui-Charges and Fees Invest/Withdwl Distributions Value Period Investment date balance Deferred Load Period Front Annual End \$ Fnd Frea Income Can Gains % Fee Amount Amount Load Amount% 12-05 03-16 Nicholas (USD, NICSX) 0.00% 1,500 0 Ν 15.00 0.00% 0.00 - 0.003,036 Madison Dividend Income Y (USD, 12-05 03-16 1,500 0 Υ Ν 15.00 0.00% 0.00% 0.00 - 0.003,155 Artisan Mid Cap Institutional (USD, 1,000 N Υ 10.00 0.00% 0.00% 0.00-0.00 12-05 03-16 Ν 1,941 APHMX) 2,051 Nicholas Limited Edition I (USD, 12-05 03-16 1,000 Ν 10.00 0.00% 0.00% 0.00-0.00 Broadview Opportunity (USD, BVAOX) 12-05 03-16 800 Ν 8.00 0.00% 0.00% 0.00-0.00 1,630 Nicholas High Income I (USD, NCINX) 12-05 03-16 Υ 400 N Υ Ν 4 00 0.00-0.00 841 0.00% 0.00% Heartland Select Value Investor (USD, 12-05 03-16 800 8.00 0.00% 0.00% 0.00-0.00 1,653 HRSVX) Re-**Separate Accounts Name** Holding Initial Subsequent Reinvest Liqui-Charges and Fees Market Period Invest/Withdwl **Distributions** balance Value Investment Front Annual Deferred Load Period End Cap Gains Amount% Amount Freq Income

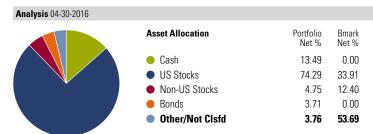


Portfolio Value

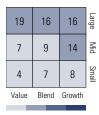
\$20,335,17

#### **Benchmark**

DJ Moderately Aggressive TR USD (USD)



### Morningstar Equity Style Box %



Total Stock Holdings 5,443 % Not Classified 0





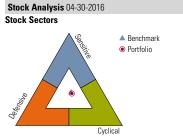
0 MO

Ext

Mod 0-10 10-25 25-50 >50

Ltd

0



Portfolio %

38.82

3.51

16.73

13.24

5.34

36.40

3.02

5.25

14.76

13.37

24.78

8.45

14.26

2.07

0.00

Bmark %

35.93

4.19

12.46

14.37

4.91

38.46

4.29

5.43

11.27

17.47

25.61

9 53

12.18

3.90

0.00



Not Classified	0.00	0.00
Asia-Emerging	2.64	0.29
Asia-Developed	1.02	6.14
Australasia	0.26	4.21
Japan	0.71	15.31
Greater Asia	4.63	25.95
Africa/Middle East	0.46	0.00
Europe-Emerging	0.34	0.00
Europe-Developed	2.82	0.32
United Kingdom	1.15	0.23
Greater Europe	4.77	0.55
Latin America	1.01	0.00
North America	89.59	73.49
Americas	90.60	73.49
% of Stocks	Portfolio %	Bmark %

#### **Performance** 03-31-2016 - Portfolio Final Mkt Val: \$20,335 **Investment Activity Graph** Benchmark \$30k 25 20 15 10 12-05 12-06 12-07 12-08 12-09 12-10 12-11 12-12 12-13 12-15

Trailing Returns	3 Mo	1 Yr	3 Yr	5 Yr	10 Yr
Portfolio Return	-1.01	-5.61	6.92	7.35	6.70
Benchmark Return	1.58	-3.22	5.96	6.25	5.43
+/- Benchmark Return	-2.59	-2.39	0.96	1.10	1.27

Best/Worst Time Periods	Best %	Worst %
3 Months	21.25 ( Mar 2009-May 2009 )	-22.38 ( Sep 2008-Nov 2008 )
1 Year	47.84 ( Mar 2009-Feb 2010 )	-28.75 ( Mar 2008-Feb 2009 )
3 Years	22.89 ( Mar 2009-Feb 2012 )	-8.94 ( Mar 2006-Feb 2009 )

Portfolio Yield ( 04-30-2016 )	Yield %
12-Month Yield	0.85

#### **Portfolio-Level Performance Disclosure**

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

#### Holdings 04-30-2016

% of Stocks

Cyclical

Basic Matls

Consumer Cycl

Financial Svs

Real Estate

Commun Svs

Sensitive

Energy

Industrials

Technology

**Defensive** 

Healthcare

Utilities

**Not Classified** 

Consumer Def

J

命

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#### Top 8 holdings out of 8

Appleton Group Portfolio (USD) Madison Dividend Income Y (USD)

Nicholas (USD)

Nicholas Limited Edition I (USD)

Artisan Mid Cap Institutional (USD)

Heartland Select Value Investor (USD)

Broadview Opportunity (USD)

Nicholas High Income I (USD)

Symbol	Type	Holding Value \$	% Assets
SAUSA00516	SA	6,028	29.65
BHBFX	MF	3,155	15.52
NICSX	MF	3,036	14.93
NCLEX	MF	2,051	10.08
APHMX	MF	1,941	9.55
HRSVX	MF	1,653	8.13
BVAOX	MF	1,630	8.02
NCINX	MF	841	4.13



Portfolio Value \$20.335.17

#### **Benchmark**

1.08

0.98

90.39

DJ Moderately Aggressive TR USD (USD)

1.36

0.95

92.93

1 65

0.88

93.69



### **Portfolio-Level Performance Disclosure**

Standard Deviation

Mean

Sharpe Ratio

Portfolio

9 97

6.92

0.74

Bmark

972

5.96

0.66

Portfolio

10.69

7.35

0.74

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

Bmark

10.88

6.25

0.63

Portfolio

12 59

6.70

0.51

Rmark

13.91

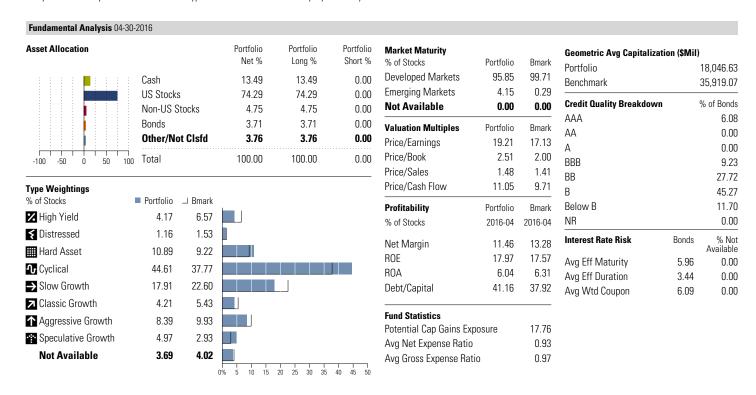
5.43

0.38

Alpha

Beta

R-Squared



Portfolio Value \$20.335.17 **Benchmark** 

DJ Moderately Aggressive TR USD (USD)

#### Standardized and Tax Adjusted Returns

The performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate; thus an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than return data quoted herein. For performance data current to the most recent month-end please visit http://advisor.morningstar.com/familyinfo.asp.

An investment in a money-market vehicle is not insured or guaranteed by the FDIC or any other government agency. The current yield quotation reflects the current earnings of the money market more closely than the total return quotation. Although money markets seek to preserve the value of your investment at \$1.00 per share, it is possible to lose money by investing in them.

Standardized Returns assume reinvestment of dividends and capital gains. They depict performance without adjusting for the effects of taxation, but are adjusted to reflect sales charges and ongoing fund expenses.

If adjusted for taxation, the performance quoted would be significantly reduced. For variable annuities, additional expenses will be taken into account, including M&E risk charges, fund-level expenses such as management fees and operating fees, contract-level administration fees, and charges such as surrender, contract, and sales charges.

After-tax returns are calculated using the highest individual federal marginal income tax rates, and do not reflect the impact of state and local taxes. Actual after-tax returns depend on the investor's tax situation and may differ from those shown. The after-tax returns shown are not relevant to investors who hold their fund shares through tax-deferred arrangements such as 401(k) plans or an IRA. After-tax returns exclude the effects of either the alternative minimum tax or phase-out of certain tax credits. Any taxes due are as of the time the distributions are made, and the taxable amount and tax character of each distribution are as specified by the fund on the dividend declaration date. Due to foreign tax credits or realized capital losses, after-tax returns may be greater than before-tax returns. After-tax returns for exchange-traded funds are based on net asset value.

Annualized returns 03-31-2016											
Standardized Returns (%)	7-day Yield Subsidized	7-day Yield Unsubsidized	1Yr	5Yr	10Yr	Since Inception	Inception Date	Max Front Load %	Max Back Load %	Net Exp Ratio %	Gross Exp Ratio %
Artisan Mid Cap Institutional	_	_	-6.83	9.12	8.68	7.26	07-03-2000	NA	NA	0.95	0.95
Broadview Opportunity	_	_	-12.09	6.42	7.26	14.20	12-16-1996	NA	NA	1.23	1.23
Heartland Select Value Investor	_	_	-4.72	5.89	5.90	9.78	10-11-1996	NA	NA	1.20	1.20
Madison Dividend Income Y	_	_	2.96	10.01	7.05	7.72	12-18-1986	NA	NA	0.95 <sup>1</sup>	1.10
Nicholas	_	_	-8.68	12.19	8.29	11.30	07-14-1969	NA	NA	0.72	0.72
Nicholas High Income I			-4.34	3.82	4.84	6.54	11-21-1977	NA	NA	0.71	0.71
Nicholas Limited Edition I	_	_	-6.45	7.55	6.98	9.52	05-18-1987	NA	NA	0.86	0.86
Barclays US Agg Bond TR USD			1.96	3.78	4.90	_	_				
DJ Moderately Aggressive TR USD			-3.22	6.26	5.44	_	_				
MSCI EAFE NR USD			-8.27	2.29	1.80	_	_				
S&P 500 TR USD			1.78	11.58	7.01	_	_				
USTREAS T-Bill Auction Ave 3 Mon			0.12	0.07	1.07	_	_				

1. Contractual waiver; Expires 02-27-2017

Return after Tax (%)	On Distributio	n				On Distribution and Sales of Shares			
	1Yr	5Yr	10Yr	Since Inception	Inception Date	1Yr	5Yr	10Yr	Since Inception
Artisan Mid Cap Institutional	-9.74	7.42	7.33	6.27	07-03-2000	-1.16	7.28	7.05	5.96
Broadview Opportunity	-13.90	4.61	5.58	12.13	12-16-1996	-5.43	4.97	5.67	11.70
Heartland Select Value Investor	-7.12	3.80	4.51	8.72	10-11-1996	-0.99	4.51	4.64	8.25
Madison Dividend Income Y	1.31	8.43	5.79	5.79	12-18-1986	2.44	7.59	5.36	5.64
Nicholas	-9.93	10.69	6.80	9.65	07-14-1969	-3.83	9.69	6.62	9.52
Nicholas High Income I	-6.36	1.44	2.29	2.51	11-21-1977	-2.43	1.98	2.70	2.90
Nicholas Limited Edition I	-8.09	5.88	5.78	8.03	05-18-1987	-2.27	5.97	5.61	7.81



Portfolio Value \$20,335.17 Benchmark

DJ Moderately Aggressive TR USD (USD)

Illustration Returns										
Total 8 holdings as of 03-31-2016	Symbol	Туре	Holdings Date	% of Assets	Holding Value \$	7-day Yield	1 Yr Ret %	3 Yr Ret %	5 Yr Ret %	10 Yr Ret %
Appleton Group Portfolio (USD)	SAUSA00516	SA	03-2016	29.65	6,028	_	-6.22	3.46	3.63	4.09
Madison Dividend Income Y (USD)	BHBFX	MF	03-2016	15.52	3,155	_	2.93	9.07	10.06	7.10
Nicholas (USD)	NICSX	MF	03-2016	14.93	3,036	_	-8.67	11.80	12.63	8.65
Nicholas Limited Edition I (USD)	NCLEX	MF	03-2016	10.08	2,051	_	-6.46	7.92	7.65	7.35
Artisan Mid Cap Institutional (USD)	APHMX	MF	03-2016	9.55	1,941		-6.66	9.60	9.37	10.06
Heartland Select Value Investor (USD)	HRSVX	MF	03-2016	8.13	1,653	_	-4.69	6.69	6.16	6.34
Broadview Opportunity (USD)	BVAOX	MF	03-2016	8.02	1,630	_	-11.96	6.05	6.82	7.68
Nicholas High Income I (USD)	NCINX	MF	03-2016	4.13	841	_	-4.26	0.55	3.33	4.49

#### Performance Disclosure

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### See Disclosure Page for Standardized Returns.



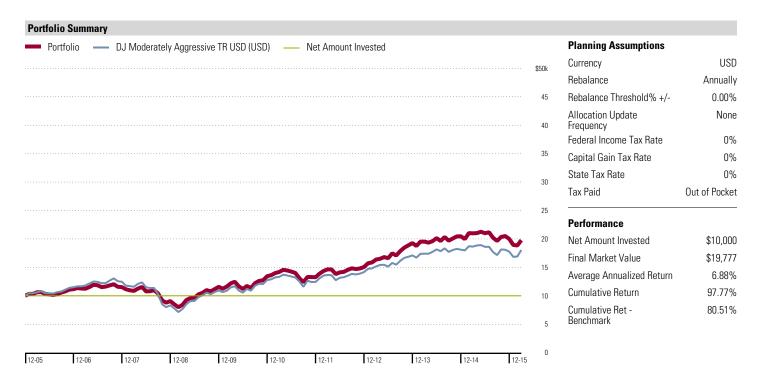
# **WI Select Allocation - Ages 40-49**

March 31, 2016

The Appleton Group LLC 100 W. Lawrence St. Suite 306 Appleton, WI 54911 USA 920-993-7727 mscheffler@appletongrouponline.com

## **Hypothetical Portfolio Illustration**

### 12-31-2005 to 03-31-2016



### Portfolio-Level Performance Disclosure

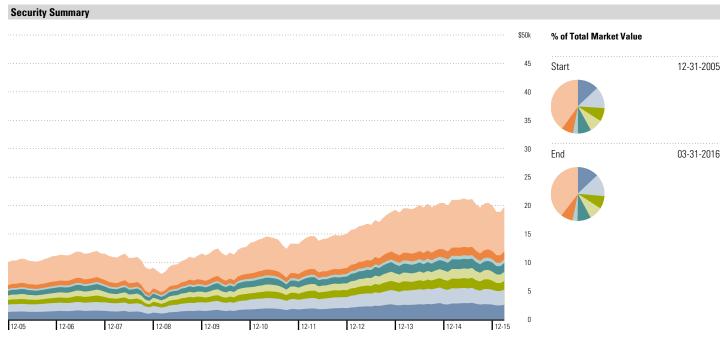
The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

Investment Detail									
Period		Beginning Balance	New Investment	Distribution/ Withdrawal	Total Reinvest	Charges & Fees	Taxes Due	Market Value	Total Return %
Totals		0	10,000	0	5,703	0	0	19,777	6.88
December	2005	0	10,000	0	0	0	0	10,000	0.00
January-December	2006	10,000	0	0	503	0	0	11,167	11.67
January-December	2007	11,167	0	0	771	0	0	11,526	3.22
January-December	2008	11,526	0	0	406	0	0	9,071	-21.30
January-December	2009	9,071	0	0	51	0	0	11,576	27.61
January-December	2010	11,576	0	0	274	0	0	13,445	16.15
January-December	2011	13,445	0	0	351	0	0	13,267	-1.33
January-December	2012	13,267	0	0	479	0	0	15,049	13.44
January-December	2013	15,049	0	0	847	0	0	19,267	28.03
January-December	2014	19,267	0	0	1,071	0	0	20,466	6.22
January-December	2015	20,466	0	0	945	0	0	20,009	-2.23
January-March	2016	20,009	0	0	4	0	0	19,777	-1.16



# **Hypothetical Portfolio Illustration** Continued

### 12-31-2005 to 03-31-2016



Investment Name	ŀ	lolding	Initial				Reinvest	Liqui-	Re-	Charges and Fees			nd Fees	Market
	Start	Period End	Investment Amount	Invest/W Amount	Freq	Income	stributions Cap Gains	date	balance %	Front Load	Annual Fee	Deferred Load Amount%	Period Years	Value End \$
Nicholas (USD, NICSX)	12-05	03-16	1,300	0	_	Υ	Υ	N	13.00	0.00%	0.00%	0.00-0.00	_	2,563
<ul> <li>Madison Dividend Income Y (USD, BHBFX)</li> </ul>	12-05	03-16	1,300	0	_	Υ	Υ	N	13.00	0.00%	0.00%	0.00-0.00	_	2,663
<ul> <li>Artisan Mid Cap Institutional (USD, APHMX)</li> </ul>	12-05	03-16	800	0	_	Υ	Υ	N	8.00	0.00%	0.00%	0.00-0.00	_	1,512
<ul> <li>Nicholas Limited Edition I (USD, NCLEX)</li> </ul>	12-05	03-16	800	0	_	Υ	Υ	N	8.00	0.00%	0.00%	0.00-0.00	_	1,598
<ul><li>Broadview Opportunity (USD, BVAOX)</li></ul>	12-05	03-16	800	0	_	Υ	Υ	N	8.00	0.00%	0.00%	0.00-0.00	_	1,588
<ul><li>Nicholas High Income I (USD, NCINX)</li></ul>	12-05	03-16	300	0	_	Υ	Υ	N	3.00	0.00%	0.00%	0.00-0.00	_	614
<ul> <li>Heartland Select Value Investor (USD, HRSVX)</li> </ul>	12-05	03-16	700	0	_	Υ	Υ	N	7.00	0.00%	0.00%	0.00-0.00	_	1,409
Separate Accounts Name	H	lolding	Initial		equent	D:	Reinvest	Liqui-	Re-			Charges ar		Market
	Start	Period End	Investment Amount	Invest/W Amount	Freq	Income	stributions Cap Gains	date	balance %	Front Load	Annual Fee	Deferred Load Amount%	Period Years	Value End \$
	2 (0. (				04	501110	Tap damo		,,	Loud				Liid ψ

**Portfolio Value** 

\$19,776.65

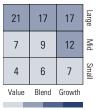
#### **Benchmark**

DJ Moderately Aggressive TR USD (USD)



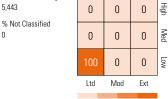
### Morningstar Equity Style Box %

0



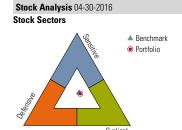
0-10 10-25 25-50 >50

Morningstar Fixed Income Style Box % Total Stock Holdings 5,443



Total Bond Holdings 1,058 % Not Classified 0

0-10 10-25 25-50 >50





Investn	nent Act	ivity Gra	ph <u>—</u> I	Portfolio				Final N	Иkt Val: \$	19,77	77
				Benchma	rk						\$30k
											25
									~~	<u>ب</u>	20
							سمر				15
~	~	~~		<b>~~</b>		<b>V</b>					10
12-05	12-06	12-07	12-08	12-09	12-10	12-11	12-12	12-13	12-14	12-	15

Trailing Returns	3 Mo	1 Yr	3 Yr	5 Yr	10 Yr
Portfolio Return	-1.16	-5.76	6.49	6.85	6.41
Benchmark Return	1.58	-3.22	5.96	6.25	5.43
+/- Benchmark Return	-2.74	-2.54	0.53	0.60	0.98

Best/Worst Time Periods	Best %	Worst %
3 Months	20.08 ( Mar 2009-May 2009 )	-19.92 ( Sep 2008-Nov 2008 )
1 Year	45.42 ( Mar 2009-Feb 2010 )	-27.11 ( Mar 2008-Feb 2009 )
3 Years	21.58 ( Mar 2009-Feb 2012 )	-8.23 ( Mar 2006-Feb 2009 )

Portfolio Yield ( 04-30-2016 )	Yield %
12-Month Yield	0.82

% of	Stocks	Portfolio %	Bmark %
b	Cyclical	39.88	35.93
æ.	Basic Matls	3.67	4.19
<b>A</b>	Consumer Cyc	15.54	12.46
<del>,</del>	Financial Svs	13.85	14.37
<b>fi</b>	Real Estate	6.82	4.91
Αw	Sensitive	35.99	38.46
	Commun Svs	3.31	4.29
ð	Energy	5.54	5.43
<b>O</b>	Industrials	13.83	11.27
	Technology	13.31	17.47
<b>→</b>	Defensive	24.13	25.61
	Consumer Det	8.33	9.53
+	Healthcare	13.50	12.18
•	Utilities	2.30	3.90
Not	Classified	0.00	0.00

% of Stocks	Portfolio %	Bmark %
Americas	88.39	73.49
North America	87.20	73.49
Latin America	1.19	0.00
Greater Europe	5.55	0.55
United Kingdom	1.29	0.23
Europe-Developed	3.17	0.32
Europe-Emerging	0.47	0.00
Africa/Middle East	0.62	0.00
Greater Asia	6.06	25.95
Japan	0.97	15.31
Australasia	0.34	4.21
Asia-Developed	1.38	6.14
Asia-Emerging	3.37	0.29
Not Classified	0.00	0.00

#### Portfolio-Level Performance Disclosure

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Holdings	04-30-2016
HUIUHHYS	04-30-2010

#### Top 8 holdings out of 8

Appleton Group Portfolio (USD) Madison Dividend Income Y (USD) Nicholas (USD) Nicholas Limited Edition I (USD)

Artisan Mid Cap Institutional (USD)

Broadview Opportunity (USD) Heartland Select Value Investor (USD) Nicholas High Income I (USD)

Symbol	Type	Holding Value \$	% Assets
SAUSA00516	SA	7,829	39.59
BHBFX	MF	2,663	13.47
NICSX	MF	2,563	12.96
NCLEX	MF	1,598	8.08
BVAOX	MF	1,588	8.03
APHMX	MF	1,512	7.65
HRSVX	MF	1,409	7.12
NCINX	MF	614	3.11



Portfolio Value \$19.776.65

#### **Benchmark**

0.85

0.94

90.45

DJ Moderately Aggressive TR USD (USD)

1 11

0.91

92.44

154

0.83

92.80



### Portfolio-Level Performance Disclosure

Standard Deviation

Mean

Sharpe Ratio

Portfolio

9 62

6.49

0.72

Bmark

972

5.96

0.66

Portfolio

10 27

6.85

0.71

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Bmark

10.88

6.25

0.63

Portfolio

11 99

6.41

0.50

Rmark

13.91

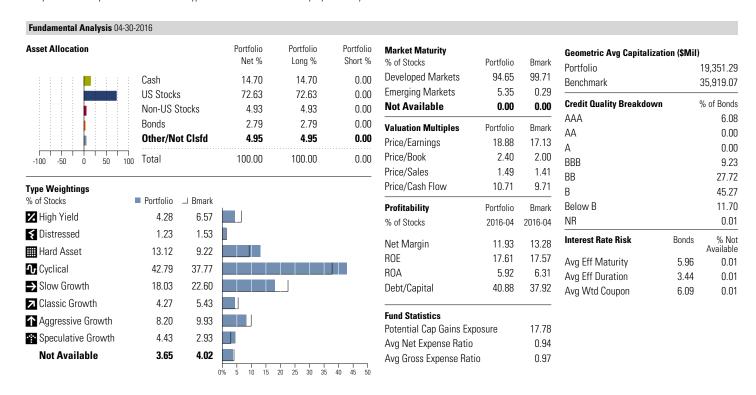
5.43

0.38

Alpha

Beta

R-Squared



Portfolio Value \$19.776.65 **Benchmark** 

DJ Moderately Aggressive TR USD (USD)

#### Standardized and Tax Adjusted Returns

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Standardized Returns (%)	7-day Yield Subsidized	7-day Yield Unsubsidized	1Yr	5Yr	10Yr	Since Inception	Inception Date	Max Front Load %	Max Back Load %	Net Exp Ratio %	Gross Exp Ratio %
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Broadview Opportunity	_	_	-12.09	6.42	7.26	14.20	12-16-1996	NA	NA	1.23	1.23
Heartland Select Value Investor	_	_	-4.72	5.89	5.90	9.78	10-11-1996	NA	NA	1.20	1.20
Madison Dividend Income Y	_	_	2.96	10.01	7.05	7.72	12-18-1986	NA	NA	0.95 <sup>1</sup>	1.10
Nicholas	_	_	-8.68	12.19	8.29	11.30	07-14-1969	NA	NA	0.72	0.72
Nicholas High Income I			-4.34	3.82	4.84	6.54	11-21-1977	NA	NA	0.71	0.71
Nicholas Limited Edition I	_	_	-6.45	7.55	6.98	9.52	05-18-1987	NA	NA	0.86	0.86
Barclays US Agg Bond TR USD			1.96	3.78	4.90	_	_				
DJ Moderately Aggressive TR USD			-3.22	6.26	5.44	_	_				
MSCI EAFE NR USD			-8.27	2.29	1.80	_	_				
S&P 500 TR USD			1.78	11.58	7.01	_	_				
USTREAS T-Bill Auction Ave 3 Mon			0.12	0.07	1.07	_	_				

1. Contractual waiver; Expires 02-27-2017

Return after Tax (%)	On Distribution	n				On Distribution and Sales of Shares				
	1Yr	5Yr	10Yr	Since Inception	Inception Date	1Yr	5Yr	10Yr	Since Inception	
Artisan Mid Cap Institutional	-9.74	7.42	7.33	6.27	07-03-2000	-1.16	7.28	7.05	5.96	
Broadview Opportunity	-13.90	4.61	5.58	12.13	12-16-1996	-5.43	4.97	5.67	11.70	
Heartland Select Value Investor	-7.12	3.80	4.51	8.72	10-11-1996	-0.99	4.51	4.64	8.25	
Madison Dividend Income Y	1.31	8.43	5.79	5.79	12-18-1986	2.44	7.59	5.36	5.64	
Nicholas	-9.93	10.69	6.80	9.65	07-14-1969	-3.83	9.69	6.62	9.52	
Nicholas High Income I	-6.36	1.44	2.29	2.51	11-21-1977	-2.43	1.98	2.70	2.90	
Nicholas Limited Edition I	-8.09	5.88	5.78	8.03	05-18-1987	-2.27	5.97	5.61	7.81	



**Portfolio Value** \$19,776.65 Benchmark

DJ Moderately Aggressive TR USD (USD)

Illustration Returns										
Total 8 holdings as of 03-31-2016	Symbol	Туре	Holdings Date	% of Assets	Holding Value \$	7-day Yield	1 Yr Ret %	3 Yr Ret %	5 Yr Ret %	10 Yr Ret %
Appleton Group Portfolio (USD)	SAUSA00516	SA	03-2016	39.59	7,829	_	-6.22	3.50	3.65	4.13
Madison Dividend Income Y (USD)	BHBFX	MF	03-2016	13.47	2,663	_	2.93	9.12	10.09	7.13
Nicholas (USD)	NICSX	MF	03-2016	12.96	2,563	_	-8.67	11.89	12.67	8.72
Nicholas Limited Edition I (USD)	NCLEX	MF	03-2016	8.08	1,598	_	-6.46	8.01	7.69	7.43
Broadview Opportunity (USD)	BVAOX	MF	03-2016	8.03	1,588		-11.97	6.16	6.88	7.80
Artisan Mid Cap Institutional (USD)	APHMX	MF	03-2016	7.65	1,512	_	-6.66	9.71	9.41	10.21
Heartland Select Value Investor (USD)	HRSVX	MF	03-2016	7.12	1,409	_	-4.69	6.78	6.19	6.43
Nicholas High Income I (USD)	NCINX	MF	03-2016	3.11	614	_	-4.26	0.56	3.36	4.59

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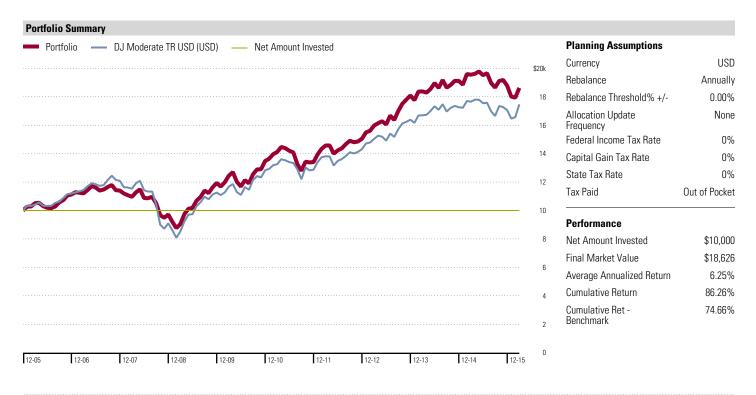
# **WI Select Allocation - Ages 50-59**

March 31, 2016

The Appleton Group LLC 100 W. Lawrence St. Suite 306 Appleton, WI 54911 USA 920-993-7727 mscheffler@appletongrouponline.com

## **Hypothetical Portfolio Illustration**

### 12-31-2005 to 03-31-2016



### Portfolio-Level Performance Disclosure

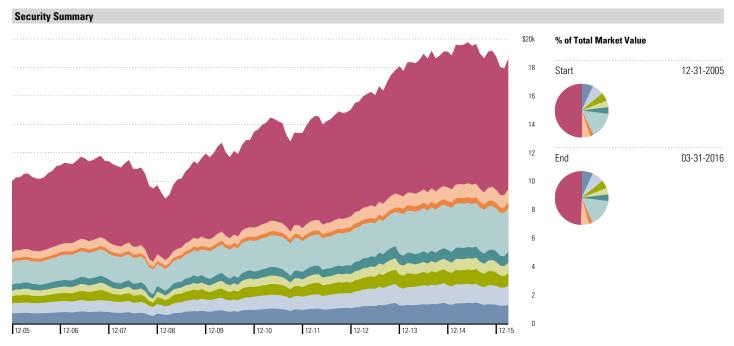
The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

Investment Detail									
Period		Beginning Balance	New Investment	Distribution/ Withdrawal	Total Reinvest	Charges & Fees	Taxes Due	Market Value	Total Return %
Totals		0	10,000	0	4,157	0	0	18,626	6.25
December	2005	0	10,000	0	0	0	0	10,000	0.00
January-December	2006	10,000	0	0	373	0	0	11,124	11.24
January-December	2007	11,124	0	0	534	0	0	11,400	2.48
January-December	2008	11,400	0	0	324	0	0	9,720	-14.73
January-December	2009	9,720	0	0	148	0	0	11,940	22.83
January-December	2010	11,940	0	0	279	0	0	13,482	12.91
January-December	2011	13,482	0	0	297	0	0	13,403	-0.58
January-December	2012	13,403	0	0	351	0	0	15,050	12.29
January-December	2013	15,050	0	0	571	0	0	18,090	20.20
January-December	2014	18,090	0	0	662	0	0	19,116	5.67
January-December	2015	19,116	0	0	596	0	0	18,771	-1.80
January-March	2016	18,771	0	0	22	0	0	18,626	-0.78



# **Hypothetical Portfolio Illustration** Continued

## 12-31-2005 to 03-31-2016



nvestment Name		olding	Initial		quent		Reinvest	Liqui-	Re-			Charges an	ıd Fees	Marke
		Period	Investment	Invest/Wi			stributions	date	balance	Front	Annual	Deferred Load	Period	Value
	Start	End	Amount	Amount	Freq	Income	Cap Gains		%	Load	Fee	Amount%	Years	End S
Nicholas (USD, NICSX)	12-05	03-16	700	0	_	Υ	Υ	N	7.00	0.00%	0.00%	0.00-0.00	_	1,295
Madison Dividend Income Y (USD, BHBFX)	12-05	03-16	700	0	_	Υ	Υ	N	7.00	0.00%	0.00%	0.00-0.00	_	1,345
Artisan Mid Cap Institutional (USD, APHMX)	12-05	03-16	500	0	_	Υ	Υ	N	5.00	0.00%	0.00%	0.00-0.00	_	887
Nicholas Limited Edition I (USD, NCLEX)	12-05	03-16	400	0	_	Υ	Υ	N	4.00	0.00%	0.00%	0.00-0.00	_	750
Broadview Opportunity (USD, BVAOX)	12-05	03-16	400	0	_	Υ	Υ	N	4.00	0.00%	0.00%	0.00-0.00	_	745
Baird Core Plus Bond Inst (USD, BCOIX)	12-05	03-16	1,600	0	_	Υ	Υ	N	16.00	0.00%	0.00%	0.00-0.00	_	3,095
Nicholas High Income I (USD, NCINX)	12-05	03-16	200	0	_	Υ	Υ	N	2.00	0.00%	0.00%	0.00-0.00	_	384
Heartland Select Value Investor (USD, HRSVX)	12-05	03-16	500	0	_	Υ	Υ	N	5.00	0.00%	0.00%	0.00-0.00	_	944

Separate Accounts Name	Holding	Initial	Subsequent	Reinvest	Liqui-	Re-			Charges an	d Fees	Market
	Period	Investment	Invest/Withdwl	Distributions	date	balance	Front	Annual	Deferred Load	Period	Value
	Start End	Amount	Amount Freq	Income Cap Gains		%	Load	Fee	Amount%	Years	End \$
<ul> <li>Appleton Group Portfolio (USD)</li> </ul>	12-05 03-16	5,000	0 —	Y Y	N	50.00	0.00%	0.00%	0.00-0.00	_	9,181



**Portfolio Value** 

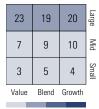
\$18,625,90

#### **Benchmark**

DJ Moderate TR USD (USD)



### Morningstar Equity Style Box %

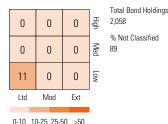


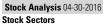
0-10 10-25 25-50 >50

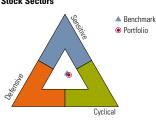
Total Stock Holdings 5,443 % Not Classified 0



### Morningstar Fixed Income Style Box %









Investn	nent Act	ivity Grap	oh — P	ortfolio				Final N	∕lkt Val: \$1	8,62	6
		··[·····	B	lenchmarl	k					γ	\$26k
											21
										Ĭ	16
		-		~~	Y						11
											6
12-05	12-06	12-07	12-08	12-09	12-10	12-11	12-12	12-13	12-14	12-1	1 15

-					
Trailing Returns	3 Mo	1 Yr	3 Yr	5 Yr	10 Yr
Portfolio Return	-0.78	-4.73	5.25	5.70	5.88
Benchmark Return	2.42	-1.06	5.12	5.67	5.30
+/- Benchmark Return	-3.20	-3.67	0.13	0.03	0.58
Best/Worst Time Best %		V	Vorst %		

Best/Worst Time Periods	Best %	Worst %
3 Months	15.40 ( Mar 2009-May 2009 )	-13.42 ( Sep 2008-Nov 2008 )
1 Year	37.63 ( Apr 2009-Mar 2010 )	-20.81 ( Mar 2008-Feb 2009 )
3 Years	17.80 ( Mar 2009-Feb 2012 )	-5.18 ( Mar 2006-Feb 2009 )

Portfolio Yield ( 04-30-2016 )	Yield %
12-Month Yield	1.49

% of	Stocks	Portfolio %	Bmark %
V	Cyclical	41.59	35.93
æ	Basic Matls	3.88	4.19
<b>~</b>	Consumer Cyc	cl 12.86	12.46
	Financial Svs	14.83	14.37
$\triangle$	Real Estate	10.02	4.91
An	Sensitive	35.37	38.46
	Commun Svs	3.95	4.29
	Energy	6.14	5.43
<b>‡</b>	Industrials	12.17	11.27
	Technology	13.11	17.47
<b>→</b>	Defensive	23.04	25.61
$\succeq$	Consumer De	f 8.17	9.53
+	Healthcare	12.08	12.18
	Utilities	2.79	3.90
Not	Classified	0.00	0.00

% of Stocks	Portfolio %	Bmark %
Americas	83.64	73.49
North America	82.01	73.49
Latin America	1.63	0.00
Greater Europe	7.22	0.55
United Kingdom	1.62	0.23
Europe-Developed	3.90	0.32
Europe-Emerging	0.73	0.00
Africa/Middle East	0.97	0.00
Greater Asia	9.14	25.95
Japan	1.50	15.31
Australasia	0.50	4.21
Asia-Developed	2.14	6.14
Asia-Emerging	5.00	0.29
Not Classified	0.00	0.00

#### Portfolio-Level Performance Disclosure

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

#### Holdings 04-30-2016

#### Top 8 holdings out of 9

Appleton Group Portfolio (USD) Baird Core Plus Bond Inst (USD) Madison Dividend Income Y (USD) Nicholas (USD) Heartland Select Value Investor (USD)

Artisan Mid Cap Institutional (USD) Nicholas Limited Edition I (USD) Broadview Opportunity (USD)

Symbol	Type	Holding Value \$	% Assets
SAUSA00516	SA	9,181	49.29
BCOIX	MF	3,095	16.62
BHBFX	MF	1,345	7.22
NICSX	MF	1,295	6.95
HRSVX	MF	944	5.07
APHMX	MF	887	4.76
NCLEX	MF	750	4.02
BVAOX	MF	745	4.00

### **Portfolio Snapshot**

Portfolio Value \$18,625,90

**Benchmark** 

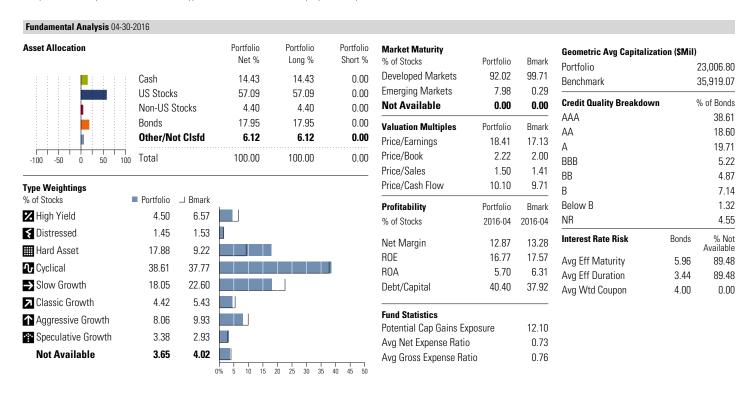
DJ Moderate TR USD (USD)



Risk and Return Statistics		3 Yr		5 Yr		10 Yr	MPT Statistics	3 Yr Portfolio	5 Yr Portfolio	10 Yr Portfolio
	Portfolio	Bmark	Portfolio	Bmark	Portfolio	Bmark				
Standard Deviation	7.61	7.36	7.98	8.07	9.22	10.51	Alpha	0.28	0.42	1.23
Mean	5.25	5.12	5.70	5.67	5.88	5.30	Beta	0.97	0.93	0.83
Sharpe Ratio	0.72	0.72	0.75	0.74	0.56	0.45	R-Squared	88.67	88.54	88.27

#### **Portfolio-Level Performance Disclosure**

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.



Portfolio Value \$18.625.90 **Benchmark** 

DJ Moderate TR USD (USD)

#### Standardized and Tax Adjusted Returns

The performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate; thus an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than return data quoted herein. For performance data current to the most recent month-end please visit http://advisor.morningstar.com/familyinfo.asp.

An investment in a money-market vehicle is not insured or guaranteed by the FDIC or any other government agency. The current yield quotation reflects the current earnings of the money market more closely than the total return quotation. Although money markets seek to preserve the value of your investment at \$1.00 per share, it is possible to lose money by investing in them.

Standardized Returns assume reinvestment of dividends and capital gains. They depict performance without adjusting for the effects of taxation, but are adjusted to reflect sales charges and ongoing fund expenses.

If adjusted for taxation, the performance quoted would be significantly reduced. For variable annuities, additional expenses will be taken into account, including M&E risk charges, fund-level expenses such as management fees and operating fees, contract-level administration fees, and charges such as surrender, contract, and sales charges.

After-tax returns are calculated using the highest individual federal marginal income tax rates, and do not reflect the impact of state and local taxes. Actual after-tax returns depend on the investor's tax situation and may differ from those shown. The after-tax returns shown are not relevant to investors who hold their fund shares through tax-deferred arrangements such as 401(k) plans or an IRA. After-tax returns exclude the effects of either the alternative minimum tax or phase-out of certain tax credits. Any taxes due are as of the time the distributions are made, and the taxable amount and tax character of each distribution are as specified by the fund on the dividend declaration date. Due to foreign tax credits or realized capital losses, after-tax returns may be greater than before-tax returns. After-tax returns for exchange-traded funds are based on net asset value.

Annualized returns 03-31-2016											
Standardized Returns (%)	7-day Yield Subsidized	7-day Yield Unsubsidized	1Yr	5Yr	10Yr	Since Inception	Inception Date	Max Front Load %	Max Back Load %	Net Exp Ratio %	Gross Exp Ratio %
Artisan Mid Cap Institutional	_	_	-6.83	9.12	8.68	7.26	07-03-2000	NA	NA	0.95	0.95
Baird Core Plus Bond Inst	_	_	1.38	4.49	5.92	6.21	09-29-2000	NA	NA	0.30	0.30
Broadview Opportunity	_	_	-12.09	6.42	7.26	14.20	12-16-1996	NA	NA	1.23	1.23
Heartland Select Value Investor	_	_	-4.72	5.89	5.90	9.78	10-11-1996	NA	NA	1.20	1.20
Madison Dividend Income Y	_	_	2.96	10.01	7.05	7.72	12-18-1986	NA	NA	<b>0.95</b> <sup>1</sup>	1.10
Nicholas	_	_	-8.68	12.19	8.29	11.30	07-14-1969	NA	NA	0.72	0.72
Nicholas High Income I	_	_	-4.34	3.82	4.84	6.54	11-21-1977	NA	NA	0.71	0.71
Nicholas Limited Edition I	_	_	-6.45	7.55	6.98	9.52	05-18-1987	NA	NA	0.86	0.86
Barclays US Agg Bond TR USD			1.96	3.78	4.90						
DJ Moderate TR USD			-1.06	5.67	5.31	_	_				
MSCI EAFE NR USD			-8.27	2.29	1.80	_	_				
S&P 500 TR USD			1.78	11.58	7.01	_	_				
USTREAS T-Bill Auction Ave 3 Mon			0.12	0.07	1.07	_	_				

1. Contractual waiver; Expires 02-27-2017

Return after Tax (%)	On Distribution	n		On Distribution and Sales of Shares					
	1Yr	5Yr	10Yr	Since Inception	Inception Date	1Yr	5Yr	10Yr	Since Inception
Artisan Mid Cap Institutional	-9.74	7.42	7.33	6.27	07-03-2000	-1.16	7.28	7.05	5.96
Baird Core Plus Bond Inst	0.15	3.12	4.15	4.23	09-29-2000	0.77	2.89	3.92	4.09
Broadview Opportunity	-13.90	4.61	5.58	12.13	12-16-1996	-5.43	4.97	5.67	11.70
Heartland Select Value Investor	-7.12	3.80	4.51	8.72	10-11-1996	-0.99	4.51	4.64	8.25
Madison Dividend Income Y	1.31	8.43	5.79	5.79	12-18-1986	2.44	7.59	5.36	5.64
Nicholas	-9.93	10.69	6.80	9.65	07-14-1969	-3.83	9.69	6.62	9.52
Nicholas High Income I	-6.36	1.44	2.29	2.51	11-21-1977	-2.43	1.98	2.70	2.90
Nicholas Limited Edition I	-8.09	5.88	5.78	8.03	05-18-1987	-2.27	5.97	5.61	7.81



Portfolio Value \$18,625.90 Benchmark

DJ Moderate TR USD (USD)

Illustration Returns										
Total 9 holdings as of 03-31-2016	Symbol	Туре	Holdings Date	% of Assets	Holding Value \$	7-day Yield	1 Yr Ret %	3 Yr Ret %	5 Yr Ret %	10 Yr Ret %
Appleton Group Portfolio (USD)	SAUSA00516	SA	03-2016	49.29	9,181	_	-6.22	3.71	3.79	4.31
Baird Core Plus Bond Inst (USD)	BCOIX	MF	03-2016	16.62	3,095	_	1.33	2.88	4.46	5.75
Madison Dividend Income Y (USD)	BHBFX	MF	03-2016	7.22	1,345	_	2.93	9.34	10.25	7.29
Nicholas (USD)	NICSX	MF	03-2016	6.95	1,295	_	-8.67	12.28	12.91	8.98
Heartland Select Value Investor (USD)	HRSVX	MF	03-2016	5.07	944	_	-4.68	7.15	6.39	6.77
Artisan Mid Cap Institutional (USD)	APHMX	MF	03-2016	4.76	887	_	-6.67	10.18	9.68	10.67
Nicholas Limited Edition I (USD)	NCLEX	MF	03-2016	4.02	750	_	-6.45	8.40	7.90	7.73
Broadview Opportunity (USD)	BVAOX	MF	03-2016	4.00	745	_	-11.96	6.67	7.19	8.23
Nicholas High Income I (USD)	NCINX	MF	03-2016	2.06	384	_	-4.25	0.61	3.51	4.92

### Performance Disclosure

The performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate; thus an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than return data quoted herein. For performance data current to the most recent month-end, please visit http://advisor.morningstar.com/familyinfo.asp.

### See Disclosure Page for Standardized Returns.



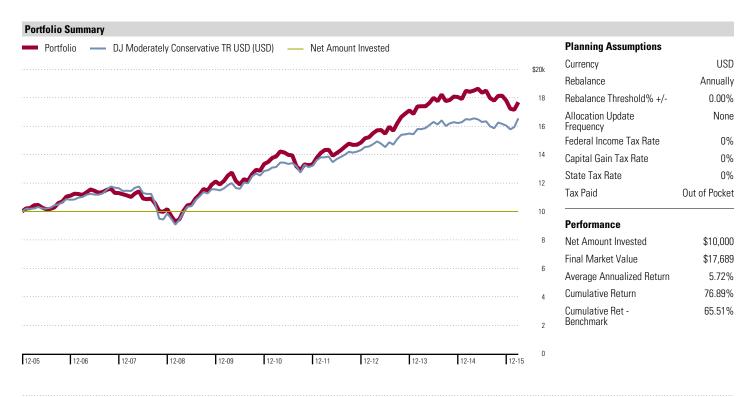
# **WI Select Allocation - Ages 60-69**

March 31, 2016

The Appleton Group LLC 100 W. Lawrence St. Suite 306 Appleton, WI 54911 USA 920-993-7727 mscheffler@appletongrouponline.com

### **Hypothetical Portfolio Illustration**

### 12-31-2005 to 03-31-2016



### Portfolio-Level Performance Disclosure

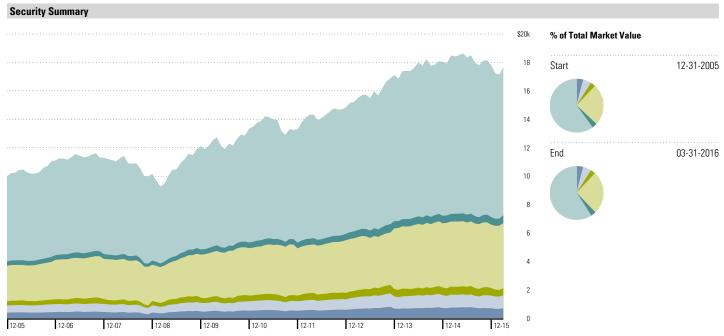
The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

Investment Detail									
Period		Beginning Balance	New Investment	Distribution/ Withdrawal	Total Reinvest	Charges & Fees	Taxes Due	Market Value	Total Return %
Totals		0	10,000	0	2,865	0	0	17,689	5.72
December	2005	0	10,000	0	0	0	0	10,000	0.00
January-December	2006	10,000	0	0	260	0	0	11,112	11.12
January-December	2007	11,112	0	0	360	0	0	11,295	1.65
January-December	2008	11,295	0	0	244	0	0	10,167	-9.99
January-December	2009	10,167	0	0	197	0	0	12,113	19.13
January-December	2010	12,113	0	0	254	0	0	13,340	10.13
January-December	2011	13,340	0	0	235	0	0	13,306	-0.26
January-December	2012	13,306	0	0	240	0	0	14,851	11.61
January-December	2013	14,851	0	0	327	0	0	17,109	15.20
January-December	2014	17,109	0	0	373	0	0	18,053	5.52
January-December	2015	18,053	0	0	346	0	0	17,801	-1.40
January-March	2016	17,801	0	0	30	0	0	17,689	-0.63



# **Hypothetical Portfolio Illustration** Continued

### 12-31-2005 to 03-31-2016



Investment Name		lolding	Initial		equent		Reinvest	Liqui-	Re-			Charges an	ıd Fees	Market
		Period	Investment	Invest/W		Di	stributions	date	balance	Front	Annual	Deferred Load	Period	Value
	Start	End	Amount	Amount	Freq	Income	Cap Gains		%	Load	Fee	Amount%	Years	End \$
<ul><li>Nicholas (USD, NICSX)</li></ul>	12-05	03-16	400	0	_	Υ	Υ	N	4.00	0.00%	0.00%	0.00-0.00	_	701
<ul> <li>Madison Dividend Income Y (USD, BHBFX)</li> </ul>	12-05	03-16	500	0	_	Υ	Υ	N	5.00	0.00%	0.00%	0.00-0.00	_	911
<ul> <li>Artisan Mid Cap Institutional (USD, APHMX)</li> </ul>	12-05	03-16	300	0	_	Υ	Υ	N	3.00	0.00%	0.00%	0.00-0.00	_	505
<ul> <li>Baird Core Plus Bond Inst (USD, BCOIX)</li> </ul>	12-05	03-16	2,500	0	_	Υ	Υ	N	25.00	0.00%	0.00%	0.00-0.00	_	4,586
<ul> <li>Heartland Select Value Investor (USD, HRSVX)</li> </ul>	12-05	03-16	300	0	_	Υ	Υ	N	3.00	0.00%	0.00%	0.00-0.00	_	537
Separate Accounts Name		lolding Period	Initial Investment	Subse Invest/W	equent ithdwl	Di	Reinvest stributions	Liqui- date	Re- balance	Front	Annual	Charges an	nd Fees Period	Market Value
	Start	End	Amount	Amount	Freq	Income	Cap Gains		%	Load	Fee	Amount%	Years	End \$
<ul> <li>Appleton Group Portfolio (USD)</li> </ul>	12-05	03-16	6,000	0	_	Υ	Υ	N	60.00	0.00%	0.00%	0.00-0.00	_	10,448



Portfolio Value

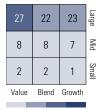
\$17,688,64

#### **Benchmark**

DJ Moderately Conservative TR USD (USD)



### Morningstar Equity Style Box %



Total Stock Holdings 5,333 % Not Classified 0



### Morningstar Fixed Income Style Box %



0-10 10-25 25-50 >50

Stock Analysis 04-30-2016

% of Stocks

Cyclical

Basic Matls

Consumer Cycl

Financial Svs

Real Estate

Commun Svs

Sensitive

Energy

Industrials

Technology

**Defensive** 

Healthcare

Utilities

**Not Classified** 

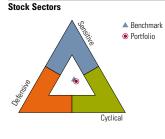
Consumer Def

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Portfolio %

42.88

3.83

9.84

15.78

13.43

34.38

4.79

6.87

10.15

12.57

22.74

8.59

10.71

3.44

0.00

Bmark %

35.93

4.19

12.46

14.37

4.91

38.46

4.29

5.43

11.27

17.47

25.61

9 53

12.18

3.90

0.00



<25 25	50 50-75	>75%
% of Stocks	Portfolio %	Bmark %
North America	76.40	73.49
Latin America	2.05	0.00
Greater Europe	9.11	0.55
United Kingdom	1.97	0.23
F D	4.00	0.00

United Kingdom	1.97	0.23
Europe-Developed	4.80	0.32
Europe-Emerging	1.00	0.00
Africa/Middle East	1.34	0.00
Greater Asia	12.44	25.95
Japan	2.08	15.31
Australasia	0.68	4.21
Asia-Developed	2.97	6.14
Asia-Emerging	6.71	0.29
Not Classified	0.00	0.00



Trailing Returns	3 Mo	1 Yr	3 Yr	5 Yr	10 Yr
Portfolio Return	-0.63	-3.97	4.48	4.97	5.41
Benchmark Return	3.16	0.53	3.94	4.73	4.94
+/- Benchmark Return	-3.79	-4.50	0.54	0.24	0.47

Best/Worst Time Periods	Best %	Worst %
3 Months	12.39 ( Mar 2009-May 2009 )	-8.54 ( Sep 2008-Nov 2008 )
1 Year	32.41 ( Apr 2009-Mar 2010 )	-16.59 ( Mar 2008-Feb 2009 )
3 Years	14.96 ( Mar 2009-Feb 2012 )	-3.24 ( Apr 2006-Mar 2009 )

Portfolio Yield ( 04-30-2016 )	Yield %
12-Month Yield	2.06

#### **Portfolio-Level Performance Disclosure**

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

#### Holdings 04-30-2016

#### Top 6 holdings out of 6

Appleton Group Portfolio (USD) Baird Core Plus Bond Inst (USD) Madison Dividend Income Y (USD) Nicholas (USD) Heartland Select Value Investor (USD)

Artisan Mid Cap Institutional (USD)

Symbol	Type	Holding Value \$	% Assets
SAUSA00516	SA	10,448	59.06
BCOIX	MF	4,586	25.93
BHBFX	MF	911	5.15
NICSX	MF	701	3.97
HRSVX	MF	537	3.04
APHMX	MF	505	2.85

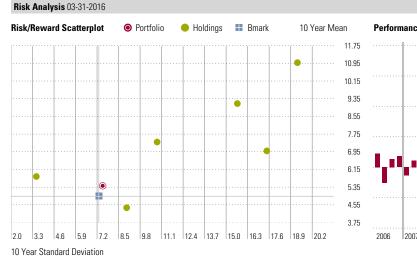


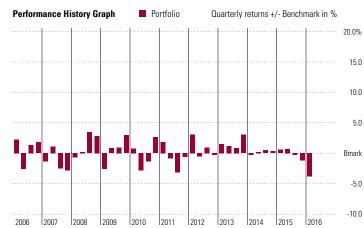
**Portfolio Value** \$17,688.64

#### **Benchmark**

DJ Moderately Conservative TR USD (USD)







Risk and Return Statistics		3 Yr		5 Yr		10 Yr
	Portfolio	Bmark	Portfolio	Bmark	Portfolio	Bmark
Standard Deviation	6.43	5.11	6.62	5.39	7.54	7.31
Mean	4.48	3.94	4.97	4.73	5.41	4.94
Sharpe Ratio	0.72	0.78	0.77	0.89	0.61	0.56

MPT Statistics	3 Yr Portfolio	5 Yr Portfolio	10 Yr Portfolio
Alpha	0.07	-0.09	0.85
Beta	1.13	1.08	0.90
R-Squared	80.61	77.62	76.16

#### **Portfolio-Level Performance Disclosure**

Fundamental Analysis 04-30-2016

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

100 -50 0 50 1	Bonds Other/Not Clsfd Total	25.12 <b>7.27</b> 100.00	25.12 <b>7.27</b>	0.00 <b>0.00</b> 0.00
	Non-US Stocks	4.19	4.19	0.00
	US Stocks	48.59	48.59	0.00
	Cash	14.82	14.82	0.00
sset Allocation		Portfolio Net %	Portfolio Long %	Portfolio Short %

Type Weightings			
% of Stocks	■ Portfolio	→ Bmark	
✗ High Yield	4.92	6.57	
Distressed	1.59	1.53	
Hard Asset	22.99	9.22	
<b>℃</b> Cyclical	33.16	37.77	
→ Slow Growth	19.14	22.60	
→ Classic Growth	4.59	5.43	
↑ Aggressive Growth	7.79	9.93	
Speculative Growth	2.00	2.93	
Not Available	3.82	4.02	
			0% 5 10 15 20 25 30 35 40 45 50

% of Stocks	Portfolio	Bmark						
Developed Markets	89.23	99.71						
Emerging Markets	10.77	0.29						
Not Available	0.00	0.00						
Valuation Multiples	Portfolio	Bmark						
Price/Earnings	18.01	17.13						
Price/Book	2.09	2.00						
Price/Sales	1.56	1.41						
Price/Cash Flow	9.53	9.71						
Profitability	Portfolio	Bmark						
% of Stocks	2016-04	2016-04						
Net Margin	14.22	13.28						
ROE	16.66	17.57						
ROA	5.69	6.31						
Debt/Capital	40.38	37.92						
Fund Statistics								
Potential Cap Gains Ex	kposure	7.52						
Avg Net Expense Ratio	0.53							
Avg Net Expense nam	Avg Gross Expense Ratio							

**Market Maturity** 

Geometric Avg Capitalization (\$Mil)									
Portfolio		32,241.89							
Benchmark		35,919.07							
Credit Quality Breakdown		% of Bonds							
AAA		42.43							
AA		20.79							
A		22.02							
BBB		4.75							
BB		2.18							
В		2.66							
Below B		0.09							
NR		5.08							
Interest Rate Risk	Bonds	% Not Available							
Avg Eff Maturity	_	100.00							
Avg Eff Duration	_	100.00							
Avg Wtd Coupon	3.76	0.00							

Portfolio Value \$17.688.64 **Benchmark** 

DJ Moderately Conservative TR USD (USD)

#### Standardized and Tax Adjusted Returns

The performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate; thus an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than return data quoted herein. For performance data current to the most recent month-end please visit http://advisor.morningstar.com/familyinfo.asp.

An investment in a money-market vehicle is not insured or guaranteed by the FDIC or any other government agency. The current yield quotation reflects the current earnings of the money market more closely than the total return quotation. Although money markets seek to preserve the value of your investment at \$1.00 per share, it is possible to lose money by investing in them.

Standardized Returns assume reinvestment of dividends and capital gains. They depict performance without adjusting for the effects of taxation, but are adjusted to reflect sales charges and ongoing fund expenses.

If adjusted for taxation, the performance quoted would be significantly reduced. For variable annuities, additional expenses will be taken into account, including M&E risk charges, fund-level expenses such as management fees and operating fees, contract-level administration fees, and charges such as surrender, contract, and sales charges.

After-tax returns are calculated using the highest individual federal marginal income tax rates, and do not reflect the impact of state and local taxes. Actual after-tax returns depend on the investor's tax situation and may differ from those shown. The after-tax returns shown are not relevant to investors who hold their fund shares through tax-deferred arrangements such as 401(k) plans or an IRA. After-tax returns exclude the effects of either the alternative minimum tax or phase-out of certain tax credits. Any taxes due are as of the time the distributions are made, and the taxable amount and tax character of each distribution are as specified by the fund on the dividend declaration date. Due to foreign tax credits or realized capital losses, after-tax returns may be greater than before-tax returns. After-tax returns for exchange-traded funds are based on net asset value.

Annualized returns 03-31-2016											
Standardized Returns (%)	7-day Yield Subsidized	7-day Yield Unsubsidized	1Yr	5Yr	10Yr	Since Inception		Max Front Load %	Max Back Load %	Net Exp Ratio %	Gross Exp Ratio %
Artisan Mid Cap Institutional	_	_	-6.83	9.12	8.68	7.26	07-03-2000	NA	NA	0.95	0.95
Baird Core Plus Bond Inst	_	_	1.38	4.49	5.92	6.21	09-29-2000	NA	NA	0.30	0.30
Heartland Select Value Investor	_	_	-4.72	5.89	5.90	9.78	10-11-1996	NA	NA	1.20	1.20
Madison Dividend Income Y	_	_	2.96	10.01	7.05	7.72	12-18-1986	NA	NA	0.95 <sup>1</sup>	1.10
Nicholas	_	_	-8.68	12.19	8.29	11.30	07-14-1969	NA	NA	0.72	0.72
Barclays US Agg Bond TR USD			1.96	3.78	4.90						
DJ Moderately Conservative TR USD			0.53	4.74	4.95	_	_				
MSCI EAFE NR USD			-8.27	2.29	1.80	_	_				
S&P 500 TR USD			1.78	11.58	7.01	_	_				
USTREAS T-Bill Auction Ave 3 Mon			0.12	0.07	1.07	_	_				

1. Contractual waiver; Expires 02-27-2017

Return after Tax (%)	On Distribution	ı		On Distribution and Sales of Shares					
	1Yr	5Yr	10Yr	Since Inception	Inception Date	1Yr	5Yr	10Yr	Since Inception
Artisan Mid Cap Institutional	-9.74	7.42	7.33	6.27	07-03-2000	-1.16	7.28	7.05	5.96
Baird Core Plus Bond Inst	0.15	3.12	4.15	4.23	09-29-2000	0.77	2.89	3.92	4.09
Heartland Select Value Investor	-7.12	3.80	4.51	8.72	10-11-1996	-0.99	4.51	4.64	8.25
Madison Dividend Income Y	1.31	8.43	5.79	5.79	12-18-1986	2.44	7.59	5.36	5.64
Nicholas	-9.93	10.69	6.80	9.65	07-14-1969	-3.83	9.69	6.62	9.52



**Portfolio Value** \$17,688.64 Benchmark

DJ Moderately Conservative TR USD (USD)

Illustration Returns										
Total 6 holdings as of 03-31-2016	Symbol	Туре	Holdings Date	% of Assets	Holding Value \$	7-day Yield	1 Yr Ret %	3 Yr Ret %	5 Yr Ret %	10 Yr Ret %
Appleton Group Portfolio (USD)	SAUSA00516	SA	03-2016	59.06	10,448	_	-6.23	3.84	3.87	4.42
Baird Core Plus Bond Inst (USD)	BCOIX	MF	03-2016	25.93	4,586	_	1.34	2.83	4.48	5.83
Madison Dividend Income Y (USD)	BHBFX	MF	03-2016	5.15	911	_	2.94	9.49	10.35	7.39
Nicholas (USD)	NICSX	MF	03-2016	3.97	701	_	-8.67	12.53	13.06	9.13
Heartland Select Value Investor (USD)	HRSVX	MF	03-2016	3.04	537		-4.67	7.40	6.51	6.99
Artisan Mid Cap Institutional (USD)	APHMX	MF	03-2016	2.85	505	_	-6.69	10.49	9.84	10.98

### Performance Disclosure

The performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate; thus an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than return data quoted herein. For performance data current to the most recent month-end, please visit http://advisor.morningstar.com/familyinfo.asp.

### See Disclosure Page for Standardized Returns.



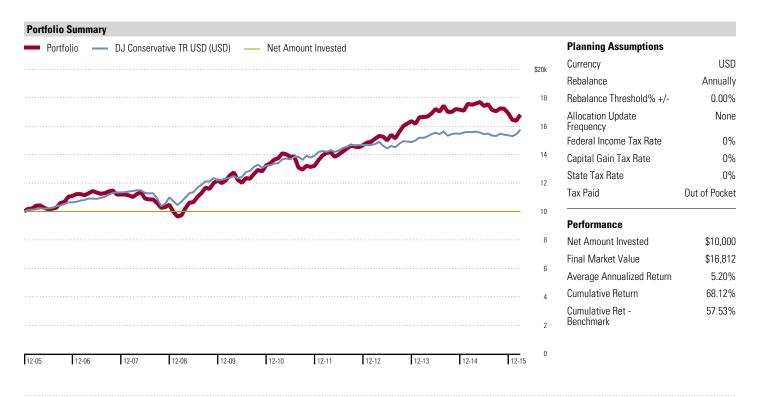
# WI Select Allocation - Ages 70+

March 31, 2016

The Appleton Group LLC 100 W. Lawrence St. Suite 306 Appleton, WI 54911 USA 920-993-7727 mscheffler@appletongrouponline.com Release date 04-30-2016 Page 1 of 13

## **Hypothetical Portfolio Illustration**

## 12-31-2005 to 03-31-2016



#### **Portfolio-Level Performance Disclosure**

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

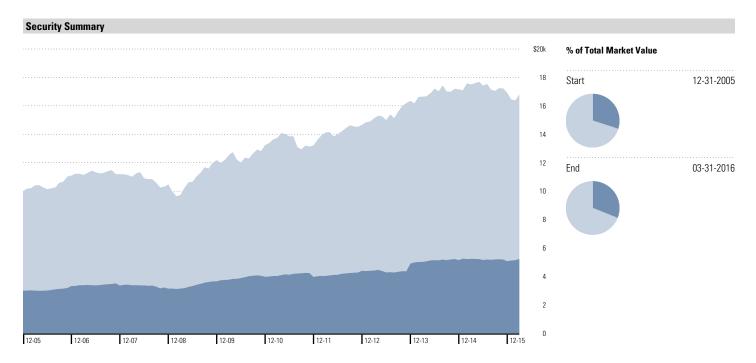
Investment Detail									
Period		Beginning Balance	New Investment	Distribution/ Withdrawal	Total Reinvest	Charges & Fees	Taxes Due	Market Value	Total Return %
Totals		0	10,000	0	1,826	0	0	16,812	5.20
December	2005	0	10,000	0	0	0	0	10,000	0.00
January-December	2006	10,000	0	0	165	0	0	11,096	10.96
January-December	2007	11,096	0	0	178	0	0	11,193	0.87
January-December	2008	11,193	0	0	200	0	0	10,477	-6.40
January-December	2009	10,477	0	0	231	0	0	12,183	16.28
January-December	2010	12,183	0	0	240	0	0	13,245	8.72
January-December	2011	13,245	0	0	194	0	0	13,213	-0.24
January-December	2012	13,213	0	0	148	0	0	14,667	11.01
January-December	2013	14,667	0	0	139	0	0	16,357	11.52
January-December	2014	16,357	0	0	153	0	0	17,161	4.92
January-December	2015	17,161	0	0	144	0	0	16,915	-1.44
January-March	2016	16,915	0	0	33	0	0	16,812	-0.61



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# **Hypothetical Portfolio Illustration** Continued

## 12-31-2005 to 03-31-2016



Investment Assumptions Investment Name		olding	Initial		equent	n	Reinvest	Liqui-	Re-			Charges ar		Market
	Start	Period End	Investment Amount	Invest/W Amount	Frea	Income	stributions Cap Gains	date	balance %	Front Load	Annual Fee		Period Years	Value End \$
<ul> <li>Baird Core Plus Bond Inst (USD, BCOIX)</li> </ul>	12-05		3,000	0	_	Υ	Y	N	30.00	0.00%	0.00%		_	5,230
Separate Accounts Name		olding Period	Initial Investment	Subsequent Invest/Withdwl		Reinvest Distributions				Front	Annual	Charges as		Market Value
	Start	End	Amount	Amount	Freq	Income	Cap Gains		%	Load	Fee		Years	End \$
<ul> <li>Appleton Group Portfolio (USD)</li> </ul>	12-05	03-16	7,000	0	_	Υ	Υ	N	70.00	0.00%	0.00%	0.00-0.00	_	11,582



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## **Portfolio Snapshot**

#### **Portfolio Value**

\$16.811.86

#### **Benchmark**

DJ Conservative TR USD (USD)



#### Morningstar Equity Style Box %

Total Stock Holdings

% Not Classified

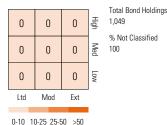
5,280

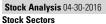
0



0-10 10-25 25-50 >50

### Morningstar Fixed Income Style Box %





% of Stocks

Cyclical

Basic Matls

Consumer Cycl

Financial Svs

Real Estate

Commun Svs

Sensitive

Energy

Industrials

Technology

**Defensive** 

Healthcare

Utilities

**Not Classified** 

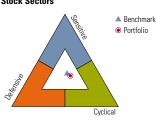
Consumer Def

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Portfolio %

45.79

4.32

7.33

16.82

17.32

33.35

5.39

7.22

8.43

12.31

20.86

7.94

9.07

3.85

0.00

Bmark %

0.00



i ciioi	mance 03	3 31 2010										
Investr	nent Acti	vity Grap	<b>h</b> — P	ortfolio				Final Mkt Val: \$16,812				
			— В	enchmark							28k	
						]				3	ZOK	
			-								23	
								ـســــــــــــــــــــــــــــــــــــ		ټ	18	
					~	~					13	
·····											8	
											3	
12-05	12-06	12-07	12-08	12-09	12-10	12-11	12-12	12-13	12-14	12-15		

% of Stocks	Portfolio %	Bmark %
Americas	72.44	73.49
North America	69.88	73.49
Latin America	2.56	0.00
Crootor Europo	11 27	0.55
United Kingdom	2.43	0.23
Europe-Developed	5.72	0.32
Europe-Emerging	1.34	0.00
Africa/Middle East	1.78	0.00
Greater Asia	16.29	25.95
Japan	2.77	15.31
Australasia	0.89	4.21
Asia-Developed	3.95	6.14
Asia-Emerging	8.68	0.29
Not Classified	0.00	0.00
	Americas North America Latin America Greater Europe United Kingdom Europe-Developed Europe-Emerging Africa/Middle East Greater Asia Japan Australasia Asia-Developed Asia-Emerging	Americas         72.44           North America         69.88           Latin America         2.56           Greater Europe         11.27           United Kingdom         2.43           Europe-Developed         5.72           Europe-Emerging         1.34           Africa/Middle East         1.78           Greater Asia         16.29           Japan         2.77           Australasia         0.89           Asia-Developed         3.95           Asia-Emerging         8.68

Trailing Returns	3 Mo	1 Yr	3 Yr	5 Yr	10 Yr
Portfolio Return	-0.61	-3.97	3.60	4.10	4.91
Benchmark Return	2.54	1.11	2.24	3.30	4.48
+/- Benchmark Return	-3.15	-5.08	1.36	0.80	0.43

Best/Worst Time Periods	Best %	Worst %
3 Months	10.11 ( Mar 2009-May 2009 )	-7.16 ( Jan 2009-Mar 2009 )
1 Year	28.87 ( Apr 2009-Mar 2010 )	-13.34 ( Mar 2008-Feb 2009 )
3 Years	13.24 ( Apr 2009-Mar 2012 )	-2.23 ( Apr 2006-Mar 2009 )

Portfolio Yield ( 04-30-2016 )	Yield %
12-Month Yield	2.75

#### Portfolio-Level Performance Disclosure

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

Holdi	nne	U1-3U	-2016
HUIUI	III Y S	U4-90	-2010

#### Top 2 holdings out of 2

Appleton Group Portfolio (USD) Baird Core Plus Bond Inst (USD)

Symbol	Type	Holding Value \$	% Assets
SAUSA00516	SA	11,582	68.89
BCOIX	MF	5,230	31.11



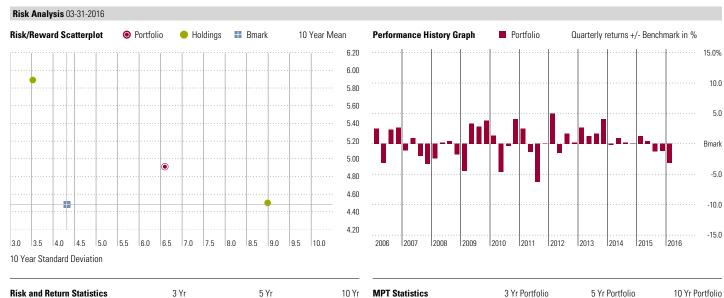
Release date 04-30-2016 Page 4 of 13

## **Portfolio Snapshot**

Portfolio Value \$16,811.86

#### **Benchmark**

DJ Conservative TR USD (USD)



Standard Deviation	5.69	3.24	5.89	3.22	6.60
Mean	3.60	2.24	4.10	3.30	4.91
Sharpe Ratio	0.65	0.69	0.72	1.02	0.61

Bmark

Portfolio

Portfolio

MPT Statistics	3 Yr Portfolio	5 Yr Portfolio	10 Yr Portfolio
Alpha	0.72	0.13	0.20
Beta	1.32	1.24	1.10
R-Squared	56.10	45.85	51.36

#### **Portfolio-Level Performance Disclosure**

The portfolio-level performance shown is hypothetical and for illustrative purposes only. Investor returns will differ from the results shown.

Bmark

Portfolio

4.32 4.48 0.80

Fundamental Analysis 04-	30-2016										
Asset Allocation			Portfolio Net %	Portfolio Long %	Portfolio Short %	Market Maturity % of Stocks	Portfolio	Bmark	<b>Geometric Avg Capitalizatio</b> Portfolio	•	34,155.35
	Cash		15.72	15.72	0.00	Developed Markets	85.92	99.71	Benchmark		35,919.07
	US Stock		41.59	41.59	0.00	Emerging Markets	14.08	0.29	Credit Quality Breakdown		% of Bonds
	Non-US S	Stocks	4.07	4.07	0.00	Not Available	0.00	0.00	AAA		42.43
	Bonds		30.14	30.14	0.00	Valuation Multiples	Portfolio	Bmark	AA		20.79
	Other/No	ot Clsfd	8.48	8.48	0.00	Price/Earnings	17.53	17.13	A		22.02
-100 -50 0 50 1	Total		100.00	100.00	0.00	Price/Book	1.94	2.00	BBB		4.75
						Price/Sales	1.61	1.41	BB		2.18
Type Weightings						Price/Cash Flow	9.07	9.71	В		2.66
% of Stocks	Portfolio	→ Bmark	<u>.                                    </u>			Profitability	Portfolio	Bmark	Below B		0.09
✓ High Yield	5.11	6.57				% of Stocks	2016-04	2016-04	NR		5.08
<b>₹</b> Distressed	1.67	1.53				Not Mousis	15.04	10.00	Interest Rate Risk	Bonds	% Not
₩ Hard Asset	28.62	9.22				Net Margin ROE	15.24 15.39	13.28			Available
<b>℃</b> Cyclical	29.14	37.77				ROA	5.35	17.57 6.31	Avg Eff Maturity	_	100.00
→ Slow Growth	17.99	22.60			_	Debt/Capital	39.73	37.92	Avg Eff Duration		100.00
Classic Growth	5.05	5.43				Debit/Gapital	33.73	37.32	Avg Wtd Coupon	3.76	0.00
_						Fund Statistics					
Aggressive Growth	7.89	9.93				Potential Cap Gains Ex	posure	1.14			
Speculative Growth	0.95	2.93	L.			Avg Net Expense Ratio	)	0.30			
Not Available	3.59	4.02	0% 5 10 15	20 25 30 35	1 1 1 40 45 50	Avg Gross Expense Rat	tio	0.30			



Release date 04-30-2016 Page 5 of 13

## **Portfolio Snapshot**

Portfolio Value \$16.811.86 Benchmark

DJ Conservative TR USD (USD)

#### Standardized and Tax Adjusted Returns

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Standardized Returns assume reinvestment of dividends and capital gains. They depict performance without adjusting for the effects of taxation, but are adjusted to reflect sales charges and ongoing fund expenses.

If adjusted for taxation, the performance quoted would be significantly reduced. For variable annuities, additional expenses will be taken into account, including M&E risk charges, fund-level expenses such as management fees and operating fees, contract-level administration fees, and charges such as surrender, contract, and sales charges.

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Annualized returns 03-31-2016												
Standardized Returns (%)	7-day Yield Subsidized	7-day Yield Unsubsidized	1Yr	5Yr	10Yr	Since Inception	Inception Date	Max Front Load %	Max Back Load %	Net Exp Ratio %	Gross Exp Ratio %	
Baird Core Plus Bond Inst	_	_	1.38	4.49	5.92	6.21	09-29-2000	NA	NA	0.30	0.30	
Barclays US Agg Bond TR USD			1.96	3.78	4.90	_	—					
DJ Conservative TR USD			1.11	3.30	4.49	_	_					
MSCI EAFE NR USD			-8.27	2.29	1.80	_	_					
S&P 500 TR USD			1.78	11.58	7.01	_	_					
USTREAS T-Bill Auction Ave 3 Mon			0.12	0.07	1.07	_	_					
Return after Tax (%)	On Distribution						On Dist	On Distribution and Sales of Shares				
	1Yr	5Yr	10Yr	Since Inc	ception	Inception Dat	te 1Yr		5Yr	10Yr S	ince Inception	
Baird Core Plus Bond Inst	0.15	3.12	4.15		4.23	09-29-200	0 0.77		2.89	3.92	4.09	



Release date 04-30-2016 Page 6 of 13

**Portfolio Snapshot** 

Portfolio Value \$16,811.86 Benchmark

DJ Conservative TR USD (USD)

Illustration Returns										
Total 2 holdings as of 03-31-2016	Symbol	Туре	Holdings Date	% of Assets	Holding Value \$	7-day Yield	1 Yr Ret %	3 Yr Ret %	5 Yr Ret %	10 Yr Ret %
Appleton Group Portfolio (USD)	SAUSA00516	SA	03-2016	68.89	11,582	_	-6.23	3.96	3.94	4.50
Baird Core Plus Bond Inst (USD)	BCOIX	MF	03-2016	31.11	5,230	_	1.34	2.79	4.49	5.89

#### Performance Disclosure

The performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate; thus an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than return data quoted herein. For performance data current to the most recent month-end, please visit http://advisor.morningstar.com/familyinfo.asp.

#### See Disclosure Page for Standardized Returns.



Release date 04-30-2016 Page 7 of 13

# Hypothetical Report Disclosure Statement

#### General

This is an illustration of a simulated investment that assumes the portfolio holding(s) were purchased on the first day of the period indicated. Sales and tax charges, including those required in the event of transfers between assets, are taken into account at the rates shown and may be higher or lower than what an investor would have actually paid had the investments been purchased then or now. The performance data represents past performance and is not indicative of future results. Principal value and investment returns will fluctuate, and an investor's shares/units, when redeemed, may be worth more or less than the original investment.

The underlying holdings of the portfolio are not federally or FDIC-insured and are not deposits or obligations of, or guaranteed by, any financial institution. Investing in securities involves investment risks including possible loss of principal and fluctuation in value.

The investment returns do not reflect active trading and do not necessarily reflect the results that might have been achieved by active management of the account. The investment returns of other clients of the advisor may differ materially from the investment portrayed.

The information contained in this report is from the most recent information available to Morningstar as of the release date, and may or may not be an accurate reflection of the current composition of the securities included in the portfolio. There is no assurance that the weightings, composition and ratios will remain the same.

#### **Pre-inception Returns**

The analysis in this report may be based, in part, on adjusted historical returns for periods prior to the fund's actual inception. These calculated returns reflect the historical performance of the oldest share class of the fund, adjusted to reflect the fees and expenses of this share class. These fees and expenses are referenced in the report's Charges and Fees section.

## When pre-inception data is presented in the report, the header at the top of the report will indicate this.

While the inclusion of pre-inception data provides valuable insight into the probable long-term behavior of newer share classes of a fund, investors should be aware that an adjusted historical return can only provide an approximation of that behavior. For example, the fee structures of a retail share class will vary from that of an institutional share class, as retail shares tend to have higher operating expenses and sales charges. These adjusted historical returns are not actual returns. Calculation methodologies utilized by Morningstar may differ from those applied by other entities, including the fund itself.

The investment returns do not necessarily reflect the deduction of all investment advisory fees. Client investment returns may be reduced if additional fees are incurred.

Performance for closed-end and exchange-traded funds is calculated based on the fund's end of the day market prices as reported by the New York Stock Exchange. Separate account performance is based on the mean experience of an investor in the account.

This illustration may reflect the results of systematic investments and/or

withdrawals. Systematic investment does not ensure a profit, nor does it protect the investor against a loss in a declining market. Also, systematic investing will not keep an investor from losing money if shares are sold when the market is down.

#### **Investment Summary Graph**

The investment summary graph plots the approximate market value of the security or portfolio over the investing horizon. It may also include the total investment assumed in the illustration and/or a benchmark. Total investment includes dollar inflows and outflows, including outflows representing noted taxes and annual fees paid out of pocket. If a benchmark index is included on a graph, it assumes a similar pattern of investment/withdrawal as that of the security or portfolio. Taxes and transaction costs are also applied to the benchmark index. Note that direct investment in an index is not possible. Indexes are unmanaged portfolios representing different asset classes, with varying levels of associated risk. The benchmark index included in the graph may or may not represent an appropriate or accurate comparison with the security or portfolio illustrated.

#### **Standardized Returns**

For ETFs, the standardized returns reflect performance, both at market price and NAV price, without adjusting for the effects of taxation or brokerage commissions. These returns are adjusted to reflect all ongoing ETF expenses and assume reinvestment of dividends and capital gains. If adjusted, the effects of taxation would reduce the performance quoted.

For HOLDRs, the standardized returns reflect performance at market price, without adjusting for the effects of taxation or brokerage commissions. These returns are adjusted to reflect all ongoing expenses and assume reinvestment of dividends and capital gains. If adjusted, the effects of taxation would reduce the performance quoted.

For money-market mutual funds, standardized return is total return adjusted for sales charges and reflects all ongoing fund expenses. Current 7-day yield more closely reflects the current earnings of the money-market fund than the total return quotation.

For mutual funds, standardized return is total return adjusted for sales charges and reflects all ongoing fund expenses. Preceding this disclosure statement, standardized returns for each portfolio holding are shown.

For VA subaccounts, standardized return is total return based on the inception date within the separate account and is adjusted to reflect recurring and non-recurring charges such as surrender fees, contract charges, maximum front-end load, maximum deferred load, maximum M&E risk charge, administration fees, and actual ongoing fund-level expenses.

For VL subaccounts, standardized return is total return based on the inception date within the separate account and is adjusted to reflect recurring and non-recurring charges such as surrender fees, contract charges, maximum front-end load, maximum deferred load, maximum M&E risk charge, administration fees, and actual ongoing fund-level expenses. For VLs, additional fees specific to a VL policy such as transfer fees and cost of insurance fees, which are based on specific characteristics of an individual, are not included. If VL fees were included in the return calculations, the performance would be significantly lower. An investor should contact a financial advisor and ask for a personalized performance illustration, either hypothetical or historical, which reflects all applicable fees and charges including the cost of insurance. Please review the prospectus and SAI for more detailed information.

#### **Bond Returns**

Price evaluations and fixed coupon amounts are provided by Interactive Data



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Corporation. The fixed coupon amount is assumed to be paid out semi-annually with the first payment beginning six months after the bond start date within the illustration.

#### **Definitions of Report Terms**

Annual Fee Paid: Your advisor was able to specify whether annual fees, if any, should be assumed paid out of pocket or from selling shares of securities held in the illustration.

Average Annualized Return: Average annualized money-weighted return (internal rate of return). In illustrations with time periods less than one year, this figure is not annualized.

Capital Gains (Individual Report): Percentage of the total market value of the holding that is attributable to the reinvestment of capital gains distributions.

Charges & Fees (Investment Detail): The sum of fees charged to the investor during the period, including front or deferred loads, VA charges, and annual fees

*Cumulative Return:* The total money-weighted return of the investment over the entire time period of the illustration.

Distribution/Withdrl: The sum of distributions not reinvested, plus any cash withdrawals during the period.

*Income* (*Individual Report*): The percentage of the total market value of the holding that is attributable to the reinvestment of income or dividend distributions.

Liquidate: Indicates whether the advisor chose that the holding be liquidated on the end date.

Median (Comparison Report): The total money-weighted return (internal rate of return) of the median security in the illustration for the calendar year indicated.

New investment: Any new cash invested during the period.

Principal (Individual Reports): The percentage of the total market value of the holding that is attributable to new investment.

Rebalance (Planning Assumptions): Indicates whether rebalancing is used, and its frequency. "No" indicates no rebalancing. Options for rebalancing frequency are monthly, quarterly, semi-annually, and annually.

Rebalance (Investment Assumptions): Percentage of total asset allocation to be maintained in this holding through rebalancing.

Security Return (Comparison Report): The total money-weighted return (internal rate of return) for the holding in the calendar year indicated, taking into account cash flows, charges, and fees.

Subsequent Invest/Withdwl: The amount, type, and frequency of subsequent investments or withdrawals from the holding. Withdrawals are represented by a negative number. Systematic investments and withdrawals may be made monthly, quarterly, semi-annually, or annually. If "Custom", a custom schedule of investments or withdrawals was used.

Taxes Due: The total amount of taxes due from the investor, determined by applying specified tax rates to distributions and sale of shares during each calendar year. Taxes accrued during the calendar year are applied on April 15 of

the following year, or on the illustration end date if it occurs before April 15.

Taxes Paid: Your advisor was able to specify whether taxes, if any, should be assumed paid out of pocket or from selling shares of securities held in the illustration.

*Net Amount Invested:* The total out-of-pocket expense for the investor. Includes new investment, annual fees paid to advisor, and taxes due. This figure is net of withdrawals, including liquidation.

Total Reinvest: The sum of distributions reinvested during the period.

*Total Return %:* The total money-weighted return (internal rate of return) on investments for the period.

# Portfolio Snapshot Report Disclosure Statement

#### General

Investment portfolios illustrated in this report can be scheduled or unscheduled. With an unscheduled portfolio, the user inputs only the portfolio holdings and their current allocations. Morningstar calculates returns using the given allocations assuming monthly rebalancing. Taxes, loads, and sales charges are not taken into account.

With scheduled portfolios, the user inputs the date and amount for all investments into and withdrawals from each holding, as well as tax rates, loads, and other factors that would have affected portfolio performance. A hypothetical illustration is one type of scheduled portfolio.

Both scheduled and unscheduled portfolios are theoretical, for illustrative purposes only, and are not reflective of an investor's actual experience. For both scheduled and unscheduled portfolios, the performance data given represents past performance and should not be considered indicative of future results. Principal value and investment return of stocks, mutual funds, and variable annuity/life products will fluctuate, and an investor's shares/units, when redeemed, will be worth more or less than the original investment. Stocks, mutual funds, and variable annuity/life products are not FDIC-insured, may lose value, and are not guaranteed by a bank or other financial institution. Portfolio statistics change over time.

Used as supplemental sales literature, the Portfolio Snapshot report must be preceded or accompanied by the fund/policy's current prospectus or equivalent. In all cases, this disclosure statement should accompany the Portfolio Snapshot report. Morningstar is not itself a FINRA-member firm.

The underlying holdings of the portfolio are not federally or FDIC-insured and are not deposits or obligations of, or guaranteed by any financial institution. Investing in securities involves investment risks, including possible loss of principal and fluctuation in value.

The information contained in this report is from the most recent information available to Morningstar as of the release date, and may or may not be an accurate reflection of the current composition of the securities included in the portfolio. There is no assurance that the weightings, composition and ratios will remain the same.

#### **Items to Note Regarding Certain Underlying Securities**

A closed-end fund is an investment company, which typically makes one public



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offering of a fixed number of shares. Thereafter, shares are traded on a secondary market such as the New York Stock Exchange. As a result, the secondary market price may be higher or lower than the closed-end fund's net asset value (NAV). If these shares trade at a price above their NAV, they are said to be trading at a premium. Conversely, if they are trading at a price below their NAV, they are said to be trading at a discount.

An exchange-traded fund (ETF) is an investment company that typically has an investment objective of striving to achieve a similar return as a particular market index. The ETF will invest in either all or a representative sample of the securities included in the index it is seeking to imitate. Like closed-end funds, an ETF can be traded on a secondary market and thus have a market price that may be higher or lower than its net asset value. If these shares trade at a price above their NAV, they are said to be trading at a premium. Conversely, if they are trading at a price below their NAV, they are said to be trading at a discount.

A money-market fund is an investment company that invests in commercial paper, banker's acceptances, repurchase agreements, government securities, certificates of deposit and other highly liquid securities, and pays money market rates of interest. Money markets are not FDIC-insured, may lose money, and are not guaranteed by a bank or other financial institution. Although the money market seeks to preserve a stable per share value (i.e. \$1.00 per share), it is possible to lose money by investment in the fund.

A unit investment trust (UIT) is an investment company organized under a trust agreement between a sponsor and trustee. UITs typically purchase a fixed portfolio of securities and then sell units in the trust to investors. The major difference between a UIT and a mutual fund is that a mutual fund is actively managed, while a UIT is not. On a periodic basis, UITs usually distribute to the unit holder their pro rata share of the trust's net investment income and net realized capital gains, if any. If the trust is one that invests only in tax-free securities, then the income from the trust is also tax-free. UITs generally make one public offering of a fixed number of units. However, in some cases, the sponsor will maintain a secondary market that allows existing unit holders to sell their units and for new investors to buy units.

Variable annuities are tax-deferred investments structured to convert a sum of money into a series of payments over time. Variable annuity policies have limitations and are not viewed as short-term liquid investments. An insurance company's fulfillment of a commitment to pay a minimum death benefit, a schedule of payments, a fixed investment account guaranteed by the insurance company, or another form of guarantee depends on the claims-paying ability of the issuing insurance company. Any such guarantee does not affect or apply to the investment return or principal value of the separate account and its subaccount. The financial ratings quoted for an insurance company do not apply to the separate account and its subaccount. If the variable annuity subaccount is invested in a money-market fund, it seeks to preserve a stable per share value (i.e. \$1.00 per share), but it is possible to lose money by investment in the fund.

Variable life insurance is a cash-value life insurance that has a variable cashvalue and/or death benefit depending on the investment performance of the subaccount into which premium payments are invested. Unlike traditional life insurance, variable life insurance has inherent risks associated with it, including market volatility, and is not viewed as a short-term liquid investment. For more information on a variable life product, including each subaccount, please read the current prospectus. Please note, the financial ratings noted on the report are quoted for an insurance company and do not apply to the separate account and its subaccount. If the variable life subaccount is invested in a money-market fund, it seeks to preserve a stable per share value (i.e. \$1.00 per share), but it is possible to lose money by investment in the fund.

A bond is a debt security. When an investor purchases a bond, the purchase

amount is lent to a government, municipality, corporation or other entity known as an issuer. The issuer promises to pay a specified rate of interest during the life of the bond and repay the face value of the bond when it matures. Individual bond issue data, price evaluations, and effective duration are provided by Interactive Data Corporation.

#### **Pre-inception Returns**

The analysis in this report may be based, in part, on adjusted historical returns for periods prior to the fund's actual inception. These calculated returns reflect the historical performance of the oldest share class of the fund, adjusted to reflect the fees and expenses of this share class. These fees and expenses are referenced in the report's list of holdings and again on the standardized returns page. When pre-inception data is presented in the report, the header at the top of the report will indicate this and the affected data elements will be displayed in italics.

While the inclusion of pre-inception data provides valuable insight into the probable long-term behavior of newer share classes of a fund, investors should be aware that an adjusted historical return can only provide an approximation of that behavior. For example, the fee structures of a retail share class will vary from that of an institutional share class, as retail shares tend to have higher operating expenses and sales charges. These adjusted historical returns are not actual returns. Calculation methodologies utilized by Morningstar may differ from those applied by other entities, including the fund itself.

#### **Scheduled Portfolio Trailing Returns**

Scheduled Portfolios are customized by the user to account for loads, taxes, cash flows and specific investment dates. Scheduled portfolios use the portfolio's investment history to calculate final market values and returns. For scheduled portfolios, both individual holdings and portfolio returns are internal-rate-of-return calculations that reflect the timing and dollar size of all purchases and sales. For stocks and mutual funds, sales charges and tax rates are taken into account as specified by the user (except in the pre-tax returns, which reflect the impact of sales charges but not taxes). Note that in some scheduled portfolio illustrations, dividends and capital gains distributions, if applicable, are reinvested at the end of the month in which they are made at the month-end closing price. This can cause discrepancies between calculated returns and actual investor experience.

The trailing returns for scheduled portfolios commence at the end of the day on the investment start date. All front-load fees and beginning of period asset-based fees are deducted at the start of the day, therefore these fees will not be incorporated within the trailing return time period that matches the whole investment time period. For example, an investor pays \$10,000 for security A with a 5% front-load and generates a 5-year Hypothetical Illustration that shows an end value of \$12,500. Assuming no cash inflows or outflows aside from the initial investment and end value, the whole investment time period return will be 4.56% ((12,500/\$10,000)^(1/5)-1) while the 5-year trailing return will be 5.64% ((\$12,500/\$9,500)^(1/5)-1).

#### **Scheduled Portfolio Returns-Based Performance Data**

For scheduled portfolios, the monthly returns used to calculate alphas, betas, R-squareds, standard deviations, Sharpe ratios and best/worst time-period data are internal rates of return.

#### Important VA Disclosure for Scheduled Portfolios

For variable annuity products, policy level charges (other than front-end loads, if input by the advisor) are not factored into returns. When withdrawals and liquidations are made, increases in value over the purchase price are taxed at the capital gains rate that is currently in effect. This is not reflective of the actual tax treatment for these products, which requires the entire withdrawal to be taxed at the income tax rate. If adjusted for sales charges and the effects of



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taxation, the subaccount returns would be reduced.

#### **Scheduled Portfolio Investment Activity Graph**

The historic portfolio values graphed are those used to track the portfolio when calculating returns.

#### **Unscheduled Portfolio Returns**

Monthly total returns for unscheduled portfolios are calculated by applying the ending period holding weightings supplied by the user to an individual holding's monthly returns. When monthly returns are unavailable for a holding (ie. due to it not being in existence during the historical period being reported), the remaining portfolio holdings are re-weighted to maintain consistent proportions. Inception dates are listed in the Disclosure for Standardized and Tax Adjusted Returns. Trailing returns are calculated by geometrically linking these weighted-average monthly returns. Unscheduled portfolio returns thus assume monthly rebalancing. Returns for individual holdings are simple time-weighted trailing returns. Neither portfolio returns nor holding returns are adjusted for loads or taxes, and if they were, the returns stated would be reduced. The returns stated assume the reinvestment of dividends and capital gains. Mutual fund returns include all ongoing fund expenses. VA/VL returns reflect subaccount level fund expenses, including M&E expenses, administration fees, and actual ongoing fund-level expenses.

#### **Unscheduled Portfolio Investment Activity Graph**

The historic performance data graphed is extrapolated from the ending portfolio value based on monthly returns.

#### **Benchmark Returns**

Benchmark returns may or may not be adjusted to reflect ongoing expenses such as sales charges. An investment's portfolio may differ significantly from the securities in the benchmark.

Returns for custom benchmarks are calculated by applying user-supplied weightings to each benchmark's returns every month. Trailing returns are calculated by geometrically linking these weighted-average monthly returns. Custom benchmark returns thus assume monthly rebalancing.

#### **Standardized Returns**

For mutual funds, standardized return is total return adjusted for sales charges, and reflects all ongoing fund expenses. Following this disclosure statement, standardized returns for each portfolio holding are shown.

For money-market mutual funds, standardized return is total return adjusted for sales charges and reflects all ongoing fund expenses. Current 7-day yield more closely reflects the current earnings of the money-market fund than the total return quotation.

For VA subaccounts, standardized return is total return based on the inception date within the separate account and is adjusted to reflect recurring and non-recurring charges such as surrender fees, contract charges, maximum front-end load, maximum deferred load, maximum M&E risk charge, administration fees and actual ongoing fund-level expenses.

For ETFs, the standardized returns reflect performance, both at market price and NAV price, without adjusting for the effects of taxation or brokerage commissions. These returns are adjusted to reflect all ongoing ETF expenses and assume reinvestment of dividends and capital gains. If adjusted, the effects of taxation would reduce the performance quoted.

The charges and expenses used in the standardized returns are obtained from the most recent prospectus and/or shareholder report available to Morningstar. For mutual funds and VAs, all dividends and capital gains are assumed to be

reinvested. For stocks, stock acquired via divestitures is assumed to be liquidated and reinvested in the original holding.

#### **Non-Standardized Returns**

For mutual funds, total return is not adjusted for sales charges and reflects all ongoing fund expenses for various time periods. These returns assume reinvestment of dividends and capital gains. If adjusted for sales charges and the effects of taxation, the mutual fund returns would be reduced. Please note these returns can include pre-inception data and if included, this data will be represented in italics.

For money-market funds, total return is not adjusted for sales charges and reflects all ongoing fund expenses for various time periods. These returns assume reinvestment of dividends and capital gains. If adjusted for sales charges and the effects of taxation, the money-market returns would be reduced.

For VA and VL subaccounts, non-standardized returns illustrate performance that is adjusted to reflect recurring and non-recurring charges such as surrender fees, contract charges, maximum front-end load, maximum deferred load, maximum M&E risk charge, administrative fees and underlying fund-level expenses for various time periods. Non-standardized performance returns assume reinvestment of dividends and capital gains. If adjusted for the effects of taxation, the subaccount returns would be significantly reduced. Please note these returns can include pre-inception data and if included, this data will be represented in italics.

#### **Investment Advisory Fees**

The investment(s) returns do not necessarily reflect the deduction of all investment advisory fees. Client investment returns will be reduced if additional advisory fees are incurred such as deferred loads, redemption fees, wrap fees, or other account charges.

#### **Asset Allocation**

The weighting of the portfolio in various asset classes, including "Other", is shown in this graph and table. "Other" includes security types that are not neatly classified in the other asset classes, such as convertible bonds and preferred stocks. "Not classified" represents the portion of the portfolio that Morningstar could not classify at all, due to missing data.

In the graph and table, allocation to the classes is shown for long positions, short positions, and net (long positions net of short) positions. These new portfolio statistics help investors look "under the hood" of a portfolio. These statistics summarize what the managers are buying and how they are positioning the portfolio. When short positions are captured in these portfolio statistics, investors get a more robust description of the funds' exposure and risk

Most managed product portfolios hold fairly conventional securities, such as long positions in stocks and bonds. Other portfolios use other investment strategies or securities, such as short positions or derivatives, to reduce transaction costs, enhance returns, or reduce risk. Some of these securities and strategies behave like conventional securities, while others have unique return and risk characteristics.

Most portfolios take long positions in securities. Long positions involve buying the security outright and then selling it later, with the hope that the security price rises over time. In contrast, short positions are taken to benefit from anticipated price declines. In this type of transaction, the investor borrows the security from another investor, sells it and receives cash, and then is obligated to buy it back at some point in the future. If the price falls after the short sale, the investor will have sold high and can now buy low to close the short position



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and lock in a profit. However, if the price of the security increases after the short sale, the investor will experience losses by buying it at a higher price than the sale price.

The strategy of selling securities short is prevalent in specialized portfolios, such as long-short, market-neutral, bear-market, and hedge funds. Most conventional portfolios do not typically short securities, although they may reserve the right to do so under special circumstances. Funds may also short derivatives, and this is sometimes more efficient than shorting individual securities. Short positions produce negative exposure to the security that is being shorted. This means that when the security rises in value, the short position will fall in value and vice versa. Morningstar's portfolio statistics will capture this negative exposure. For example, if a fund has many short stock positions, the percent of assets in stocks in the asset allocation breakdown may be negative. Funds must provide their broker with cash collateral for the short position, so funds that short often have a large cash position, sometimes even exceeding 100% cash.

#### **Investment Style**

The Morningstar Style Box reveals a fund's investment style as of the date noted on this report.

For equity funds, the vertical axis shows the market capitalization of the stocks owned and the horizontal axis shows investment style (value, core, or growth).

For fixed-income funds, the vertical axis shows the credit quality of the bonds owned and the horizontal axis shows interest rate sensitivity as measured by a bond's effective duration.

Morningstar seeks credit rating information from fund companies on a periodic basis (e.g. quarterly). In compiling credit rating information Morningstar accepts credit ratings reported by fund companies that have been issued by all Nationally Recognized Statistical Rating Organizations (NRSROs). For a list of all NRSROs, please visit

http://www.sec.gov/divisions/marketreg/ratingagency.htm. Additionally, Morningstar accepts foreign credit ratings from widely recognized or registered rating agencies. If two rating organizations/agencies have rated a security, fund companies are to report the lower rating; if three or more organizations/agencies have rated a security, fund companies are to report the median rating, and in cases where there are more than two organization/agency ratings and a median rating does not exist, fund companies are to use the lower of the two middle ratings. PLEASE NOTE: Morningstar, Inc. is not itself an NRSRO nor does it issue a credit rating on the fund. An NRSRO or rating agency ratings can change from time to time.

For credit quality, Morningstar combines the credit rating information provided by the fund companies with an average default rate calculation to come up with a weighted-average credit quality. The weighted-average credit quality is currently a letter that roughly corresponds to the scale used by a leading NRSRO. Bond funds are assigned a style box placement of "low", "medium", or "high" based on their average credit quality. Funds with a low credit quality are those whose weighted-average credit quality is determined to be less than "BBB-"; medium are those less than "AA-", but greater or equal to "BBB-"; and high are those with a weighted-average credit quality of "AA-" or higher. When classifying a bond portfolio, Morningstar first maps the NRSRO credit ratings of the underlying holdings to their respective default rates (as determined by Morningstar's analysis of actual historical default rates). Morningstar then averages these default rates to determine the average default rate for the entire bond fund. Finally, Morningstar maps this average default rate to its corresponding credit rating along a convex curve.

For interest-rate sensitivity, Morningstar obtains from fund companies the

average effective duration. Generally, Morningstar classifies a fixed-income fund's interest-rate sensitivity based on the effective duration of the Morningstar Core Bond Index (MCBI), which is currently three years. The classification of Limited will be assigned to those funds whose average effective duration is between 25% to 75% of MCBI's average effective duration; funds whose average effective duration is between 75% to 125% of the MCBI will be classified as Moderate; and those that are at 125% or greater of the average effective duration of the MCBI will be classified as Extensive.

For municipal bond funds, Morningstar also obtains from fund companies the average effective duration. In these cases static breakpoints are utilized. These breakpoints are as follows: (i) Limited: 4.5 years or less; (ii) Moderate: more than 4.5 years but less than 7 years; and (iii) Extensive: more than 7 years. In addition, for non-US taxable and non-US domiciled fixed income funds static duration breakpoints are used: (i) Limited: less than or equal to 3.5 years; (ii) Moderate: greater than 3.5 and less than equal to 6 years; (iii) Extensive: greater than 6 years.

#### **Stock Regions**

This section provides the allocation of the portfolio's long stock positions to the world regions, in comparison with a benchmark.

#### **Risk and Return**

Standard deviation is a statistical measure of the volatility of a portfolio's returns around its mean.

Mean represents the annualized geometric return for the period shown.

Sharpe ratio uses a portfolio's standard deviation and total return to determine reward per unit of risk.

Alpha measures the difference between a portfolio's actual returns and its expected performance, given its beta and the actual returns of the benchmark index. Alpha is often seen as a measurement of the value added or subtracted by a portfolio's manager.

Beta is a measure of the degree of change in value one can expect in a portfolio given a change in value in a benchmark index. A portfolio with a beta greater than one is generally more volatile than its benchmark index, and a portfolio with a beta of less than one is generally less volatile than its benchmark index.

R-squared reflects the percentage of a portfolio's movements that is explained by movements in its benchmark index, showing the degree of correlation between the portfolio and a benchmark. This figure is also helpful in assessing how likely it is that alpha and beta are statistically significant.

#### **Portfolio Yield**

The dividend yield produced for the most recent 12 months is presented.

#### **Fundamental Analysis**

The below referenced data elements are a weighted average of the long equity holdings in the portfolio.

The median market capitalization of a subaccount's equity portfolio gives you a measure of the size of the companies in which the subaccount invests.

The Price/Cash Flow ratio is a weighted average of the price/cash-flow ratios of the stocks in a subaccounts portfolio. Price/cash-flow shows the ability of a business to generate cash and acts as a gauge of liquidity and solvency.

The Price/Book ratio is a weighted average of the price/book ratios of all the



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stocks in the underlying fund's portfolio. The P/B ratio of a company is calculated by dividing the market price of its stock by the company's per-share book value. Stocks with negative book values are excluded from this calculation.

The Price/Earnings ratio is calculated by dividing the market value of the equity assets by the trailing 12 month earnings. The 12 month earnings value comes from multiplying the number of shares and the adjusted trailing 12 months' earnings per share for each equity asset and summing the results.

The Price/Sales ratio is a weighted average of the price/sales ratios of the stocks in the underlying fund's portfolio. The P/S ratio of a stock is calculated by dividing the current price of the stock by its trailing 12 months' revenues per share. In computing the average, Morningstar weights each portfolio holding by the percentage of equity assets it represents.

The return on assets (ROA) is the percentage a company earns on its assets in a given year. The calculation is net income divided by end-of-year total assets, multiplied by 100.

The Return on Equity (ROE) is the percentage a company earns on its shareholders' equity in a given year. The calculation is net income divided by end-of-year net worth, multiplied by 100.

Market Maturity shows the percentage of a holding's long common stocks that are domiciled in developed and emerging markets.

The data elements listed below are a weighted average of the long fixed income holdings in the portfolio.

Average maturity is used for holdings in the taxable fixed-income category. This is a weighted average of all the maturities of the bonds in a portfolio, computed by weighting each maturity date by the market value of the security.

Credit quality breakdowns are shown for corporate-bond holdings and depict the quality of bonds in the underlying portfolio. The report shows the percentage of fixed-income securities that fall within each credit quality rating as assigned by an NRSRO. Bonds not rated by an NRSRO are included in the not rated (NR) category.

Debt as a percentage of capital is calculated by dividing long-term debt by total capitalization (the sum of common equity plus preferred equity plus long-term debt). This figure is not provided for financial companies.

Duration is a time measure of a bond's interest-rate sensitivity.

Net Margin is a measure of profitability. It is equal to annual net income divided by revenues from the same period for the past five fiscal years, multiplied by 100.

Type Weightings divide the stocks in a given holding's portfolio into eight type designations, each of which defines a broad category of investment characteristics. Not all stocks in a given holding's portfolio are assigned a type. These stocks are grouped under NA.

The data elements listed below are a weighted average of the total holdings in the portfolio.

The average expense ratio is the percentage of assets deducted each year for operating expenses, management fees, and all other asset-based costs incurred by the fund, excluding brokerage fees. Please note for mutual funds, variable annuities/life, ETFs and closed-end funds, we use the gross prospectus ratio as

provided in the prospectus. Separate accounts and stocks are excluded from the average expense ratio.

Potential capital gains exposure is the percentage of a holding's total assets that represent capital appreciation.

## **Investment Risks**

International/Emerging Market Equities: Investing in international securities involves special additional risks. These risks include, but are not limited to, currency risk, political risk, and risk associated with varying accounting standards. Investing in emerging markets may accentuate these risks.

Sector Strategies: Portfolios that invest exclusively in one sector or industry involve additional risks. The lack of industry diversification subjects the investor to increased industry-specific risks.

Non-Diversified Strategies: Portfolios that invest a significant percentage of assets in a single issuer involve additional risks, including share price fluctuations, because of the increased concentration of investments.

Small Cap Equities: Portfolios that invest in stocks of small companies involve additional risks. Smaller companies typically have a higher risk of failure, and are not as well established as larger blue-chip companies. Historically, smaller-company stocks have experienced a greater degree of market volatility than the overall market average.

Mid Cap Equities: Portfolios that invest in companies with market capitalization below \$10 billion involve additional risks. The securities of these companies may be more volatile and less liquid than the securities of larger companies.

High-Yield Bonds: Portfolios that invest in lower-rated debt securities (commonly referred to as junk bonds) involve additional risks because of the lower credit quality of the securities in the portfolio. The investor should be aware of the possible higher level of volatility, and increased risk of default.

Tax-Free Municipal Bonds: The investor should note that the income from taxfree municipal bond funds may be subject to state and local taxation and the Alternative Minimum Tax.

Bonds: Bonds are subject to interest rate risk. As the prevailing level of bond interest rates rise, the value of bonds already held in a portfolio declines. Portfolios that hold bonds are subject to declines and increases in value due to general changes in interest rates.

HOLDRs: The investor should note that these are narrow industry-focused products that, if the industry is hit by hard times, will lack diversification and possible loss of investment would be likely. These securities can trade at a discount to market price, ownership is of a fractional share interest, the underlying investments may not be representative of the particular industry, the HOLDR might be delisted from the AMEX if the number of underlying companies drops below nine, and the investor may experience trading halts.

Hedge Funds: The investor should note that hedge fund investing involves specialized risks that are dependent upon the type of strategies undertaken by the manager. This can include distressed or event-driven strategies, long/short strategies, using arbitrage (exploiting price inefficiencies), international investing, and use of leverage, options and/or derivatives. Although the goal of hedge fund managers may be to reduce volatility and produce positive absolute return under a variety of market conditions, hedge funds may involve a high



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degree of risk and are suitable only for investors of substantial financial means who could bear the entire loss of their investment.

Bank Loan/Senior Debt: Bank loans and senior loans are impacted by the risks associated with fixed income in general, including interest rate risk and default risk. They are often non-investment grade; therefore, the risk of default is high. These securities are also relatively illiquid. Managed products that invest in bank loans/senior debt are often highly leveraged, producing a high risk of return volatility.

Exchange Traded Notes (ETNs): ETNs are unsecured debt obligations. Any repayment of notes is subject to the issuer's ability to repay its obligations. ETNs do not typically pay interest.

Leveraged ETFs: Leveraged investments are designed to meet multiples of the return performance of the index they track and seek to meet their fund objectives on a daily basis (or other time period stated within the prospectus objective). The leverage/gearing ratio is the amount of excess return that a leveraged investment is designed to achieve in comparison to its index performance (i.e. 200%, 300%, -200%, or -300% or 2X, 3X, -2X, -3X). Compounding has the ability to affect the performance of the fund to be either greater or less than the index performance multiplied by the multiple stated within the funds objective over a stated time period.

Short Positions: When a short position moves in an unfavorable way, the losses are theoretically unlimited. The broker may demand more collateral and a manager might have to close out a short position at an inopportune time to limit further losses.

Long-Short: Due to the strategies used by long-short funds, which may include but are not limited to leverage, short selling, short-term trading, and investing in derivatives, these funds may have greater risk, volatility, and expenses than those focusing on traditional investment strategies.

Liquidity Risk: Closed-end fund, ETF, and HOLDR trading may be halted due to market conditions, impacting an investor's ability to sell a fund.

Market Price Risk: The market price of ETFs, HOLDRs, and closed-end funds traded on the secondary market is subject to the forces of supply and demand and thus independent of the NAV. This can result in the market price trading at a premium or discount to the NAV, which will affect an investor's value.

Market Risk: The market prices of ETFs and HOLDRs can fluctuate as a result of several factors, such as security-specific factors or general investor sentiment. Therefore, investors should be aware of the prospect of market fluctuations and the impact it may have on the market price.

Target-Date Funds: Target-date funds typically invest in other mutual funds and are designed for investors who are planning to retire during the target date year. The fund's target date is the approximate date when investors expect to begin withdrawing their money. A target-date fund's investment objective/strategy typically becomes more conservative over time, primarily by reducing its allocation to equity mutual funds and increasing its allocations in fixed-income mutual funds. An investor's principal value in a target-date fund is not guaranteed at any time, including at the fund's target date.

High double- and triple-digit returns: High double- and triple-digit returns were the result of extremely favorable market conditions, which may not continue to be the case. High returns for short time periods must not be a major factor when making investment decisions.

### Benchmark Disclosure

#### **Barclays US Agg Bond TR USD**

This index is composed of the BarCap Government/Credit Index, the Mortgage-Backed Securities Index, and the Asset-Backed Securities Index. The returns we publish for the index are total returns, which includes the daily reinvestment of dividends. The constituents displayed for this index are from the following proxy: iShares Core US Aggregate Bond.

#### DJ Conservative TR USD

This risk-based index consists stocks, bonds, and cash and is intended to represent 20% of the risk and return of the 100% Global Portfolio Index.

#### **MSCI EAFE NR USD**

This Europe, Australasia, and Far East index is a market-capitalization-weighted index of 21 non-U.S., industrialized country indexes.

This disclosure applies to all MSCI indices: Certain information included herein is derived by Morningstar in part from MSCI's Index Constituents (the "Index Data"). However, MSCI has not reviewed any information contained herein and does not endorse or express any opinion such information or analysis. MSCI does not make any express or implied warranties, representations or guarantees concerning the Index Data or any information or data derived therefrom, and in no event will MSCI have any liability for any direct, indirect, special, punitive, consequential or any other damages (including lost profits) relating to any use of this information.

#### **S&P 500 TR USD**

A market capitalization-weighted index composed of the 500 most widely held stocks whose assets and/or revenues are based in the US; it's often used as a proxy for the stock market. TR (Total Return) indexes include daily reinvestment of dividends. The constituents displayed for this index are from the following proxy: iShares Core S&P 500.

#### **USTREAS T-Bill Auction Ave 3 Mon**

Three-month T-bills are government-backed, short-term investments considered to be risk-free and as good as cash because the maturity is only three months. Morningstar collects yields on the T-bill on a weekly basis from the Wall Street Journal.

