APPLETON GROUP, LLC
INVESTMENT SOLUTIONS · WEALTH MANAGEMENT
EMPLOYER-SPONSORED PLANS · CHARITABLE

Appleton Group Traditional - Growth & Income Portfolio

Data as of 12/31/2018

OBJECTIVE: Total return (capital appreciation plus income)

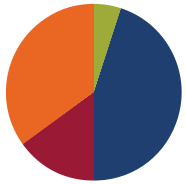
INVESTMENT STRATEGY: The Appleton Group Traditional – Growth & Income Portfolio employs a traditional asset allocation strategy, allocating a meaningful weight to equity ETFs and a moderate weight to bond ETFs.

SUITABILITY: This portfolio is utilized by investors with a long-term investment horizon who would like a fair amount of exposure to market movements.

PORTFOLIO STATISTICS:

Portfolio Weighted Average Expense	0.10%
Estimated Annual Trading Expense	$0
Target Yield	2.47%
Hypothetical Best Calendar-Year Return	+23.11%
Hypothetical Worst Calendar-Year Return	-23.84%

ASSET ALLOCATION:



Asset Class	Aggregate%
Cash	5.0%
U.S. Equities	45.0%
Foreign Equities	15.0%
Fixed Income	35.0%

CURRENT HOLDINGS:	Target
Schwab U.S. Tips ETF (SCHP)	16.0%
Schwab Aggregate Bond ETF (SCHZ)	15.0%
Schwab International Equity ETF (SCHF)	12.0%
Schwab U.S. Large-Cap Growth ETF (SCHG)	12.0%
Schwab U.S. Large-Cap Value ETF (SCHV)	12.0%
Schwab U.S. Mid-Cap ETF (SCHM)	8.0%
Schwab U.S. REIT ETF (SCHH)	5.0%
Schwab U.S. Small Cap ETF (SCHA)	4.0%
SPDR Barclays High Yield Bond ETF (JNK)	4.0%
PowerShares DB Commodity Index Tracking (DBC)	4.0%
Schwab Emerging Markets Equity ETF (SCHE)	3.0%
Cash & Cash Equivalents	5.0%

PERFORMANCE	HYPOTHETICAL							ACTUAL						
	2007	2008	2009	2010	2011	2012	Jan-Jul 2013	Aug-Dec 2013	2014	2015	2016	2017	Q4 2018	YTD 2018
Traditional - Growth & Income Portfolio	+7.44%	-23.84%	+23.11%	+12.02%	+1.42%	+10.71%	+6.57%	+4.69%	+4.26%	-2.99%	+7.11%	+12.14%	-9.02%	-6.24%
DJ Moderately Conservative TR USD	+7.47%	-15.27%	+17.16%	+11.22%	+2.82%	+8.40%	+3.86%	+3.90%	+4.78%	-1.11%	+5.65%	+10.91%	-4.14%	-3.15%

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No Financial Institution Guarantee

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Benchmark Description:

DJ Moderately Conservative TR USD - The DJ Moderately Conservative TR USD Index is a composite of global risk-managed strategies and represents a "best-fit" index for the portfolio.. You cannot invest directly in a category. The benchmark is not intended as direct comparisons to the performance of the portfolio. Instead, it is intended to represent the performance of certain sectors of the overall securities market (e.g. equities, bonds, etc.), so that an investor may compare the effects of material market or economic conditions on the results portrayed. Respectively, the volatility and performance of the reported benchmark may be greater than or less than the volatility and performance of the investment portfolio.

Hypothetical Back-Tested Performance Net of Fees Disclosures:

1. The Hypothetical Back-Tested Performance is not representative of performance of any actual portfolio for the investment strategy in the time period indicated.
2. The Hypothetical Back-Tested Performance is presented net of management fees. Our average management fee of .78 has been applied to the Hypothetical Back-Tested Performance Numbers. However, service fees are not included in the Hypothetical Back-Tested Performance numbers presented. The inclusion of service fees will decrease performance returns.
3. Expenses of the underlying investments are included in the performance figures as calculated.
4. The performance results of the underlying investment strategy in the Hypothetical Back-Tested Performance assumes the reinvestment of dividends, interest, and capital gain distributions and other earnings.
5. An investment pursuant to this strategy is subject to market risk and an investor may experience loss of principal.
6. Hypothetical Back-Tested Performance has certain inherent limitations, including: (1) the investment strategy does not represent actual trading and may not reflect the impact that material economic and market factors might have had on an asset manager's decision-making if an asset manager were actually managing the portfolio; (2) the investment strategy may reflect an investment strategy not historically implemented by any investor; (3) the investment strategy may NOT represent returns that any investor actually attained; (4) the investment strategy may NOT be an accurate indicator of future results; and (5) back-tested trade strategies are developed with the benefit of "hindsight" and have inherent limitations.

This presentation is only intended for licensed securities professionals or in one on one presentations. Appleton Group, LLC and clearTREND, LLC do not claim to be able to accurately predict the future investment performance.

Actual Performance Disclosure:

1. Actual performance quoted represents past performance and is no guarantee of future results.
2. Actual performance statistics for 8/1/2013-present represents actual client performance calculated using the Global Investment Performance Standards (GIPS).
3. While performance is compared to the benchmark indicated, client accounts may be fully invested, partially invested in cash equivalents, invested in inverse ("bear market") funds and/or "short" the market, depending on the portfolio selected. The actual amount of time invested in the market will vary with market conditions.
4. The principal value and return of ETFs and other mutual funds will fluctuate with changing market conditions, and may be worth more or less than your initial investment. All dividend, interest, and capital gain distributions assume reinvestment. Performance statistics do not consider potential tax liabilities as a result of management activity. Please consult your tax advisor for further information.
5. Deviation from the models has produced and will produce substantially different results.
6. The Equal-Weighted Dispersion is 0.49.
7. The actual performance quoted is net of management fees, trading costs and investment expenses.
8. An investment pursuant to this strategy is subject to market risk and an investor may experience loss of principal.
9. There are 47 accounts in AG Traditional - Income Focused; Market Value of $0.85 million which is 0.47% of Firm Assets which are $179.080 million as of December 31, 2018.

Principal Risks:

Loss of Money
An investor may lose money when he or she buys or sells the investment, including part of the principal.

Market Volatility
The market value of the portfolio's securities may fall rapidly or unpredictably due to changing economic, political or market conditions.

Active Management
Performance is subject to the risk that the advisor's investment strategies are not suited to achieving the investment objective or do not perform as expected, which may cause the portfolio to lose value or underperform investments with similar objectives/strategies.

Portfolio Turnover
Active trading may create portfolio turnover of 100% or more, potentially resulting in increased transaction costs.

Exchanged Traded Funds (ETFs)
Assets invested in ETFs generally reflect the risks of owning the underlying securities they are designed to track, although they may be subject to greater liquidity risks and higher costs than owning the underlying securities directly due to their management fees.

Portfolio of Funds
A portfolio's risks are closely associated with the risks of the securities held by underlying funds. The ability of the portfolio to meet its investment objective depends on the ability of the underlying funds to meet theirs.

General Disclosures:

The Appleton Group Portfolios are not mutual funds. As market conditions fluctuate, the investment return and principal value of any investment will change. Before investing in any investment portfolio, the client and financial advisor should carefully consider the client's investment objective, time horizon, risk tolerance, and fees. Diversification may not protect against market risk. There are risks involved with investing, including possible loss of principal. Appleton Group LLC utilizes ETFs as the primary underlying investment vehicle. Since each Appleton Group LLC portfolio is a "portfolio of funds" an investor will indirectly bear fees and expenses charged by the underlying ETFs and investment companies in which Appleton Group LLC invests in addition to the Appleton Group LLC's fees and expenses. The investment's performance may be impacted by its concentration in a certain type of security, adherence to a particular investing strategy or unique aspect of its structure and costs.

Performance results for clients invested pursuant to this proposal will vary due to market conditions and other factors, including cash flows, fund allocations, frequency and precision of rebalancing, cash balances, varying custodial fees, and the timing of fee deductions. As a result, actual performance for client accounts may differ materially from, and may be lower than, that of this presentation.

Part of the information in this presentation is based on data received from third parties and has not been independently verified as accurate. Such Information is believed to be reliable but is not guaranteed.

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The cumulative effect of fees and expenses can substantially reduce the growth of your investments. Fees and expenses are only one of the many factors to consider when you decide to invest. Please consider whether an investment in a particular managed strategy, along with your other investments, will help you achieve your financial goals.