



# APPLETON GROUP, LLC

INVESTMENT SOLUTIONS · WEALTH MANAGEMENT  
EMPLOYER-SPONSORED PLANS · CHARITABLE

## Appleton Group Portfolio - Moderate

GIPS® Inception: April 1, 2011

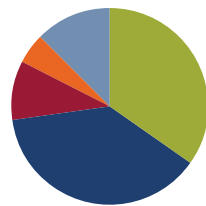
Data as of September 30, 2020

**OBJECTIVE:** Risk Managed, Moderate Growth and Income

**INVESTMENT STRATEGY:** The Appleton Group Portfolio - Moderate employs an ETF trend-following discipline designed to systematically adjust the portfolio as market conditions change. This strategy seeks to invest exclusively in exchange traded funds (ETFs) whose current price trend is rising, while eliminating exposure to ETFs whose current price trend is falling.

**SUITABILITY:** This risk-managed portfolio is utilized primarily by individual investors who seek full-time professional management of investable assets, including IRAs, company-sponsored retirement plan assets and/or variable annuity subaccounts.

### CURRENT ASSET ALLOCATION:



Asset Class	Aggregate %
Cash	35.0%
U.S. Equities	37.9%
Foreign Equities	9.8%
Fixed Income	4.9%
Other	12.4%

### CURRENT HOLDINGS:

		Target	Actual
Schwab U.S. Large-Cap Growth ETF (SCHG)	●	20.00%	21.30%
Schwab U.S. Large-Cap Blend ETF (SCHX)	●	16.00%	16.60%
Schwab U.S. Large-Cap Value ETF (SCHV)	●	15.00%	0.00%
Schwab U.S. Small-Cap ETF (SCHA)	●	11.00%	0.00%
Schwab International Equity ETF (SCHF)	●	10.00%	9.80%
Schwab Emerging Markets Equity ETF (SCHE)	●	8.00%	0.00%
SPDR Barclays Convertible Secs ETF (CWB)	●	6.00%	7.10%
SPDR Barclays High Yield Bond ETF (JNK)	●	6.00%	4.90%
PowerShares Preferred ETF (PGX)	●	6.00%	5.30%
Cash & Cash Equivalents	●	2.00%	35.00%

	Trailing Performance						Portfolio Statistics	
	3-mo	YTD	1-yr	3-yr	5-yr	10-yr	Standard Deviation 3-YR	11.09
Composite Performance	8.22	6.25	13.85	6.49	6.67	-	Portfolio Weighted Average Expense	0.12%
Model - SUPPLEMENTAL	8.02	6.21	13.87	6.61	6.74	5.51	Estimated Annual Trading Expense	\$0
US Active Fund Tactical Allocation	4.92	0.07	4.50	3.53	5.23	4.48	Target Yield	2.45%

	Calendar Year Performance												
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Composite Performance	-	-	-	-	-	10.02	9.97	3.69	-3.28	4.29	15.52	-4.57	14.44
Model - SUPPLEMENTAL	0.04	-6.20	15.16	7.61	-5.58	10.49	10.37	4.02	-3.21	4.25	15.65	-4.44	14.69
US Active Fund Tactical Allocation	6.85	-19.70	18.23	10.04	-3.85	9.03	8.88	2.57	-5.91	5.98	12.61	-7.83	14.76

**Benchmark Description:** The **Morningstar US Active Fund Tactical Category** is a composite of global risk-managed strategies and represents a “best-fit” benchmark 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. Benchmark performance data is calculated by a third party and is believed to be accurate. The benchmark 3-YR standard deviation is 0.

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**Actual Performance Disclosure:**

1. Actual performance quoted represents past performance and is no guarantee of future results. The Appleton Group claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS standards. The Appleton Group has not been independently verified. GIPS® is a registered trademark of CFA Institute. CFA Institute does not endorse or promote this organization, nor does it warrant the accuracy or quality of the content contained herein.
2. Actual performance statistics for April 1, 2011-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, or invested in inverse (“bear market”) funds depending on the portfolio selected. The actual amount of time invested in the market will vary with market conditions.
4. 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. All returns are in U.S. dollars and are calculated net of all transaction, custody and management fees. Composite performance includes all fee-paying, discretionary accounts for each chosen strategy. A complete list of composite descriptions and policies for calculating performance and preparing GIPS® reports are available upon request.
6. There are 140 accounts in Appleton Group Portfolio - Moderate; Market Value of \$29.9 million which is 15.64% of Firm Assets which are \$191.2 million as of September 30, 2020.
7. The Equal-Weighted Dispersion measures variation in client outcomes and is 1.63.
8. Portfolio Statistics Definitions:

**3-yr Standard Deviation:** measures variability of returns over period shown

**Portfolio Weighted Average Expense:** average expense ratio of underlying securities;

**Estimated Annual Trading Expenses:** total estimated annual transaction costs paid to broker;

**Target Yield:** estimated annual dividend yield;

**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.

**Model - Supplemental Performance (if provided) Disclosures:**

1. Model - Supplemental Performance is theoretical and is provided as separate, supplemental data as allowed in Section 4.C.48 of the 2020 GIPS Handbook and is not representative of any actual investor outcomes for the investment strategy in the time period indicated. Supplemental performance is provided to satisfy the spirit and principles of the GIPS standards: fair representation and full disclosure of strategy risks and potential rewards over a minimum of one full market cycle.
2. The Model - Supplemental Performance is presented net of management fees, and net of trading costs and investment expenses.
3. The performance results of the underlying investment strategy in the Model - Supplemental Performance assumes the reinvestment of dividends, interest, and capital gain distributions and other earnings.
4. Model - Supplemental 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. (6) Deviation from the models has produced and will produce substantially different results.
5. Full Market Cycle consists of at least one complete bull and bear market, and is defined as 1/1/2007 - present.
6. Model portfolio performance reflects historic investment outcomes for listed assets managed either using third-party trend-following research or static asset allocation, depending on composite.

**General Disclosures:**

The Appleton Group Portfolios are separately-managed accounts, 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.

This presentation is being provided by the Appleton Group, LLC, a SEC registered investment adviser. You must review the Appleton Group, LLC’s Form ADV PART 2A Disclosure Brochure and client agreement form for complete details on their program’s brokerage fees, transaction fees, investment management fees, expenses and other charges.

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.