

**HOLLAND CAPITAL DISTINCTIONS**

- Independently owned since founding in 1991
- 25 year history of focusing exclusively on US growth strategies
- 94% employee owned, minority and women owned
- Investment professionals invest personal capital in the strategies

**PORTFOLIO MANAGERS**

**Monica L. Walker, CPA**  
 CEO & CIO

**Carl R. Bhatena**  
 Co-Portfolio Manager

**INVESTMENT OBJECTIVE**

To provide capital appreciation over a complete market cycle by investing in high quality growth stocks while mitigating downside risk.

**INVESTMENT PHILOSOPHY**

We employ a philosophy which centers on upside participation and downside protection. The approach provides participation in rising markets and protection in declining markets delivered through a focus on quality growth companies, a long-term investment horizon, and a focus on continuous risk mitigation.

<b>Style</b>	Mid Cap Growth Equity	<b>Firm AUM</b>	\$2.48B
<b>Benchmark</b>	Russell Midcap Growth Index	<b>Strategy AUM</b>	\$121M
<b>Inception Date</b>	March 31, 2005	<b>Number of Holdings</b>	51

	4Q 2016	1 Year	3 Year Annualized	5 Year Annualized	10 Year Annualized	Since Inception Annualized
Gross of fees	-0.18%	4.02%	4.78%	12.38%	8.14%	8.27%
Net of fees	-0.24%	3.73%	4.48%	12.06%	7.81%	7.95%
Russell Midcap Growth	0.46%	7.33%	6.22%	13.51%	7.83%	8.75%

Inception Date: 03/31/2005

Source: Assette. Return periods calculated in Assette are based on return factors from Advent APX. Net Performance shown for the Mid Cap Growth Equity Composite is calculated using actual performance and management based fees over the time indicated in the chart. Past performance is not indicative of future results.

**INVESTMENT PROCESS**

- Our strength lies in our collaborative, team approach that integrates fundamental bottom-up stock selection with a top-down overlay.
- Based on a team approach and governed by the firms tenured Investment Policy Committee (IPC).
- Portfolio recommendations challenged by analysts and portfolio managers at IPC meetings.
- In-depth, original fundamental research is a core competency and supports the investment process.

**PORTFOLIO CONSTRUCTION**

- As long-term investors, we gravitate towards high quality companies that have the ability to generate sustainable earnings with achievable estimates and metrics consistent with our bottom-up fundamental investment criteria.
- A focus on a three- to five-year investment horizon, seeking high quality companies with factors such as earnings that are growing faster than the general market; are at attractive valuations; have strong balance sheets; superior management; niche products or services with dominant competitive positioning; and insiders who are owners of the stock.
- Companies with strong financial condition and that employ lower leverage than those in the index.

**Equity Sector Weightings**

Based on Ending Weight as of 12/31/2016

Sector	Portfolio	Russell Midcap Growth
Consumer Discretionary	28.68%	24.87%
Technology	16.51%	15.58%
Producer Durables	15.22%	13.56%
Financial Services	13.05%	15.80%
Health Care	12.90%	14.20%
Consumer Staples	7.69%	7.27%
Materials & Processing	2.11%	7.08%
Energy	0.67%	1.45%
Utilities	0.00%	0.20%
Cash and Equiv.	3.15%	0.00%

**Portfolio Characteristics**

Characteristic	Portfolio	Russell Midcap Growth
Weighted Avg Mkt Cap (\$MM)	12,491	13,460
EPS Growth - 5 Year Historical	15.6%	13.2%
EPS Growth - 3-5 Year Expected	13.2%	12.2%
Return on Equity - 5 Year Average	19.7	19.5
LT Debt to EQ - 5Y	64.2	85.4
PE Ratio - 1 Year Historical	24.2x	23.7x
PE Ratio - 1 Year Expected	21.2x	20.2x
Dividend Yield	0.7%	1.1%

**Top 10 Holdings**

Security	Percent of Portfolio
Ulta	3.85%
Advance Auto Parts	3.68%
TD Ameritrade	3.31%
Fiserv	3.21%
Roper Technologies	3.07%
Intuit	2.98%
Global Payments	2.86%
JetBlue Airways	2.79%
IMAX	2.72%
IPG Photonics	2.66%
<b>TOTAL</b>	<b>31.12%</b>

Source: Asstete, FactSet. Calculations are based upon FactSet medians of research analysts' long-term estimated growth rates for companies within the portfolio and/or index. Characteristics are annualized. Not all holdings are profitable and a full list of holdings is available upon request. This is not a recommendation to buy/sell any specific securities. Weights may not total 100% due to rounding. There are risks associated with only investing in equity stocks including but not limited to, loss of principal, market risk, concentration risk and sector risk. Past performance is not indicative of future results. Subject to change without notice.

**Mid Cap Growth Equity Composite: Annual Disclosure Presentation**

Year	Total Firm Assets (\$millions)	Composite Assets		Annual Performance Results			
		USD (\$millions)	Number of Accounts	Composite Gross	Composite Net	Russell 1000 Growth Index	Dispersion
2016	2,477	121	Five or fewer	4.02%	3.73%	7.33%	N.A.
2015	4,031	103	Five or fewer	1.76%	1.48%	-0.20%	N.A.
2014	4,460	101	Five or fewer	8.68%	8.36%	11.90%	N.A.
2013	4,932	293	Five or fewer	35.47%	35.06%	35.74%	N.A.
2012	2,788	217	Five or fewer	15.05%	14.71%	15.81%	N.A.
2011	2,436	189	Five or fewer	1.81%	1.51%	(1.65%)	N.A.
2010	2,187	164	Five or fewer	20.48%	20.10%	26.38%	N.A.
2009	1,765	137	Five or fewer	37.90%	37.46%	46.29%	N.A.
2008	1,329	89	Five or fewer	(37.52%)	(37.70%)	(44.32%)	N.A.
2007	2,059	144	Five or fewer	15.39%	15.03%	11.43%	N.A.

- Holland Capital Management LLC claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS standards. Holland Capital Management has been independently verified for the period January 1, 1992 through September 30, 2016. Verification assesses whether (1) the firm has complied with all composite construction requirements of the GIPS standards on a firm-wide basis and (2) the firm's policies and procedures are designed to calculate and present performance in compliance with the GIPS standards. The Mid Cap Growth Equity composite has been examined for the period April 1, 2005 through June 30, 2016. The verification and performance examination reports are available upon request.
- Holland Capital Management LLC is an independent investment advisor registered under the Investment Advisors Act of 1940, was founded in 1991, and manages large cap growth equity and mid cap growth equity strategies.
- The Mid Cap Growth Equity composite is comprised of institutional portfolios invested in equities with market capitalization of \$1 billion up to \$25 billion that are traded on U.S. exchanges. The goal of the strategy is the long-term growth of capital.
- The Mid Cap Growth Equity composite was created April 1, 2005. A list of composite descriptions is available upon request.
- All returns are in U.S. dollars. Policies for valuing portfolios, calculating performance, and preparing compliant presentations are available upon request.
- The Russell Midcap Growth Index returns are provided to represent the investment environment existing during the time periods shown. For comparison purposes, the index is fully invested and includes the reinvestment of income. The returns for the index do not include any trading costs, management fees or other costs. Index returns have been taken from published sources.
- Returns are presented gross and net of management and performance based fees and include the reinvestment of all income. Net of fee performance was calculated using actual management and performance based fees.
- Most management fee arrangements that Holland Capital has entered into are asset-based. However, we do offer performance-based fee arrangements, which is compensation that is based on a share of capital gains on or capital appreciation of the assets of a client. Both asset-based and performance-based fees and account minimums are negotiable based upon a number of factors including responsibilities involved, type of relationship, account or groups of accounts which are expected to have significant capital additions in the future, or other special characteristics, size of account, etc. Under certain circumstances, receipt of performance-based compensation may be subject to client specified benchmarks. The standard fee schedule is 0.80% on the first \$10 million; 0.75% on next \$15 million; 0.70% on next \$25 million; 0.60% on remainder
- The dispersion is measured by the asset-weighted standard deviation of annual returns of those portfolios that are included in the composite for the full year.
- At December 31, 2016 the three-year annualized ex-post standard deviation of the composite and the benchmark are 12.55% and 12.18%, respectively. At December 31, 2015 the three-year annualized ex-post standard deviation of the composite and the benchmark are 11.20% and 11.31%, respectively. The following information for 2014 is a correction. At December 31, 2014 the three-year annualized ex-post standard deviation of the composite and the benchmark are 10.88% and 10.87%, respectively. At December 31, 2013 the three-year annualized ex-post standard deviation of the composite and the benchmark are 13.81% and 14.62%, respectively. December 31, 2012 the three-year annualized ex-post standard deviation of the composite and the benchmark are 16.04% and 17.91%, respectively. December 31, 2011 the three-year annualized ex-post standard deviation of the composite and the benchmark are 18.38% and 20.82%, respectively.
- Past performance is not indicative of future results.