

# DIVIDEND GROWTH AND INCOME

as of September 30, 2021



for the intelligent advisor

## OBJECTIVE

The Dividend Growth and Income strategy seeks dividend income from a portfolio of 33 individual stock with capital appreciation being a secondary objective. The portfolio takes a disciplined approach to select stocks based on the dividend history, ability to raise the dividend, and opportunity for growth.

| PERFORMANCE (%)             |          |        |        |        |         | Inception Date: 7/1/2005 |            |
|-----------------------------|----------|--------|--------|--------|---------|--------------------------|------------|
| Average (Annual)            | 2021 YTD | 1-Year | 3-Year | 5-Year | 10-Year | Inception                | Cumulative |
| DG&I, Gross                 | 15.99    | 35.11  | 10.86  | 13.78  | 13.41   | 9.17                     | 316.31     |
| DG&I, Net                   | 14.94    | 33.45  | 9.51   | 12.39  | 12.02   | 7.83                     | 240.40     |
| DJ US Select Dividend Index | 22.73    | 46.15  | 9.21   | 10.27  | 13.32   | 8.28                     | 264.07     |

Data quoted represents past performance, which is no guarantee of future results.

## POTENTIAL BENEFITS

Seeks current income and capital appreciation through dividends from U.S. companies.

Diversification across multiple companies and sectors.

Active management focused on mitigating downside risk of individual companies.

## PORTFOLIO CONSTRUCTION

### 1ST | Macro Outlook

Review sector weighting trends based on the S&P 500 and macro-economic research.

### 2ND | Universe

Identify candidates of US companies, by market capitalization, paying dividends that have a history and outlook to increase their dividend.

### 3RD | Screen

Utilize Revelation Investment Research to analyze downside risk based on valuation, growth, fundamentals, and sentiment.

### 4TH | Decision

Select 33 stocks from the screened holdings based on their fundamentals and technical analysis. Positions are reviewed regularly.

## TOP 10 HOLDINGS (%)

|                                      |      |
|--------------------------------------|------|
| Innovative Industrial Properties Inc | 3.61 |
| Goldman Sachs Group Inc              | 3.57 |
| KLA Corp                             | 3.46 |
| Williams-Sonoma Inc                  | 3.44 |
| Iron Mountain Inc                    | 3.41 |
| Apple Inc                            | 3.39 |
| Discover Financial Services          | 3.38 |
| Target Corp                          | 3.31 |
| Eli Lilly and Co                     | 3.29 |
| Allstate Corp                        | 3.21 |

## SECTOR ALLOCATION (%)

|                        |      |
|------------------------|------|
| Information Technology | 24.7 |
| Consumer Discretionary | 15.6 |
| Health Care            | 14.4 |
| Financials             | 16.6 |
| Industrials            | 13.0 |
| Real Estate            | 7.3  |
| Communication Services | 2.9  |
| Consumer Staples       | 2.6  |
| Materials              | 2.6  |
| Other                  | 0.3  |

## MORNINGSTAR STYLE BOX BREAKDOWN<sup>1</sup>

|      |      |     |       |
|------|------|-----|-------|
| 29.2 | 23.6 | 9.7 | Large |
| 12.2 | 18.0 | 3.5 |       |
| 0.0  | 0.0  | 3.7 | Small |

Value Blend Growth

Holdings and portfolio weights are subject to change without notice. Portfolio holdings are provided for informational purposes only and should not be deemed as a recommendation to buy, sell or hold any security.

## PORTFOLIO MANAGERS

### Dave Gilreath, CFP®

Managing Director, Chief Investment Officer  
Industry since 1981

### Ron Brock

Managing Director, Chief Financial Officer  
Industry since 1984

## DIVIDEND YIELD<sup>2</sup> (%)

|                                      |      |
|--------------------------------------|------|
| Dividend Growth & Income             | 2.37 |
| Dow Jones U.S. Select Dividend Index | 3.99 |

## COMPANY PROFILE

- SEC Registered 10/27/2015
- Principals: David S. Gilreath, CFP® and Ron Brock
- \$605 million total assets under management (as of 9/30/2021)

## ADDITIONAL STRATEGIES

### GROWTH

- Bulls of the Dow
- IntelliBuild® Growth
- Outlier Growth

### GROWTH & INCOME

- Covered Call Income
- Dividend Growth & Income
- Real Estate Income & Growth

### FIXED INCOME

- Preferred Income

### OPTION OVERLAY

- Index Income Overlay

|                    | Annual Performance Returns - Institutional (Net of Fees) vs Benchmark (Dow Jones U.S. Select Dividend Index) |       |       |        |       |       |        |       |        |          | Rolling Average (Net, Annualized) |        |        |         | Cumulative |           |
|--------------------|--|-------|-------|--------|-------|-------|--------|-------|--------|----------|-----------------------------------|--------|--------|---------|------------|-----------|
|                    | 2012   | 2013  | 2014  | 2015   | 2016  | 2017  | 2018   | 2019  | 2020   | 2021 YTD | 1-Year                            | 3-Year | 5-Year | 10-Year | Inception  | Inception |
| Institutional, Net | 13.07  | 37.29 | 5.89  | (6.53) | 11.97 | 22.96 | (8.22) | 27.47 | 6.13   | 15.61    | 34.51                             | 10.37  | 13.28  | 12.91   | 8.69       | 287.23    |
| Benchmark          | 10.84  | 29.06 | 15.36 | (1.64) | 21.98 | 15.44 | (5.94) | 23.11 | (4.56) | 22.73    | 46.15                             | 9.21   | 10.27  | 13.32   | 8.28       | 264.07    |

Supplemental Information, consisting of the Institutional Performance (Net of Fees) is presented to show composite performance when the maximum institutional fee of 0.45 is applied to the composite's gross return. Innovative Portfolios did not have fee paying institutional clients for all the periods presented above. Institutional Performance (Net of Fees) is supplemental to the Annual Portfolio Performance Presentation.

**Organization:** Innovative Portfolios, LLC ("IP"), established in 2015, is registered as an investment advisor with the Securities and Exchange Commission. IP is wholly owned by Sheaff Brock Capital Management, LLC ("SBCM"). IP claims compliance with Global Investment Performance Standards (GIPS®).

**Description:** The Dividend Growth & Income Composite invests in approximately 33 large capitalization U.S. equity positions with consistent dividend income. The investment objective of the composite is income and capital appreciation. The Dividend Income & Growth Composite consists of fully discretionary portfolios, including those accounts no longer with the firm. The composite excludes portfolios under \$50,000. For comparison purposes the composite is measured against the Dow Jones Select Dividend Index. The Composite was created on January 1, 2021 and the inception date is July 1, 2005.

IP acquired the composite through a subadvisor agreement with Sheaff Brock Investment Advisors, LLC (SBIA), wholly owned by SBCM, in December 2020. Performance prior to January 1, 2021 occurred while the investment management team was affiliated with SBIA. The same investment management team has managed the composite since its inception, and the investment process has not changed. Performance prior to January 1, 2021 is linked to performance earned at SBIA.

Performance presented are time-weighted returns. Valuations and performance is reported in U.S. dollars. Composite performance is presented on gross-of-fees and net-of-fees basis and includes the reinvestment of income (dividends/interest). Gross-of-fees returns are presented before management and custodial fees but after all trading expenses. Net-of-fees returns are calculated by deducting a model management fee of 0.3125, ¼ of the highest annual management fee of 1.25%, from the quarterly gross composite return. Actual advisory fees incurred by clients may vary. Policies for valuing investments, calculating performance, and preparing GIPS reports are available upon request.

The benchmark is the Dow Jones Select Dividend Index, an index of the leading 100 U.S. stocks by dividend yield, subject to screens for dividend-per-share growth rate, dividend payout ratio and average daily trading volume. An index should only be compared with a mandate that has a similar investment objective. An index is not available for direct investment and does not reflect any of the costs associated with buying and selling individual securities or management fees, the incurrence of which would have the effect of decreasing historical performance results. There can be no assurances that a composite will match or outperform any particular benchmark.

Past performance is no guarantee of future performance and there is a risk of loss of all or part of your investment. Individual client performance returns may be different than the composite returns listed. Changes in investment strategies, contributions or withdrawals, and economic conditions may materially alter the performance of your portfolio. Different types of investments involve varying degrees of risk, and there can be no assurance that any specific investment or strategy will be suitable or profitable for a client's portfolio. Information is obtained from sources IP believes are reliable, however, IP does not audit, verify, or guarantee the accuracy or completeness of any material contained herein.

Certain information expressed represents an assessment at a specific point in time and is not intended to be a forecast or guarantee of future performance, nor is it intended to speak to any future time periods. The information and data in the composite overview does not constitute legal, tax, accounting, investment, or other professional advice. The information provided in the composite overview should not be considered a recommendation to purchase or sell any particular security. There is no assurance that any securities discussed herein will remain in the composite at the time you receive the composite overview or that securities sold have not been repurchased. The securities discussed may not represent the entire portfolio. It should not be assumed that any securities transaction or holding discussed was or will prove to be profitable, or that the investment recommendations or decisions in the future will be profitable or will equal the investment performance of the securities discussed herein.

To receive a GIPS® compliance presentation please contact us at 833-689-3863.

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2 Dividend yield is calculated by dividing the dividends per share for the last 12 months by the current price of the equity security. The dividend yield is based on composite holding as of the date of the report. Dividend yield does not account for any realized or unrealized gain/loss on the holdings in the composite. Dividend yield does not reflect the deduction of management fees, and if reflected, the fee would reduce any performance data quoted. Dividend yield is a measurement at a point in time which may differ significantly in the future based upon the holdings in the composite, the price of the securities and the actual dividends paid.