

PREFERRED INCOME

as of September 30, 2021

OBJECTIVE

The Preferred Income strategy seeks current income as its primary objective. The portfolio invests in a wide variety of preferred stocks that display high, steady, and consistent income.

PERFORMANCE (%)							Inception Date: 10/1/2011	
Average (Annual)	2021 YTD	1-Year	3-Year	5-Year	7-Year	Inception	Cumulative	
Preferred Income, Gross	2.93	8.78	6.96	5.14	5.80	6.33	84.78	
Preferred Income, Net	1.97	7.43	5.66	3.85	4.50	5.03	63.32	
S&P U.S. Preferred	5.41	12.73	8.10	6.13	6.33	7.55	107.06	

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

POTENTIAL BENEFITS

Seeks potential income from higher yielding preferred stocks and capital securities, some of which may be U.S. tax advantaged.

Active management to potentially exploit inefficiencies such as credit quality, interest rate structure and call risk.

Diversification from traditional equity and fixed income strategies.

PORTFOLIO CONSTRUCTION

1ST | Macro Outlook

Develop views about the economy, markets, and interest rates.

2ND | Screen

Filter retail and institutional for yield, duration, liquidity, credit quality, and coupon structure.

3RD | Decision

Select 25-30 stocks from the screened holdings based on pricing and attractive opportunities which can include undervalued sectors and/or companies. Positions are reviewed regularly.

TOP 10 HOLDINGS (%)

Ford Motor Co Pfd 6.20% Ser. B	3.54
First Midwest Bancorp Inc Pfd 7.00% Ser. C	3.43
AT&T Inc Pfd 5.00% Ser. A	3.41
GM Financial Co Inc Pfd Ser. C	3.19
Edison Intl Pfd 5.375% Ser. A	3.10
Morgan Stanley Pfd 7.125% Ser. E	3.07
Athene Holding Ltd Pfd 6.35% Ser. A	2.99
Ally Financial Inc Pfd 4.70% Ser. B	2.98
American Equity Invest Life Pfd 5.95% Ser. A	2.64
Capital One Financial Corp Pfd 4.80% Ser. J	2.60

SECTOR ALLOCATION (%)

Finance - Banks	30.5
Finance - Insurance	18.0
Finance - Capital Markets	11.7
Consumer Staples	9.4
Finance - Consumer Finance	8.5
Utilities	7.0
Communication Services	5.0
Information Technology	2.7
Real Estate	2.7
Finance - Real Estate	2.2
Industrials	2.2
Other	0.1

CURRENT YIELD¹ (%)

Preferred Income	5.13
S&P U.S. Preferred Stock Index	5.35

ISSUER CREDIT BREAKDOWN²

Credit Quality (%)	Weight (%)
A	15.9
BBB	56.7
BB	14.2
NR	8.3
Cash & Equivalents	4.9

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

JR Humphreys, CFA, CAIA

Senior Portfolio Manager
Industry since 1990

Dave Gilreath, CFP®

Managing Director, Chief Investment Officer
Industry since 1981

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

SUPPLEMENTAL INFORMATION (%) (as of 9/30/2021)
Inception Date: 10/1/2011

	Annual Performance Returns - Institutional (Net of Fees) vs Benchmark (S&P U.S. Preferred Stock Index)										Rolling Average (Net, Annualized)				Cumulative	
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021 YTD	1-Year	3-Year	5-Year	7-Year	Inception	Inception
Institutional, Net	10.28	(3.89)	15.20	6.31	2.39	8.30	(4.91)	14.55	7.66	2.58	8.29	6.49	4.68	5.33	5.86	76.75
Benchmark	18.64	(0.17)	14.07	5.47	1.94	9.11	(4.25)	17.64	7.97	5.41	12.73	8.10	6.13	6.33	7.55	107.06

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 Preferred Income Composite invests in approximately 25-30 U.S. preferred equity positions. The investment objective of the composite is income. The Preferred Income Composite consists of fully discretionary portfolios, including those accounts no longer with the firm. The composite excludes portfolios under \$100,000. For comparison purposes the composite is measured against the S&P U.S. Preferred Stock Index. The Composite was created on January 1, 2021 and the inception date is October 1, 2011.

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 S&P U.S. Preferred Stock Index, an index designed to measure the performance of the U.S. preferred stock market and consists of U.S. preferred stocks with a market capitalization greater than \$100 million and a maturity of at least one year or longer. 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.

1 Current yield is calculated by dividing the annual income (dividends and interest) by the current price of the preferred security. The current yield is based on average-weighted composite holdings as of 9/30/2021. Current yield does not account for any realized or unrealized gain/loss on the holdings in the composite. Current yield does not reflect the deduction of management fees, and if reflected, the fee would reduce data quoted. Current 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 income paid.

2 Issuer credit ratings represent the issuer's overall credit creditworthiness and financial strength and not the issue rating which refers to specific financial obligations and considers ranking in the capital structure. Ratings shown are the highest rating given by one of the following national rating agencies: S&P, Moody's, Fitch, DBRS or AM Best. Credit ratings are subject to change. AAA, AA, A and BBB are investment grade ratings; BB, B, CCC/CC/C and D are below-investment grade ratings. Holdings designated NR are not rated by these national rating agencies. Excludes credit spread put options.