### EQUITY INVESTMENT CORPORATION

### 2016 Third Quarter Commentary All-Cap Value & Large-Cap Value October 2016

Stocks continued to rise last quarter, with the Russell 3000® Value (R3000V) and Russell 1000® Value (R1000V) indices gaining 3.9% and 3.5%, respectively. Similarly, the S&P 500® Index increased 3.9%. In comparison, our All-Cap Value SMA (ACV) and Large-Cap Value SMA (LCV) composites rose 3.3% and 3.2% (gross of fees¹). Year-to-date the R3000V, R1000V, and S&P 500 have gained 10.4%, 10.0%, and 7.8%, respectively, while our ACV and LCV composites have increased 7.8% and 7.6%, respectively (gross of fees¹). Net of hypothetical wrap fees, results would be 2.5% and 2.4% for the quarter, or 5.4% and 5.2% year to date.

Several factors suggest the market has become less concerned about risk. For example, growth stocks performed better than value stocks in the third quarter, and small-cap stocks fared particularly well – the Russell 2000® and Russell Microcap® indices advanced 9.1% and 11.3%, respectively. Also, the strongest performing sector within the R3000V and R1000V was information technology (up over 13%), which is typically more volatile. From a valuation perspective, today's market prices are high even assuming long-term interest rates remain low and earnings growth accelerates.

Looking at fundamentals, corporations have achieved limited growth in the post-2008 environment, often via unsustainable methods that should not be capitalized. These methods include improved margins resulting from lower investment spending, reduced taxes through use of overseas tax shelters, refinancing debt at lower rates, and borrowing to make stock buy-backs or accretive acquisitions. Meanwhile, earnings quality continues to be poor. Investors are giving too much credence to non-GAAP financial measures, which companies often use to claim progress by treating some real costs as "one-time".

We believe the market is capitalizing not only today's accommodative financial environment but, also, a continuation of the benign environment into the foreseeable future. Moreover, businesses that are selling for reasonable valuations today typically have weak fundamentals and may prove to be value traps. Finally, those businesses that are selling for a reasonable price and that have decent fundamentals are inevitably in areas where we already have plenty of exposure. For example, we could find another bank or health care company to invest in, but collectively the finance and health care sectors currently represent over 37% of portfolios. Increasing that concentration could add to risk. Diversification is an important component of our investment process. In contrast to some investment managers who place big bets on individual stocks or sectors, we operate under the belief that what we know about an investment is often less important than what we don't know. That is, unpredictable macroeconomic, geopolitical, and/or company-specific events can dramatically alter an investment's outcome. Accordingly, portfolios are relatively well diversified across a number of different sectors, industries, and stocks.

In this environment, we are finding it increasingly difficult to identify investments with desirable prospective returns. As a result, our cash rose again last quarter to nearly 20% in established accounts and over 30% in new accounts where a few stocks close to our targeted exit price are not being purchased. Cash creates a drag on performance in rising markets. However, our objective is not to track volatile indices but, rather, to achieve strong returns over a full market cycle with lower-than-market volatility.

#### Rolling Five-Year Return Pattern

One of our key objectives is to provide a more predictable pattern of returns to investors. The table below offers four ranges of annualized five-year returns for the R3000V benchmark index, along with our historical odds of providing clients with a return before fees higher than that of the index over rolling five-year periods since 1986.

Rolling- 60-Month	% Periods				
<b>Benchmark Return</b>	EIC > Index				
> 15%	9%				
10% to 14.99%	35%				
0% to 9.99%	90%				
< 0%	100%				

Over the past five years, our R3000V and R1000V benchmarks have posted returns of 16.1% and 16.2%, respectively. Such strong returns fall in the table's top category, where investors should not expect us to match the benchmark returns (only 9% of the periods since 1986). As one would expect from our return profile, we have not kept pace over the past five years, with our ACV and LCV composites posting annualized returns of 12.4% and 12.5%, respectively. (Net of hypothetical wrap fees, annualized five-year results would be 9.1% and 9.2%). The advantage of our more stable return profile is that it increases a client's odds of success in achieving an acceptable return to meet investment objectives. We typically define such an acceptable return as a 60-month period of earning 8% (gross of fees) or more.

#### Portfolio Review

We purchased one new security during the quarter, Verizon Communications, a stock we have owned in the past. Since we sold it in 2011, Verizon has continued to transition away from its legacy wireline business toward wireless. Notably, the company purchased Vodafone's minority interest in the wireless business in 2014 and has divested significant wireline business. The remaining wireline business has continued to shift toward FIOS fiber-to-premise, which is much more durable than old technology dialtone business. Verizon generates substantial free cash, amply covering its dividend, and the wireless business continues to grow while maintaining premium pricing even in the face of fierce price competition from T-Mobile and Sprint. Overall, Verizon's business is better now than when we sold it and is more attractively priced as well.

Also during the quarter, we completed an increase to our GlaxoSmithKline position begun during the second quarter's Brexit turmoil. We also trimmed eBay, Mack-Cali Realty, and Taiwan Semiconductor due to a combination of valuation and overweighting. Finally, we sold our small position in Shire PLC, which we obtained as partial proceeds for its acquisition of Baxalta (which, in turn, had been spun off from Baxter, a stock we continue to hold).

James Barksdale, Chairman

Investment Team
W. Andrew Bruner, CFA, CPA
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See disclosures on the next page.

#### <sup>1</sup>Disclosures

Returns are presented in conjunction with our full disclosure presentation, which is considered an integral part of this report. All returns include reinvestment of dividends and interest. Indices are unmanaged, do not incur management fees, costs or expenses, and cannot be invested in directly. Results are historical and do not imply future rates of returns or volatility for EIC or for the indices, which may be materially different from the past and from one another. Individual account results may differ from those of a composite. Client net returns are reduced by EIC's management fees and possibly brokerage firm wrap fees, which include trading costs, portfolio management, custody, and other administrative fees.

EIC's ACV and LCV results are those of our <u>All-Cap Value SMA</u> and <u>Large-Cap Value SMA</u> Composites gross (before all fees) and net of (after) assumed maximum annual SMA fees of 3% (0.25% per month). SMA fees include trading costs, portfolio management, custody, and other administrative fees.

The securities identified and described above do not represent all of the securities purchased, sold or recommended for client accounts.

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**EQUITY INVESTMENT CORPORATION** 

3007 Piedmont Road NE Atlanta, Georgia 30305

# All-Cap Value SMA Composite Performance Description

Equity Investment Corporation (EIC) is an SEC registered independent investment advisor incorporated in the state of Georgia. Effective September 30, 2016, assets of the firm transferred from Jim Barksdale, who founded the firm in 1986, to three members of the investment team who collectively have more than 40 years of experience at EIC. Accounts continue to be managed using the same investment process. Performance numbers (beginning July 1, 1995) are the value-weighted, time-weighted, total return composite results of fully discretionary All-Cap Value equity wrap fee (SMA) accounts. The strategy employs a flexible framework (not constrained by any cap size limitations) of investing in high quality, well managed companies, while at the same time avoiding those that look inexpensive relative to their historical record but are actually in structural decline. Prior to January 1, 2013, the composite was called the All-Cap Value Wrap Composite. Returns are generally presented net of foreign withholding taxes on dividends, interest income, and capital gains; however, returns for some accounts are presented gross of foreign taxes depending on the treatment by their custodian. Prior to July 1, 1995, the returns are that of the All-Cap Value composite. Results for the period January 1, 1989, through July 1, 1995 include both SMA and non-SMA accounts. During this period, SMA accounts represent on average 24% of the composite. Since July 1, 1995, SMA accounts comprise 100% of the composite. The composite creation date is July 1, 1995. All accounts included in the composite are managed according to similar investment guidelines. On January 1, 2003, the benchmark (which excludes an advisory fee) was changed retroactively from the S&P® 500 Index to the Russell 3000® Value Index because it is more representative of the composite. Performance includes reinvestment of dividends, and EIC's returns also include interest earned on cash. The benchmark index is the Russell 3000® Value Index, which excludes an advisory fee, and was c

								1 7		Advisory-Only (UMA) and Managed Assets		
Year Ended Dec - 31	Supplemental Gross Rate of Return <sup>3</sup>	Hypothetical <sup>3</sup> (3% annual) Net Rate of Return	Benchmark Return of Russell 3000® Value Index <sup>4</sup>	Composite 3-Yr St Dev	Benchmark 3-Yr St Dev	Dispersion¹ of Annual Returns (St Dev)	Number of Portfolios	Number of Accounts <sup>2</sup>	Composite Assets (\$ Millions)	UMA Assets* (\$ Millions)	GIPS® Firm Assets (\$ Millions)	Total Assets* (\$ Millions)
2016 (through 9/30)	7.8%	5.4%	10.4%	8.7%	10.7%	0.4%	4051	405	\$1,794.8	\$1,620.9	\$3,421.0	\$5,041.9
2015	-4.4%	-7.2%	-4.1%	8.9%	10.7%	0.5%	4727	456	\$1,964.8	\$1,590.0	\$3,658.9	\$5,248.9
2014	14.9%	11.5%	12.7%	8.1%	9.4%	0.5%	5272	479	\$2,259.6	\$1,657.7	\$3,862.6	\$5,520.3
2013	24.7%	21.1%	32.7%	9.2%	12.9%	0.6%	4290	494	\$1,703.6	\$1,009.2	\$3,286.3	\$4,295.5
2012	10.0%	6.7%	17.6%	11.5%	15.8%	0.4%	2742	446	\$1,016.1	\$665.6	\$2,301.1	\$2,966.7
2011	7.4%	4.2%	-0.1%	16.3%	21.0%	0.6%	1398	362	\$556.0	\$314.5	\$1,127.9	\$1,442.4
2010	18.2%	14.7%	16.2%	18.7%	23.5%	0.5%	937	283	\$432.6	\$77.9	\$836.9	\$914.8
2009	26.9%	23.2%	19.8%	17.3%	21.3%	1.3%	743	152	\$282.7	\$10.5	\$541.2	\$551.7
2008	-22.9%	-25.2%	-36.3%	11.7%	15.5%	1.0%	946	235	\$220.2	\$0.0	\$362.6	\$362.6
2007	3.3%	0.3%	-1.0%	7.0%	8.3%	0.8%	935	230	\$283.5	\$0.0	\$448.1	\$448.1
2006	16.6%	13.1%	22.3%	6.2%	7.0%	0.8%	758	229	\$252.7	\$0.0	\$487.2	\$487.2
2005	2.8%	-0.3%	6.9%	8.8%	9.7%	0.7%	675	226	\$195.5	\$0.0	\$463.6	\$463.6
2004	13.9%	10.6%	16.9%	11.4%	14.8%	0.8%	531	176	\$137.4	\$0.0	\$388.1	\$388.1
2003	25.2%	21.6%	31.1%	13.6%	16.0%	0.8%	289	100	\$70.0	\$0.0	\$231.0	\$231.0
2002	-4.1%	-6.9%	-15.2%	15.9%	16.6%	1.5%	59	56	\$14.6	\$0.0	\$110.7	\$110.7
2001	16.9%	13.5%	-4.3%	15.7%	14.1%	0.8%	13	13	\$5.4	\$0.0	\$82.2	\$82.2
2000	18.6%	15.2%	8.0%	18.0%	16.8%	0.8%	16	16	\$6.5	\$0.0	\$62.3	\$62.3
1999	2.1%	-0.9%	6.6%	15.7%	15.9%	1.0%	27	27	\$13.0	\$0.0	\$64.1	\$64.1
1998	16.2%	12.8%	13.5%	14.5%	14.9%	0.9%	11	11	\$2.8	\$0.0	\$35.2	\$35.2
1997	30.1%	26.4%	34.8%	8.8%	9.5%	0.8%	12	12	\$4.9	\$0.0	\$38.8	\$38.8
1996	8.0%	4.8%	21.6%	7.7%	9.2%	0.6%	19	19	\$16.6	\$0.0	\$69.7	\$69.7
1995	19.7%	16.2%	37.0%	6.2%	8.3%	0.6%	42	42	\$23.0	\$0.0	\$93.4	\$93.4
1994	0.2%	-2.8%	-1.9%	5.7%	8.2%	0.8%	65	65	\$32.7	\$0.0	\$92.6	\$92.6
1993	11.3%	8.0%	18.7%	8.0%	9.5%	0.7%	72	72	\$44.0	\$0.0	\$84.5	\$84.5
1992	10.6%	7.4%	14.9%	12.5%	13.7%	0.9%	69	69	\$53.3	\$0.0	\$84.1	\$84.1
1991	37.0%	33.0%	25.4%	13.3%	14.5%	1.3%	58	58	\$35.6	\$0.0	\$48.9	\$48.9
1990	-8.0%	-10.7%	-8.8%	13.2%	13.5%	0.7%	59	59	\$25.8	\$0.0	\$30.4	\$30.4
1989	20.8%	17.3%	24.2%	18.0%	17.6%	1.6%	51	51	\$21.4	\$0.0	\$27.8	\$27.8
1988	27.4%	23.7%	23.6%	19.9%	18.9%	1.7%	14	14	\$6.0	\$0.0	\$8.0	\$8.0
1987	10.6%	7.4%	-0.1%	N/A	N/A	N/A	5	5	\$0.5	\$0.0	\$0.6	\$0.6
1986	25.0%	21.3%	18.8%	N/A	N/A	N/A	2	2	\$0.2	\$0.0	\$0.2	\$0.2

See next page for Table Notes and other disclosures

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# All-Cap Value SMA Composite Performance Description (cont'd)

#### **Table Notes:**

\*"Total Assets" include our regulatory assets under management ("GIPS® Firm Assets") and our advisory-only "UMA Assets". EIC has no trading discretion for UMA accounts and provides a model portfolio to the program sponsor or overlay manager. The "UMA Assets" and "Total Assets" amounts are shown as supplemental information.

- <sup>1</sup> Dispersion is an asset-weighted standard deviation for the accounts in the composite for the entire year (or year-to-date). For 1986 through 1995 dispersion represents EIC's All-Cap Value composite, which contains both SMA and non-SMA accounts. For 1996 through 2005, dispersion represents EIC's internally administered SMA accounts.
- <sup>2</sup> Number of accounts Each internally administered SMA account is treated as a separate account but each separately managed SMA program is considered only one account.
- <sup>3</sup> Results include SMA accounts and gross returns are shown as supplemental information. Prior to 7/1/1995, the gross returns are that of EIC's All-Cap Value composite. For the period 1/1/1989 through 7/1/1995, SMA accounts represent on average 24% of the composite assets. Please note that gross returns for SMA accounts are stated gross of all fees and trading costs. For the period 10/1/02 through 12/31/06, the gross returns are those of EIC's All-Cap Value composite, and are reduced by trading costs, but not by any additional fees. For all other periods the gross returns are stated gross of all fees and brokerage firm SMA fees. Net returns are simulated by reducing gross returns by an annual SMA fee of 3.0% (0.25% per month).

N/A – Information is not statistically meaningful due to an insufficient number of portfolios in the composite for the entire year.

Additional Notes: The three year annualized standard deviation measures variability of the composite and the benchmark returns over the preceding 36 month period.

Performance has been measured on a monthly basis from January 1, 1986, to present. Periods are geometrically linked to obtain the quarterly and annual results. Eligible new accounts are added to the composite at the beginning of the first full quarter under EIC management. Trade date accounting with monthly valuations and adjustments for large cash flows are used. Results are based on fully discretionary accounts under management, including those accounts no longer with the firm. The US Dollar is the currency used to express performance. Returns include the reinvestment of all income. There were non fee-paying accounts during the following years: 1986: 100%, 1987: 36%, 1988: 2%, 1999-2000: 1%, 2010-2016: <1%. Economic and market conditions have differed over the time period displayed, and likewise will be different in the future. Policies for valuing portfolios, calculating performance and preparing compliant presentations are available upon request.

Equity Investment Corporation (EIC) claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS® standards. EIC has been independently verified for the periods January 1, 1986, through June 30, 2016. Verification assesses whether (1) the firm has complied with all the 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. Verification does not ensure the accuracy of any specific composite presentation. The verification reports, as well as a complete list and description of all the firm's composites, are available upon request by contacting Equity Investment Corporation, 3007 Piedmont Road NE, Suite 200, Atlanta, GA 30305. Prospective clients should be aware that results are historical and do not imply future rates of return or volatility for EIC or the indices, which may be materially different from the past and from each other.

Investment management fees are based on market values of the assets under management. EIC's maximum annual fees for SMA accounts (charged quarterly) are 0.75%. Total fees charged may equal 3% per year. SMA schedules are provided by independent SMA sponsors and are available upon request from the individual sponsor. Further information about fees and compensation is discussed in EIC's form ADV Part 2 (www.adviserinfo.sec.gov).

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### Large-Cap Value SMA Composite Performance Description

Equity Investment Corporation (EIC) is an SEC registered independent investment advisor incorporated in the state of Georgia. Effective September 30, 2016, assets of the firm transferred from Jim Barksdale, who founded the firm in 1986, to three members of the investment team who collectively have more than 40 years of experience at EIC. Accounts continue to be managed using the same investment process. Performance numbers are the value-weighted, time-weighted, total return composite results of fully discretionary large-cap value wrap fee (SMA) accounts managed in the style of the firm's traditional value methodology with a large-cap bias. The strategy employs a flexible framework of investing in high quality, well managed companies, while at the same time avoiding those that look inexpensive relative to their historical record but are actually in structural decline. Prior to January 1, 2013, the composite was called the Large-Cap Value Wrap Composite. Returns are generally presented net of foreign withholding taxes on dividends, interest income, and capital gains; however, returns for some accounts are presented gross of foreign taxes depending on the treatment by their custodian. The composite creation date is January 1, 2001, and SMA accounts comprise 100% of the composite. SMA accounts pay an all-inclusive fee based on a percentage of assets under management. Other than brokerage commissions, this fee includes portfolio monitoring, consulting services, and in some cases, custodial fees. For comparison purposes the composite is measured against the Russell 1000® Value Index, which excludes an advisory fee. On January 1, 2003 the benchmark was changed retroactively from the S&P 500® Index to the Russell 1000® Value Index which is more representative of the composite. The Russell 1000® Value Index measures the performance of the large-cap value segment of the US equity universe. It is the portion of the Russell 1000® Index companies with lower price-to-book ratios and lower expected growth values. The Russell

									Advisory-Only (UMA) and Managed Assets			
Year Ended Dec - 31	Gross Rate of Return <sup>2</sup>	Hypothetical <sup>2</sup> (3% annual) Net Rate of Return	Benchmark Return of Russell 1000® Value Index⁴	Composite 3-Yr St Dev	Benchmark 3-Yr St Dev	Dispersion <sup>1</sup> of Annual Returns (St Dev)	Number of Portfolios <sup>3</sup>	Composite Assets (\$ Millions)	UMA Assets* (\$ Millions)	GIPS® Firm Assets (\$ Millions)	Total* (\$ Millions)	
2016 (through 9/30)	7.6%	5.2%	10.0%	8.6%	10.6%	0.5%	1111	\$336.9	\$1,620.9	\$3,421.0	\$5,041.9	
2015	-4.5%	-7.3%	-3.8%	8.9%	10.7%	0.4%	1146	\$318.5	\$1,590.0	\$3,658.9	\$5,248.9	
2014	15.0%	11.6%	13.5%	8.1%	9.2%	0.5%	361	\$159.4	\$1,657.7	\$3,862.6	\$5,520.3	
2013	24.8%	21.2%	32.5%	9.4%	12.7%	0.5%	863	\$328.7	\$1,009.2	\$3,286.3	\$4,295.5	
2012	10.0%	6.8%	17.5%	11.5%	15.5%	0.3%	658	\$197.2	\$665.6	\$2,301.1	\$2,966.7	
2011	8.2%	5.0%	0.4%	15.9%	20.7%	0.3%	465	\$130.1	\$314.5	\$1,127.9	\$1,442.4	
2010	16.8%	13.4%	15.5%	18.5%	23.2%	0.4%	409	\$98.2	\$77.9	\$836.9	\$914.8	
2009	25.0%	21.4%	19.7%	17.2%	21.1%	1.0%	386	\$80.0	\$10.5	\$541.2	\$551.7	
2008	-22.8%	-25.2%	-36.9%	12.1%	15.4%	N/A	3	\$0.9	\$0.0	\$362.6	\$362.6	
2007	2.1%	-0.9%	-0.2%	6.9%	8.1%	N/A	3	\$1.1	\$0.0	\$448.1	\$448.1	
2006	17.7%	14.3%	22.3%	6.0%	6.7%	N/A	3	\$1.0	\$0.0	\$487.2	\$487.2	
2005	5.7%	2.6%	7.1%	8.7%	9.5%	0.4%	18	\$9.3	\$0.0	\$463.6	\$463.6	
2004	13.1%	9.8%	16.5%	12.7%	14.8%	0.4%	18	\$8.9	\$0.0	\$388.1	\$388.1	
2003	23.3%	19.7%	30.0%	14.2%	16.0%	1.1%	21	\$8.5	\$0.0	\$231.0	\$231.0	
2002	-9.0%	-11.7%	-15.5%	N/A	N/A	0.5%	42	\$11.0	\$0.0	\$110.7	\$110.7	
2001	14.6%	11.3%	-5.6%	N/A	N/A	1.2%	45	\$12.4	\$0.0	\$82.2	\$82.2	

<sup>\*&</sup>quot;Total Assets" include our regulatory assets under management ("GIPS® Firm Assets") and our advisory-only "UMA Assets". EIC has no trading discretion for UMA accounts and provides a model portfolio to the program sponsor or overlay manager. The "UMA Assets" and "Total Assets" amounts are shown as supplemental information.

Additional Note: The three year annualized standard deviation measures variability of the composite (gross of fees) and the benchmark returns over the preceding 36 month period.

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Dispersion is an asset-weighted standard deviation for the accounts in the composite the entire year (or year-to-date).

<sup>&</sup>lt;sup>2</sup> Results include wrap (SMA) accounts and gross returns are shown as supplemental information. Gross returns for SMA accounts are stated gross of all fees and transactions costs; net returns are simulated by reducing gross returns of the composite by an annual SMA fee of 3.0% (0.75%/quarter during 2001 and 0.25%/month thereafter).

<sup>&</sup>lt;sup>3</sup> Number of Portfolios/Composite Assets significantly decreased in 2014 due to transitioning of a major SMA program to a model based (UMA) program during Q414.

N/A – Information is not statistically meaningful due to an insufficient number of portfolios in the composite for the entire year.

### Large-Cap Value SMA Composite Performance Description (cont'd)

Performance has been measured on a monthly basis from January 1, 2001, to present. Periods are geometrically linked to obtain the quarterly and annual results. Eligible new accounts are added to the composite at the beginning of the first full quarter under EIC management. Trade date accounting with monthly valuations and adjustments for large cash flows are used. Results are based on fully discretionary accounts under management, including those accounts no longer with the firm. The US Dollar is the currency used to express performance. Returns include the reinvestment of all income. During 2002, 2% of the assets are non-fee paying accounts. There are no non-fee paying accounts during any other period. Economic and market conditions have differed over the time period displayed, and likewise will be different in the future. Policies for valuing portfolios, calculating performance and preparing compliant presentations are available upon request.

Equity Investment Corporation (EIC) claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS® standards. EIC has been independently verified for the periods January 1, 1986, through June 30, 2016. Verification assesses whether (1) the firm has complied with all the 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 Large-Cap Value SMA composite has been examined for the periods January 1, 2001, through June 30, 2016. The verification and composite examination reports, as well as a complete list and description of the firm's composites, are available upon request by contacting Equity Investment Corporation, 3007 Piedmont Road NE, Suite 200, Atlanta, GA 30305. Prospective clients should be aware that results are historical and do not imply future rates of return or volatility for EIC or the indices, which may be materially different from the past and from each other.

Investment management fees are based on market values of the assets under management. EIC's maximum annual fees for SMA accounts (charged quarterly) are 0.75%. Total fees charged may equal 3% per year. SMA schedules are provided by independent SMA sponsors and are available upon request from the individual sponsor. Further information about fees and compensation is discussed in EIC's form ADV Part 2 (www.adviserinfo.sec.gov).

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