

# EQUITY INVESTMENT CORPORATION

## LARGE-CAP VALUE SMA

Value | Quality | Growth

Data as of September 30, 2017

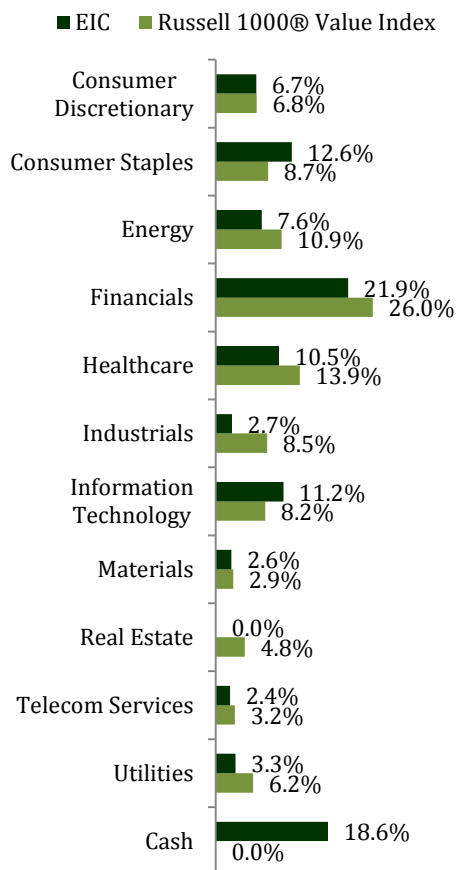
### WHAT MAKES EIC DIFFERENT

- Not “benchmark-centric”
- Focused on absolute vs. relative returns
- Goal is to maximize the investor’s odds of success

### INVESTMENT STRATEGY

With an investment approach that dates back to 1986, EIC implements a value discipline to investing believing the key to long-term investment success is avoiding significant losses. EIC looks for high quality companies selling below their value as ongoing businesses. This has led to lower volatility and an approach we feel is more tax efficient as well. To that end, we use a highly disciplined investment process that helps identify and avoid value traps. Our culture of independent thinking provides the flexibility to invest where value leads, regardless of capitalization size. (See chart on reverse.)

### SECTOR WEIGHTINGS <sup>1</sup>



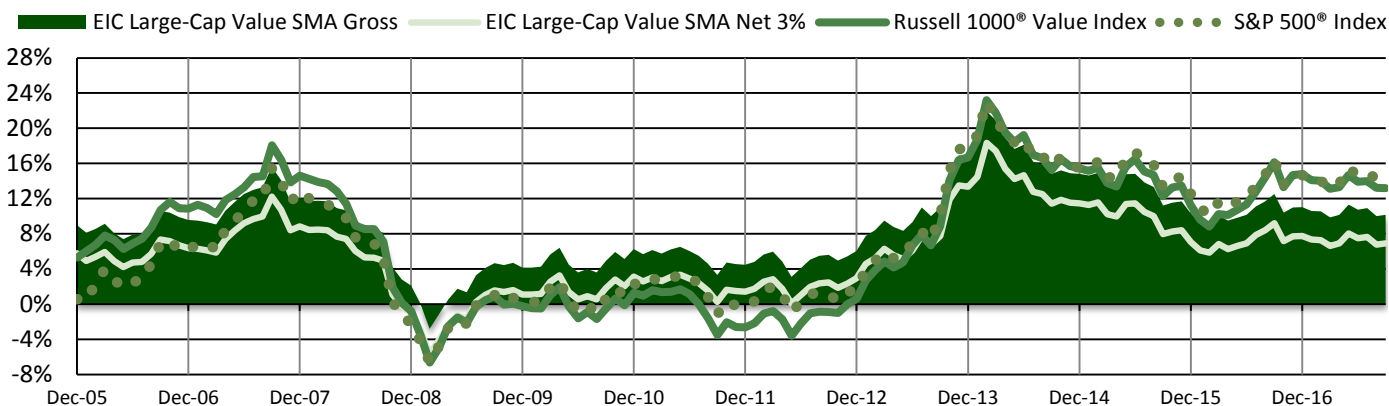
### TOP 10 HOLDINGS <sup>2</sup>

eBay Inc	3.7%
Wal-Mart Stores Inc	3.6%
PNC Financial Services Grp	3.4%
American Express Co	3.3%
Exelon Corp	3.3%
Exxon Mobil Corp	3.1%
GlaxoSmithKline PLC ADR	2.9%
PepsiCo Inc	2.9%
US Bancorp	2.8%
United Parcel Service Inc	2.7%

### PORTFOLIO CHARACTERISTICS <sup>3</sup>

Holdings	30-40
Average Turnover Since Inception	26.2%
Median Mkt Cap	\$76.5B
Median P/E Ratio (TTM)	17.4x
Median P/BV Ratio	2.5x
Median Debt/Equity	66.1%
Median ROE	16.6%

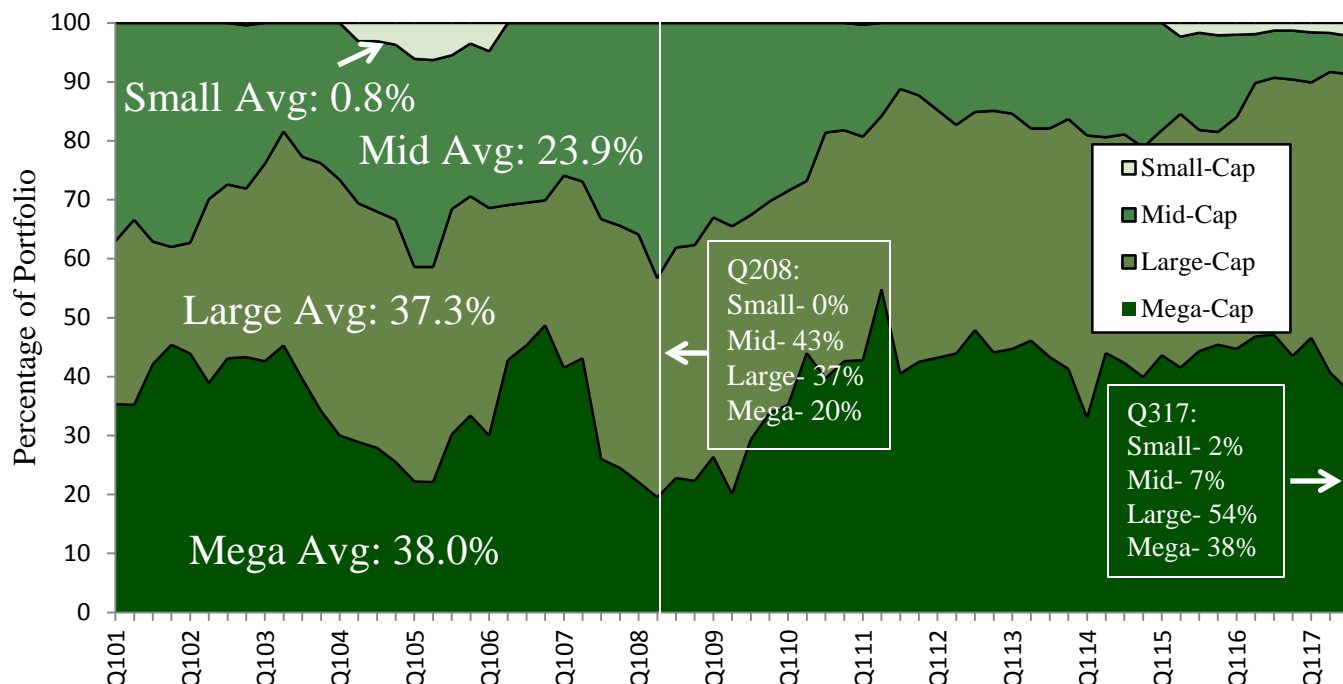
### EIC Large-Cap Value SMA (LCV SMA) 60-MONTH ROLLING RETURN



	Rolling Periods	Negative Returns	Positive Returns	Minimum Return	Maximum Return	Average Return
EIC LCV SMA Gross	142	2	140	-2.8%	21.9%	9.0%
EIC LCV SMA Net 3%	142	8	134	-5.7%	18.3%	5.8%
Russell 1000® Value Index	142	35	107	-6.7%	23.2%	7.6%
S&P 500® Index	142	16	126	-6.6%	23.0%	7.5%

This graph illustrates EIC’s returns relative to its benchmark index in the 142 rolling 60-month periods from the inception of the Large-Cap Value SMA (LCV SMA) Composite (January 1, 2001) through September 30, 2017. Gross returns are before all fees and transaction costs; net results are simulated by reducing gross returns by a hypothetical maximum 3% annual fee. Please see the attached full disclosure presentation for details. Indices are unmanaged, do not incur management fees, costs and expenses, and cannot be invested in directly. EIC Doc # 17101703-1106

## ABILITY TO INVEST WHERE VALUE LEADS



This chart illustrates EIC's primary adherence to a value discipline, which allows for changing capitalization exposure over time. The values shown reflect the percentage of small-, mid-, large- and mega-capitalization stocks in a representative Large-Cap Value portfolio since inception of the strategy in 2001. EIC uses the capitalization classifications defined by the Russell Corporation and reconstituted annually as of May 31. Individual portfolio capitalization exposure may vary from that of the representative portfolio. Percentages may not equal 100% because of rounding conventions.

### PORTFOLIO MANAGEMENT *(Industry Experience)*

**W. Andrew Bruner, CPA, CFA**  
Principal & Director of Research  
26 Years

**R. Terrence Irrgang, CFA**  
Principal & Portfolio Manager  
36 Years

**Ian Zabor, CFA**  
Principal & Portfolio Manager  
17 Years

### PERFORMANCE & STATS (AS OF 9/30/2017) <sup>4</sup>

#### Trailing Returns

	Q317	YTD	3 Yr	5 Yr	10 Yr	SI**
EIC LCV SMA Gross	3.1	8.3	6.9	10.2	7.9	8.8
EIC LCV SMA 3% Net	2.4	5.9	3.8	6.9	4.7	5.6
Russell 1000® Value Index	3.1	7.9	8.5	13.2	5.9	6.7

#### Portfolio Characteristics\*

Std Dev	Beta	Up/Down Capture	Tracking Error
±13.1%	0.77	85%/68%	5.2%
±12.7%	0.77	77%/75%	5.2%
±17.6%	1.00		

**This portfolio and performance information is provided as supplemental to a full disclosure presentation.**

<sup>1</sup>Sector weights may not equal 100% because of rounding conventions. <sup>2</sup>The securities identified and described do not represent all of the securities purchased, sold or recommended for client accounts. Actual portfolio holdings may vary for each client and there is no guarantee that a particular client's account will hold any, or all, of the securities identified. The reader should not assume that an investment in the securities identified was or will be profitable. Portfolio data is from a representative Large-Cap Value Account. <sup>3</sup>Characteristics calculated for a representative Large-Cap Value account using Morningstar Direct<sup>SM</sup>. <sup>4</sup>EIC's results (which include reinvestment of dividends and interest earned on cash) are through September 30, 2017 and represent returns for EIC's Large-Cap Value SMA (LCV SMA) composite, presented gross of all fees and net of a hypothetical maximum fee of 3% per year. Indices are unmanaged, do not incur management fees, costs and expenses, and cannot be invested in directly. Periods greater than one year are annualized. \*All characteristics are since inception of the strategy. Standard Deviation is of rolling-12 month returns. Beta is a measure of the portfolio's volatility relative to the benchmark, the Russell 1000® Value Index. Upside and Downside Capture are the measures of performance in up and down markets relative to the benchmark index. The higher the upside capture, the better the performance in a rising market. Conversely, the lower the downside capture, the better the performance in a declining market. Tracking Error is the amount by which the performance of the strategy differed from that of the benchmark over the time period. \*\*16<sup>3/4</sup> years (since Jan.1, 2001 inception). 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 one another. Verification reports, along with a complete list of EIC's composites, are available upon request.

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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 will 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 1000® Index includes approximately 1000 of the largest US companies and represents 90% of the US equity market.

									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 Index <sup>4</sup>	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)
2017 (through 9/30)	8.3%	5.9%	7.9%	7.9%	10.2%	0.5%	913	\$286.6	\$1,979.5	\$2,711.8	\$4,691.3
2016	11.9%	8.6%	17.3%	8.5%	10.8%	0.5%	938	\$289.0	\$2,044.5	\$2,994.4	\$5,038.9
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	\$1,442.5
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	\$551.8
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

\*"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 the entire year (or year-to-date).

<sup>2</sup> Results include 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>3</sup> Number of Portfolios/Composite Assets significantly decreased in Q4, 2014 and Q4, 2016 due to transitioning of two major SMA programs to model based (UMA) programs.

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

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.

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

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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.

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, 2017. 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, 2017. 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](http://www.adviserinfo.sec.gov)).

<sup>4</sup> Frank Russell Company is the source and owner of the Russell Index data contained or reflected in this material and all trademarks and copyrights related thereto. This is a presentation of EIC. The presentation may contain confidential information and unauthorized use, disclosure, copying, dissemination or redistribution is strictly prohibited. Frank Russell Company is not responsible for the formatting or configuration of this material or for any inaccuracy in EIC's presentation thereof. S&P 500® Index and Russell Index information is sourced from S&P Capital IQ.

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