

## Strategy Overview

As of 3/31/24

Dividend Equity is a fully invested income generation strategy. It is grounded in the conventional wisdom that blue-chip companies will maintain a consistent dividend strategy that is independent of trading conditions. Though some stocks are often experiencing negative headlines, the strategy benefits by investing during times of stress with the expectation that things will improve over time and investors will collect dividends that soften negative price action along the way.

**Primary Objective**  
Income Generation

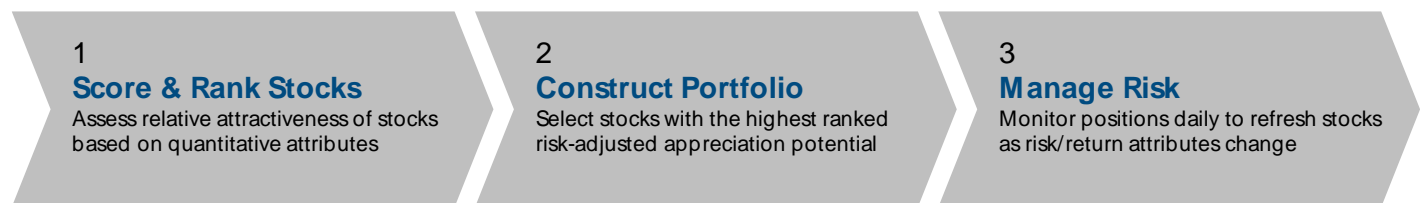
**Asset Allocation**  
100% Individual Stocks  
*Long-Only, Fully Invested Mandate*

**Current Yield**  
4.0%

## Investment Philosophy

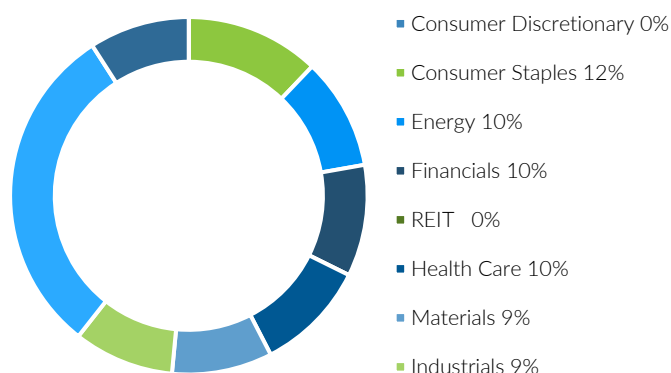
- We believe a thoroughly researched and systematic investment process grounded in common sense will outperform over time.
- Market research, active security selection, and disciplined risk management are key components in our management process.
- Daily monitoring using our security selection model allows us to capitalize on risk/return attribute changes as they occur, adjusting the portfolio accordingly.

## Investment Process



## Sample Allocation

### Sample Sector Allocation



### Sample Holdings

Ticker	Name	Sector
GS	Goldman Sachs Group	Financial Services
IBM	International Business Machines Corp	Technology
DOW	Dow Inc	Industrials
VZ	Verizon Communications	Communication Services
HD	Home Depot Inc	Consumer Cyclical

Sample holdings by weight. The list above is shown for informational purposes only. It can change and is not a recommendation to buy or sell any of these securities or to allocate a portfolio in this manner.

# Performance

As of 3/31/24

## Total Performance (% Net)

	2021*	2022	2023	2024 YTD	Since Inception	Growth of \$100,000
Dividend Equity	-0.5	-0.1	12.5	4.5	16.9	\$116,901
S&P 500	20.8	-18.5	25.7	10.4	36.7	\$136,660

\*2021 performance beginning 3/31/2021

## Strategy Metrics vs. S&P 500 (since 3/31/21)

Beta	Correlation	Std Dev
0.49	0.93	17.1%
1.00	1.00	15.8%

## Strategy Benefits

<b>Disciplined</b>	Quantitatively researched and rules-based management
<b>Transparent</b>	Separately managed account (SMA) structure provides real-time account access

## Management

<b>Firm</b>	NorthCoast Asset Management
<b>Home Office</b>	Greenwich, Connecticut
<b>Account Types</b>	All brokerage, retirement, and trust accounts welcome
<b>Contact</b>	203.900.8836 info@northcoastam.com northcoastam.com

## About NorthCoast

NorthCoast Asset Management is an established financial advisor in the field of tactical investment management, specializing in quantitative research and constructing risk-managed equity portfolios. We continually innovate solutions designed to mitigate capital loss during unfavorable market cycles. Our experienced management team, long-term portfolio performance and premier partnerships make NorthCoast a strong option for astute growth-oriented investors seeking downside risk protection.

[Learn More](#)



## Important Disclosure Information

Past Performance is not indicative of future results. All investments involve risk, including loss of principal. NorthCoast Asset Management (NCAM) claims compliance with the Global Investment Performance Standards (GIPS®). GIPS® is a registered trademark of CFA Institute. CFA Institute does not endorse or promote this organization, nor does it warrant the accuracy or quality of the content contained herein. NorthCoast Asset Management is a d/b/a of, and investment advisory services are offered through, Connecticut Wealth, LLC, an investment adviser registered with the United States Securities and Exchange Commission (SEC). Registration with the SEC or any state securities authority does not imply a certain level of skill or training. More information about Connecticut can be found at [www.connectuswealth.com](http://www.connectuswealth.com).

Returns are presented net-of-fees. Net-of-fee returns are reduced by trading costs and the portfolio's actual management fee. Valuations are computed and performance is reported in U.S. dollars. A complete list of composite descriptions is available upon request. Policies for valuing portfolios, calculating performance, and preparing compliant presentations are available upon request. To obtain a compliant presentation for the associated strategy, please contact one of our advisors at 800.274.5448.

Benchmark - The S&P 500 Index is used for comparison purposes as it represents a sample of the 500 leading companies in leading industries of the U.S. economy. It is generally considered a proxy for the total market.