Alpha Asset Advisors

DIVIDEND GROWTH PORTFOLIO

Q3 2023

Managing Partners

James Westwood

Managing Partner, Director of Business Development

Investment professional since 1991

Bachelors in Business Administration and Economics from Olivet College.

John Dyer

Managing Partner, Director of Operations and Client Relations

Investment professional since 2004

Bachelors in Economics from Michigan State University.

Paul Erickson

Managing Partner, Portfolio Director, Director of Research

Investment professional since 2005

Bachelors in Philosophy from Sacred Heart Major Seminary, Masters in Administration and General Management from the University of Notre Dame.

Contact Information

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Invest in Quality

Target

- Generate monthly dividend income while maintaining exposure to potential market growth
- Produce a yearly raise in dividends with an attractive risk/return trade off
- Protect clients from market volatility with risk adjusted portfolio management

Ethos

- Curate a transparent portfolio of high-quality companies grounded in consistent performance & strong fundamentals
- Offer a defensive approach with a focus on quality & performance
- Belief that high-quality companies with increasing dividends from free cash flow provide investors a greater risk adjusted, tax efficient alpha

Technique

- Screen for high quality companies that consistently increase dividends to reach wealth planning goals
- Focus on risk mitigation and consistent growth potential with an attractive risk/return tradeoff
- Provide a defensive approach with a focus on quality and performance

Holdings by Sector

Sector	Sector Weights
Consumer Staples	18.84%
Healthcare	19.62%
Information Technology	16.70%
Consumer Discretionary	9.46%
Financials	13.29%
Industrials	11.64%
Utilities	1.22%
Real Estate	4.22%
Energy	1.64%
Communication Services	1.59%
Materials	1.58%

Top Ten Holdings

Company	Ticker	Percentage of Portfolio
NVIDIA Corp	NVDA	2.56%
Eli Lilly and Co	LLY	2.22%
Caterpillar	CAT	2.04%
Amazon.com Inc	AMZN	1.97%
KLA Corp	KLAC	1.94%
Cisco Systems Inc	CSCO	1.84%
Costco Wholesale Corp	COST	1.84%
Amgen, Inc.	AMGN	1.77%
Berkshire Hathaway Inc	BRK-B	1.74%
Walmart Inc	WMT	1.73%

Holdings are subject to change. Sum of weightings may not equal 100% due to rounding. Portfolio weightings as of 10/1/2023

Key Metrics

$130 MILLION ASSETS UNDER ADVISEMENT*

2.16% ANNUAL DIVIDEND YIELD**

63 HOLDINGS ACROSS 11 SECTORS

10.5% TURNOVER RATIO (ANNUAL)

*As of 10/1/2023
Annual dividend yield not guaranteed. Average annual yield as of 10/1/2023.*

Performance

Risk & Return Statistics*	3 Yr		5 Yr		10 Yr	
	Portfolio	Bmark	Portfolio	Bmark	Portfolio	Bmark
Standard Deviation	16.40	17.85	16.76	18.97	13.57	14.96
Sharpe Ratio	0.75	0.54	0.90	0.52	1.23	0.79

MPT Statistics*	3 Yr Portfolio	5 Yr Portfolio	10 Yr Portfolio
Alpha	3.38	6.08	5.68
Beta	0.89	0.86	0.88
R-Squared	94.21	94.68	94.01

Trailing Returns*	3 Mos	1 Yr	3 Yr	5 Yr	10 Yr
Portfolio Return - Gross	-4.00	22.80	13.64	16.27	17.64
S&P 500 Total Return Index	-3.27	21.62	10.15	9.92	11.91
+/- S&P 500 Total Return Index	-0.84	+0.57	+2.93	+5.77	+5.15

As of 10/1/2023

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The performance presented herein represents past performance and is not an indicator of future results. Further, there is always the potential for declines in the value of the account. Market and economic conditions have not affected our performance significantly relative to its benchmark.

Alpha Asset Advisors, LLC is an independent investment adviser registered under the Investment Advisers Act of 1940. Registration does not imply a certain level of skill or training. The firm was established in May, 2010.

Performance is expressed in U.S. dollars. Policies for valuing portfolios, calculating performance, and preparing presentations is available upon request. A list of composite descriptions are available upon request. Composite and benchmark returns reflect the reinvestment of dividends and capital gains.

Alpha Asset Advisors annual management fee is 0.55% on the value of managed account assets. Actual investment advisory fees incurred by clients may vary. Alpha Asset Advisors, LLC's fee schedule is disclosed in Form ADV Part 2A.

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