

Geneva Capital Management  
100 East Wisconsin Avenue, Suite 2550  
Milwaukee, Wisconsin 53202

Style: US Mid Cap Growth  
Sub-Style: Conservative Growth  
Firm AUM: \$4.6 billion  
Firm Strategy AUM: \$3.2 billion

Year Founded: 1987  
GIMA Status: Focus  
Firm Ownership: Privately-Owned  
Professional-Staff: 26

## PRODUCT OVERVIEW

Geneva Capital Management Ltd.'s (Geneva) midcap growth equity strategy focuses on the search for what they believe are relatively undiscovered, high quality companies with above average historical and projected earnings growth. Quantitative screens are run by Geneva's research staff in order to identify companies that their meet minimum criteria. Portfolio managers/analysts then focus on identifying those companies which they believe have a sustainable competitive advantage, leadership position in their industry, and honest, innovative, experienced management teams with a proven record of success. Geneva's Investment Strategy Group establishes extensive management and analyst contacts, and uses a proprietary valuation model that adds discipline to the investment process. Geneva's investment process may, at times, result in portfolios that will be over/underweighted in particular sectors/industries versus the S&P 500 Index. **The portfolio characteristics, portfolio statistics, portfolio weightings, allocation history and top five holdings are based on a representative account managed by the investment manager in the same or a substantially similar investment discipline and/or on information that the manager has provided to Morgan Stanley. The performance data and related analyses are based on the performance of the investment manager's composite described on page 3.**

## TARGET PORTFOLIO CHARACTERISTICS

Number of stock holdings: 50 to 55  
Average dividend yield: Below the S&P 500  
P/E ratio: Above the S&P 500  
Cash level over market cycle: 0 to 5%  
Risk (standard deviation): Below the S&P 500  
Average turnover rate: 20 to 25%  
Use ADRs: No  
Capitalization: Large and Medium companies

## PORTFOLIO STATISTICS

	-----09/15-----	03/15	
	Geneva	Index***	Geneva
Number of stock holdings	55	502	55
Wtd avg dividend yield	0.5%	1.2%	0.4%
Wtd avg P/E ratio <sup>1</sup>	29.20x	21.60x	29.40x
Wtd avg portfolio beta	0.89	—	0.91
Mega capitalization +	0.0%	0.0%	0.0%
Large capitalization +	34.2%	46.7%	34.5%
Medium capitalization +	64.1%	52.3%	64.2%
Small capitalization +	1.7%	1.0%	1.3%
Micro capitalization +	0.0%	0.0%	0.0%

## PORTFOLIO'S EQUITY SECTOR WEIGHTINGS +

Sector	Geneva	Index***	Geneva
Energy	0.93	0.86	1.92
Materials	0.00	4.97	0.00
Industrials	19.04	15.63	20.55
Consumer Discretionary	22.35	25.63	19.12
Consumer Staples	5.50	7.95	5.80
Health Care	15.64	13.06	18.00
Financials	9.51	11.43	10.58
Information Technology	23.77	20.00	21.13
Telecomm Services	0.00	0.39	0.00
Utilities	0.00	0.09	0.00
Miscellaneous	0.00	0.00	0.00
Cash/Cash Equivalents	3.27	0.00	2.90

## PORTFOLIO'S TOP FIVE EQUITY HOLDINGS %

	%
O REILLY AUTOMOTIVE INC NEW COM	3.5
UNDER ARMOUR INC CL A	3.2
FISERV INC COM	2.8
TRACTOR SUPPLY CO COM	2.8
TYLER TECHNOLOGIES INC COM	2.7

## % PROCESS BASED ON

0 Asset allocation - cash vs. stock  
0 Industry or sector weighting  
100 Stock Selection

## MANAGER'S INVESTMENT STRATEGY

- Top-down / portfolio structures based on economic trends
- Bottom-up / portfolio structure based on individual securities

<sup>1</sup>The P/E used here is calculated by the harmonic mean.

<sup>2</sup>Total may not equal 100% due to rounding.

<sup>3</sup>Index : Russell Mid Cap Gr

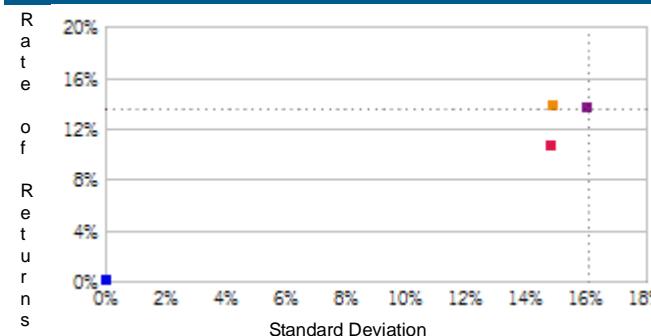
MANAGER'S INVESTMENT PROCESS		RISK CONSIDERATIONS	PORTFOLIO'S ALLOCATION HISTORY (%) <sup>+</sup>			
			09/15	06/15	03/15	12/14
• The stock selection process begins by identifying new ideas at industry conferences and through multiple screens		Equity securities' prices may fluctuate in response to specific situations for each company, industry, market conditions and general economic environment. Companies paying dividends can reduce or cut payouts at any time. Strategies that invest a large percentage of assets in only one industry sector (or in only a few sectors) are more vulnerable to price fluctuation than portfolios that diversify among a broad range of sectors.	U.S. Stocks	97	96	97
• A secondary screen is then applied to eliminate any companies that Geneva considers high risk		Investing in securities entails risks, including: The stocks of medium-sized companies are often associated with higher risk than stocks of larger companies, including higher volatility. Investing in smaller/mid-cap companies involves greater risks not associated with investing in more established companies, such as business risk, significant stock price fluctuations and illiquidity. Growth investing does not guarantee a profit or eliminate risk. The stocks of these companies can have relatively high valuations. Because of these high valuations, an investment in a growth stock can be more risky than an investment in a company with more modest growth expectations. Value investing does not guarantee a profit or eliminate risk. Not all companies whose stocks are considered to be value stocks are able to turn their business around or successfully employ corrective strategies which would result in stock prices that do not rise as initially expected.	Cash/Cash Equivalents	3	4	3
• Geneva employs complete fundamental research including meeting with management						2
• Companies that meet Geneva's qualitative and quantitative requirements are then evaluated through a proprietary valuation model						
• A final review is made at Geneva's weekly investment meetings						

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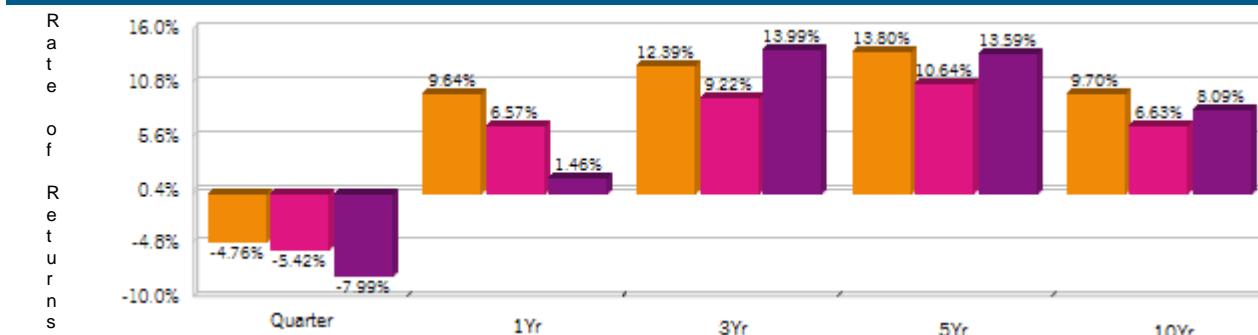
<sup>3</sup>\*\*\*Index : Russell Mid Cap Gr

## RISK/RETURN ANALYSIS - 5 YEARS ENDING 09/30/15



	STD	ROR
Geneva (Gross)	14.93	13.80
Geneva (Net)	14.89	10.64
Russell Mid Cap Gr	16.09	13.59
90-Day T-Bills	0.02	0.06

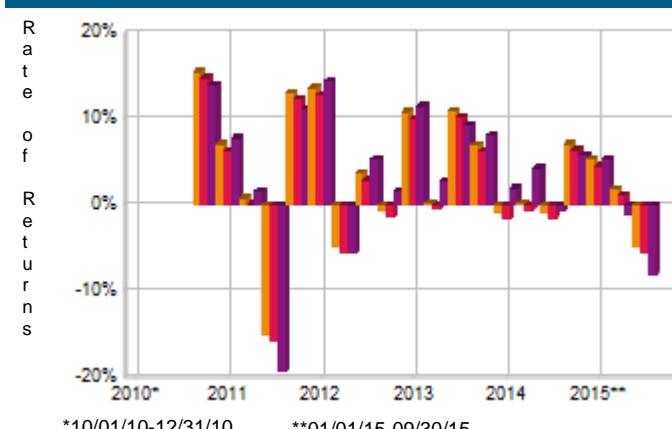
## AVERAGE ANNUAL TOTAL RETURN (%) - PERIODS ENDING 09/30/15



## INVESTMENT RESULTS

	Annual Rates of Return (%)							10 Year - Ending 09/30/15				
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Annual	Std. Dev.
Geneva (Gross)	15.83	5.66	17.00	-34.92	37.07	30.88	3.68	11.59	32.08	5.72	9.70	17.09
Geneva (Net)	12.66	2.70	13.80	-36.99	33.46	27.39	0.85	8.44	28.44	2.68	6.63	17.07
Russell Mid Cap Gr	12.10	10.66	11.43	-44.32	46.29	26.38	-1.65	15.80	35.76	11.92	8.09	19.80

## RISK VOLATILITY (%)



\*10/01/10-12/31/10

\*\*01/01/15-09/30/15

Number Of Up Qtrs. Down Qtrs.

Geneva (Gross)	14	6
Geneva (Net)	12	8
Russell Mid Cap Gr	15	5

## PORTFOLIO'S QUARTERLY RETURNS (%)

	Quarter1		Quarter2		Quarter3		Quarter4	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net
2005	0.21	-0.51	4.60	3.88	4.41	3.69	5.84	5.12
2006	9.69	8.97	-4.73	-5.45	0.02	-0.70	1.09	0.37
2007	4.47	3.75	5.83	5.11	5.73	5.01	0.09	-0.63
2008	-9.95	-10.67	4.90	4.18	-9.29	-10.01	-24.05	-24.77
2009	-3.86	-4.58	17.05	16.33	13.42	12.71	7.38	6.67
2010	5.47	4.75	-5.83	-6.54	14.08	13.37	15.50	14.78
2011	7.11	6.39	0.84	0.12	-15.13	-15.77	13.11	12.39
2012	13.62	12.85	-4.73	-5.41	3.72	2.97	-0.61	-1.34
2013	10.86	10.11	0.26	-0.48	10.97	10.22	7.09	6.34
2014	-0.82	-1.56	0.23	-0.52	-0.76	-1.49	7.17	6.43
2015	5.40	4.62	1.92	1.19	-4.76	-5.42		

Related

Select UMA

## PORTFOLIO'S RISK STATISTICS - PERIODS ENDING 09/30/15<sup>1,2</sup>

	3 Year	5 Year
Standard Deviation	10.15%	14.93%
Standard Deviation of Primary Benchmark	10.58%	16.09%
Sharpe Ratio	1.22	0.92
Sharpe Ratio of Primary Benchmark	1.32	0.84
Alpha	0.43%	1.49%
Beta	0.86	0.89
Downside Risk	3.78%	3.04%
R-Squared	0.80	0.93
Tracking Error	4.74%	4.40%
Information Ratio	-0.34	0.05

1. Statistics are calculated using gross of fee performance only.  
2. Russell Mid Cap Gr was used as the primary

benchmark and the 90-Day T-Bills Index as the risk-free benchmark.

## PORTFOLIO DIVERSIFICATION - R<sup>2</sup>(INCEPTION THROUGH 12/14)+

R<sup>2</sup>  
Geneva vs. Russell Mid Cap Gr 0.94

+Statistics are calculated using gross of fee performance only.

See important notes and disclosures pages for a discussion of the sources of the performance data used to calculate the performance results and related analyses shown above.

*Past performance is no guarantee of future results. This profile is not complete without the pages, which contain important notes, including disclosures about the composite, index descriptions and a glossary of terms. Information shown is as of September 30, 2015, unless otherwise noted. All data are subject to change.*

## IMPORTANT NOTES AND DISCLOSURES

### COMPOSITE DISCLOSURES

**Past performance is no guarantee of future results. Actual individual account results may differ from the performance shown in this profile. There is no guarantee that this investment strategy will work under all market conditions. Do not use this profile as the sole basis for your investment decisions.**

Performance results in this profile are calculated assuming reinvestment of dividends and income. Returns for more than one year are annualized and based on quarterly data. Returns for periods of less than a calendar year show the total return for the period and are not annualized.

**Sources of Performance Results and Other Data:** The performance data and certain other information for this strategy (including the data on page 1 of this profile) reflect the investment manager's results in managing Morgan Stanley program accounts, or the investment manager's results in managing accounts and investment products, in the same or a substantially similar investment discipline. (For periods through June 2012, the Fiduciary Services program operated through two channels - Morgan Stanley channel and the Smith Barney channel - and any performance and other data relating to Fiduciary Services accounts shown here for these periods is calculated using accounts in only one of the these channels.) This information for the investment manager is presented solely to provide information about accounts that were managed according to investment objectives and strategies the same or substantially similar to the corresponding investment discipline in the Select UMA program. Although the Fiduciary Services and Select UMA programs are both Morgan Stanley managed account programs, the performance results and other features of similar investment disciplines in the two programs may differ due to investment and operational differences. For example, the individual investment disciplines in the Select UMA accounts may contain fewer securities, which would lead to a more concentrated portfolio. The automatic rebalancing, wash sale loss and tax-harvesting features of the Select UMA program, which are not available in Fiduciary Services, also could cause differences in performance. Accordingly, the performance of the accounts in the Fiduciary Services program is not, and may differ significantly from, the performance of the accounts in the Select UMA program and should not be considered indicative of or a substitute for Select UMA performance. Similarly, performance results of the investment manager's composites may differ from those of Select UMA accounts managed in the same or a substantially similar investment discipline.

### Related Performance:

The Geneva Midcap Composite contains fully discretionary equity accounts invested in approximately 50-60 mid capitalization growth securities whose market capitalization ranges generally fall between \$1 billion to \$10 billion at the time of purchase. Securities are selected using a "bottom-up" fundamental analysis of the company and supplemented by "top-down" considerations of economic conditions. The minimum account size for this composite is \$500,000. As of January 1, 2004 accounts are removed annually if they fall more than 20% below the minimum account size. Geneva Capital Management LLC is a registered investment adviser. On October 1, 2014 Geneva Capital Management LLC became a wholly owned subsidiary of Henderson Global Investors (North America) Inc. The firm maintains a complete list of composite descriptions, which is available upon request. Results are based on fully discretionary accounts under management, including those accounts no longer with the firm. Past performance is not indicative of future results. The U.S. Dollar is the currency used to express performance. Returns are presented gross and net of management fees and include the reinvestment of all income. Beginning January 1, 2006, composite policy requires the temporary removal of any portfolio incurring a client initiated significant cash inflow or outflow of 30% portfolio assets or greater. The temporary removal of such an account occurs at the beginning of the month in which the significant cash flow occurs and the account re-enters the composite the last day of the month in which the cash flow takes place. Prior to January 1, 2000, balanced portfolio segments were included in this composite and performance reflects required total segment plus cash returns using a predetermined cash allocation percentage. The Geneva Midcap Composite was created on 1/1/1988.

### Select UMA Performance:

In this profile, the performance from 7/1/2011 through June 2012 consists of accounts in either the Morgan Stanley or the Smith Barney form of the Fiduciary Services program. From July 2012, performance consists of all Fiduciary Services accounts managed by the investment manager in the strategy, subject to any other limitations stated in this profile. Performance composites calculated by Morgan Stanley include all fee-paying portfolios with no investment restrictions. New accounts are included upon the first full quarter of performance. Terminated accounts are removed in the quarter in which they terminate. Performance is calculated on a total return basis and by asset weighting the individual portfolio returns using the beginning of period values.

**Gross Performance:** Geneva's gross results do not reflect a deduction of any investment advisory fees or program fees, charged by Geneva or Morgan Stanley, but are net of commissions charged on securities transactions.

**Net Performance for all Periods:** Net performance results reflect a deduction of 0.7175% quarterly. This consists of three components: 0.625% maximum quarterly MS Advisory Fee and 0.0175% maximum quarterly Program Overlay Fee (which, together cover the services provided by Morgan Stanley), plus 0.075% quarterly SMA Manager Fees (being the fee currently charged by Geneva to new clients for managing their assets in the Select UMA program). The SMA Manager Fees may differ from manager to manager, and managers may change their fee to new clients from time to time. If you select this manager for your account, check the SMA Manager Fees specified in the written client agreement, in case these have changed since you received this profile. Historical net fees reflect the Advisory Fee Schedule as of March 31, 2014.

Morgan Stanley program fees are usually deducted quarterly, and have a compounding effect on performance. The Morgan Stanley program fee, which differs among programs and clients, is described in the applicable Morgan Stanley ADV brochure, which is available at [www.morganstanley.com/ADV](http://www.morganstanley.com/ADV) or on request from your Financial Advisor or Private Wealth Advisor.

Document approval date February 2013.

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#### Focus List, Approved List, and Watch Status:

Global Investment Manager Analysis ("GIMA") uses two methods to evaluate investment products in applicable advisory programs. In general, strategies that have passed a more thorough evaluation may be placed on the "Focus List", while strategies that have passed through a different and less comprehensive evaluation process may be placed on the "Approved List". Sometimes an investment product may be evaluated using the Focus List process but then placed on the Approved List instead of the Focus List.

Investment products may move from the Focus List to the Approved List, or vice versa. GIMA may also determine that an investment product no longer meets the criteria under either evaluation process and will no longer be recommended in investment advisory programs (in which case the investment product is given a "Not Approved" status).

GIMA has a "Watch" policy and may describe a Focus List or Approved List investment product as being on "Watch" if GIMA identifies specific areas that (a) merit further evaluation by GIMA and (b) may, but are not certain to, result in the investment product becoming "Not Approved". The Watch period depends on the length of time needed for GIMA to conduct its evaluation and for the investment manager to address any concerns. GIMA may, but is not obligated to, note the Watch status in this report with a "W" or "Watch" on the cover page.

For more information on the Focus List, Approved List, and Watch processes, please see the applicable Morgan Stanley ADV brochure ([www.ms.com/adv](http://www.ms.com/adv)). Your Financial Advisor or Private Wealth Advisor can provide on request a copy of a paper entitled "GIMA: At A Glance".

#### ADDITIONAL DISCLOSURES

The information about a representative account is for illustrative purposes only. Actual account holdings, performance and other data will vary depending on the size of an account, cash flows within an account, and restrictions on an account. Holdings are subject to change daily. The information in this profile is not a recommendation to buy, hold or sell securities.

Actual portfolio statistics may vary from target portfolio characteristics.

The investment manager may use the same or substantially similar investment strategies, and may hold similar portfolios of investments, in other portfolios or products it manages (including mutual funds). These may be available at Morgan Stanley or elsewhere, and may cost an investor more or less than this strategy in Morgan Stanley's Select UMA program.

The portfolio may, at times, invest in exchange-traded funds (ETFs), which are a form of equity security in seeking to maintain continued full exposure to the broad equity market.

Morgan Stanley investment advisory programs may require a minimum asset level and, depending on your specific investment objectives and financial position, may not be suitable for you. Investment advisory program accounts are opened pursuant to a written client agreement.

The investment manager acts independently of, and is not an affiliate of, Morgan Stanley Smith Barney LLC.

Diversification does not guarantee a profit or protect against a loss.

#### *No obligation to notify*

Morgan Stanley has no obligation to notify you when information in this profile changes.

#### *Sources of information*

Material in this profile has been obtained from sources that we believe to be reliable, but we do not guarantee its accuracy, completeness or timeliness. Third party data providers make no warranties or representations relating to the accuracy, completeness or timeliness of the data they provide and are not liable for any damages relating to this data.

#### *No tax advice*

Morgan Stanley and its affiliates do not render advice on legal, tax and/or tax accounting matters to clients. Each client should consult his/her personal tax and/or legal advisor to learn about any potential tax or other implications that may result from acting on a particular recommendation.

#### *Not an ERISA fiduciary*

Morgan Stanley is not acting as a fiduciary under either the Employee Retirement Income Security Act of 1974, as amended, or under section 4975 of the Internal Revenue Code of 1986, as amended, in providing the information in this profile.

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## INDEX DESCRIPTIONS

### 90-Day T-Bills

The 90-Day Treasury Bill is a short-term obligation issued by the United States government. T-bills are purchased at a discount to the full face value, and the investor receives the full value when they mature. The difference of discount is the interest earned. T-bills are issued in denominations of \$10,000 auction and \$1,000 increments thereafter.

### Russell Mid Cap Gr

The Russell Mid Cap Growth Index contains Russell Midcap companies with higher price-to-book ratios and higher forecasted growth values. The stocks are also members of the Russell 1000 Growth Index.

### S&P 500

The S&P 500 has been widely regarded as the best single gauge of the large cap U.S. equities market since the index was first published in 1957. The index has over \$5.58 trillion benchmarked, with index assets comprising approximately \$1.31 trillion of this total. The index includes 500 leading companies in leading industries of the U.S. economy, capturing 75% coverage of U.S. equities. This index includes dividend reinvestment.

**Indices are unmanaged and have no expenses. You cannot invest directly in an index.**

## GLOSSARY OF TERMS

**Alpha** is a mathematical estimate of risk-adjusted return expected from a portfolio above and beyond the benchmark return at any point in time.

**American Depository Receipts (ADRs)** are receipts for shares of a foreign-based corporation held in the vault of a U.S. bank.

**Average Portfolio Beta** is a measure of the sensitivity of a benchmark or portfolio's rates of return to changes against a market return. The market return is the S&P 500 Index. It is the coefficient measuring a stock or a portfolio's relative volatility.

**Beta** is a measure of the sensitivity of a portfolio's rates of return to changes in the market return. It is the coefficient measuring a stock or a portfolio's relative volatility.

**Bottom-Up Stock Selection** Emphasis primarily on individual stock selection. Considerations of economic and industry factors are of secondary importance in the investment decision-making process.

**Capitalization** is defined as the following: Mega (Above \$100 billion), Large (\$12 to \$100 billion), Medium (\$2.5 - \$12 billion), Small (\$0.50 - \$2.5 billion) and Micro (below \$.50 billion).

**Dividend** a portion of a company's profit paid to common and preferred shareholders.

**Downside Risk** is a measure of the risk associated with achieving a specific target return. This statistic separates portfolio volatility into downside risk and upside uncertainty. The downside considers all returns below the target return, while the upside considers all returns equal to or above the target return.

**Duration** is a measure of price sensitivity expressed in years.

**High Grade Corporate Bonds** corporate bonds from issuers with credit ratings of AA or AAA.

**Information Ratio** is a measure of the investment manager's skill to add active value against a given benchmark relative to how stable that active return has been. Essentially, the information ratio explains how significant a manager's alpha is. Therefore, the higher the information ratio, the more significant the alpha.

**Investment Grade Bonds** are those rated by Standard & Poor's AAA (highest rated), AA, A or BBB (or equivalent rating by other rating agencies or, in the case of securities not rated, by the investment manager).

**Price/Book Ratio (P/B)** weighted average of the stocks' price divided by book value per share. Book value per share is defined as common equity, including intangibles, divided by shares outstanding times the adjustment factor.

**Price/Cash Flow Ratio** a ratio used to compare a company's market value to its cash flow. It is calculated by dividing the company's market cap by the company's operating cash flow in the most recent fiscal year (or the most recent four fiscal quarters); or, equivalently, divide the per-share stock price by the per-share operating cash flow.

**Price/Earnings Ratio (P/E Ratio)** shows the multiple of earnings at which a stock sells. Determined by dividing current stock price by current earnings per share (adjusted for stock splits). Earnings per share for the P/E ratio are determined by dividing earnings for past 12 months by the number of common shares outstanding. The P/E ratio shown here is calculated by the harmonic mean.

**Price/Sales Ratio** determined by dividing current stock price by revenue per share (adjusted for stock splits). Revenue per share for the P/S ratio is determined by dividing revenue for past 12 months by number of shares outstanding.

**R2 (R-Squared)/Portfolio Diversification** indicates the proportion of a security's total variance that is benchmark-related or is explained by variations in the benchmark.

**Sharpe Ratio** measures the efficiency, or excess return per unit of volatility, of a manager's returns. It evaluates managers' performance on a volatility-adjusted basis.

**Standard Deviation** is a statistical measure of historical variability or spread of returns around a mathematical average return that was produced by the investment manager over a given measurement period. The higher the standard deviation, the greater the variability in the investment manager's returns relative to its average return.

**Top-Down/Economic Analysis** Emphasis primarily on macroeconomic trends as opposed to bottom-up stock selection.

**Tracking Error** represents the standard deviation of the difference between the performance of the investment strategy and the benchmark. This provides a historical measure of the variability of the investment strategy's returns relative to its benchmark.

**U.S. Treasury Bonds** a marketable, fixed interest U.S. government debt security with a maturity of more than 10 years. Treasury bonds make interest payments semi-annually and the income that holders receive is only taxed at the federal level.

**Volatility** a measure of risk based on the standard deviation of the asset return. Volatility is a variable that appears in option pricing formulas, where it denotes the volatility of the underlying asset return from now to the expiration of the option. There are volatility indexes. Such as a scale of 1-9; a higher rating means higher risk.