

Appleton Partners

One Post Office Square  
Boston, Massachusetts 02109

Style: US Tax Free Core  
Sub-Style: Intermediate Term Munis FI  
Firm AUM: \$9.4 billion  
Firm Strategy AUM: \$5.7 billion

Year Founded: 1986  
GIMA Status: Approved  
Firm Ownership: Employee-Owned  
Professional-Staff: 25^

PRODUCT OVERVIEW
Appleton Partners, Inc. ("Appleton") Municipal Bond holds 20 - 30 securities and is customizable per client needs. The target duration range is 4.5 to 5.5 years and invests in bonds with maturity ranges of 2 and 12 years. Average credit quality is AA or better and Appleton typically will not purchase bonds with a rating below A -. The manager maintains targets for issuer diversification with a 5% single position target, with 15% max exposure to one obligor and 10% exposure to any other two obligors. Position sizes purchased reflect round lot execution for better liquidity and ability to efficiently access market execution. Geographic diversification in portfolios is pursuant to individual clients' state of residence, and generally offers 45% - 65% in-state exposure, but Appleton will customize up to 100% exposure for certain states upon request. All transactions are executed with consideration of client's tax needs and no AMT bonds are purchased for client accounts.

TARGET PORTFOLIO CHARACTERISTICS	
Number of bond holdings:	20 to 25
Average credit quality:	AA
Average maturity:	3.0 to 12.0 years
Average duration:	4.5 to 5.5 years
Average coupon:	0.0 to 5.0%
Average turnover rate:	20 to 25%

PORTFOLIO STATISTICS	-----06/18-----		12/17
	Appleton	Index***	Appleton
Number of bond holdings	20	—	20
SEC Yield	—	—	—
Avg credit quality	AA	—	AA
Avg maturity	6.31 yrs.	—	6.11 yrs.
Avg duration	4.67 yrs.	—	4.64 yrs.
Avg coupon	4.9%	—	4.9%

FIXED INCOME SECTOR DISTRIBUTION (%) ^	06/18	03/18	12/17	09/17
Municipals	98.60	97.67	98.52	98.33
Cash/Cash Equivalents	1.40	2.33	1.48	1.67

^As of 03/31/2016. Information as of 06/30/2018 is not yet available.  
\*Total may not equal 100% due to rounding.  
\*\*\*Index : BC Mgd Mny Sht/Intm 1-10 Yr

## MANAGER'S INVESTMENT PROCESS

- Appleton uses a top down investment strategy combined with a fundamental bottom up research approach.
- The Fixed Income Investment Committee reviews economic and interest rate scenarios, market trends, and sector and technical analysis to validate overall portfolio targets such as: duration, credit quality, sector exposure, and geographic diversification.
- Credit research is the key to identifying undervalued sectors, structures, securities, and individual credits that are poorly understood, and therefore may be inefficiently priced.
- Appleton dissects the yield curve to target appropriate maturity exposure. Appleton's active approach to management captures value across the yield curve, capitalizes on market inefficiencies, and matches the interest rate sensitivity to the given rate cycle.

## RISK CONSIDERATIONS

Investing in securities entails risks, including: Municipals may realize gains, and shareholders will incur a tax liability from time to time. Income from the portfolios that invest in them are subject to state and local taxes and may at times be subject to the alternative minimum tax. It's important to note that a portfolio concentrating in a single state is subject to greater risk of adverse economic conditions and regulatory changes than a portfolio with broader geographical diversification. Fixed Income securities may be sensitive to changes in prevailing interest rates. When rates rise the value generally declines. 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.

## PORTFOLIO'S MATURITY STRUCTURE (%) \*

	06/18	03/18	12/17	09/17
0 to 2 Years	2.62	2.16	2.36	3.03
2 to 4 Years	19.46	21.18	22.08	19.63
4 to 6 Years	24.83	25.42	25.43	26.05
6 to 8 Years	21.38	21.94	23.74	24.15
8 to 12 Years	30.31	26.97	24.91	25.47
12 to 17 Years	0.00	0.00	0.00	0.00
Over 17 Years	0.00	0.00	0.00	0.00
Cash/Cash Equivalents	1.40	2.33	1.48	1.67

## PORTFOLIO'S CREDIT QUALITY STRUCTURE (%) \*

## Investment Grade

	06/18	03/18	12/17	09/17
AAA	21.21	20.53	19.63	19.28
AA	61.94	63.06	65.23	65.64
A	15.45	14.08	13.66	13.41
BBB	0.00	0.00	0.00	0.00

## Below Investment Grade

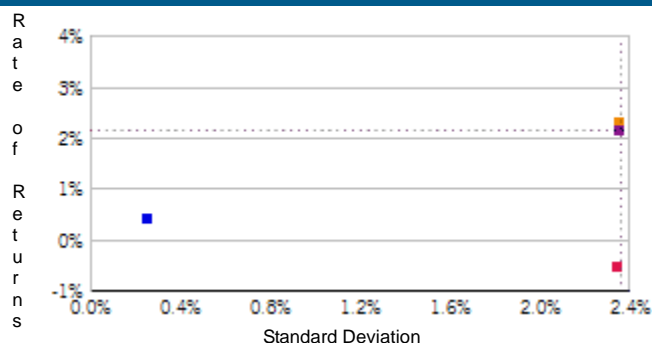
BB	0.00	0.00	0.00	0.00
B	0.00	0.00	0.00	0.00
Below B	0.00	0.00	0.00	0.00
Not Rated	0.00	0.00	0.00	0.00
Cash/Cash Equivalents	1.40	2.33	1.48	1.67

^As of 03/31/2016. Information as of 06/30/2018 is not yet available.

\*Total may not equal 100% due to rounding.

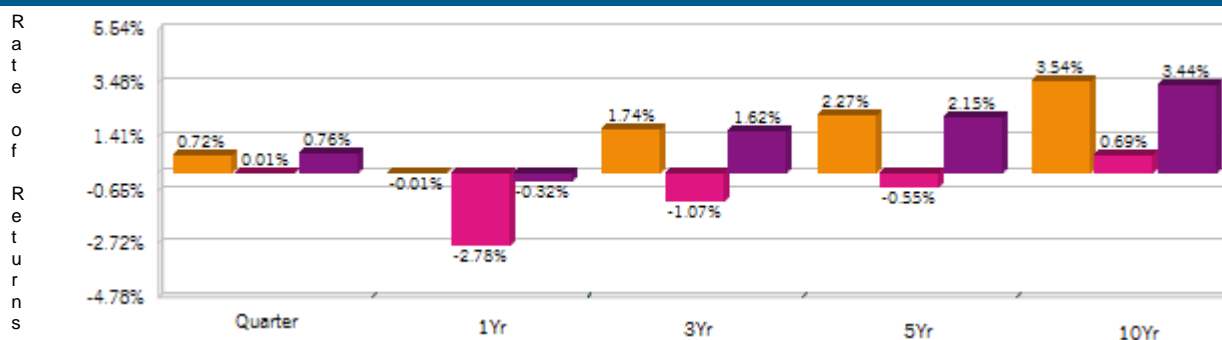
\*\*\*Index : BC Mgd Mny Sht/Intm 1-10 Yr

## RISK/RETURN ANALYSIS - 5 YEARS ENDING 06/30/18



	STD	ROR
Appleton (Gross)	2.36	2.27
Appleton (Net)	2.35	-0.55
BC Mgd Mny Sht/Intm 1-10 Yr	2.36	2.15
90-Day T-Bills	0.26	0.39

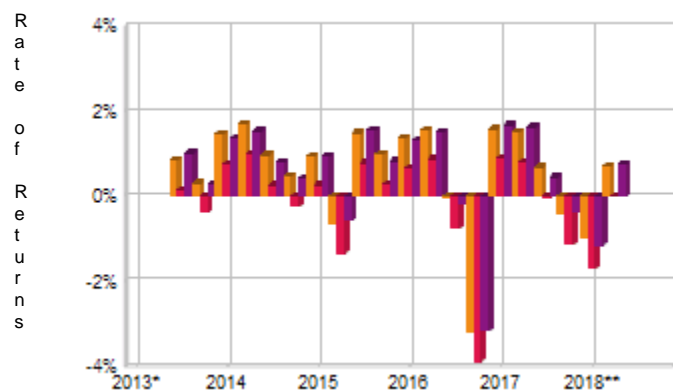
## AVERAGE ANNUAL TOTAL RETURN (%) - PERIODS ENDING 06/30/18



## INVESTMENT RESULTS

	Annual Rates of Return (%)										10 Year - Ending 06/30/18	
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Annual	Std. Dev.
Appleton (Gross)	4.80	6.58	3.18	9.20	3.37	-0.83	4.67	2.81	-0.36	3.42	3.54	3.21
Appleton (Net)	1.92	3.66	0.34	6.18	0.53	-3.56	1.79	-0.02	-3.11	0.57	0.69	3.19
BC Mgd Mny Sht/Intm 1-10 Yr	5.63	6.59	3.30	8.44	3.03	-0.60	4.23	2.78	-0.53	3.43	3.44	3.07

## RISK VOLATILITY (%)



\*07/01/13-12/31/13

\*\*01/01/18-06/30/18

	Number Of	Up Qtrs.	Down
Appleton (Gross)	15	5	
Appleton (Net)	12	8	
BC Mgd Mny Sht/Intm 1-10 Yr	15	5	

## PORTFOLIO'S QUARTERLY RETURNS (%)

	Quarter1		Quarter2		Quarter3		Quarter4	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net
2008	1.28	0.58	-0.54	-1.23	0.00	-0.69	4.04	3.31
2009	2.24	1.55	0.29	-0.40	4.53	3.81	-0.56	-1.27
2010	0.67	-0.03	2.24	1.53	3.00	2.29	-2.68	-3.36
2011	0.48	-0.23	3.49	2.78	2.64	1.92	2.31	1.59
2012	0.23	-0.47	1.35	0.64	1.62	0.91	0.15	-0.55
2013	0.37	-0.33	-2.35	-3.03	0.86	0.16	0.32	-0.37
2014	1.46	0.76	1.69	0.99	0.97	0.27	0.47	-0.23
2015	0.96	0.26	-0.64	-1.34	1.49	0.78	1.00	0.30
2016	1.37	0.66	1.57	0.87	-0.04	-0.74	-3.19	-3.87
2017	1.59	0.89	1.52	0.81	0.69	-0.01	-0.41	-1.11
2018	-0.99	-1.69	0.72	0.01				

Related

Select UMA

PORTFOLIO'S RISK STATISTICS - PERIODS ENDING 06/30/18 <sup>1 2</sup>

	3 Year	5 Year
Standard Deviation	2.85%	2.36%
Standard Deviation of Primary Benchmark	2.88%	2.36%
Sharpe Ratio	0.39	0.79
Sharpe Ratio of Primary Benchmark	0.34	0.74
Alpha	0.13%	0.13%
Beta	0.99	1.00
Downside Risk	0.11%	0.12%
R-Squared	0.99	0.99
Tracking Error	0.24%	0.22%
Information Ratio	0.51	0.54

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

	R <sup>2</sup>
Appleton vs. BC Mgd Mny Sht/Intm 1-10 Yr	0.99

+Statistics are calculated using gross of fee performance only.

1. Statistics are calculated using gross of fee performance only.  
2. BC Mgd Mny Sht/Intm 1-10 Yr was used as the primary benchmark and the 90-Day T-Bills Index as the risk-free benchmark.

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.

## 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:**

Appleton Partners, Inc.'s intermediate term municipal fixed income performance represents a composite of all fully discretionary fee-paying accounts managed by Appleton. All composites have a minimum market value requirement of \$250,000 under management. The composite consists of 374 accounts with a market value of \$2.6 billion as of 06/30/18.

**Morgan Stanley Performance:**

The composite consists of **165** account(s) with a market value of **\$136.2 million** as of **06/30/2018**. In this profile, the performance from February 1, 2010 through June 30, 2012 consists of accounts managed by the investment manager in this strategy in either the Morgan Stanley or the Smith Barney form of the Fiduciary Services program. From July 1, 2012 through December 31, 2015, performance consists of all Fiduciary Services (FS) accounts managed by the investment manager in this strategy, subject to any other limitations stated in this profile. From January 1, 2016, performance consists of the performance of all FS accounts (as described in the previous sentence) as well as the performance of all single style Select UMA accounts managed by the investment manager in this 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 beginning with the second full calendar month of performance. Terminated accounts are removed in the month in which they terminate (but prior performance of terminated accounts is retained). Performance is calculated on a total return basis and by asset weighting the individual portfolio returns using the beginning of period values.

**Municipal Fixed Income Account (Gross):** Appleton's gross results do not reflect a deduction of the investment advisory fees charged by Appleton, or program fees, if any, but are net of commissions charged on securities transactions.

**Net Performance for all Periods:** Net performance results reflect a deduction of 0.7% 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 0.0575% quarterly SMA Manager Fees (being the fee currently charged by Appleton 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.

**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.

### BC Mgd Mny Sht/Intm 1-10 Yr

The Barclays Capital Municipal Managed Money Short/Intermediate Index is a rules-based, market-value-weighted index engineered for the tax-exempt bond market.

### S&P 500

The S&P 500 Total Return 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 Depositary 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 (\$.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.