

## The London Company

1800 Bayberry Court, Suite 301  
Richmond, Virginia 23226

Style: US Mid Cap  
Sub-Style: Value-oriented  
Firm AUM: \$9.5 billion  
Firm Strategy AUM: \$788.1 million

Year Founded: 1994  
GIMA Status: Approved  
Firm Ownership: Employee-Owned  
Professional-Staff: 22^

## PRODUCT OVERVIEW

The London Company's small-mid cap portfolio invests in what it believes are its best, conservative, low-beta ideas with above average downside protection. They seek what they believe are profitable, financially stable, quality companies that consistently generate free cash flow and high returns on unleveraged operating capital, trade at rational valuations, and are run by shareholder-oriented management.

## TARGET PORTFOLIO CHARACTERISTICS

Number of stock holdings: 30 to 40  
Average dividend yield: Above the S&P 500  
P/E ratio: Below the S&P 500  
Cash level over market cycle: 0 to 5%  
Risk (standard deviation): Below the S&P 500  
Average turnover rate: 15 to 35%  
Use ADRs: 0 to 10%  
Capitalization: Large, Medium and Small companies

## PORTFOLIO STATISTICS

	-----06/18-----	12/17	
	London	Index***	London
Number of stock holdings	28	2,503	27
Wtd avg dividend yield	0.9%	1.5%	0.9%
Wtd avg P/E ratio <sup>1</sup>	22.20x	20.60x	24.50x
Wtd avg portfolio beta	0.90	—	1.00
Mega capitalization <sup>+</sup>	0.0%	0.0%	0.0%
Large capitalization <sup>+</sup>	0.0%	2.2%	0.0%
Medium capitalization <sup>+</sup>	0.0%	69.8%	0.0%
Small capitalization <sup>+</sup>	0.0%	24.3%	0.0%
Micro capitalization <sup>+</sup>	0.0%	3.8%	0.0%

## PORTFOLIO'S EQUITY SECTOR WEIGHTINGS <sup>+</sup>

Sector	London	Index***	London
Energy	0.00	4.77	0.00
Materials	13.30	5.68	10.10
Industrials	27.80	15.06	33.10
Consumer Discretionary	18.40	13.42	20.70
Consumer Staples	19.20	2.78	17.30
Health Care	0.00	12.63	0.00
Financials	7.30	15.77	11.70
Information Technology	3.00	15.91	3.40
Telecomm Services	0.00	0.51	0.00
Utilities	0.00	3.39	0.00
Real Estate/REITs	5.70	10.08	0.00
Cash/Cash Equivalents	5.30	0.00	1.20

## PORTFOLIO'S TOP FIVE EQUITY HOLDINGS %

USG Corp	6.1
Energizer	5.2
Old Dominion Freight Line	5.1
Martin Marietta	4.9
Post Holdings	4.8

## % PROCESS BASED ON

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

## MANAGER'S INVESTMENT STRATEGY

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

<sup>^</sup>As of 06/30/2015. Information as of 06/30/2018 is not yet available.

\*\*\*Index : Russell 2500

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

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

MANAGER'S INVESTMENT PROCESS		RISK CONSIDERATIONS	PORTFOLIO'S ALLOCATION HISTORY (%) *			
			06/18	03/18	12/17	09/17
• FOCUS - our focus is on downside protection; capital preservation is our highest investment priority						
• UNIVERSE - The process begins by screening a broad equity universe through an internally generated model, which ranks the universe by pretax operating return on capital, valuation, and free cash flow yield						
• BUY DISCIPLINE - The team will exercise further fundamental and qualitative analysis on selected candidates, in addition to estimating intrinsic values by performing an internal balance sheet optimization analysis, as well as adjusting to market other company assets that may provide further downside protection						
• SELL DISCIPLINE - They will sell a position for the following reasons: soft stop loss, 1% negative effect on total portfolio value; significant insider selling; excessive valuation where cash flows are being discounted at risk free rate; fundamental deterioration; management misallocation of capital; and if they feel that they have a more attractive candidate						

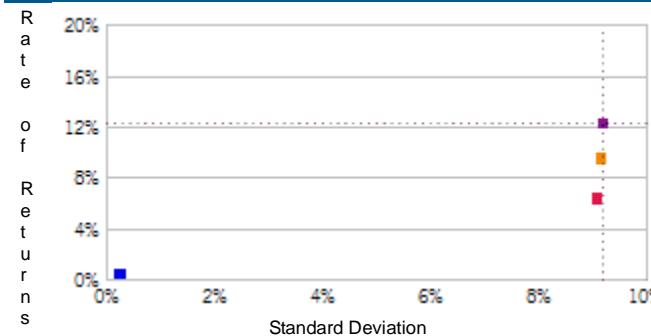
<sup>^</sup>As of 06/30/2015. Information as of 06/30/2018 is not yet available.

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

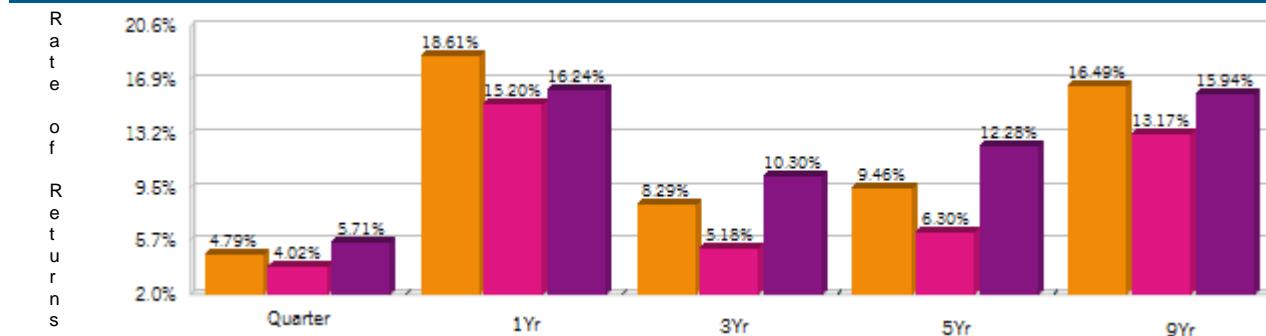
<sup>2</sup>Total may not equal 100% due to rounding.

<sup>\*\*\*</sup>Index : Russell 2500

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



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



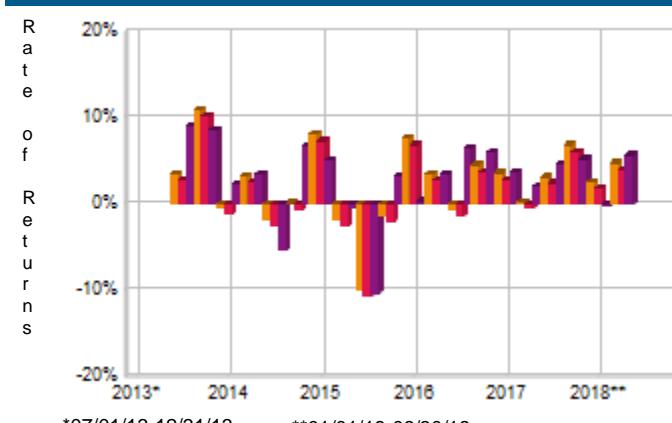
	STD	ROR
London (Gross)	9.17	9.46
London (Net)	9.10	6.30
Russell 2500	9.21	12.28
90-Day T-Bills	0.26	0.39

## INVESTMENT RESULTS

	Annual Rates of Return (%)							9 Year - Ending 06/30/18				
	2009*	2010	2011	2012	2013	2014	2015	2016	2017	Annual	Std. Dev.	
London (Gross)	52.26	22.59	11.76	16.55	38.80	1.35	-5.57	15.88	14.71	16.49	14.35	
London (Net)	49.13	19.14	8.66	13.26	34.96	-1.65	-8.28	12.52	11.41	13.17	14.28	
Russell 2500	51.73	26.71	-2.51	17.87	36.81	7.07	-2.90	17.58	16.81	15.94	15.53	

\*04/01/2009-12/31/2009

## RISK VOLATILITY (%)



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

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

Number Of Up Qtrs. Down Qtrs.

London (Gross)	14	6
London (Net)	12	8
Russell 2500	16	4

## PORTFOLIO'S QUARTERLY RETURNS (%)

	Quarter1		Quarter2		Quarter3		Quarter4	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net
2009			16.82	16.06	21.85	21.04	6.97	6.16
2010	5.56	4.75	-8.87	-9.51	13.09	12.33	12.69	11.89
2011	7.04	6.25	4.41	3.69	-12.90	-13.54	14.81	14.07
2012	9.70	8.94	-2.09	-2.79	3.55	2.81	4.79	4.03
2013	18.53	17.73	1.92	1.18	3.50	2.78	11.01	10.24
2014	-0.35	-1.12	3.30	2.55	-1.69	-2.44	0.15	-0.59
2015	8.14	7.34	-1.75	-2.47	-10.01	-10.66	-1.25	-1.94
2016	7.72	6.89	3.56	2.82	-0.67	-1.36	4.58	3.79
2017	3.63	2.88	0.31	-0.42	3.22	2.46	6.90	6.13
2018	2.57	1.85	4.79	4.02				

Related

Select UMA

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

	3 Year	5 Year
Standard Deviation	9.39%	9.17%
Standard Deviation of Primary Benchmark	9.18%	9.21%
Sharpe Ratio	0.81	0.99
Sharpe Ratio of Primary Benchmark	1.05	1.29
Alpha	0.99%	1.13%
Beta	0.71	0.68
Downside Risk	5.45%	5.91%
R-Squared	0.48	0.47
Tracking Error	7.22%	7.24%
Information Ratio	-0.28	-0.39

1. Statistics are calculated using gross of fee performance only.

2. Russell 2500 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>  
London vs. Russell 2500  
0.79

+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.

## 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 performance composite calculated by The London Company includes Accounts in this product composite that are fully discretionary, taxable and tax-exempt portfolios with a minimum of \$100,000 in assets. They are managed under our small/mid cap style, which invests primarily in SMID companies with high cash returns on capital. The benchmark for the product is the Russell 2500 Index which measures the performance of the small to mid-cap segment of the U.S. equity universe. There is no use of leverage, derivatives or short positions. All actual fee-paying discretionary portfolios are included in one or more composites that have been managed for a full calendar quarter with no restrictions and similar objectives. Composite may include accounts under dual contract. A complete list and description of composites that adhere to the GIPS standards, is available by calling (804) 775-0317. Composite calculations use monthly time weighted total returns using monthly valuations to calculate monthly returns and geometric linking of period returns. Composite dispersion is calculated using an asset weighted standard deviation methodology that incorporates only the accounts that were present in the composite for the entire year. Dispersion measures are decreed not meaningful when a composite contains five or fewer portfolios and for periods shorter than one year. The London Company's composite performance is presented Performance and Fees: Gross of fee returns are calculated gross of management and custodian fees and net of transaction costs. Net of fee returns are calculated net of actual management fees and transaction costs and gross of custodian and other fees. Returns are calculated and stated in US dollars. Returns are calculated gross of withholding taxes on foreign dividends and interest. The gross figures do not reflect the deduction of investment advisory fees. For example, an account that earned 15% per year for 10 years would have an accumulated return of 305% before fees and 270% after fees, assuming a 1% fee. Policies for valuing portfolios, calculating performance, and preparing compliant presentations are available upon request. The deduction of investment advisory fees and before or after the deduction of transaction costs.

### Morgan Stanley Performance:

The composite consists of 339 account(s) with a market value of **\$141.2 million** as of **06/30/2018**. In this profile, the performance from December 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.

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

**Net Performance for all Periods:** Net performance results reflect a deduction of 0.73% 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 0.0875% quarterly SMA Manager Fees (being the fee currently charged by London 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*

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#### *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 2500

The Russell 2500 Index measures the performance of the 2,500 smallest companies in the Russell 3000 Index, which represents approximately 16% of the total market capitalization of the Russell 3000 Index.

## 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 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 (\$.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.