Dividend Value

September 2017

Tradition Capital Management, LLC | 129 Summit Ave, Summit, NJ 07901 | (908) 598-0909 | traditioncm.com

About Tradition Capital Management

- Summit, NJ based boutique asset manager founded in 2000
- 20 employees; 8 investment committee professionals averaging 31 years of experience
- Rich history of traditional research-driven investing
- A proven track record of success (GIPS verification)
- Personal assets invested with clients
- Firm-wide client-centric culture
- $584 million in Assets Under Management (AUM)

Tradition Investment Strategies

- U.S. Equity Strategies
  - All-Cap Advantage
  - Dividend Value
- Tax-Efficient Portfolios
- Customized Portfolios
- Balanced Portfolios
- Fixed Income Portfolios

Tradition Timeline

2000
- Tradition founded with $90 million AUM

2000
- All-Cap Advantage Strategy launched

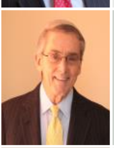
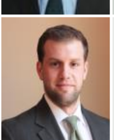
2003
- Firm's AUM exceeds $300 million

2009
- Merger with Haven Capital; Dividend Value Strategy relaunched

2011
- Enhanced institutional fixed income capabilities

2017
- Firm AUM $584million

Investment Committee

	Name	Role	Education	Experience	Tenure
	Benjamin C. Halliburton, CFA Managing Director	Chief Investment Officer	Vanderbilt University, BS Duke University (Fuqua), MBA	29 yrs.	2000
	Alan J. Reef Managing Director	Portfolio Manager	U of Pennsylvania (Wharton), BS New York University (Stern), MBA	36 yrs.	2012
	Denis M. Turko Managing Director	Portfolio Manager	Yale University, BS Columbia University, MBA	51 yrs.	2009
	Christopher J. Trompeter, CFA Managing Director	Portfolio Manager	St. Lawrence University, BA	37 yrs.	2000
	Stephen Ely Managing Director	Portfolio Manager	Princeton University, BA New York University (Stern)	52 yrs.	2009
	Marc L. Davis, CFA Senior Vice President	Senior Analyst	Columbia College, BA New York University (Law School), JD	19 yrs.	2002
	Adam Levy Managing Director	Portfolio Manager	U of Pennsylvania (Wharton), BS MIT (Sloan), MBA	16 yrs.	2015
	Jeffrey P. Welch Vice President	Associate PM Head Trader	Rutgers University, BS	9 yrs.	2010

Strategy Offerings*

All-Cap Advantage

The All-Cap Advantage Strategy (ACA) is a long-term, fundamentally-driven investment approach whose goals are to generate an attractive risk-adjusted rate of return and to outperform the Russell 3000 and S&P 500 indices over time. The strategy's primary tenet is that a stock represents an ownership interest in a business. Our goal is to identify quality businesses and to buy their stock at a discount to our estimate of its intrinsic worth. ACA portfolios typically hold 40-60 positions. The strategy's long-term orientation results in low portfolio turnover and tax efficiency, making the strategy particularly attractive for taxable investors.

Dividend Value

The Dividend Value investment process is based on the belief that a portfolio of stocks with above-average dividend growth plus an above-average dividend yield should outperform the broader market and experience less downside volatility over a full market cycle. An increased dividend is the most meaningful evidence of management's confidence that a company has reached a higher sustainable level of future cash earnings and operating cash flow. Our research suggests this is a highly reliable indicator that management's optimism is well-founded. As a group, companies with a commitment to pay out a meaningful portion of cash earnings as dividends typically impose more financial discipline on management and are indicative of successful businesses that build shareholder value.

Fixed Income

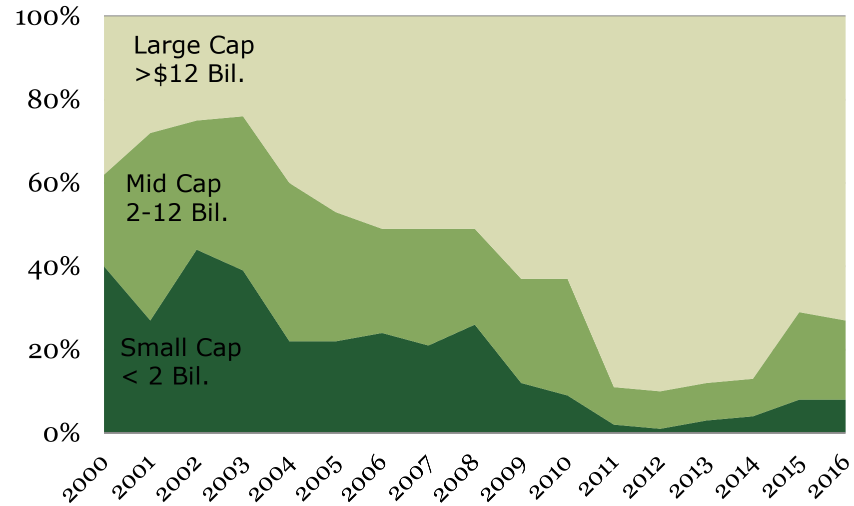
Tradition's Fixed Income portfolios are actively managed to outperform a benchmark index over the long-term while mitigating risk. We accomplish this through interest rate anticipation, sector allocation and security selection. This strategy is appealing to investors who require higher yields and can accept moderate price volatility. All maturities and sectors are utilized in this strategy as is duration management. Typical duration for a core portfolio ranges between 3 and 7 years depending upon our outlook for the direction of interest rates. Yield curve management is utilized as well. The overall portfolio quality is typically AA-. Fixed income portfolios are constructed to meet specific client needs and mandates.

*Tradition also offers balanced portfolios and other fixed income portfolios that can be customized for specific client objectives.

Tradition Dividend Value Strategy

- A total return portfolio that offers potential growth and above-market income
- Strategy seeks alpha across the entire capitalization spectrum
  - Bottom-up stock selection from focus research list
  - Capitalization exposure will vary over time depending on valuations
  - Primary benchmark: Russell 3000 Value Index
- Research-driven insights
- Consistent long-term track record of alpha and income generation
- Consistently high risk-adjusted returns

Historical Market Cap Distribution



As of December 31, 2016

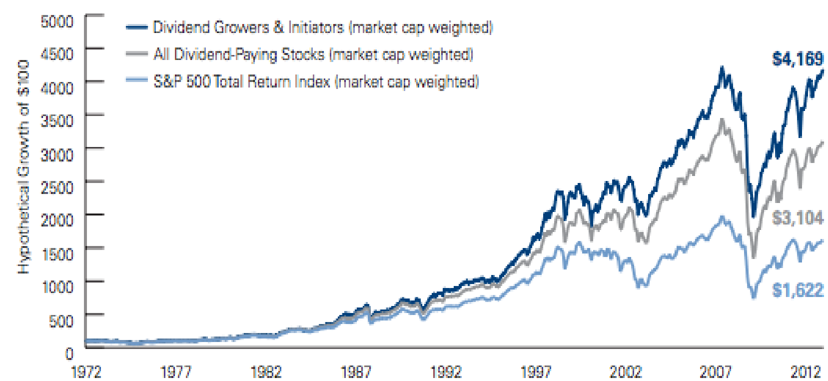
Tradition Capital Management, LLC

Dividend Value: An Approach Supported by Academic Research

Why Invest in a Dividend Strategy?

- Dividends have accounted for approx. 40% of stock market returns
- Growing dividends and high sustainable payout ratios lead to better profits and greater shareholder value
- Increased dividends reflect management's confidence in sustaining future cash flow
- Higher dividends impose financial discipline on management
- Dividend strategies offer an improved risk/reward tradeoff
- Dividend Value provides investors with a growing income stream

Exhibit 2: Dividend growing stocks have outperformed over time...



Risk/Return in the S&P 500 Index**

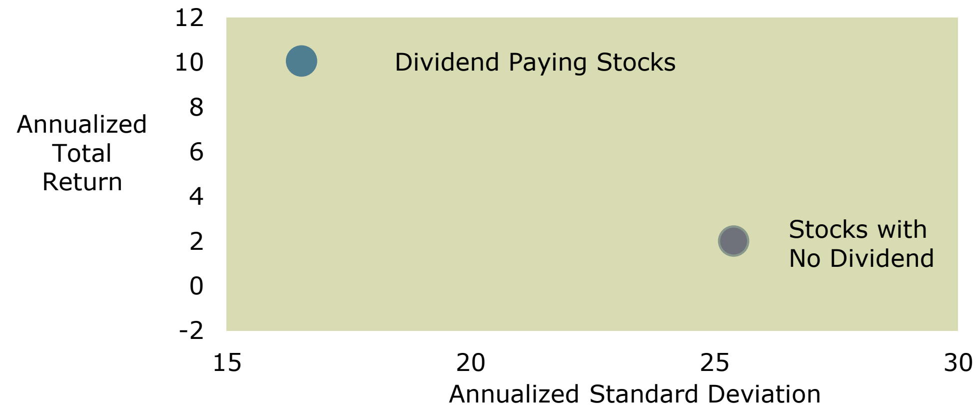
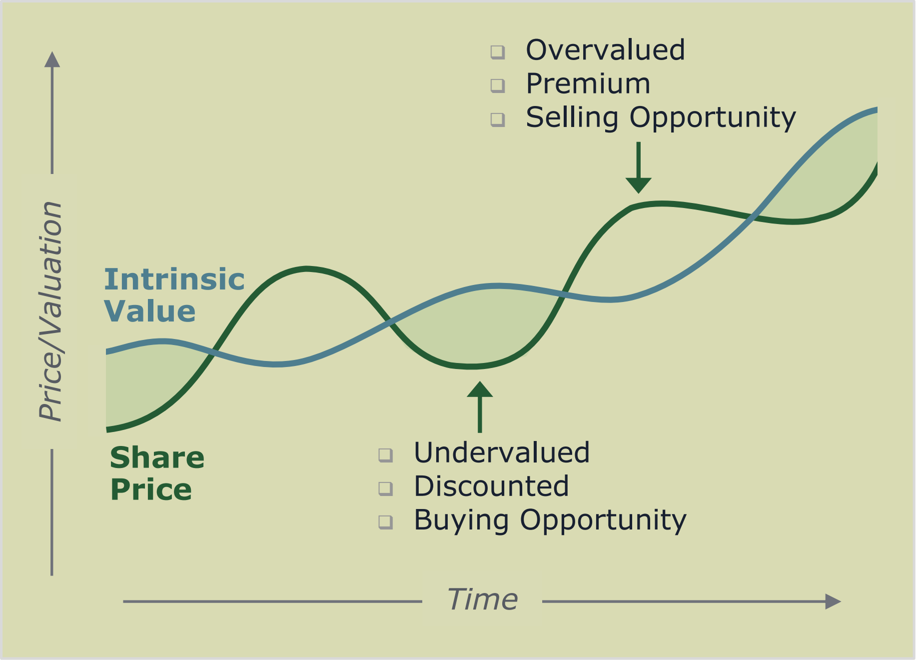


Exhibit 2 :Monthly Data 1/31/1972 - 12/31/2012 (Log Scale)
**S&P 500 Index, equal-weighted on a total return basis, 1/31/1972 - 9/30/2014.
Source: S&P Capital IQ Compustat and Ned Davis Research, Inc.

Tradition's Investment Philosophy

A Proven Approach

- Markets are inefficient in the short term; fear and greed create opportunities for the long-term investor
- Share prices often fluctuate above/below their intrinsic value (our estimate of a company's economic worth)
- Fundamental research uncovers the greatest opportunities to capitalize and to manage risk
- We invest only if our proprietary research suggests a stock is undervalued
- Higher-yielding stock portfolios can provide attractive total returns with downside protection
- This approach offers a higher probability of success



TRADITION CAPITAL MANAGEMENT, LLC

Research Process: Identifying Solid Alpha and Income Generators

1 Purchase Candidates	2 Bottom-Up Business Analysis	3 Anticipated Change	4 Business Prospects
Quantitative Screening - current dividend yield - dividend growth rate - dividend growth + yield - relative PE - PE/(DG + Yield) ratio - total debt to capital Qualitative Factors - substantial competitive advantages Ideas sourced from an experienced investment team	Income statement - revenue drivers - margins - business economics - growing revenues, EPS and dividends Free cash-flow generation Attractive return on capital Solid balance sheets (quality) Industry-specific factors Investment thesis that differs from consensus	Company Factors - brand strength - intellectual property - distribution capabilities - management change - business restructuring - new product launch - potential negatives Industry Factors: - macro-environment - consolidation - demand growth - capacity constraints - product development Visualize change(s)	Fundamentals - future cash earnings power - incorporate impact of change into valuation model - management's ability to deliver - time-horizon - competitive advantage - calculation of intrinsic value (estimated economic value) - risk/reward assessment Differentiated perspective from consensus

Dividend Value's Keys to Success

Key Drivers

A Repeatable and Sustainable Investment Process

Translating Research Insights Into Consistent Alpha and Income

1	2	3
Research Prioritization 250 stocks	**Fundamental Research** 100 - 120 stocks	**Portfolio Construction** 40-60 stocks
Opportunity recognition - dividend increases - payout ratio increases - dividend initiation - valuation opportunity - catalyst recognition - growth sustainability - earnings surprise - industry dynamics - product cycle Benchmark constituent awareness	Independent research conclusions Company evaluation - fundamentals/catalysts - financial strength - management/competitors Brand/intellectual property Proprietary financial modeling - 2-year time horizon - ample margin for error - identify risk factors	Differentiated insights Active sector weight positions Attractive valuations - risk/reward framework of portfolio Quality businesses Risk management - margin of safety for every position - upside/downside price targets - specific position and sector limits to manage downside risk - a rigorous sell discipline

A Rigorous Sell Discipline

Representative Portfolio

Consumer Goods
- Diageo plc
- Hanesbrands, Inc.*
- Kimberly-Clark
- Nestle SA
- Toyota Motor Corporation
- Unilever plc
- Whirlpool Corporation*

Consumer Services

Health Care
- Abbott Labs
- AbbVie*
- Bristol-Myers Squibb Co.*
- Johnson & Johnson
- Medtronic
- Merck & Co. Inc.*
- Novartis

Financials
- Blackstone Mortgage Trust CL A
- Citigroup Inc.
- Citizens Financial Group*
- Colony Northstar
- Dream Global Real Estate NJ*
- FNF Group
- Horizon Bancorp
- Huntington Bancshares
- JPMorgan Chase
- Marsh & McLennan Company
- PNC Financials
- Prudential Financial
- U.S. Bancorp
- Univest Corp of Pennsylvania
- Willis Towers Watson plc LTD.*

Industrials
- 3M Company
- Boeing Company
- C.H. Robinson Worldwide Inc.
- General Electric
- United Parcel Service

Telecommunication
- Verizon Communications, Inc.

Technology
- Apple
- Cisco Systems
- Intel
- Microsoft
- Qualcomm Inc.*

Oil & Gas
- Phillips 66
- Royal Dutch Shell plc
- Suncor Energy

Basic Materials
- Avery Dennison*
- RPM International

*Top Ten Holding   As of September 30, 2017. The portfolio holdings are not investment recommendations and may no longer be held in the portfolio. For illustration purposes only.

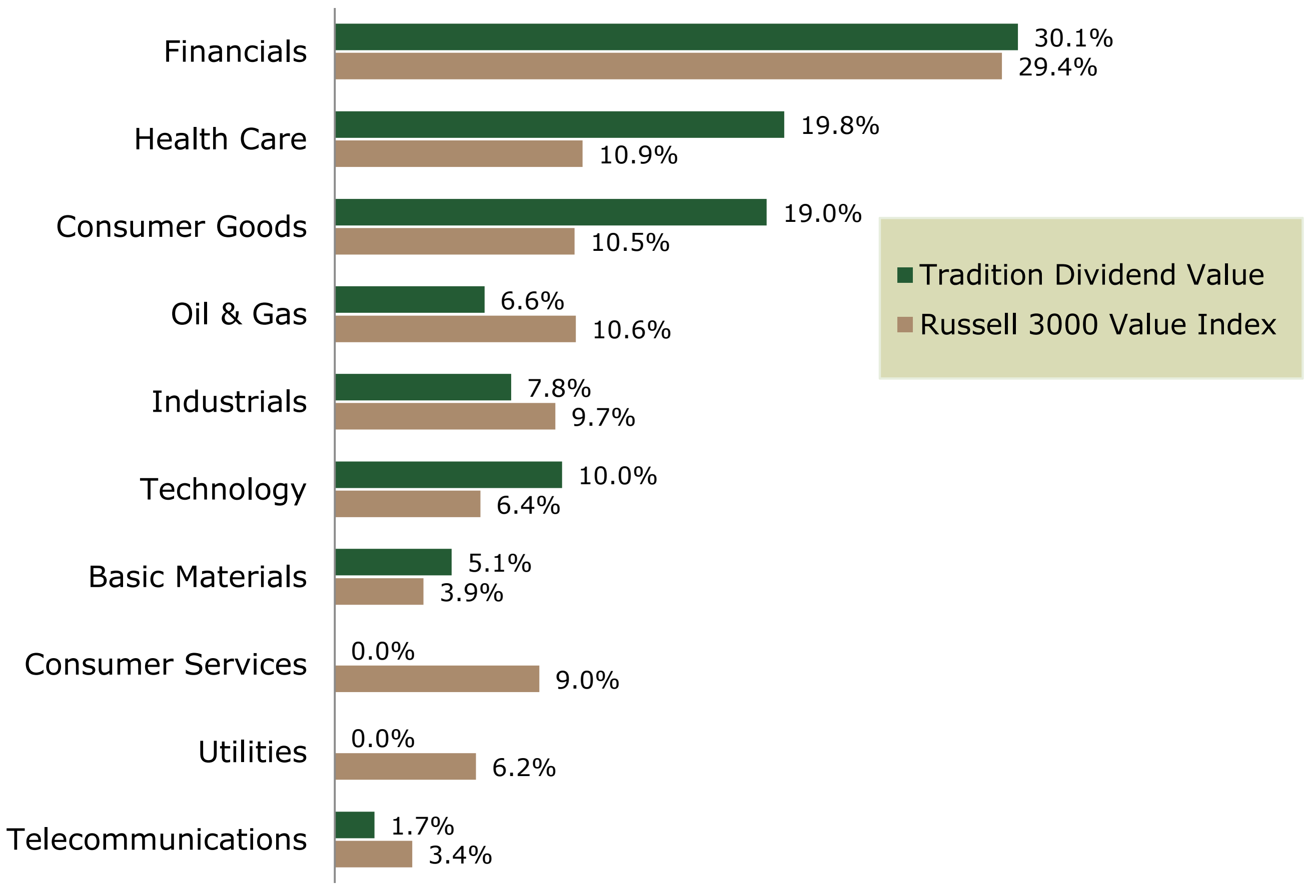
Tradition Capital Management, LLC

Top Ten Holdings

	Sector	Percent of Portfolio
AbbVie	Health Care	4.84%
Hanesbrands, Inc.	Consumer Goods	4.16%
Whirlpool Corporation	Consumer Goods	3.86%
Citizens Financial Group	Financials	3.47%
Qualcomm Inc.	Technology	3.43%
Wills Towers Watson plc Ltd.	Financials	3.41%
Avery Dennison Corp.	Basic Materials	3.24%
Merck & Co. Inc.	Health Care	3.07%
Dream Global Real Estate NJ	Financials	3.07%
Bristol-Myers Squibb Co.	Health Care	3.00%

As of September 30, 2017; data shown is for a representative portfolio

Sector Weightings



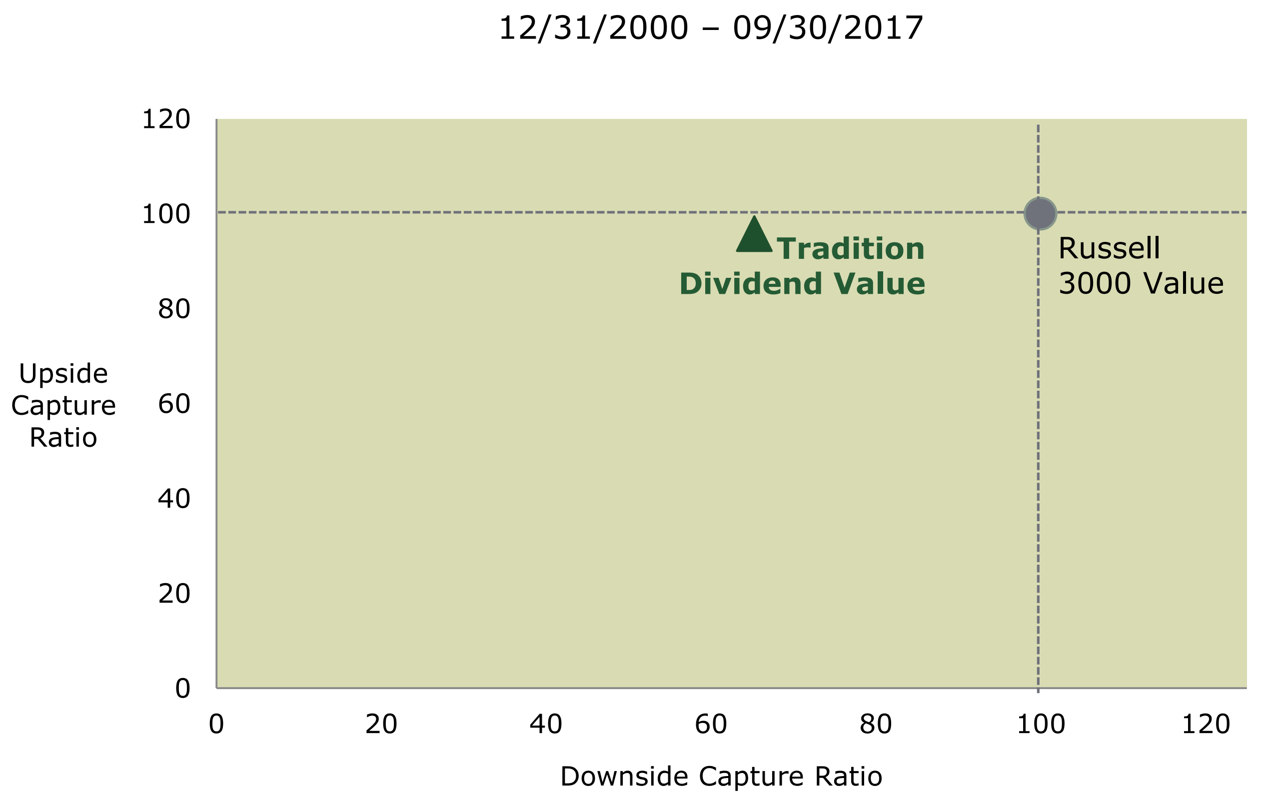
As of September 30, 2017; data shown is for a representative portfolio

Portfolio Characteristics

	Tradition Dividend Value	Russell 3000 Value
Dividend Yield	3.0%	2.4%
Dividend Growth (5 year estimate)	9.0%	5.0%
Return on Equity (weighted)	24.3%	9.3%
Long-Term Earnings Growth	11.0%	6.0%
Debt to Capital Ratio	41.9%	37.4%
Price/Earnings Ratio (forward 1 year estimate)	16.4	15.9
Price to Earnings Divided by Growth Rate (PEG)	1.5	2.7
Weighted Average Market Cap ($ billion)	119.5	122.9
Number of Stocks	45	3000

As of September 30, 2017; data shown is for a representative portfolio

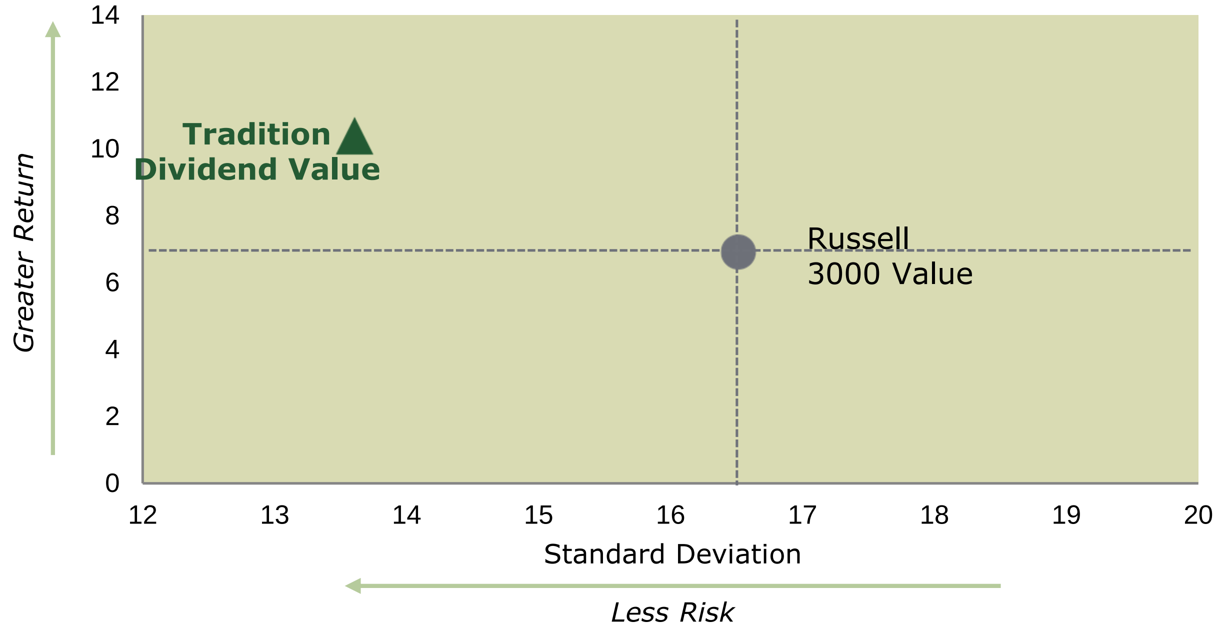
Upside/Downside Capture Analysis



Upside capture ratio greater than 100 has outperformed the index during up-market periods; downside capture ratio of less than 100 has outperformed the index in down market periods.
Please read the firm's full performance disclosure on the last page of this presentation. Past performance is not indicative of future results.
Source:PSN

Long-Term Risk and Reward Metrics

12/31/2000 – 09/30/2017

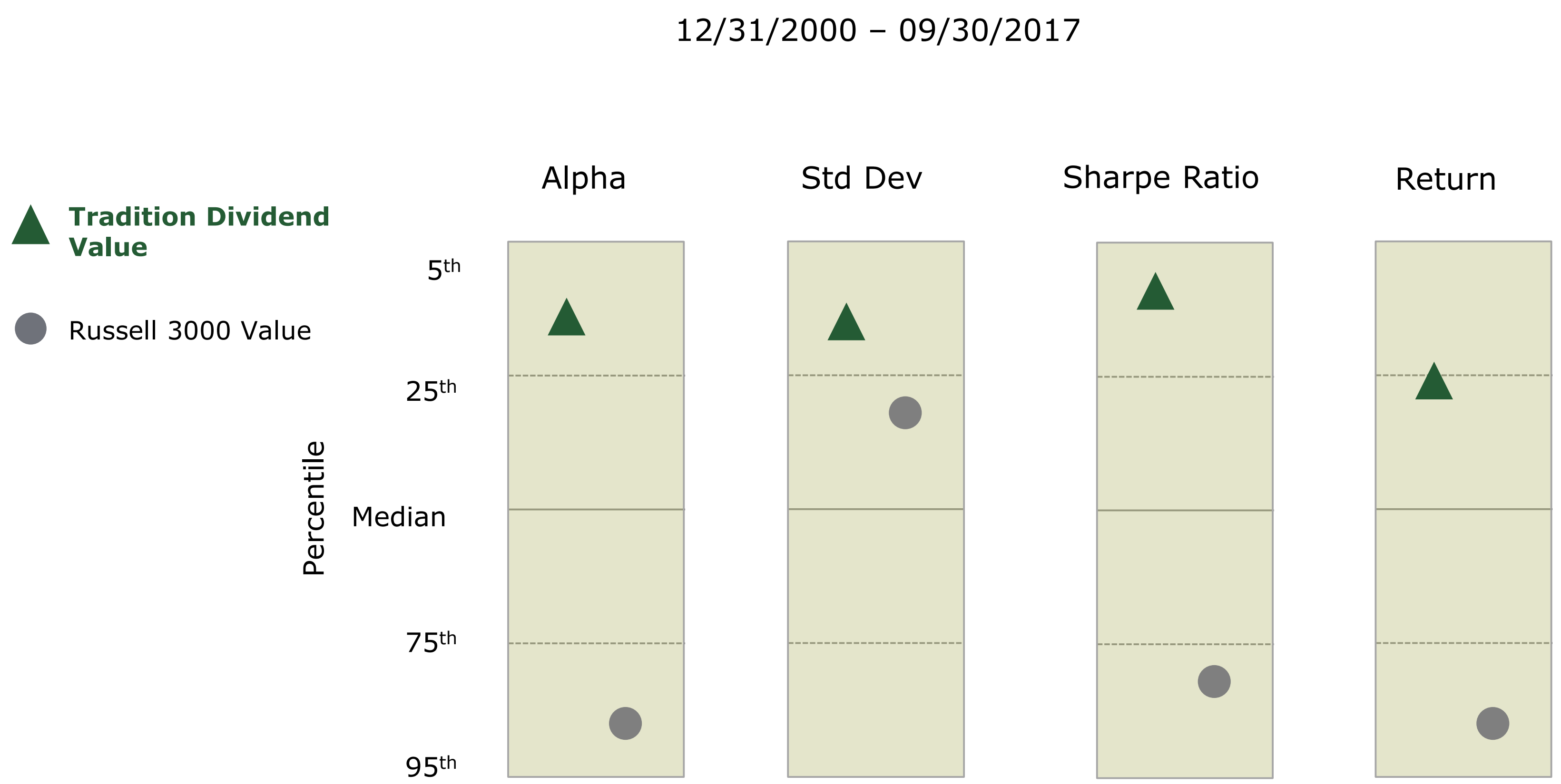


	Return	Std Dev	Alpha
Dividend Value Strategy	10.40%	13.61	4.52
Russell 3000 Value	6.92%	16.52	0.00

Source: PSN Please read the firm's full performance disclosure on the last page of this presentation. Past performance is not indicative of future results.

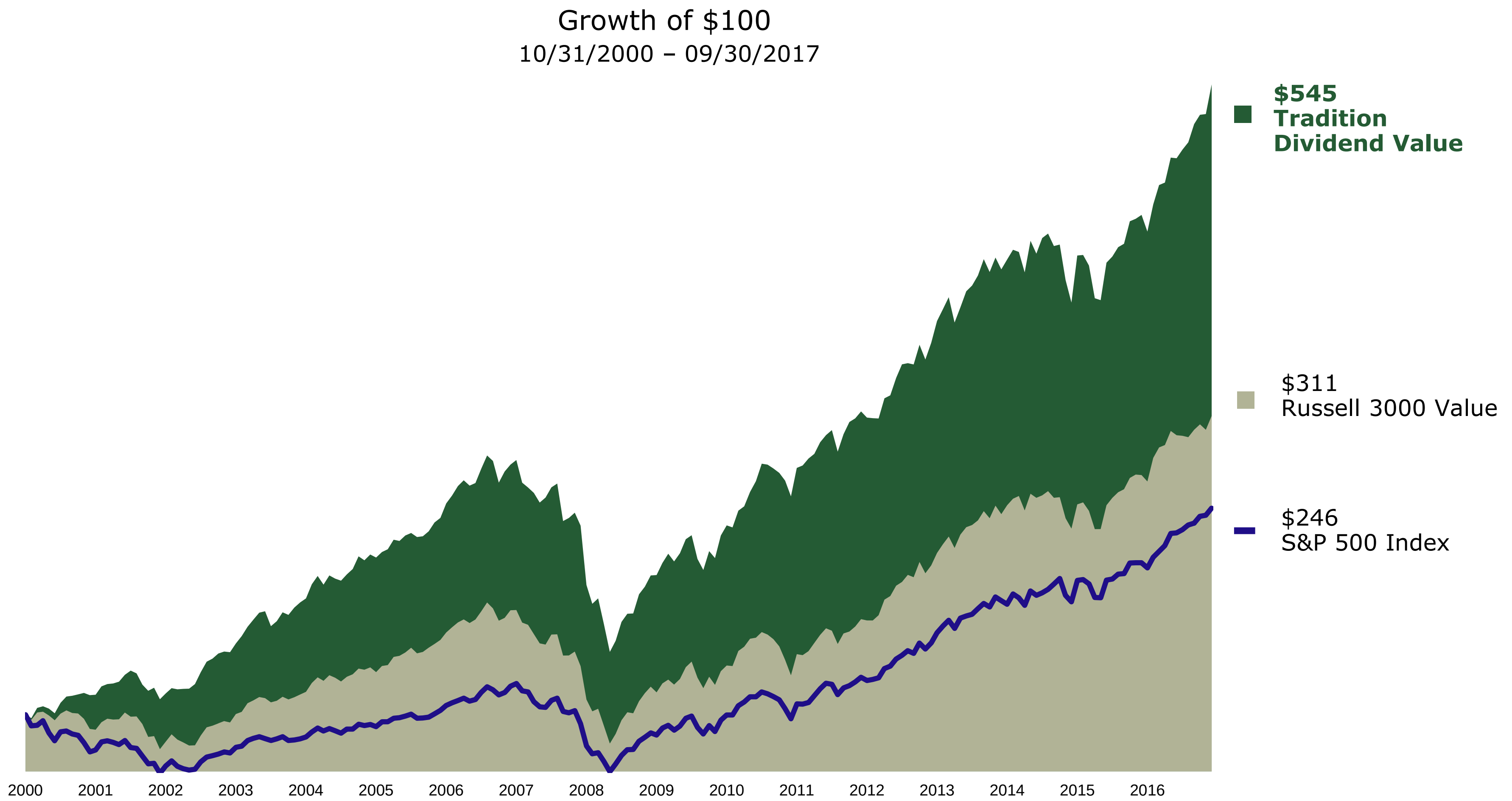
Tradition Capital Management, LLC

Risk-Return Statistics: Peer Group Comparison



Source: PSN All Cap Value peer group as of 09/30/17. Past performance is no guarantee of future returns.

Dividend Value Performance



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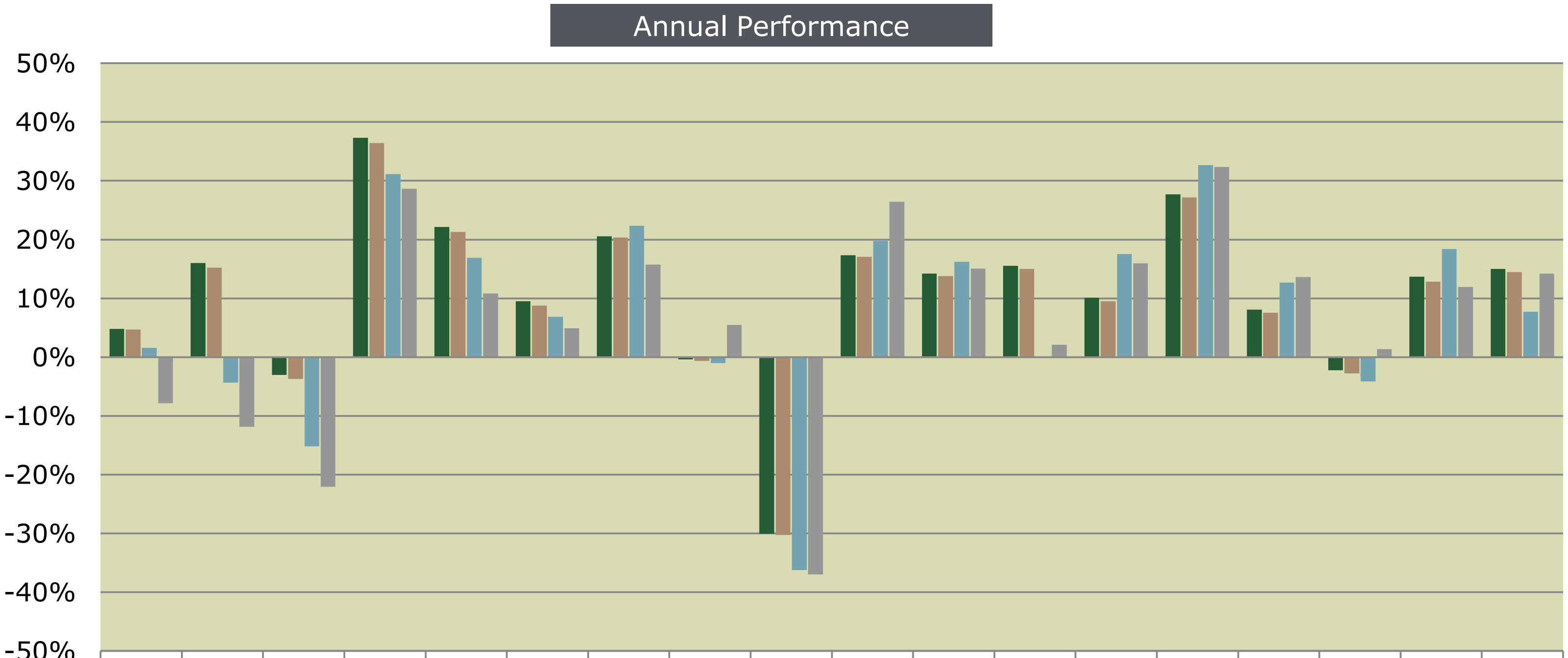
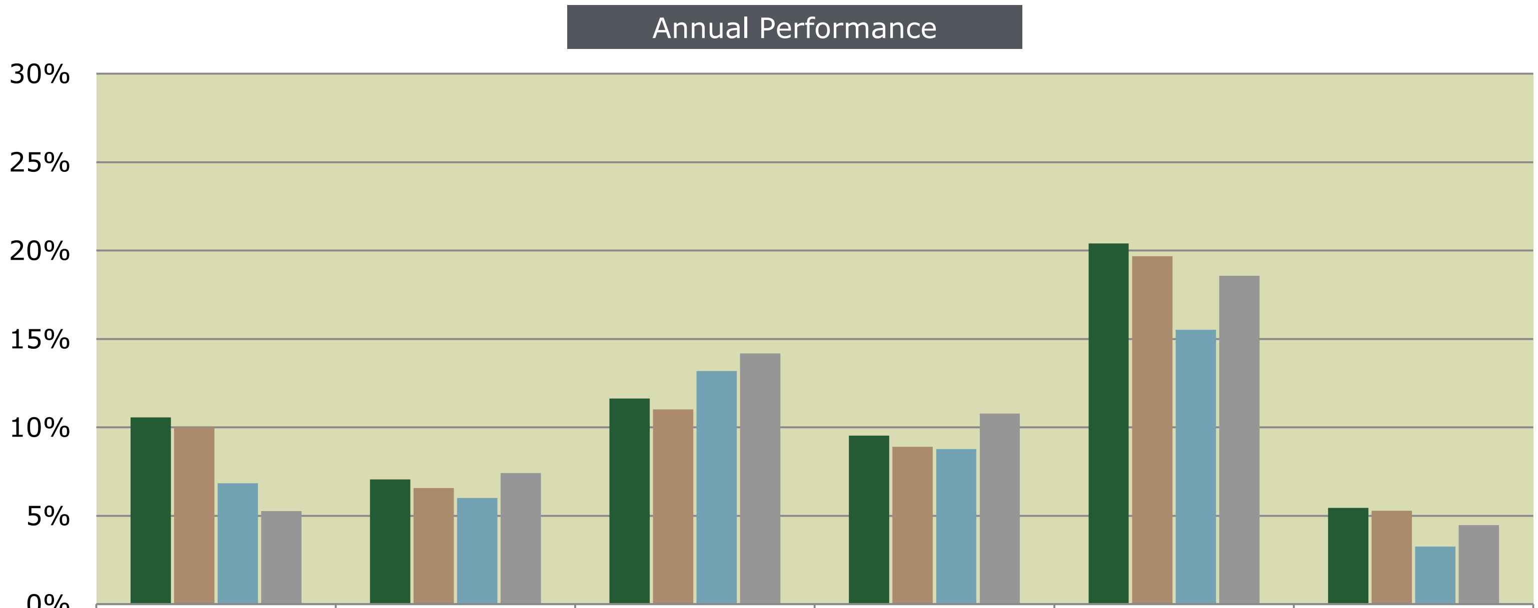
Dividend Value Strategy Performance



	2000*	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017 YTD
Tradition Gross	4.82%	16.01	-3.01%	37.34	22.13	9.53%	20.54	-0.38%	-30.03	17.33	14.21	15.55	10.07	27.69	8.10%	-2.24%	13.66	15.03
Tradition Net	4.69%	15.20	-3.71%	36.41	21.29	8.74%	20.33	-0.67%	-30.26	17.08	13.79	15.01	9.48%	27.17	7.54%	-2.75%	12.83	14.49
Russell 3000 Value	1.57%	-4.33%	-15.20	31.13	16.94	6.85%	22.34	-1.00%	-36.25	19.77	16.23	-0.11%	17.53	32.67	12.69	-4.13%	18.39	7.72%
S&P 500	-7.82%	-11.88	-22.09	28.67	10.85	4.90%	15.76	5.48%	-36.98	26.45	15.06	2.09%	15.97	32.33	13.63	1.38%	11.92	14.22

*Since 10/31/2000.
Past performance is no guarantee of future returns. Please read the firm's full performance disclosure on the last page of this presentation. For supplemental purposes only.

Dividend Value Strategy Performance



	Since 10/31/00	10 Years	5 Years	3 Years	1 Year	2017:3Q
Tradition Gross	10.56%	7.06%	11.64%	9.54%	20.40%	5.44%
Tradition Net	10.00%	6.57%	11.02%	8.90%	19.68%	5.28%
Russell 3000 Value	6.84%	6.00%	13.18%	8.78%	15.52%	3.26%
S&P 500	5.26%	7.41%	14.19%	10.78%	18.58%	4.47%

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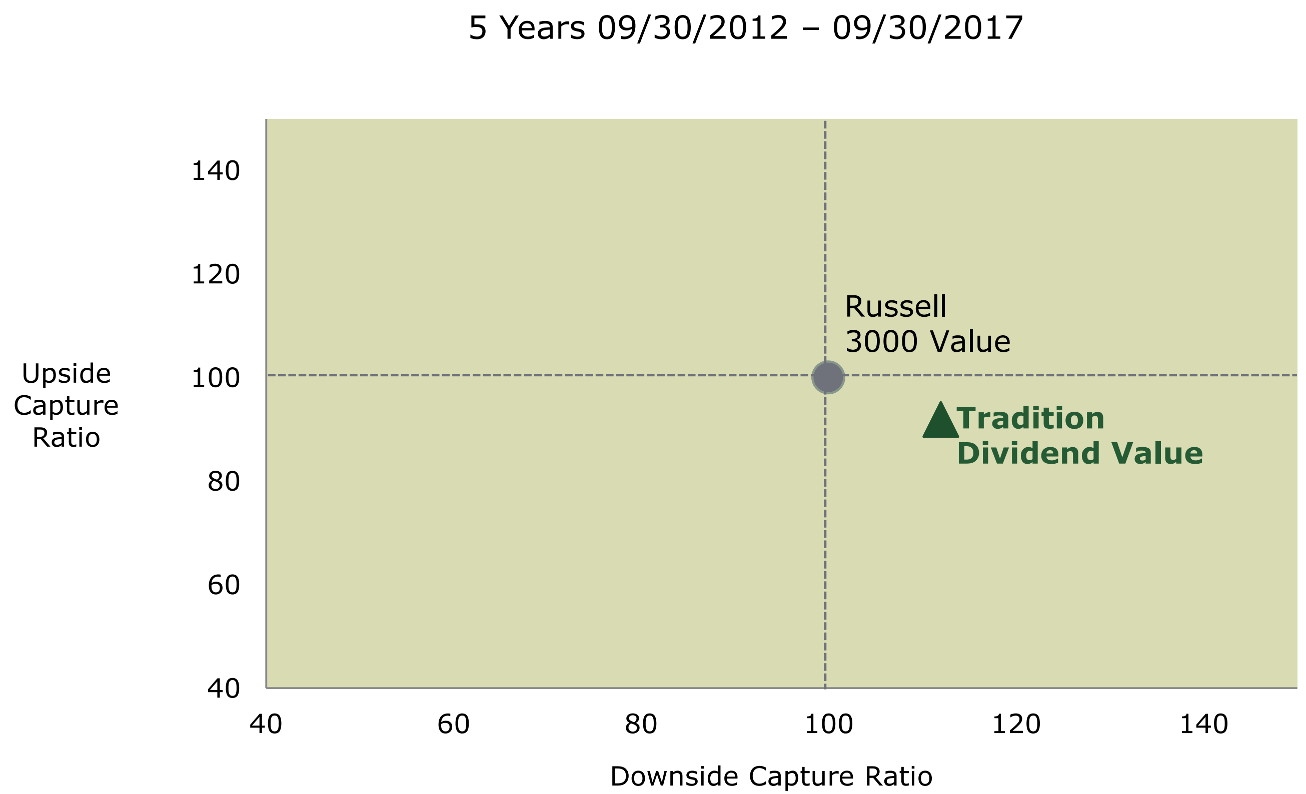
The Pursuit of Alpha: Key Drivers of Success

Success Drivers	Tradition
Investment team structured for accountability	✓
Disciplined decision-making process	✓
Repeatable and transparent	✓
Disciplined analytical skills	✓
Proactive sell discipline	✓
Agility of a "boutique" manager	✓
Co-investments with clients	✓
Focus	✓
Experience	✓
Strong performance over full market cycles	✓
Risk controls	✓

Appendix

Upside/Downside Capture Analysis



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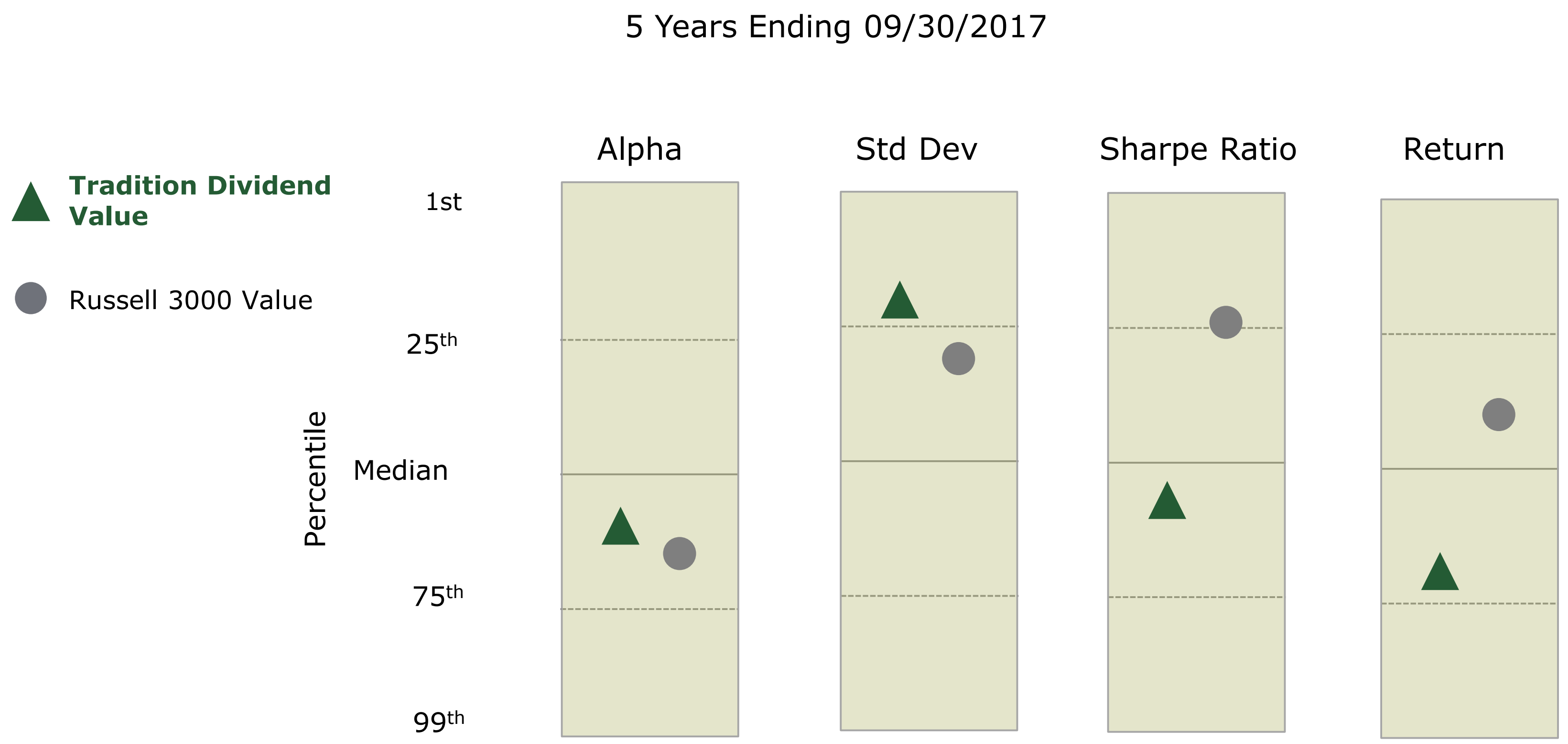
Source: PSN

Risk-Return Statistics: Peer Group Comparison



Source: PSN All Cap Value peer group as of 09/30/17. Past performance is no guarantee of future returns.

Tradition Capital Management, LLC

Tradition's Core Values

- Our clients' best interests always come first
- The highest ethical standards must be adhered to at all times
- Exceeding client expectations is an ongoing process that builds greater trust in our firm
- Achieving excellence is our firm's most important business objective

Client Service Approach: Resourced to be Responsive

- Understanding of client information needs
  - Useful and timely written reports
  - Useful formal and informal review meetings

- Experienced and capable relationship managers
  - Deep industry experience / lengthy firm tenure
  - Frequency of personal contact
  - Strong relationships with consultants, custodian banks and broker dealers
  - Team based

- Direct access to investment professionals

Fee Schedule

Assets Under Management	Annual Fee
First $5,000,000	1.00%
Over $5,000,000	0.80%

This is the firm's discretionary investment advisory only fee schedule
Please see form ADV-2A for additional information on fee schedule

Contact Information

Web Address:

traditioncm.com

Mailing Address:

Tradition Capital Management, LLC
129 Summit Ave
Summit, NJ 07901

Telephone:

(908) 598-0909

eFax:

(908) 847-0288

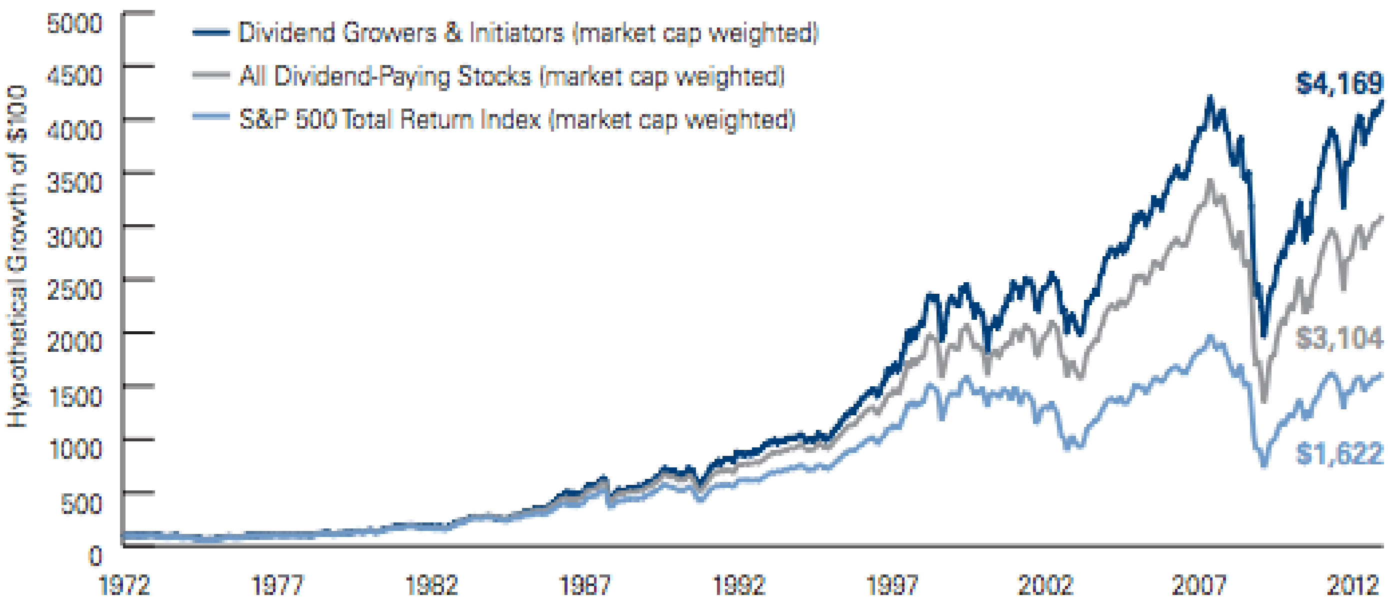
Portfolio Management Team:

Benjamin C. Halliburton, CFA
Chief Investment Officer
bch@traditioncm.com

Denis M. Turko
Managing Director
dturko@traditioncm.com

Returns of S&P 500 Stocks by Dividend Policy

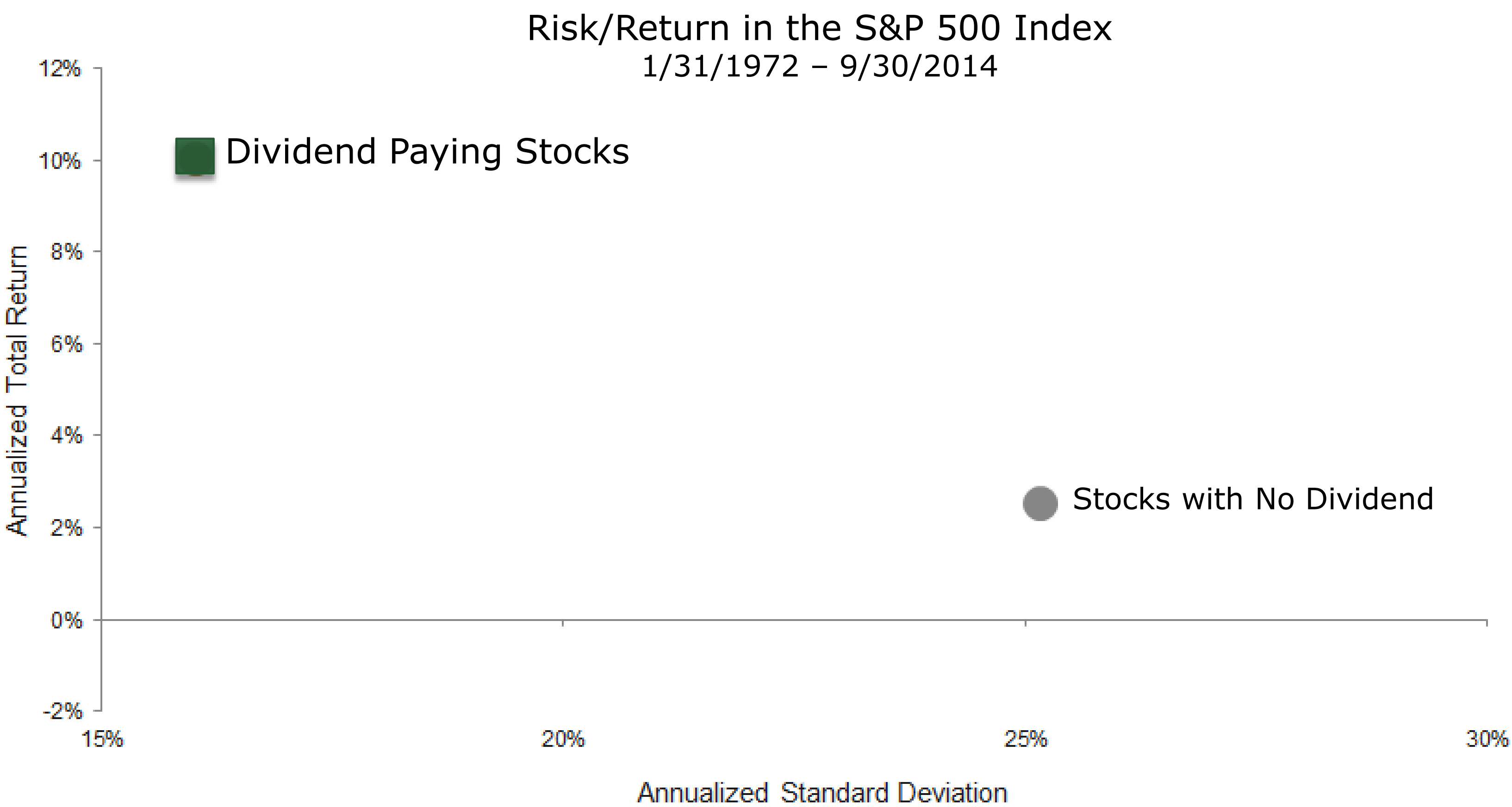
Exhibit 2: Dividend growing stocks have outperformed over time...



Source: Ned Davis Research , Morningstar, January 1972 through December 2012. All returns based on market cap weighted data to adjust for market cap bias. Past performance does not guarantee future results.

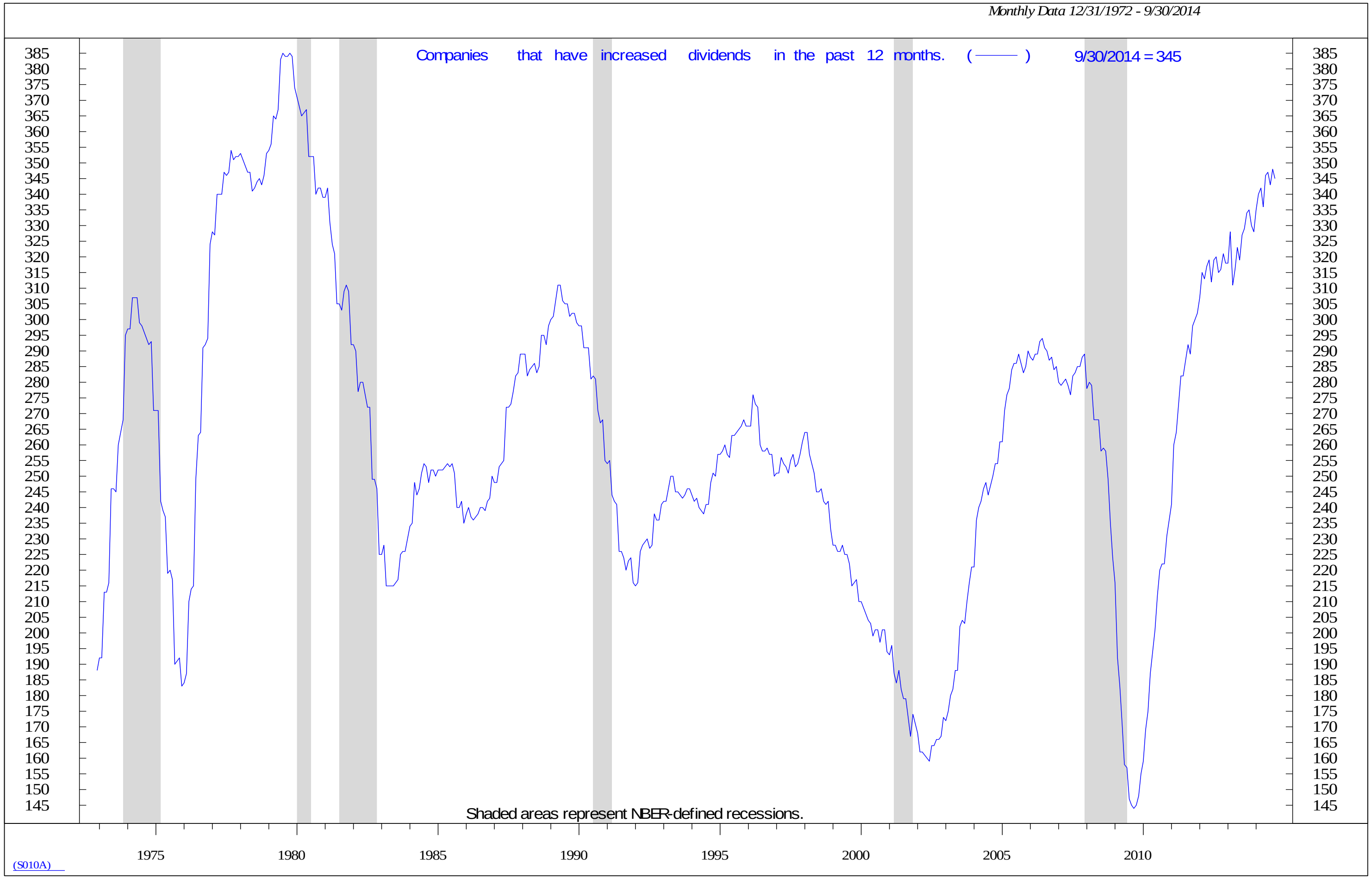
Tradition Capital Management, LLC

Dividend-Paying Stock Returns Have Been Higher and Less Volatile



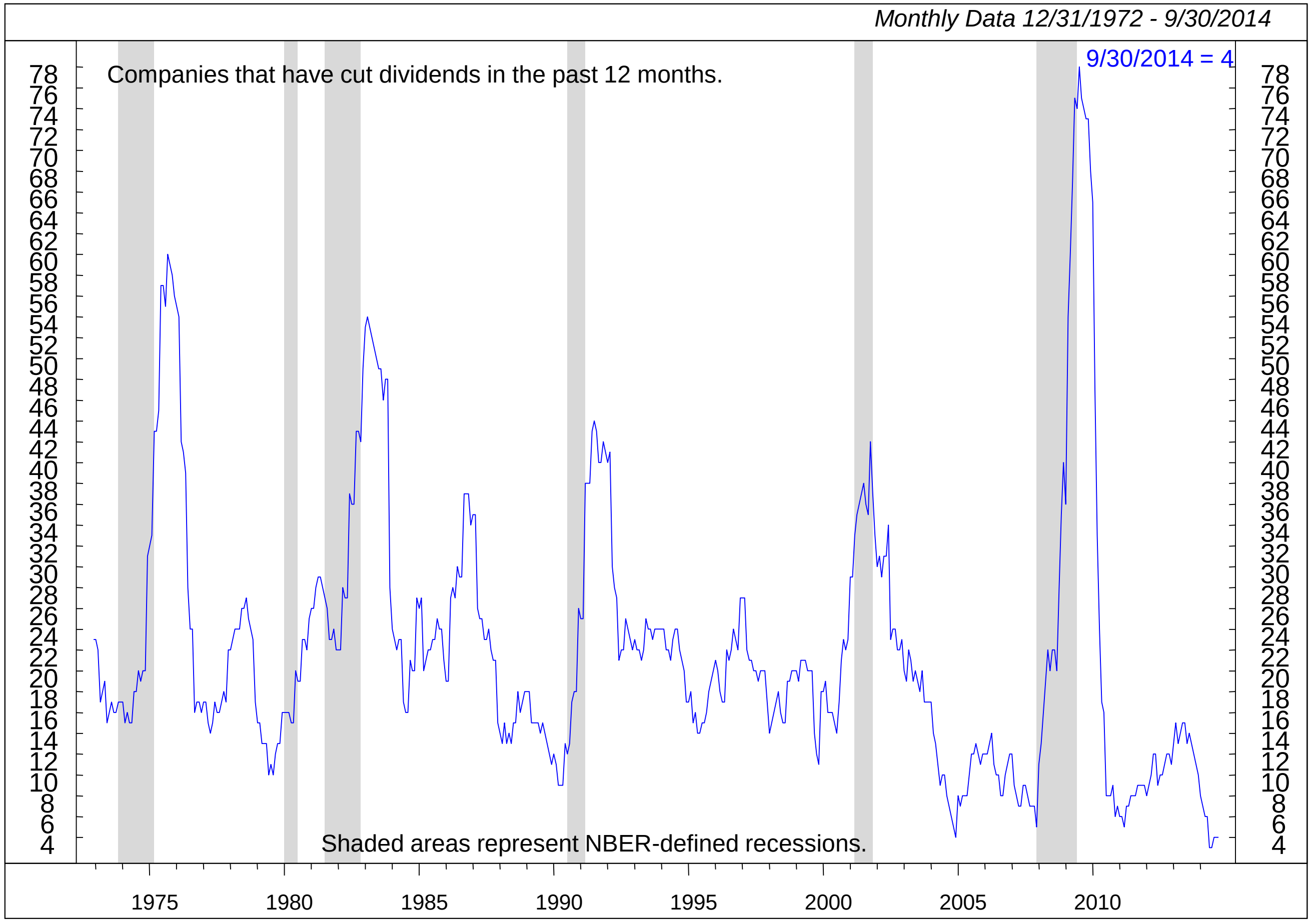
 Average annual returns and annualized standard deviation are based on the subcomponents of the S&P 500 Index, equal-weighted on a total return basis, January 31, 1972–September 30, 2014. **Past performance is no guarantee of future results.** The chart is based upon an equal-weighted geometric average of the historical total return and standard deviation of dividend-paying and non-dividend paying stocks for the period January 31, 1972–June 30, 2014. The chart uses actual annual dividends to identify dividend-paying stocks and is rebalanced annually. The dividend policy for each stock is determined on a rolling 12-month basis. The periods shown do not represent the full history of the S&P 500 Index. Dividends are not guaranteed and may be increased, decreased or suspended altogether at the discretion of the issuing company. Indexes are unmanaged, do not reflect the deduction of fees and expenses, and are not available for direct investment. The historical data are for illustrative purposes only, do not represent the performance of any Lord Abbett mutual fund or any particular investment, and are not intended to predict or depict future results. Investors may experience different results. Returns during other times may vary. Due to market volatility, the market may not perform in a similar manner in the future.

Number of S&P 500 Dividend Growers and Initiators



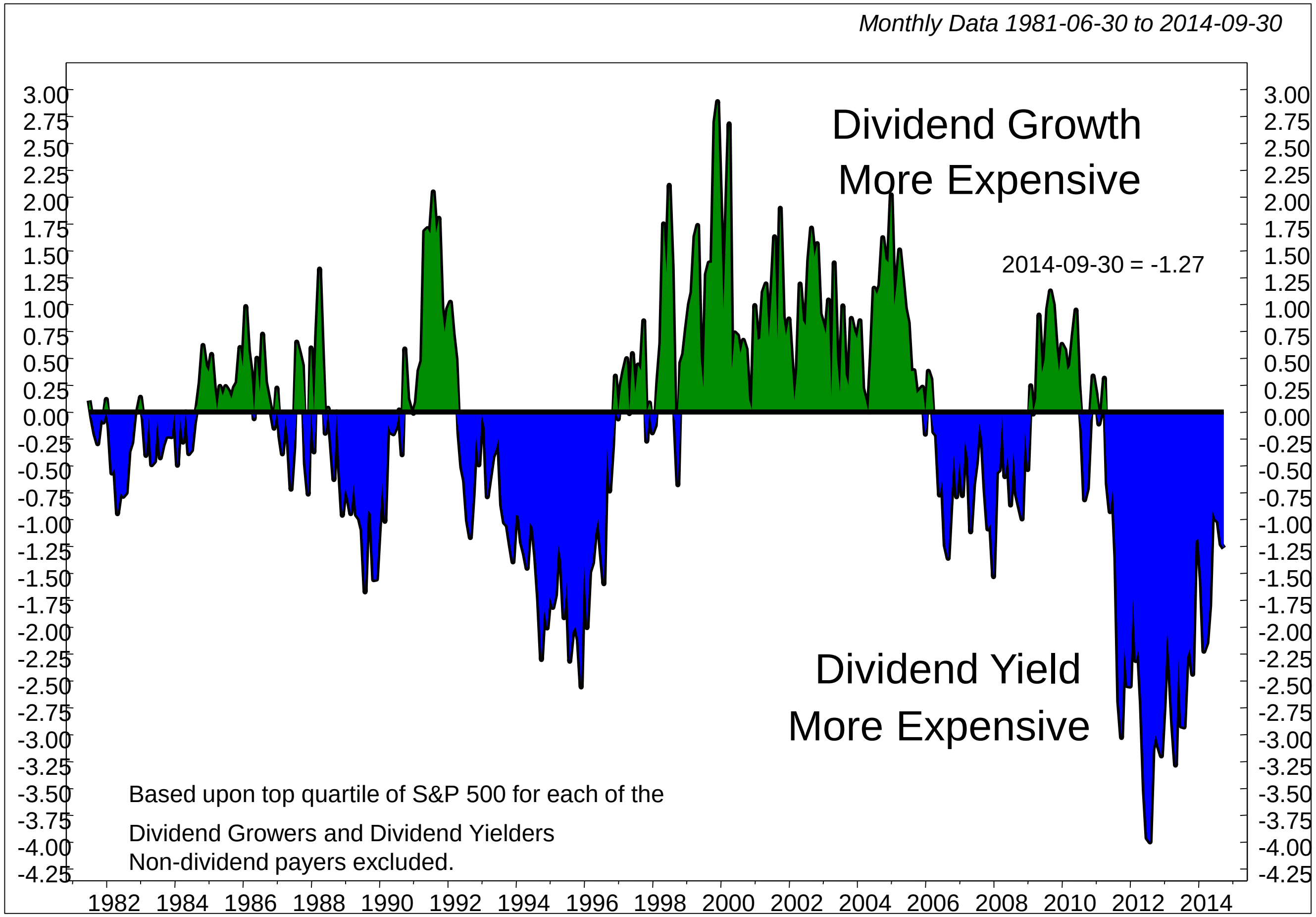
Source: Source: S&P Capital IQ Compustat

Number of S&P 500 Dividend Cutters



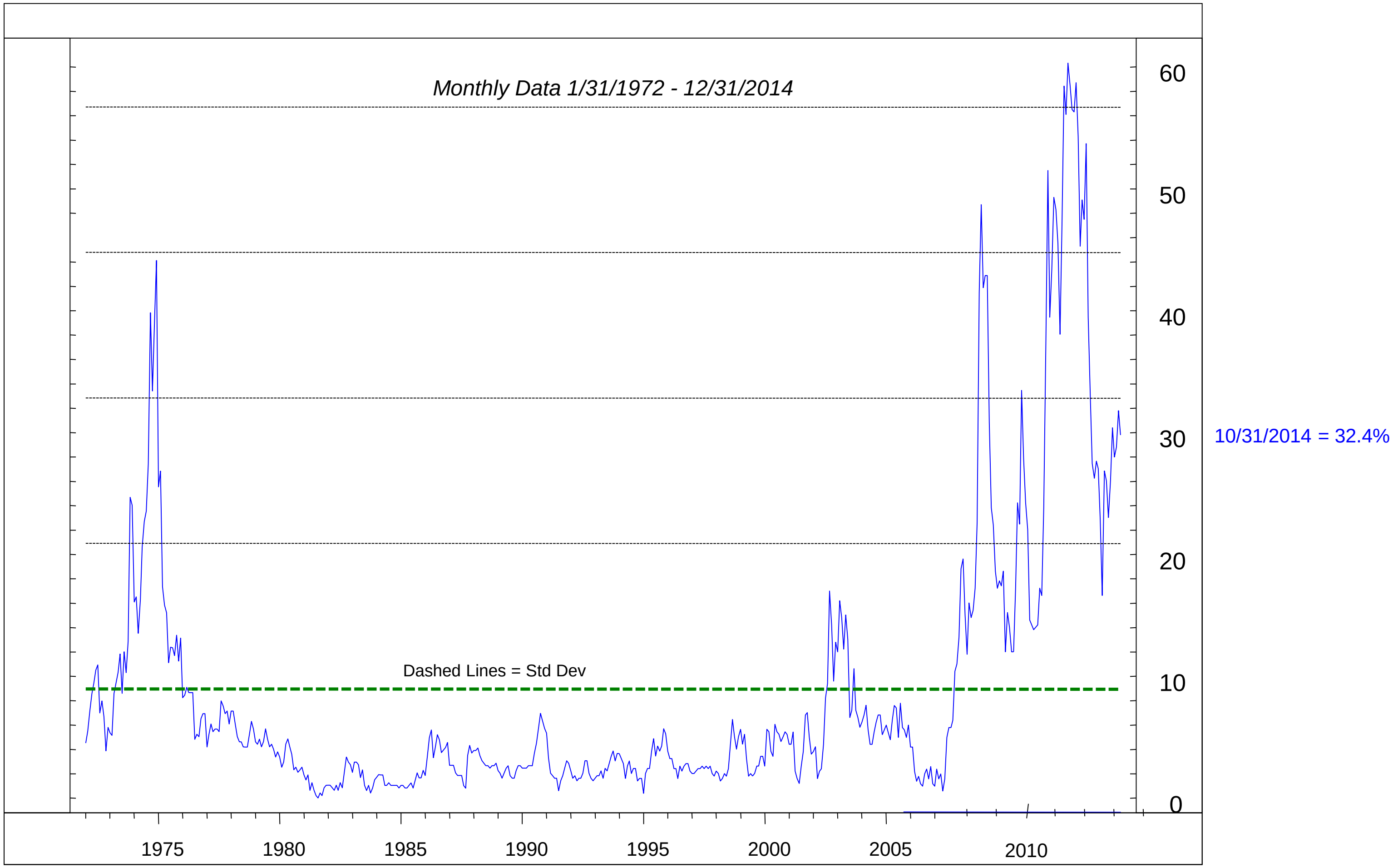
Source: Source: S&P Capital IQ Compustat

S&P 500 Median Forward P/Es of High Dividend Growers minus High Dividend Yielders



Source: Source: S&P Capital IQ Compustat and Dow Jones Indices

S&P 500 Stocks with Dividend Yields Greater than 10-Yr Treasury



Source: Source: S&P Capital IQ Compustat

Dividend Value Performance Disclosure

				Composite			Annual Performance Results					
Period	Total Firm Assets (mm)	Strategy Assets (mm)	Composite Assets (mm)	# of Accounts	Gross	Net	Russell 3000 Value	S&P 500	Composite Dispersion	Composite 3-Yr Std Deviation	Russell 3000 3-Yr Std Deviation	S&P 500 3-Yr Std Deviation
YTD 2017	584	113	83	99	15.0%	14.5%	7.7%	14.2%	N/A	N/A	N/A	N/A
2016	535	105	71	84	13.6%	12.8%	18.4%	11.9%	2.2%	11.1%	10.9%	10.6%
2015	526	108	61	75	(2.4%)	(2.8%)	(4.1%)	1.4%	0.6%	10.5%	10.7%	10.5%
2014	465	91	61	61	8.1%	7.5%	12.7%	13.7%	0.7%	8.1%	9.3%	9.0%
2013	462	80	52	54	27.7%	27.1%	32.7%	32.4%	1.4%	9.1%	12.9%	11.9%
2012	423	N/A	31	40	10.1%	9.5%	17.5%	16.0%	1.3%	11.8%	15.8%	15.1%
2011	400	N/A	7.0	10	15.6%	15.0%	(0.1%)	2.1%	N/A	16.4%	21.0%	18.7%
2010	456	N/A	2.1	5 or fewer	14.2%	13.8%	16.2%	15.1%	N/A	-	-	-
2009	514	N/A	2.4	5 or fewer	17.3%	17.1%	19.8%	26.5%	N/A	-	-	-
2008	414		2.0	5 or fewer	(30.1%)	(30.3%)	(36.3%)	(37.0%)	N/A	-	-	-
2007	542		2.9	5 or fewer	(0.4%)	(0.7%)	(1.0%)	5.5%	N/A	-	-	-
2006	463		3.8	5 or fewer	20.6%	20.3%	22.3%	15.8%	N/A	-	-	-
2005	410		1.1	5 or fewer	9.5%	8.7%	6.9%	4.9%	N/A	-	-	-
2004	352		0.9	5 or fewer	22.1%	21.3%	16.9%	10.9%	N/A	-	-	-
2003	308		0.5	5 or fewer	37.4%	36.4%	31.1%	28.7%	N/A	-	-	-
2002	226		0.4	5 or fewer	(3.0%)	(3.7%)	(15.2%)	(22.1%)	N/A	-	-	-
2001	254		0.4	5 or fewer	16.0%	15.2%	(4.3%)	(11.9%)	N/A	-	-	-
2000	89		0.4	5 or fewer	19.2%	18.4%	8.0%	(9.1%)	N/A	-	-	-

N/A: Is not statistically meaningful due to insufficient number of portfolios in the composite for the entire year. Tradition Capital Management, LLC claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS standards. Tradition Capital Management, LLC has been independently verified for the periods October 17, 2000 through December 31, 2015. A copy of the verification report(s) is/are available upon request. Verification assesses whether (1) the firm has complied with all the composite construction requirements of the GIPS standards on a firm-wide basis and (2) the firm's policies and procedures are designed to calculate and present performance in compliance with the GIPS standards. Verification does not ensure the accuracy of any specific composite presentation. Past performance is not indicative of future results. Prior to July1, 2009, the Dividend Value composite was under the management of Haven Capital Management LLC. Effective July 1, 2009, Haven Capital Management LLC joined with Tradition Capital Management, LLC. Tradition Capital Management, LLC is an SEC (Securities and Exchange Commission) registered investment advisor. The Dividend Value Equity composite was created April 1, 2005. Performance presented prior to July 1, 2009 occurred before the portfolio manager joined Tradition Capital Management, LLC. The management of this composite has remained consistent. An independent accounting firm performed an examination of this track record; an Independent Accountant's Report is available upon request. Performance is calculated and expressed in U.S. Dollars. Total assets under management as of June 30, 2009 were $133MM. Composite includes accounts valued at $0.2MM or greater. The Dividend Value Equity composite is comprised of equity accounts, including cash reserves, managed in the dividend value style and for comparison purposes are measured against the S&P 500 and Russell 3000 Value Indexes. Prior to 1/2007 the composite was compared to the Russell 1000 Value. Wrap accounts are included in the composite; as of 12/2012 the composite is comprised of 8% wrap assets, 12/2013 - 4%. 12/2014 – 6%, 12/2015 – 4%. The S&P 500 and Russell 3000 Value Index returns are before taxes. Minimum account size is $200,000. Prior to 1/2007 no minimum acct. size was required. Returns are presented gross and net of management fees. The net performance results reflect time-weighted rates of return, the re-investment of dividends and other account earnings, and are net of applicable account transaction and custodial charges, as well as Tradition's management fee. Net of fee performance was calculated using actual management fees. In addition to a management fee, some accounts pay an all-inclusive fee based on a percentage of assets under management. Other than brokerage commissions, this fee include portfolio monitoring, consulting services, and in some cases, custodial services. The percentage of non-fee paying accts in this composite at year-end is as follows: 2006-61%; 2007-80%; 2008-81%;-2009-81%, 2010-100%, and 2011-2016 0%, Prior to January 1, 2002, one non-fee paying account was included in this composite which represents 100% of the composite. Gross performance includes all of the aforementioned criteria except for the deduction of Tradition's management fee. Tradition's current investment management annual base fee schedule is as follows: 1.0% on the first $5MM, 0.8% on assets over $5MM. Actual investment advisory fees incurred by clients may vary. If an account has a 15% of total portfolio withdrawal/deposit, over a 2 month period, account will be taken out of the composite at the end of the month preceding the withdrawal/deposit and won't be put back in for 3 months. As of 1/1/2009 the cash flow policy changed from 15% to 25%. The annual composite dispersion is an asset-weighted standard deviation calculated when there are more than five accounts in the composite for the entire year. The firm maintains a complete list and description of composites, which are available upon request. Policies for valuing portfolios, calculating performance, and preparing compliant presentations are available upon request. Per GIPS P&P file, the fee schedule is "1.0% on the first $2MM, 0.8% on the next $3MM, 0.5% on the next $15MM, and 0.3% on assets over $20MM." Please confirm which one is correct and update to keep consistent. In August 2015, Candor Wealth Advisors joined with Tradition Capital Management.

TRADITION CAPITAL MANAGEMENT, LLC