

# The New Fundamentals of Investing

The best-run companies **assess** all global trends, **bring** new products to market which benefit customers and society, **count** their quantifiable human impacts, **directly link** these impacts to profit, and **embed** leading management practices. HIP's investment approach ranks these leaders higher (and laggards lower) to position your portfolio to seek more **Human Impact + Profit**.

## Multi-Cap ESG Portfolio: HIP Great Place to Work ESG Index

**Universe:** Publicly traded firms featured in Great Place to Work® Institute's 100 Best Companies to Work For® list produced for FORTUNE magazine yearly

**Benchmark for Comparison:** S&P 1500

**Method for Weighting:** Weighted by HIP Rating, excluding the lowest HIP-rated firms

**Number of Holdings:** 41

**Rebalancing of the Index:** At manager's discretion, up to 4x per year (quarter-end), with annual reconstitution

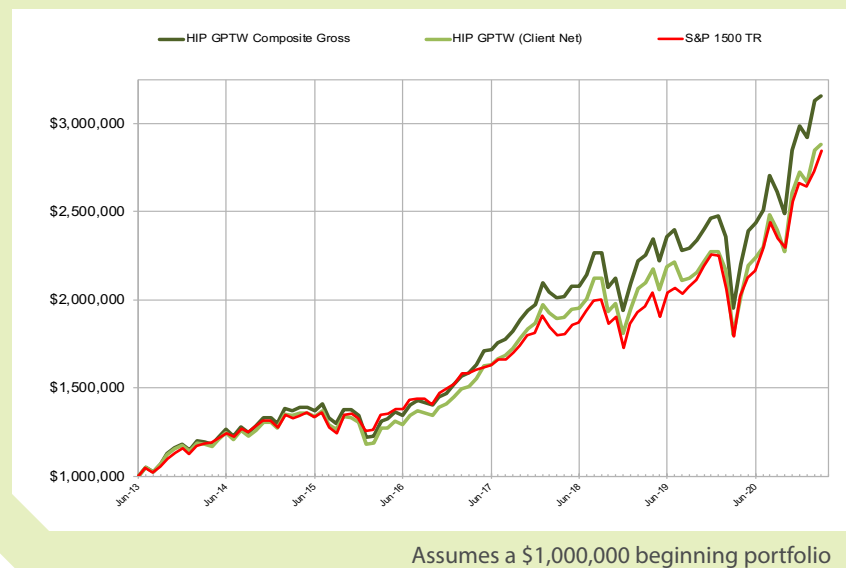
**Inception Date:** June 27, 2013 (7+ years)

### Fees (billed quarterly, in advance):

1% annual fee to HIP Investor (direct) or 0.50% annual fee to HIP (via advisors or consultants); on Folio, 0.20% brokerage fee (min. quarterly brokerage fee of \$18.75); accounts under \$37,500 can experience a higher expense ratio for minimum broker fee; on Schwab, transaction-based fees are zero.

## TOTAL RETURN\* After Fees Includes Reinvested Dividends and Deducts Advisory Fees and Estimated Trading Costs

This HIP strategy invests in the publicly listed firms in the Great Place to Work®, published in Fortune since 1998. The public equities on the list are weighted by the HIP Ratings. HIP seeks to outperform traditional investment benchmarks via this strategy, striving to achieve more positive human impact, lower risk, and increased financial returns.



TO INVEST IN - OR LICENSE - HIP PORTFOLIOS, PLEASE CONTACT: [BEMOREHIP@HIPINVESTOR.COM](mailto:BEMOREHIP@HIPINVESTOR.COM)

**\* Disclosure and Assumptions:** The HIP Portfolio results represent actual trading since inception, assuming a \$1,000,000 beginning portfolio. Actual results are derived from a composite of the HIP Great Places to Work Folios of all separate accounts managed by HIP. Client results may differ depending on the size of account, timing of trading and reinvestment of dividends. During the period for which results are shown, securities of stocks have generally been rising, and the returns are partly a function of this market environment. If this environment were to change materially, the results portrayed by HIP would, in all likelihood, reflect results different from those portrayed. The HIP Portfolio actual results include reinvested dividends or interest, and results are net-of-fees as a client would have paid to HIP on a quarterly basis in advance for advisory fees and brokerage costs. The composite results portrayed during the period are compared to the performance of the S&P 1500 because the securities making up the composite most nearly reflect the types of securities making up this index. During the period for which results are shown, HIP has maintained the same investment strategies and advisory services as those that HIP offers to clients. There is potential for loss as well as for profits. It should not be assumed that the recommendations made in the future will be profitable or will equal the performance of the securities in the portfolio. The S&P 1500 index benchmark shown is a market indicator and the ITOT ETF is available for direct investment. Tax consequences have not been considered. Results reported are unaudited, and based on the most up-to-date data available. Investments are managed by HIP Investor Inc. as investment adviser via separately managed accounts at FOLIO Institutional or Charles Schwab Institutional. This is not an offer of securities. **Past performance is not indicative of future results.**

## IS YOUR PORTFOLIO READY TO BE MORE HIP?

HIP Investor Inc. offers investors a portfolio designed to seek higher financial returns with lower risk due to positive, quantifiable human, social and environmental results. HIP's approach can outperform traditional financial-focused benchmarks.

## ANNUAL FINANCIAL RETURN BY PERIOD, GROSS AND NET OF FEES\*

	2021 YTD	2020 Year	2019 Year	2018 Year	Annualized Since Inception	Cumulative Return (6/27/2013 - 3/31/2021)
HIP GPtW (Client Gross)	+ 5.88%	+ 21.28%	+ 26.90%	- 1.71%	+ 16.01%	+ 216.05%
S&P 1500 Index	+ 6.90%	+ 17.92%	+ 30.89%	- 4.96%	+ 14.51%	+ 185.75%
HIP Gross Exceeds Index By:	- 1.02%	+ 3.36%	- 3.99%	+ 3.25%	+ 1.50%	+ 30.30%
HIP GPtW (Client Net)	+ 5.62%	+ 20.14%	+ 25.40%	- 2.94%	+ 14.63%	+ 188.08%

\* Full Disclosure and Assumptions are on the front page. Total financial return includes reinvested dividends and assumes a \$1,000,000 beginning portfolio. Where returns are net of advisory fees, fees are billed quarterly in advance, as managed by HIP and custodied by FOLIO or Schwab Institutional. The HIP Great Place to Work returns represent results of actual trading though client results can vary based on account size, dividend reinvestment and timing of purchases and sales. Fees allocated to month but collected quarterly in advance. Cumulative since inception of 6/27/2013, not annualized.

## PORTFOLIO TOP TEN By Weight (out of 100)

FIRM (TICKER)	Weight	HIP
NVIDIA (NVDA)	6.17%	61.5%
Atlassian (TEAM)	6.15%	43.4%
Hubspot (HUBS)	6.15%	38.3%
Cadence Design (CDNS)	5.20%	57.7%
Adobe (ADBE)	5.08%	67.2%
Workday (WDAY)	4.60%	64.2%
Cisco (CSCO)	4.36%	61.3%
Intuit (INTU)	4.21%	53.5%
Salesforce (CRM)	3.83%	60.1%
Accenture (ACN)	3.78%	70.0%

NOTE: Holdings are subject to change and do not constitute a recommendation or solicitation to buy or sell a particular security. Do not assume an investment in any of the securities was or will be profitable.

## RATIOS RELATED TO RISK After Fees\*

ACTUAL Characteristics	HIP GPtW (GROSS)	HIP GPtW (NET)	S&P 1500 INDEX
6/27/2013 to 3/31/2021			
$\alpha$ : Alpha excess return beyond expected risk-adjusted return	+ 0.79	- 0.55	0.00
$\beta$ : Beta sensitivity to benchmark returns	1.07	1.07	1.01
$r^2$ : R-Squared correlation or fit	88.1%	87.7%	99.8%
Sharpe Ratio excess return per unit of risk	+ 0.99	+ 0.92	+ 0.98
$\sigma$ : Standard Deviation (MONTHLY) average distance from the mean volatility	4.51% MONTHLY	4.50% MONTHLY	4.05% MONTHLY