

# Stakeholder Capitalism Portfolio

Today's corporations are more connected than ever to the communities, supply chains and environments they impact, and visionary corporate leaders are recognizing their obligation to all segments of society who together make their work possible. **Invest in companies working to protect and promote the interests of all stakeholders.**



## Environment

Companies and citizens alike, we all share one planet. Invest in companies who manage and minimize their environmental impact.

## Employees

Employees are the lifeblood of every company. Invest in companies who invest in their employees through competitive wages, training opportunities, and other supportive programs.



## Customers

The value exchange between companies and their customers is a two-way street. Invest in companies creating products that are beneficial, safe, and satisfying.

## Society

Invest in companies creating partnerships on all fronts; from supporting human rights, to advancing transparency and corporate ethics, to protecting our planet.



## Suppliers

A strong company requires a strong network of suppliers. Invest in companies who support strong ethical, environmental, and safety standards throughout their supply chain.

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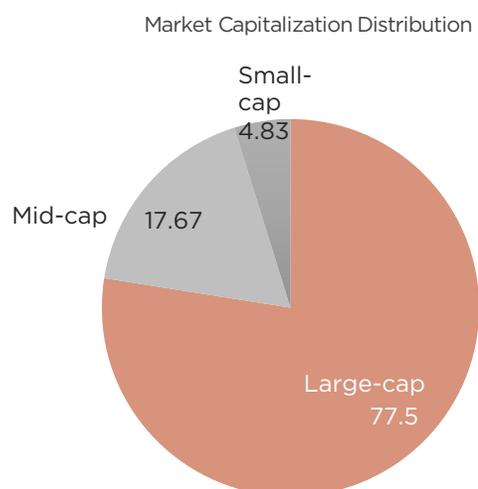
### Portfolio Guidelines

Number of stocks	40
Benchmark	S&P 500
Position Size	Maximum in a single security: 2.72%
Sector Exposure	Weights are determined by data-driven Newday rating algorithm

### Portfolio Overview<sup>1</sup>

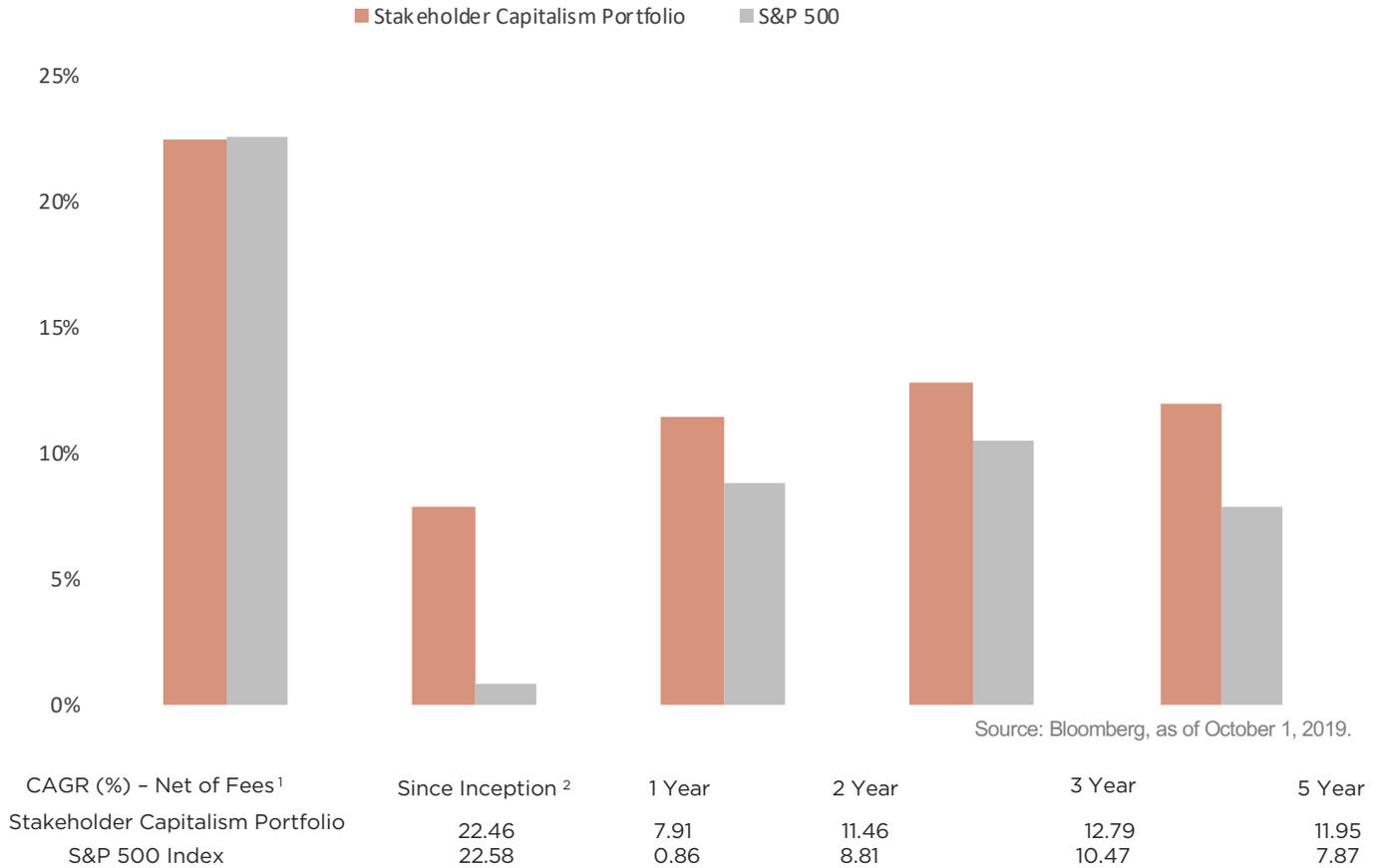
Characteristics	Portfolio (Net of Fees)	Benchmark
	Backtested <sup>1</sup>	Actual
Total Return	364.82%	286.73%
Return Since Inception - 1/1/19	22.46% <sup>2</sup>	22.58%
Beta (vs. primary benchmark)	1.02	-
Standard Deviation	15.00%	13.87%
5 Year Annualized Returns	12.29%	7.87%
Sharpe Ratio	0.97	0.74
Value-At-Risk (1 month, 95%)	-6.57%	-7.87%

Key Facts		
Number of Holdings	40	505
Compound Annual Growth Rate	15.09%	10.74%
Advisory Fee	0.75%	--



Sector Exposure	Portfolio Weight %	Top 10 holdings	Weight
	Information Technology	Owens Corning	2.72%
	Materials	Intel Corp	2.69%
	Consumer Staples	Kroger Co	2.67%
	Consumer Discretionary	Microsoft Corp	2.67%
	Industrials	Hasbro Inc	2.65%
	Health Care	Cisco Systems Inc	2.64%
	Utilities	IBM	2.60%
		Xerox Corp	2.57%
		Clorox Co	2.56%
		Eastman Chemical Co	2.57%

Total  
26.33%



### Management Team

Doug Heske  
Chief Executive Officer



John Boyer  
Head of Analytics



Alex Meek  
Co-Founder and  
President



Anthony Randazzo  
Co-Founder and  
Chief Technology  
Officer



### Contact

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## Disclosures

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<sup>1</sup> Source: S-Network, Newday. **Backtested performance is NOT an indicator of future results.** In order to show performance of the portfolio prior to inception we use the returns of a model portfolio, not an actual client account. The results reflect performance of a strategy not historically offered to investors and do NOT represent returns that any client account actually attained. Backtested results are calculated by the retroactive application of a model constructed on the basis of historical data and based on assumptions integral to the model which may or may not be testable and are subject to losses.

General assumptions include: Newday would have been able to purchase the securities recommended by the model and the markets were sufficiently liquid to permit all trading. Changes in these assumptions may have a material impact on the backtested returns presented. Certain assumptions have been made for modeling purposes and are unlikely to be realized. No representations and warranties are made as to the reasonableness of the assumptions. This information is provided for illustrative purposes only.

Backtested performance is developed with the benefit with the benefit of hindsight and has inherent limitations. Specifically, backtested results do not reflect actual trading or the effect of material economic and market factors on the decision-making process. Since trades have not actually been executed, results may have under- or over-compensated for the impact, if any, of certain market factors, such as lack of liquidity, and may not reflect the impact that certain economic or market factors may have on the decision-making process. Further, backtesting allows the security selection methodology to be adjusted until past returns are maximized. Actual performance may differ significantly from backtested performance.

Backtested results are adjusted to reflect the reinvestment of dividends and other income and, except where otherwise indicated, do not include the effect of transaction costs, management fees, performance fees or expenses, the incurrence of which would have the effect of decreasing historical performance results.

The model portfolio is a hypothetical portfolio where by the portfolio characteristics are based on a simulated trading and client account invested in this strategy. The model portfolio assumes no withdrawals, contributions or client imposed restrictions. Portfolio characteristics of individual client accounts may differ from those of the model portfolio as a result of account size, client-imposed restrictions, the timing of client investments, market conditions, contributions, withdrawals and other factors. Performance numbers labeled as "net of fees" are returns calculated using a model fee, which represents a fee at least as large as the highest wrap fee rate.

<sup>2</sup>Inception date January 1, 2019. Net of fees.

### Benchmark

The primary benchmark is the **S&P 500 Index** is a broad-based measurement of changes in stock market conditions based on the average performance of 500 widely held common stocks. It is a capitalization-weighted index (stock price times number of shares outstanding), calculated on a total return basis with dividends reinvested. Investors cannot invest directly in an index and unmanaged index returns do not reflect any fees, expenses or sales charges. The index is not managed and not subject to management or brokerage commissions. Dividends are subject to reinvestment. A board based index may not reflect the same volatility when compared to a more narrow based portfolio.

### Risks

All investments involve risk, including loss of principal and there is no guarantee that investment objectives will be met. While most investments are in U.S. companies, investments may also be made in ADRs of non-U.S. companies in developed and emerging markets, which involve risks in addition to those ordinarily associated with investing in domestic securities, including the potentially negative effects of currency fluctuation, political and economic developments, foreign taxation and difference in auditing and other financial standards. These risks are magnified in emerging markets.

Diversification does not assure a profit or protect against market loss.

There can be no assurances that a client's investment objective will be achieved and no inference to the contrary is being made. Prior to entering into an agreement with Newday, a client should carefully consider that volatility from investing in the stock market can occur and that over time the client's assets may fluctuate and at any time may be worth more or less than the amount invested.

Newday does not represent, guarantee, or imply that the services or methods of analysis employed by us can or will predict future results, successfully identify market tops or bottoms, or insulate client from losses due to market corrections or declines.

### Disclaimers

Newday Funds, Inc. is an SEC registered investment advisor. Brokerage services provided to clients of Newday Funds, Inc. by Apex Clearing Corporation.

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Newday portfolios are not mutual funds; they are separately managed accounts (SMA) portfolios.

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