

Bedrock Sectors™ Strategy

The Bedrock Sectors Strategy™ invests in the common stock of U.S. Utilities, U.S. Equity Real Estate Investment Trusts (REITs), and major North American Railroads, with histories of substantial increasing dividends and capital appreciation over the long-term. The Bedrock Sectors™ Strategy targets an allocation of approximately 40% to U.S. Utilities, 40% to U.S. REITs, and 20% to major North American Railroads.

OBJECTIVE

Seeks total return through current income and capital appreciation.

APPROACH

A sector-level relative value approach favoring companies that:

- Operate in high barrier to entry markets
- Utilize their assets more efficiently
- Have proven management teams
- Pay higher dividends
- Have lower dividend payout ratios
- Use less leverage
- Sell at a discount to the underlying value of their assets

GOALS

Safety of principal.

We focus on a diversified group of providers of essential services within the U.S. and Canada. These companies often have significant market power and are largely sheltered from profit eroding foreign competition.

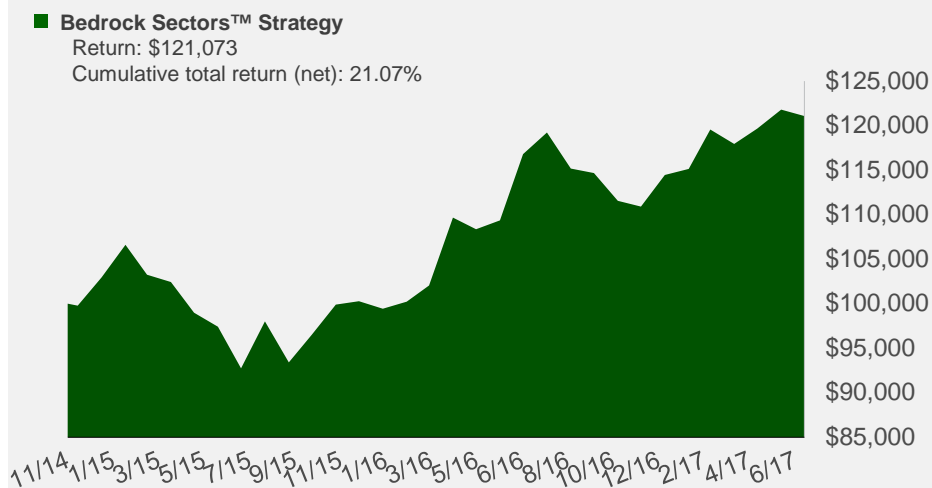
Steady growing dividends.

The ability of each company to maintain and increase substantial regular dividends over the long-haul is carefully evaluated and continually monitored.

Strong capital appreciation.

Our approach brings together sector and company knowledge in the selection of dividend paying stocks that have a strong track record of delivering value over the long-term.

GROWTH OF \$100,000 (11/17/2014 to 6/30/2017)



PERFORMANCE HISTORY (as of 6/30/2017)

	Quarter to date	Year to date	1 year (11/17/2014)	Since inception
Bedrock Sectors™ Strategy (net)	2.66%	5.78%	3.66%	7.78%
Bedrock Sectors™ Custom Benchmark	3.51%	8.39%	8.69%	7.82%
S&P 500 Index	3.09%	9.34%	17.90%	8.62%
Barclays U.S. Aggregate Bond Index	1.44%	2.28%	-0.31%	2.16%

Past performance is no guarantee of future results. Net returns are presented net of expenses, including a 0.90% management fee, and include the reinvestment of all income. Investors cannot invest directly in the Bedrock Sectors™ Custom Benchmark.

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MONTHLY TOTAL RETURNS (as of 6/30/2017)

Bedrock Sectors™ Strategy (net)				
	2017	2016	2015	2014
Jan	0.59%	0.80%	3.56%	
Feb	3.84%	1.81%	-3.15%	
Mar	-1.35%	7.47%	-0.79%	
Apr	1.46%	-1.19%	-3.36%	
May	1.78%	0.92%	-1.59%	
Jun	-0.59%	6.80%	-4.80%	
Jul		2.08%	5.69%	
Aug		-3.40%	-4.70%	
Sep		-0.44%	3.35%	
Oct		-2.72%	3.48%	
Nov		-0.58%	0.38%	-0.22% ¹
Dec		3.20%	-0.84%	3.18%
Year	5.78%	15.11%	-3.42%	2.95%

¹This reflects the partial period from inception 11/17/2014 to 11/30/2014.

FEES (\$25,000 minimum investment)

	Annual fee (% of assets)
Amount of investment	
Amounts up to \$500,000	0.90%
Next \$500,000 (over \$500,000 up to \$1 million)	0.80%
Next \$1 million (over \$1 million up to \$2 million)	0.70%
Next \$3 million (over \$2 million up to \$5 million)	0.60%
Over \$5 million	0.50%

The minimum annual fee is \$500.

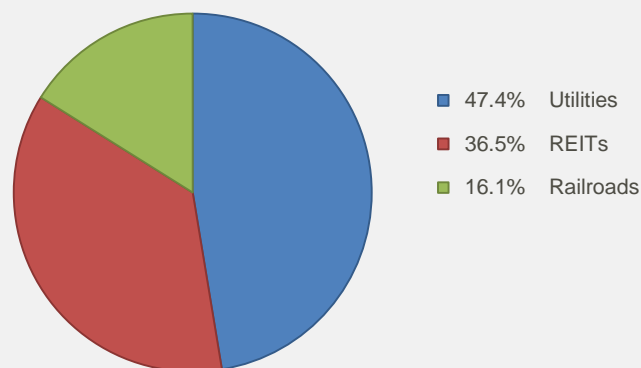
IMPORTANT INFORMATION

No offer or solicitation. The information in this document is for informational purposes only and is not an offer to sell or the solicitation of any offer to buy securities. The only purpose of this document is to provide information regarding Dividend Advisors and Dividend Advisors' US Bedrock Sectors™ Strategy (the "Strategy"). A prospective investor also must review Dividend Advisors' Form ADV for additional details and conflicts of interest, which will be available on request. **Risks.** An investment in the Strategy involves risks. Only by reading those offering materials carefully and discussing any questions you may have with Dividend Advisors can you determine whether the investment's risks and conflicts of interest are acceptable to you. **No duty to update.** Neither Dividend Advisors nor any of its affiliates assumes any duty to update any information in this presentation for subsequent changes of any kind. For example, the investment objectives, methods and limitations summarized herein represent Dividend Advisors' current intentions. Nevertheless, depending on conditions and trends in securities markets and the economy generally, Dividend Advisors' may pursue any objectives, employ any techniques or purchase any type of security that it considers appropriate and in the best interests of its clients. **Forward looking statements.** This document may contain forward-looking statements based on Dividend Advisors' expectations and projections about the methods by which it expects to invest. Those statements are sometimes indicated by words such as "expects," "believes," "will" and similar expressions. In addition, any statements that refer to expectations, projections or characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. Such statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict. Therefore, actual returns could differ materially and adversely from those expressed or implied in any forward-looking statements as a result of various factors. **Preparation of document.** Dividend Advisors' prepared this document. The information in this document has not been reviewed or audited by an independent accountant or other independent testing firm. Dividend Advisors' believes the data is correct but does not assume any liability if such data is incorrect. **Indexes.** Indexes are unmanaged and investors cannot invest directly in an index. The performance of indexes do not account for any fees, commissions or other expenses that would be incurred. The Standard & Poor's 500 (S&P 500) is an unmanaged group of securities considered to be representative of the stock market in general. It is a market value weighted index with each stock's weight in the index proportionate to its market value. Total return reflects the effects of dividend reinvestment. The Barclays U.S. Aggregate Bond Index provides a measure of the performance of the U.S. investment grade bonds market, which includes investment grade U.S. Government bonds, investment grade corporate bonds, mortgage pass-through securities and asset-backed securities that are publicly offered for sale in the United States. The securities in the Index must have at least 1 year remaining to maturity. In addition, the securities must be denominated in U.S. dollars and must be fixed rate, nonconvertible, and taxable. **Bedrock Sectors™ Custom Benchmark.** This custom benchmark is a combination of 40% of the MSCI U.S. IMI Utilities 25/50 Index, 40% of the MSCI U.S. REIT Index, and 20% of a market capitalization weighted index of the major publicly traded U.S. and Canadian railroads. **Dividend Yield (TTM).** The percentage income a portfolio returns over the past 12 months. It is calculated by taking the weighted average of the yields of the stocks and funds that compose the portfolio.

ATTRIBUTES (as of 6/30/2017)

	Bedrock Sectors™ Strategy	Bedrock Sectors™ Custom Benchmark	S&P 500 Index
Number of stocks	50	237	505
Median market cap	\$7.0B	\$3.4B	\$20.6B
Dividend yield (ttm)	2.88%	3.30%	2.02%

SECTOR DIVERSIFICATION (as of 6/30/2017)



Due to rounding, values might not add up to 100%.

For more information visit our website at
www.dividendincomeadvisors.com.