

“Operations keeps the lights on, strategy provides a light at the end of the tunnel, but project management is the train engine that moves the organization forward.” - Joy Gumz



This quarter marks the launch of our new client portal and with it NorthCoast makes another significant move forward. Thank you and congratulations to our operations, trade, client, and project management teams for delivering on the biggest technology investment we've ever made. And now to the most important client question, what's in it for me?

### 1. One unified account.

Often referred to as “UMA” in the business, this refers to managing multiple strategies in one, single account. Previously every strategy would mean a new account creating complexity and some additional costs. With this technology, we can now combine and manage different strategies all in the same account. 20% Tactical Income, 25% International, and 55% CAN SLIM® all in one account – go for it!

### 2. Performance reporting.

Many custodial performance services don't accurately track performance. They may not properly account for contributions or withdrawals or it may be that dividends are not included or reinvested. Performance that is reconciled daily and displayed monthly is available instantaneously to you.

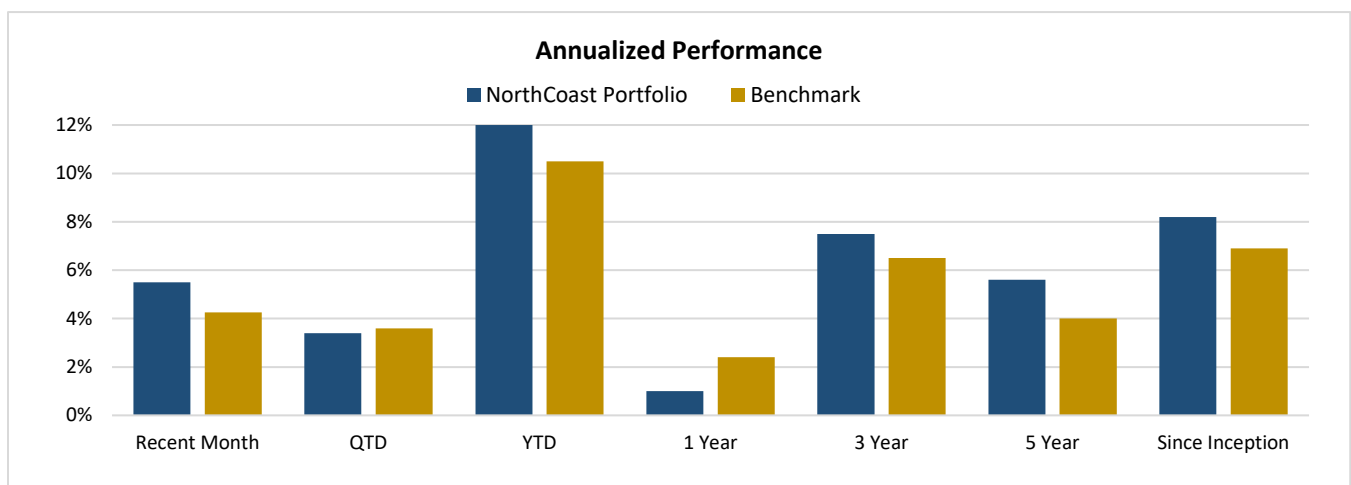


Figure 1 Sample illustration of portfolio performance report. For illustrative purposes only. Past Performance is not indicative of future results. All investments involve risk, including loss of principal.

### 3. Benchmarking.

Imagine your accounts are invested 20% Tactical Income, 25% International, and 55% CAN SLIM® – how do you know how they are performing together vs. a similarly blended benchmark? Now you will be able to track and view real time your custom portfolio against a corresponding unified benchmark.

#### 4. Holistic allocation view and history.

If you have one IRA (\$200k) in CAN SLIM®, one joint account (\$300k) in Tactical Income and one trust account (\$500k) in Legends Value, what is your true allocation (equity vs. bond vs. cash) and how has that shifted historically? Now we will track and report that allocation *together* for easier oversight and viewing.

#### Dynamic Asset Allocation

Based on market environment and associated risks, your portfolio may shift between asset classes. The objective is to invest opportunistically in favorable market environments and preserve capital when we perceive bear market risk is rising. The below graphs display a hypothetical representative asset allocation of the portfolio in different market environments.

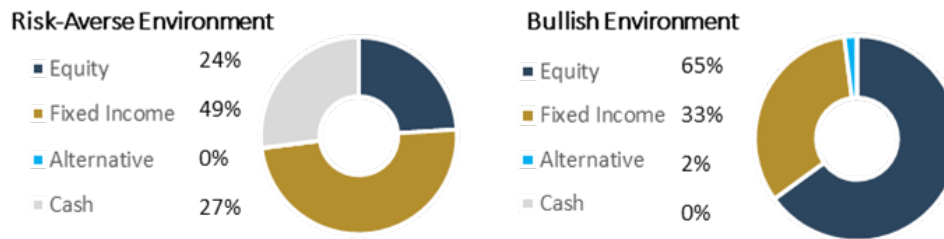


Figure 2 Sample illustration of Asset Allocation report. For illustrative purposes only.

#### 5. Digital records (statements and plans).

All statements will be warehoused for your viewing. Whether they are quarter end or intra-month, you will have a personal database of information for viewing today or reviewing down the road when you want.

#### 6. Advisor notes and conversation log.

Was there a breakthrough with one of our advisors today -- a retirement, a shift in sentiment or objective, some reason to adjust the portfolio? Well now those decisions can be logged and recorded. All of which add to the richness and thoughtfulness of the relationship over time.

#### 7. Market and strategy commentary.

A resource library full of current and historical strategy performance, whitepapers, monthly navigators, factsheets, and bulletins. Information that keeps you informed and up to date whenever you care to do research.

#### 8. Statement Package and Portfolio Reviews.

The quality and depth of information available at quarter-end will certainly intrigue you. But along the way, with the click of a button, we can produce real-time, custom reports that marry objectives, goals, and performance all in one place. I encourage you to reach out to your NorthCoast advisor, set up a consultation, and walk through the complete statement package together.

Information about the new portal and how to get access is coming shortly. We're putting the finishing touches on the first phase of the project and much more will be coming in the future as we gather your feedback and update along the way. This is an exciting time for us and our clients and we're proud to make this investment into our client experience. As always, thank you for your business and I hope you and your loved ones enjoy a wonderful and safe summer season.