



COOKSONPEIRCE
ALL CAP EQUITY

**FOLLOW A
DIFFERENT PATH**

AT A GLANCE

- 🕒 Founded in 1984.
- 👤 100% Employee Owned.
- 💰 Over \$2.8 billion in assets under management.
- 📈 Momentum-driven, high active share investing.
- 👥 Portfolio Managers average 25 years of experience.
- 🎯 Focused portfolio of 25-40 names.

PORTFOLIO MANAGERS



Luke J. O'Neill, CFA
Chief Investment Officer
28 years of experience



Bruce W. Miller, CFA
Co-Chairman
38 years of experience



Cory S. Krebs, CFA
President & CEO
30 years of experience



Sean Volk, CFA
Associate PM
14 years of experience

WHAT MAKES COOKSONPEIRCE DIFFERENT?

We Follow A Different Path. We create an alternative approach to index-driven, buy and hold stock portfolios. A concentrated, unconstrained strategy designed to focus on winners and leave the rest behind.

- Different
- Dynamic
- Defined
- Dedicated

We manage a **D**ifferent and **D**ynamic strategy that is
Defined by a strict and **D**isciplined process that is
Dedicated to this platform.

ALL CAP EQUITY: WHY USE IT?

- Alternative Approach
- Easy To Adopt
- Highly Active
- Time Tested
- Exclusive



**OUR MATHEMATICAL
APPROACH ACTS LIKE A
COMPASS POINTING OUT
THE TRENDS IN THE MARKET**

When Would You Use All Cap Equity?

- When you have a client looking for a stand-alone, diversified, long term growth portfolio.
- When you have a client that likes to see active buying and selling in his/her portfolio. Active Approach.
- When you need a compelling diversifier to enhance direct indexing, value, and growth managers. Little overlap.
- When you need an alpha kicker for growth and value-based portfolio.



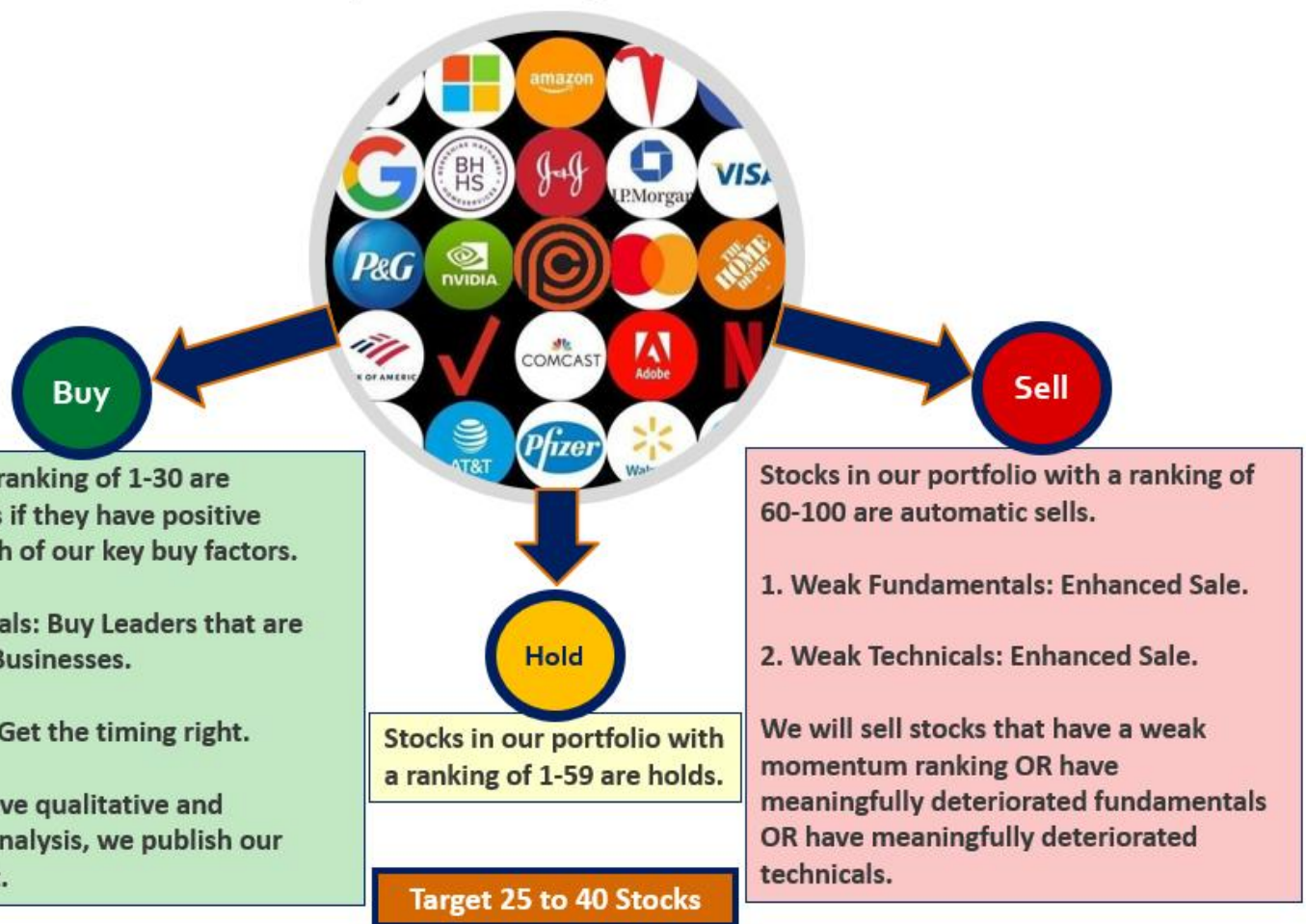
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COOKSONPEIRCE PROCESS

Proprietary Buy & Sell Model

Each week, roughly 1,800 equities are evaluated by our model and given a score.



Q. How many positions do you hold?

The All Cap Equity portfolio holds approximately 25-40 positions. Few enough to maintain a low correlation and move the needle, but enough to diversify from idiosyncratic risk.

Q. Do you invest in international stocks?

Yes. Out of the 1,800 positions in our selection universe, we follow about 250 ADRs under consideration. This allows us to engage in international names if they meet our guidelines.

Q. How are taxes treated in your strategy?

Our investment methodology lets the winners run and cuts out the losers quickly. In taxable accounts, this tends to generate long term gains and short-term losses.

Q. How much turnover occurs?

Our annual turnover ratio is approximately 100%. We hold about 30 positions and place about 30 trades annually. Most of the activity is replacing positions that fall out of favor.