HS MANAGEMENT PARTNERS, LLC

HS Management Partners, LLC Celebrates 15-Year Performance Milestone

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HS Management Partners, LLC (HSMP), a boutique equity investment advisor, is proud to announce the completion of its 15-year performance track record, ending March 31st, 2022 for its sole investment strategy, the *HSMP Concentrated Quality Growth Equity* portfolio.

The Firm, located at 640 Fifth Avenue in New York City, was established in 2007 and currently advises assets approaching $4 billion applying a focused, bottom-up fundamentals-first approach to portfolio construction.

Harry Segalas, Managing Partner & Chief Investment Officer, remarks, "Since inception to our 15-Year mark, our Composite has annualized compounded returns at a 12.8% annual post-fee rate (net-of-fees) (4/1/2007 through 3/31/2022). The power of this compounding shows that cumulative returns (net-of-fees) amounted to 512.3% in that period and that $1 million invested at our start (4/1/2007) is now worth $5,123,000. We believe this represents a strong track record during that period, even in the face of three Black Swan events in the past 15 years (the Financial Crisis in 2008, the Pandemic in 2020, and the Russian Invasion of Ukraine in 2022).

Continuing forward, we are committed to our sole focus on our concentrated quality growth methodology. This includes a strong valuation discipline and active management. Undoubtedly, we will face many challenges but believe this approach will serve our clients well in our drive toward absolute returns in the years ahead.

Many thanks to the incredible HS Management Partners team that has been assembled over the years and who work tirelessly on behalf of our clients. My partners and I feel enormous pride at the professionalism, commitment, and culture that we see at work every day. And thanks most of all to our clients, who have stood with us over the years, entrusting us with the management of their valuable assets. It is a responsibility that we take with utmost seriousness."

Greg Nejmeh, Partner & President, adds, "The key to our future is the same as the key to our past- our culture. When asked by a client along the way what was the best decision we'd made, and after some reflection, I offered our best decision was to model HS Management Partners in a manner consistent with the criteria we prize among our portfolio holdings: a long-term perspective, a highly focused approach, and a relentless emphasis on quality in people, processes, products, and services. We invested behind the core of our convictions, and that has made, and will continue to make, all the difference."

With David Altman, Partner and Director of Research and Bart Buxbaum, Partner and Director of Client Service, the four Partners have over 150 years of combined industry experience. In total, HSMP consists of 18 professionals with an average of 27 years of experience. The entire HSMP team is determined to continue to manage and service client assets with the same purpose, resolve and integrity that have served as the blueprint for past success.

For HSMP market commentary and quarterly updates, follow the Firm's LinkedIn page or #HSPerspectives. For additional information on HSMP, visit the Firm's website at www.hsmanage.com which includes a Firm video or contact Bart Buxbaum or Tom Bylaitis at 212-888-0060 or info@hsmanage.com.

Past performance is not indicative of future results.

Important Disclosures

HSMP claims compliance with the Global Investment Performance Standards (GIPS®). HS Management Partners, LLC is an independent SEC registered investment adviser (SEC registration does not imply any certain level of skill or training). The HS Management Partners Concentrated Quality Growth Composite includes all fully discretionary, actively managed, investment advisory fee-paying accounts (even if they pay zero trading commissions), which employ our style of investing in 20-25 quality growth businesses. These accounts must have a market value exceeding $500,000 at the time of initial inclusion in the Composite and have a market value exceeding $300,000 to maintain inclusion. Results are based on fully discretionary accounts under management that meet our Composite's inclusion criteria, including those accounts no longer with HSMP. Results reflect accounts managed at another entity: prior to January 1, 2008, the accounts in the Composite were non-fee paying (non-investment-advisory fee-paying) individual accounts managed by Harry Segalas in accordance with HSMP's investment policies, becoming HSMP's accounts in December 2007. The U.S. Dollar is the currency used to express performance. For more information or for a copy of our fully compliant GIPS® Report and/or list of composite descriptions, please contact us at 212-888-0060. GIPS® is a registered trademark of the CFA Institute. CFA Institute does not endorse or promote this organization, nor does it warrant the accuracy or quality of the content contained herein.

HSMP Composite Performance as of 3/31/22

	1Q22	1 Year	3 Years *Annualized*	5 Years *Annualized*	10 Years *Annualized*	*Since Inception 4/1/07 Annualized*	*Since Inception 4/1/07 Cumulative*
HSMP Composite (Net)	-8.1%	10.7%	18.4%	16.8%	15.9%	12.8%	512.3%
S&P 500® Index	-4.6%	15.7%	18.9%	16.0%	14.6%	10.3%	333.0%
Russell 1000® Growth Index	-9.0%	15.0%	23.6%	20.9%	17.0%	12.9%	518.6%

Performance results are net of fees and include the reinvestment of dividends and other earnings. Past performance is not indicative of future results.

The 12.8% annualized Composite compounded return indicated here is net-of-fees and was used for the $1 million investment example. The $1 million investment example is for illustration/discussion and there is no assurance that the indicated return was attained by any client account or could be attained in the future. Not all client accounts are in the Composite and client accounts can have lower/higher performance than our Composite and between themselves (even accounts of the same client) for several reasons, such as: account restrictions, account type and size, account inception, account contributions/withdrawals, timing and terms of trades and market conditions, and account investment advisory fees or lack thereof. Also, the performance of model portfolio clients is not attributable to us as we do not make the investment decisions and do not trade the accounts. Composite performance is presented net-of-fees (net of actual investment advisory fees and trading costs) and include the reinvestment of dividends and other earnings.

The Composite is compared to the Russell 1000® Growth Index (R1000G) and the S&P 500® Index (S&P 500) as benchmarks for market context. The R1000G is an unmanaged index that measures the performance of those Russell 1000® Index companies (largest 1,000 U.S. companies based on market capitalization) with higher price-to-book ratios and higher forecasted growth values. The S&P 500 is an unmanaged market capitalization-weighted index designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries. There are meaningful differences between the Composite and each index that should be considered when comparing performance, such as in terms of composition, concentration and volatility (e.g., the Composite contains securities not represented in either index and is much more concentrated than either index in terms of companies and sectors; the average market capitalization of companies in the Composite will likely differ from that of either index; and market or economic conditions can affect positively/negatively the Composite's performance but not the indices to the same extent). In addition, neither index bears fees and expenses and investors cannot invest directly in either of them. Furthermore, we do not seek to mimic any market index in our investment approach and do not maintain limits on industry or sector weightings.

Although most discretionary client accounts are included in the Composite and dispersion is typically low over time, not all client accounts are in the Composite, and even for those in the Composite, there can be dispersion, particularly for small client accounts and also when viewed over narrow time periods. Small accounts generally experience higher dispersion from our Composite than large accounts primarily because they do not participate in trading, allocations, and aggregations to the same extent as large accounts given their size and that actual participation in trade orders depends, among other factors, on cash available in an account and on our imposed per-order share minimums, which typically range anywhere from 5 to 100 shares depending on the stock price. Also, while the investment merits of a given security drive our investment decisions, we use trading groups to facilitate trading and not all groups trade to the same extent. In sum, client account holdings and performance can deviate from our Composite and/or from other client accounts (even within the same group and even different accounts of the same client) for several reasons, such as: client restrictions, account type and size, timing and market conditions at an account's inception and contributions/withdrawals, timing and terms of trades, actual client investment advisory fees (or the lack thereof), and client directed brokerage/commission recapture instructions. Furthermore, under our sole investment strategy (HSMP Concentrated Quality Growth Equity strategy) we provide investment advice on a discretionary basis (we make all the investment decisions and trade the accounts) and also on a non-discretionary basis in the form of model portfolios for use in multimanager products (we do not make the final investment decisions nor trade the accounts); therefore, certain information here (including performance, Composite, and investment strategy implementation) is not applicable to model portfolio clients as we have no control and do not monitor the implementation (complete, partial or not at all) of model portfolios, and the performance of model portfolio clients is not attributable to us.

We typically build a concentrated portfolio with a hard cap on company names and with an aim to keeping clients' capital nearly fully invested. Our investment advice is limited to domestic and foreign equity securities of publicly traded companies. Client accounts generally hold 20-25 companies, although in certain circumstances they may hold more or less names. We do not maintain limits on industry or sector weightings, and while we do limit portfolio positions by company, clients' portfolios are likely to be significantly concentrated by sector, industry and/or geography, among other factors (client accounts can typically have over 50% exposure to the consumer discretionary, consumer staples and/or technology sectors). Cash is not a major component of our investment strategy, and we tend to keep client accounts almost fully invested with less than 1% residual cash position after a trading day. Our portfolio has typically been invested in what are generally considered more established, large cap names (over traditionally growth companies and mid-small cap companies).

While we believe that our investment strategy will produce desired returns, we cannot guarantee that we will achieve our investment objectives. Investing in securities involves significant risks, including the risk of loss of the original amount invested. As of 3/31/22, our discretionary assets under management are $3.6 billion and our assets under advisement (model portfolio arrangements) are S233.6 million. We encourage you to refer to HSMP's website www.hsmanage.comand our Firm Brochure (Form ADV Part 2A) and our Form CRS posted there (or upon request at 212-888-0060) for some material risks applicable to our investment strategy and additional information regarding our Firm and our investment strategy. The following is a summary of some material risks, not all risks, applicable to our investment strategy and advisory business, listed alphabetically.

- Active Management Risk. Active management is key to our investment strategy, and we take an incremental trading approach. This increases trading, which in turn increases trading commissions and/or other transaction costs, fees and expenses that will reduce client returns/performance. Portfolio turnover can also result in short-term capital gains, which can reduce the after-tax return for taxable clients.
- Catastrophic Events, Civil Disturbances, Health Crises, Wars, Natural Disasters, Terrorist Attacks, Environmental Calamities, and Acts of God Risk. All these events can significantly disrupt not only the economy and market conditions, but also exchanges, trading, our vendors' services, the performance of the companies in which we

invest and their competitors, and our ability to carry out our investment advisory business, as well as making our employees, vendors and market participants more susceptible to cyberattacks

- Concentration Risk. Our investment strategy involves a high concentration in certain market sectors, industries, geographic regions, and number of issuers. A concentrated portfolio is subject to greater risk of loss and market impact than a more diversified account.
- Consumer Discretionary, Consumer Staples and Technology Sectors Risk. Our discretionary client portfolios are concentrated in these sectors, which are highly sensitive to rising inflation, increased interest rates, pandemics, wars, and other events that impact consumer confidence and behavior. The consumer discretionary and the technology sectors are especially tied to the strength of the economy. Moreover, the technology industry is very sensitive to rapid and often unforeseeable innovation and product obsolescence.
- Cybersecurity and Other Technology Risk. We rely heavily on technology to perform our functions and also share sensitive, confidential information with client consultants, investment advisers and custodians, as well as with other third-party service providers such as broker-dealers, software providers, network administrators, and other parties we engage in the client service, operations, legal/compliance, marketing, and Firm accounting areas, among other. Thus, client and Firm sensitive, confidential data on our network or on the networks of third parties with whom we have shared data are vulnerable to inadvertent disclosure and nefarious cyberattacks aiming to expose or exploit the data.
- Equity Securities Risk. We invest in equity securities, which involves several risks. Their value can decrease, potentially dramatically, in response to many factors (including general economic conditions, inflation, changes in interest rates, fluctuations in foreign currencies, and national or international political, social, governmental, tax, legal, regulatory and economic events, as well as natural disasters, environmental calamities, terrorist attacks, wars, and health crises such as epidemics or pandemics) that can negatively impact the economy in general or a particular company's financial situation, result in poor performance of some companies in certain geographical regions or economic sectors or industries, and/or adversely affect the stock market in general or overall market sentiment. Even under favorable market and industry conditions, a company's performance can be negatively impacted by internal factors, such as poor execution by company management, a cybersecurity attack or data breach, and a change in the demand for its products or services.
- Foreign Security Risk. Our discretionary client portfolios generally include foreign companies. Investing in foreign companies exposes clients to political, social, economic, legal and currency factors or other issues relevant to the corresponding foreign countries or regions.
- General Economic and Market Conditions Risk. The success of our Firm and the companies in which we invest will be affected by general economic and market conditions, such as inflation, interest rate fluctuations, a recession, the availability of credit, economic uncertainty, changes in laws, supply chain issues, labor shortages, trade barriers, currency exchange controls, energy and commodity prices, national and international political circumstances, natural disasters such as environmental calamities, and regional, national and global health crises.
- Credit Risk. Financial intermediaries and security issuers can experience adverse economic consequences, including impaired credit ratings, default, and bankruptcy or insolvency. All of which can cause adverse events, such as trading disruptions and credit events that can impair or erase a client's investment.
- Legal, Tax, and Regulatory Risk. We are a registered investment adviser regulated by the SEC. As a regulated entity, changes in laws or regulations can impact our ability to operate our business. In addition, legal, tax and regulatory developments can adversely affect the companies in which we invest or the regulatory or tax treatment of client gains.
- Liquidity Risk. In times of turbulent or uncertain market conditions liquidity risk for our client portfolio increases as there can be fewer market participants, or no market participant, willing to pay a stock price that is not deeply discounted from the price we paid when we invested in the stock, or willing to pay a stock price that we deem reasonable for the securities we own.
- Low Cash Balances Risk. Our investment strategy generally involves maintaining very low levels of cash (including cash equivalents selected by the client or the client's custodian) in client accounts, meaning client accounts are typically nearly fully invested. Therefore, client portfolios will likely be more impacted by market fluctuations than portfolios that are less invested and keep more cash available. In addition, client withdrawals of cash from an account will most likely require the sale of securities which can be at a time when prices are not favorable.
- Market Capitalization Risk. Although we typically invest in large capitalization companies, we have demonstrated a willingness to go down the capitalization scale. When moving down the capitalization scale, stock liquidity risk can significantly increase as the market for the stock can shrink and the stock price can decline, particularly in turbulent markets. In addition, small and mid-capitalization companies tend to be more volatile or vulnerable to adverse company specific or general economic conditions than large capitalization companies.
- Material Non-public Information Risk. There can be instances where we receive non-public information, voluntarily or involuntarily. In such cases, we will act in accordance with our policies and procedures relating to insider trading and determine whether the information constitutes material non-public information or is likely or possible to be considered so with the benefit of hindsight.
- Reliance on Key Personnel Risk. Our CIO and sole Portfolio Manager is considered a key person with respect to our investment strategy. Although other experienced Firm-partner members of the investment team can make investment decisions, the unforeseen absence of our CIO can impair our ability to successfully implement our investment strategy.

This is an opinion piece that is subject to change without notice, should not be construed as a recommendation to buy or sell any particular security, has not been tailored for any specific recipient, and should not be used as basis for making investment decisions. This document includes general information and has neither been tailored for any specific recipient nor consider your/anyone's particular investment needs. Accordingly, the information herein is not intended to cause HSMP to become a fiduciary within the meaning of the Investment Advisers Act of 1940, the Investment Company Act of 1940, Section 3(21)(A)(ii) of the Employee Retirement Income Security Act of 1974, or Section 4975(e)(3)(B) of the Internal Revenue Code of 1986–all as amended.