

#### INVESTMENT PROFILE: EQUITY/TACTICAL

### W.E. DONOGHUE POWER DIVIDEND INDEX PORTFOLIO

# TACTICAL DIVIDEND STRATEGY SEEKING TOTAL RETURN FROM INCOME AND CAPITAL APPRECIATION

- Entirely rules based and transparent methodology
- Dynamically allocates between stocks and cash based on market conditions
- ▶ Active management helps portfolio to stay aligned with investor goals

### HYPOTHETICAL GROWTH OF A \$10,000 INVESTMENT (AS OF 3/31/15)



### HYPOTHETICAL AVERAGE ANNUALIZED INDEX RETURNS (% AS OF 3/31/15)

	10	YTD	1 YR	3 YR	5 YR	10 YR	Since Index Inception Dec. 1999
W.E. Donoghue Power Dividend Index Portfolio (net)	-1.96	-1.96	7.55	13.96	11.91	11.97	11.59
S&P 500 TR Index	0.96	0.96	12.54	16.11	14.46	8.01	4.24

See additional disclosures for The W.E. Donoghue Power Dividend Index, of which the portfolio is based upon. The S&P 500 Total Return Index is presented for supplemental information only. Source: W.E. Donoghue.

### OBJECTIVE

Seeks positive total return over time, regardless of the broad market environment and is appropriate for investors with a moderately aggressive risk tolerance.

### INVESTMENT STRATEGY

The Power Dividend Index portfolio tracks W.E. Donoghue's Power Dividend Total Return Index, which is calculated by Standard and Poor's Custom Indexes. The strategy employs an intermediate term tactical overlay to determine whether to be in a bullish or defensive posture. When bullish, the strategy invests in five stocks from each of the ten sub sectors of the S&P 500. These 50 stocks are equally weighted and rebalanced quarterly. When bearish, the strategy invests in cash equivalents.

### MINIMUM INVESTMENT \$25,000

# W.E. DONOGHUE & CO. INVESTMENT TEAM

William E. Donoghue Jeffrey Thompson William Dowler

### **BCM PROFILE**

Brookstone Capital Management (BCM) is a registered investment advisor with the SEC that offers independent, riskmanaged investment strategies spanning Equity, Fixed Income, Correlation and Volatility orientations designed to help meet the specific needs and risk tolerances of individual clients during various market conditions.

**IMPORTANT NOTES:** The Power Dividend Index Portfolio is based on the Power Dividend Total Return Index (PWRDXTR); one cannot invest directly in an index. The W.E. Donoghue Power Dividend Total Return Index (PWRDXTR) reflects back tested performance from the period beginning 12/31/1999 to 12/31/2012. The W.E. Donoghue Power Dividend Total Return Index (PWRDXTR) inception began on 11/27/2012 as calculated by Standard and Poor's. The Power Dividend Index Portfolio client composite inception began on 12/31/2012. The Index is a rules based index, which the Power Dividend Index Portfolio follows; reflects the theoretical performance an investor would have obtained had it invested in the manner shown and does not represent returns actually obtained and does not represent returns an investor actually attained, as investors cannot invest directly in an index. The Power Dividend Index Portfolio returns represented in this material do not reflect the actual trading of any client account. No representation is being made that any client will or is likely to achieve results similar to those presented herein. Beginning in January 2013 a client composite is used, net of the maximum 2.25% management fee deducted guarterly. The Portfolio performance includes the reinvestments of all dividends and distributions.

**RISK DISCLOSURES:** All Investments involve the risk of potential investment losses as well as the potential for investment gains. Prior performance is not guarantee of future results and there can be no assurance, and clients should not assume, that future performance of any model portfolio will be compared to past performance.

W.E Donoghue & Co., Inc. is a sub-advisor to Brookstone Capital Management. Both firms are SEC Registered Investment Advisors. Registration as an investment advisor does not constitute an endorsement of the firm by securities regulators nor does it indicate that the advisor has attained a particular level of skill or ability. Neither the model nor the index performance results reflect the impact of taxes. For a complete description of investment risks, fees and services review the Brookstone Capital Management firm brochure(ADV Part 2) which is available from your Investment Advisor Representative or by contacting Brookstone Capital Management.

### HYPOTHETICAL ANNUAL RETURNS (% AS OF 3/31/15)



Source: W.E. Donoghue.

### RISK/RETURN ANALYSIS (AS OF 3/31/15)

	Portfolio*	S&P 500 TR Index	
Maximum Drawdown (since 12/31/1999 inception)	13.25%	50.95%	
Cumulative Total Return	408.02%	88.18%	
Best Month %	13.43	10.93	
Worst Month %	-8.18	-16.79	
Annual Standard Deviation (3 yrs)	11.0	10.69	
Sharpe Ratio (3 Yrs)	5.34	4.44	
Beta	0.48	1.0	
Dividend Yield	3.82	1.94	

Source: W.E. Donoghue.

\* W.E. Donoghue Power Dividend Index Portfolio

Drawdown calculations are based upon month end values beginning 12/31/1999.

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### DRAWDOWN ANALYSIS (AS OF 3/31/15)



### GLOSSARY

**Drawdown** is the percentage loss from the highest month end value to the lowest month end value in the drawdown period. Recapture is the number of months required to return to, or exceed, the account value at the beginning of the drawdown period, including the months of the decline. The risk/return scatter-plot was configured using the average annualized return and the average monthly drawdown from inception.

**Standard Deviation**—is a statistical measure of the historical volatility of a mutual fund or portfolio, usually computed using 36 monthly returns.

**Sharpe Ratio**—is calculated by subtracting the risk-free rate from the rate of return for a portfolio and dividing the result by the standard deviation of the portfolio returns. The greater a portfolio's Sharpe ratio, the better its risk-adjusted performance has been.

**S&P 500 Index Total Return**–is an unmanaged index generally considered representative of the U.S. stock market the total return includes the reinvestment of dividends.

#### **Hypothetical Performance Disclosure:**

The W.E Donoghue Power Dividend Index Portfolio results reflect hypothetical performance that was achieved by means of the retroactive application of an allocation back test and, as such, the corresponding results have inherent limitations, including: (1) the portfolio results do not reflect the results of an actual account allocated in this current portfolio but were achieved by means of the retroactive which may have been designed with the benefit of hindsight; (2) back tested performance may not reflect the impact that any material market or economic factors might have had on the adviser's use of the portfolio if the portfolio had been invested during the period to actually mange client assets; (3) for various reasons (including the reasons indicated above), clients may have experienced investment results during the corresponding time periods that were materially different from those portrayed in the model. Individual client account results will vary from the Power Dividend Index Portfolio and the Power Dividend Index returns.

The inclusion of the S&P 500 (S&P) Total Return Index results are for comparison purposes only. The historical performance results of the S&P 500 Total Return Index (and all other indexes) are unmanaged, do not reflect the deduction of transaction and custodial charges, nor the deduction of a management fee, the incurrence of which would have the effect of decreasing indicated historical performance results and cannot be invested in directly.

Performance results of The Power Dividend Index Portfolio strategy were and have been compiled solely by W.E. Donoghue & Co., Inc., are un-audited, and have not been independently verified. W.E. Donoghue & Co., Inc. maintains all information supporting the performance results in accordance with regulatory requirements.

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