



# Brand Leaders Income Fund

**HARVEST**  
PORTFOLIOS GROUP

PRESERVATION • TRANSPARENCY • INCOME

March 31, 2017

## Fund Details

**Total Assets:** \$8.4 million

**NAV:** \$11.26

**TSX Symbol:** HBL.UN

**Market Price:** \$10.74

**Current Yield:** 7.26%

**Distribution:** \$0.065 per unit monthly

**Portfolio Manager:** Harvest Portfolios Group Inc.

## Top Holdings

Johnson & Johnson	7.2%
PepsiCo, Inc.	7.1%
Kimberly-Clark Corporation	7.0%
Starbucks Corporation	6.9%
Alphabet Inc. Class A	6.9%
The Walt Disney Company	6.8%
JPMorgan Chase & Co.	6.7%
Microsoft Corporation	6.6%
Deere & Company	6.5%
Apple Inc.	6.5%
International Business Machines Corporation	6.5%
General Electric Company	6.5%
Royal Dutch Shell PLC Class AADR	6.3%
Intel Corporation	6.3%
United Parcel Service, Inc., Class B	5.9%
Cash and other assets and liabilities	2.4%
Foreign Currency Forward Contracts	(1.8%)
Options	(0.3%)

## Investment Objectives

The Fund's investment objectives are to provide unitholders with monthly cash distributions, the opportunity for capital appreciation and lower overall volatility of portfolio returns than would otherwise be experienced by owning equity securities of the Brand Leaders directly.

The Fund will invest in an equally weighted portfolio of equity securities of 15 Brand Leaders that have a market capitalization of at least US\$10 billion at the time of investment and meet certain investment characteristics.

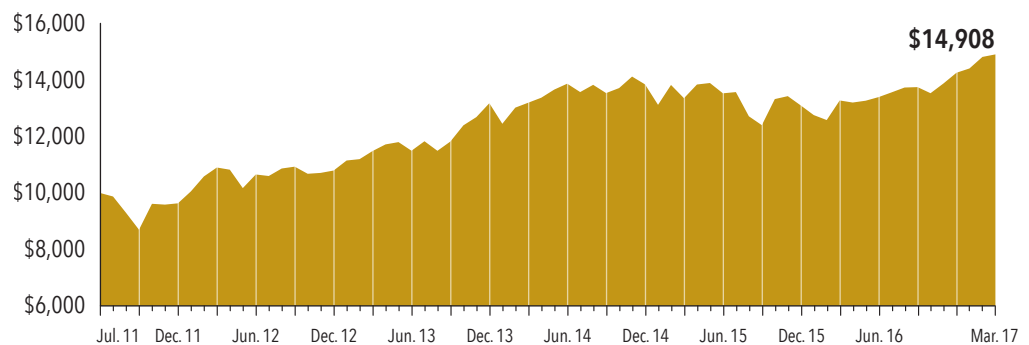
The Fund maintains an option overlay strategy that involves selling call options on up to, but not more than, 25% of each of the underlying holdings of the Fund.

## Performance

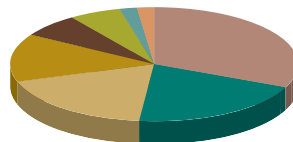
	3 Month	6 Month	1 Year	2 Year	3 Year	4 Year	5 Year	Since Inception*
<b>HBL.UN</b>	4.56%	8.43%	12.29%	5.65%	4.15%	6.74%	6.46%	7.26%

\*Inception July 19, 2011

## Cumulative Growth: \$10,000 Invested

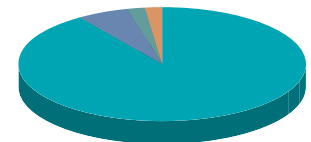


## Sector Allocation (%)



Information Technology Issuers	33%	Banks and Other Financials Issuers	7%
Consumer Staples Issuers	21%	Energy Issuers	6%
Industrials Issuers	19%	Cash and Other Assets and Liabilities	2%
Consumer Discretionary Issuers	14%	Foreign Currency Forward Contracts	(2%)

## Investment Allocation (%)



Common Shares	94%
ADR	6%
Cash and Other Assets and Liabilities	2%
Foreign Currency Forward Contracts	(2%)

## Portfolio Geographic Allocation: USA 100%

Distributions (per trust unit): **\$4.420 since inception (July 19, 2011)**

1.866.998.8298 | [harvestportfolios.com](http://harvestportfolios.com)

You will usually pay brokerage fees to your dealer if you purchase or sell units of the Fund on the TSX. If the units are purchased or sold on the TSX, investors may pay more than the current net asset value when buying units of the Fund and may receive less than the current net asset value when selling them. There are ongoing fees and expenses associated with owning units of an investment fund. An investment fund must prepare disclosure documents that contain key information about the Fund. You can find more detailed information about the Fund in these documents. The indicated rates of return are the historical annual compounded total returns including changes in unit value and reinvestment of all distributions and do not take into account income taxes payable by any securityholder that would have reduced returns. Investment funds are not guaranteed, their values change frequently and past performance may not be repeated. 100% of distributions are received in cash. If the Fund earns less than the amounts distributed, the difference is a return of capital. The current yield is calculated based on the market price of the Fund. The information contained herein is not an offer to sell nor a solicitation to buy any security. Such an offer can only be made by prospectus or other applicable offering document.

HBL-60-GEN-APR17