



# Brand Leaders Income Fund

**HARVEST**  
PORTFOLIOS GROUP™

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September 30, 2014

## Fund Details

**Total Assets:** \$35.4 million  
**NAV:** \$12.17  
**TSX Symbol:** HBL.UN  
**Market Price:** \$12.20  
**Current Yield:** 6.39%  
**Distribution:** \$0.065 per unit monthly  
**Subadvisor:** Highstreet Asset Management

## Top Holdings (%)

The Coca-Cola Company	7.0%
Microsoft Corporation	7.0%
Apple Inc.	6.8%
Anheuser-Busch Inbev SPN ADR	6.8%
United Parcel Service, Inc., Class B	6.8%
The Walt Disney Company	6.7%
American Express Company	6.7%
International Business Machines Corporation	6.7%
3M Company	6.7%
Royal Dutch Shell PLC ADR, Class A	6.5%
Deere & Co.	6.5%
Kellogg Company	6.5%
Caterpillar Inc.	6.3%
Intel Corporation	6.2%
HSBC Holdings PLC SPONS ADR	6.0%
Cash and cash equivalents	1.9%
Foreign Currency Forward	(1.1%)

## 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.

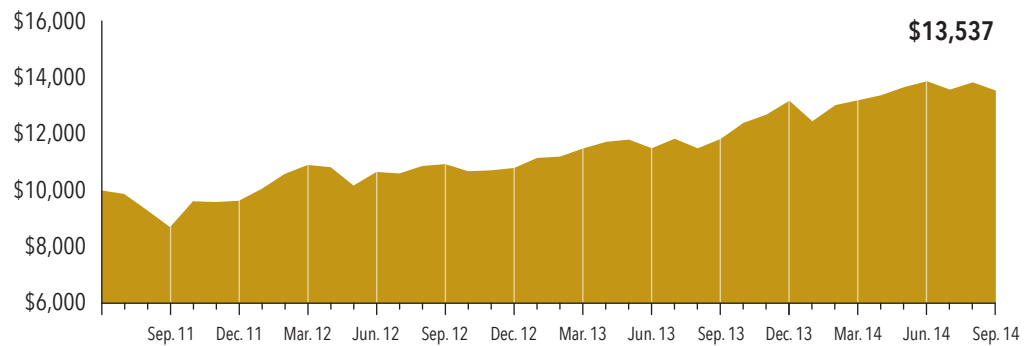
The Fund maintains an option overlay strategy that involves selling call options on up to, but not more than, 25% of each of the underlying holdings of the Fund.

## Performance

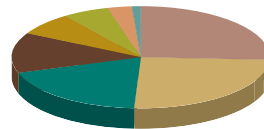
	3 Month	6 Month	1 Year	2 year	3 year	Since Inception*
<b>HBL.UN</b>	(2.40%)	2.58%	14.51%	11.28%	15.89%	9.93%

\* Inception July 19, 2011

## Cumulative Growth: \$10,000 Invested

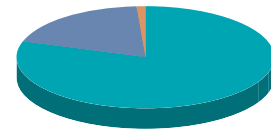


### Sector Allocation (%)



Information Technology Issuers	27%	Energy Issuers	13%
Industrial Issuers	20%	Consumer Discretionary Issuers	6%
Consumer Staples Issuers	20%	Cash and Cash Equivalents	2%
Banks and Other Financial Issuers	13%	Foreign Currency Forward	(1%)

### Investment Allocation (%)



Common	80%
ADR	19%
Cash and Cash Equivalents	1%

**Portfolio Geographic Allocation: USA 100%**

**Distributions (per trust unit): \$2.470 since inception (July 19, 2011)**

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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.