



# Brand Leaders Plus Income Fund



December 31, 2014

## Fund Details

**Total Assets:** \$45.2 million  
**NAV:** A Class \$9.09  
**NAV:** U Class (USD) \$9.05  
**TSX Symbol:** HBF.UN  
**Market Price:** \$8.73  
**Current Yield:** 7.45%  
**Distribution:** \$0.0542 per unit monthly  
**Subadvisor:** Highstreet Asset Management

## Top Holdings (%)

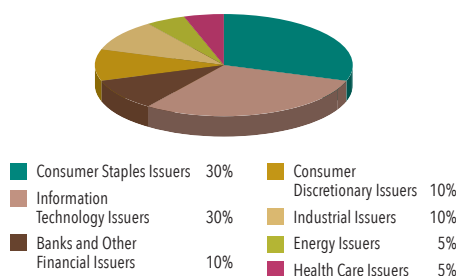
Accenture PLC Class A	5.5%
JPMorgan Chase & Co.	5.2%
Anheuser-Busch Inbev SPN ADR	5.1%
Ford Motor Co.	5.1%
Cisco Systems Inc.	5.1%
The Coca-Cola Company	5.1%
McDonalds Corp	5.1%
Apple Inc.	5.1%
Kimberly-Clark Corp.	5.1%
PepsiCo Inc.	5.0%
Kellogg Company	5.0%
Deere & Co.	5.0%
Diageo PLC ADS	5.0%
Intel Corporation	4.9%
Johnson & Johnson	4.9%
International Business Machines Corporation	4.9%
Microsoft Corporation	4.9%
Banco Santander S.A. ADS	4.9%
Royal Dutch Shell PLC ADR, Class A	4.7%
Caterpillar Inc.	4.6%
Net Other Liabilities	(0.1%)
Foreign Currency Forward	(0.1%)

## Investment Objectives

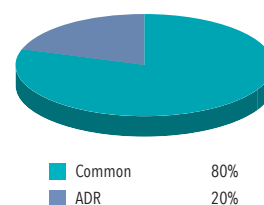
The Fund's investment objectives are to provide holders of units with monthly cash distributions, the opportunity for capital appreciation and lower overall volatility of the portfolio returns than would otherwise be experienced by owning equity securities of the Brand Leaders directly. In order to seek additional returns, the Investment Manager may sell call options each month on equity securities held in the portfolio. The Investment Manager will not sell call options on more than 33% of the equity securities of each Brand Leader held in the portfolio.

The Fund will invest in an equally-weighted portfolio of equity securities of 20 Brand Leaders that have a market capitalization of at least US\$10 billion at the time of investment and meet certain investment characteristics.

Sector Allocation (%)



Investment Allocation (%)



Portfolio Geographic Allocation: **USA 100%**

Distributions (per trust unit): **\$0.271 since inception (July 24, 2014)**

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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. Investment funds are not guaranteed, their values change frequently and past performance may not be repeated. Distributions are paid to you in cash unless you request, pursuant to your participation in a distribution reinvestment plan, that they be reinvested into the Class A or Class U units of the Fund. 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.