

TrendWise

A portfolio designed for investors seeking accumulation and preservation of wealth.

The **TrendWise** portfolio uses sophisticated mathematics to determine the stock market's **TREND**, and then seeks to be **WISE** with this data by moving completely to the sidelines when the market's trend turns negative.

Key Concepts

Avoid Big Losses

Losses in any portfolio are inevitable. The key to outperformance is to keep them small. Big losses can devastate a portfolio. The **TrendWise** portfolio moves completely out the market when the market's trend turns negative.

Eliminate Emotional Investment Decisions

Using emotions to make investment decisions has a significant negative impact on performance. **TrendWise** seeks to avoid these impacts by using highly objective pure-math inputs and making disciplined rules-based investment decisions.

Reduced-Risk Investment Choices

When the market's trend is rising, **TrendWise** invests in unmanaged, broad-market stock index funds. These are designed to replicate the return of a specific broad-market index and eliminates the chance of a manager's under performance. **TrendWise** further seeks to reduce risk by:

- avoiding individual stocks or sectors;
- restricting investments to US-based indexes, thus avoiding unmeasurable foreign risks;
- diversifying by market cap — mostly large caps, a good dose of mid-caps and a sprinkling of small caps;
- fixed income allocations filled with ultrashort-term bond funds to lower interest-rate risk.

Client Friendly

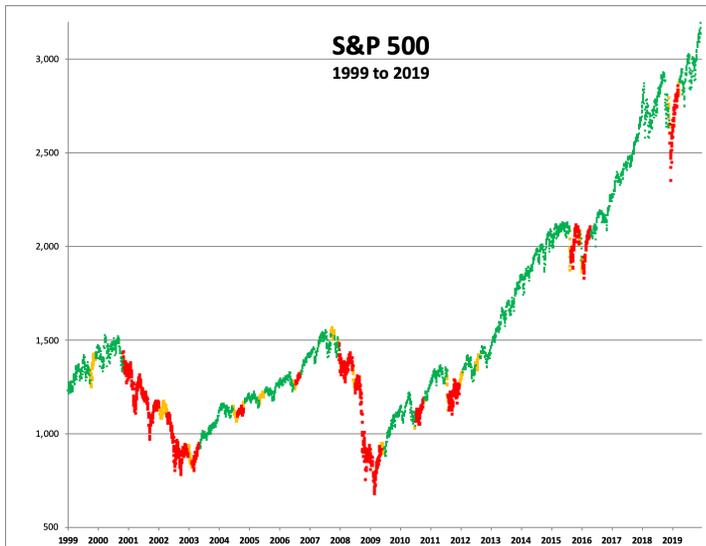
TrendWise has been designed with the client in mind:

- Fees are kept low by use of the index funds. And no trading charges.
- The assets remain liquid — cash available in 2 business days.
- Actions are taken automatically — the client does not have to approve each transaction.

All investing involves risk including loss of principal. No strategy assures success or protects against loss. There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not protect against market risk. An investment in an index fund involves the risk of losing money and should be considered as part of an overall program, not a complete investment program. An investment in index funds involves additional risks such as not diversified, price volatility, competitive industry pressure, international political and economic developments and index tracking errors.

Bonds are subject to market and interest rate risk if sold prior to maturity. Bond values will decline as interest rates rise and bonds are subject to availability and change in price. An increase in interest rates may cause the price of bonds and bond mutual funds to decline.

The TrendWise Decision-Making Engine. Simulated History 1999- 2019



This chart shows the S&P 500 since 1999, colored by the then-current **TrendWise** mode:

- Protect** completely **OUT** of the market
(roughly 30% of the time)
- Transition** moving between **IN** & **OUT**
(roughly 10% of the time)
- Participate** invested **IN** the market
(roughly 60% of the time)

Source: Thomson Reuters

TrendWise Summary

Designed to outperform by helping you avoid big losses — **TrendWise** moves to the sidelines when the market's trend turns negative. Disciplined. Non-Emotional. On alert for you every day.



The information shown in this presentation is for illustrative purposes only. The TrendWise strategy began actual implementation in 2008. The data shown is a hypothetical model applied retroactively to mimic how the TrendWise model strategy would have performed during the time period shown. Actual individual investor performance has and will vary depending on the time of the initial investment, amount and frequency of contributions, and taxes. Additionally, this tool illustrates past performance of the TrendWise strategy, but is not and cannot be indicative of future results. Hypothetical back-tested models have inherent limitations, some of which are described below. There are numerous other factors related to the markets in general and to the implementation of any specific trading strategy which cannot be fully accounted for in the preparation of TrendWise's hypothetical performance during this time period. All these factors can adversely affect actual trading results. In addition, Model Strategy trading does not involve financial risk, and no Model Strategy trading record can completely account for the impact of financial risk associated with actual trading. Results do not represent actual trading and do not reflect the impact of potentially material economic and market forces on the advisor's decision-making if the advisor were actually managing client assets. As with any other investment, there is the potential for profit as well as the possibility of loss investing the TrendWise strategy-no formula or model guarantees positive outcomes.

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