



DSIP List Strategy

Dividend Histories

The Diversified Stock Income Plan List Strategy (DSIP) focuses on companies that we believe will provide consistent annual dividend growth over a long-term investment horizon. Our objective is to provide a broad list of high quality, industry leading companies from which an investor can assemble a well-diversified portfolio. Through consistent dividend growth, our goal is to help investors stay ahead of the wealth eroding effects of inflation. Client risk tolerance and suitability should be considered when participating in this strategy.

One of the primary goals of the DSIP List Strategy is to help investors stay ahead of inflation by recommending companies that we believe will provide consistent annual dividend growth over many years. Historically, DSIP List companies have indeed been able to deliver the growth of income we're seeking. While a historical track record is important and informative, we emphasize that past performance does not guarantee future success. In Table 1 on pages 2-4, we list the calendar year dividends paid since 2008 for each company included on the DSIP List at the beginning of 2018. We also provide the historical one-year, three-year, five-year and 10-year dividend growth rates for each company. At the bottom of the table, we provide the compound annual growth rate of the U.S. Consumer Price Index, a common measure of inflation.

Although it is not our intent that investors own every company on the DSIP List, the average annual dividend growth of companies on the DSIP List has historically surpassed the rate of inflation; and we believe that by holding a diversified portfolio of DSIP List stocks, investors may potentially keep ahead of the rising cost of living.

Please note:

- Not every company has been on the DSIP List over the entire 10-year period presented.
- The initial dividend year for a company may include fewer than four quarters of dividends.
- We exclude special dividends and adjust for dividends that happen to fall into the following calendar year where appropriate.
- Dividends shown for American Depositary Receipts (ADRs) are net of taxes, fees, etc. as calculated by the data provider.
- The data is based on the dividend's record date – the date an investor must own the shares to be entitled to receive the dividend.
- Dividends for Novartis AG (NVS, in the Health Care sector) are great examples of currency fluctuations affecting dollar distributions. In its home currency, Novartis increased its dividend in 2013, 2015 and 2017 but each was more than offset by strength in the U.S. dollar.

Please see pages 5-6 of this report for Important Disclosures, Disclaimers and Analyst Certification.

Table 1 – Annual Dividends per Share

	2008	2009	2010	Annual Dividend*				2014	2015	2016	2017	1-yr	CAGR**			
				2011	2012	2013							3-yr	5-yr	10-yr	
CONSUMER DISCRETIONARY																
Comcast Corp Class A (CMCSA)	0.09	0.14	0.19	0.22	0.30	0.37	0.44	0.49	0.54	0.61	13%	12%	15%	-		
Lowe's Companies (LOW)	0.33	0.35	0.40	0.50	0.60	0.68	0.82	1.02	1.26	1.52	21%	23%	20%	19%		
McDonald's Corp (MCD)	1.63	2.05	2.26	2.53	2.87	3.12	3.28	3.44	3.61	3.83	6%	5%	6%	10%		
NIKE, Inc (NKE)	0.24	0.26	0.28	0.32	0.38	0.44	0.50	0.58	0.66	0.74	12%	14%	15%	14%		
Polaris Industries (PII)	0.76	0.78	0.80	0.90	1.48	1.68	1.92	2.12	2.20	2.32	5%	7%	9%	13%		
Starbucks Corporation (SBUX)	-	-	0.18	0.28	0.36	0.45	0.55	0.68	0.85	1.05	24%	24%	24%	-		
TJX Companies Inc (TJX)	0.21	0.24	0.29	0.36	0.44	0.55	0.67	0.81	0.99	1.20	21%	21%	22%	22%		
V.F. Corp (VFC)	0.58	0.59	0.61	0.65	0.76	0.92	1.11	1.33	1.53	1.72	12%	16%	18%	12%		
Walt Disney Company (DIS)	0.35	0.35	0.40	0.60	0.75	0.86	1.15	1.37	1.49	1.62	9%	12%	17%	17%		
CONSUMER STAPLES																
Brown-Forman Corp (BFB)	0.37	0.39	0.41	0.44	0.48	0.53	0.59	0.64	0.69	0.75	8%	8%	9%	8%		
Clorox Co (CLX)	1.72	1.92	2.10	2.30	2.48	2.70	2.90	3.02	3.14	3.28	4%	4%	6%	9%		
Colgate-Palmolive Co (CL)	0.78	0.86	1.02	1.14	1.22	1.33	1.42	1.50	1.55	1.59	3%	4%	5%	9%		
Costco Wholesale Corp (COST)	0.63	0.70	0.80	0.93	1.07	1.21	1.38	1.56	1.75	1.95	11%	12%	13%	13%		
General Mills Inc (GIS)	0.83	0.90	1.05	1.17	1.27	1.42	1.61	1.73	1.86	1.94	4%	6%	9%	10%		
J.M. Smucker Co (SJM)	1.26	1.37	1.55	1.84	2.00	2.20	2.44	2.62	2.84	3.06	8%	8%	9%	10%		
Kellogg Co (K)	1.30	1.43	1.56	1.67	1.74	1.80	1.90	1.98	2.04	2.12	4%	4%	4%	6%		
Kimberly-Clark Corp (KMB)	2.32	2.40	2.64	2.80	2.96	3.24	3.36	3.52	3.68	3.88	5%	5%	6%	6%		
McCormick & Co Inc (MKC)	0.90	0.98	1.06	1.15	1.27	1.39	1.51	1.63	1.76	1.93	10%	9%	9%	9%		
Pepsico Inc (PEP)	1.65	1.78	1.89	2.03	2.13	2.24	2.53	2.76	2.96	3.17	7%	8%	8%	8%		
Proctor & Gamble Co (PG)	1.55	1.72	1.89	2.06	2.21	2.37	2.53	2.63	2.67	2.74	3%	3%	4%	7%		
SYSCO Corp (SYI)	0.88	0.96	1.00	1.04	1.08	1.12	1.16	1.20	1.24	1.32	6%	4%	4%	6%		
Wal-Mart Stores Inc (WMT)	0.95	1.09	1.21	1.46	1.59	1.88	1.92	1.96	2.00	2.04	2%	2%	5%	9%		
ENERGY																
Exxon Mobil Corp (XOM)	1.55	1.66	1.74	1.85	2.18	2.46	2.70	2.88	2.98	3.06	3%	4%	7%	8%		
Phillips 66 (PSX)	-	-	-	-	0.45	1.33	1.89	2.18	2.45	2.73	11%	13%	43%	-		
FINANCIALS																
AFLAC Inc (AFL)	0.96	1.12	1.14	1.23	1.34	1.42	1.50	1.58	1.66	1.74	5%	5%	5%	8%		
BlackRock, Inc (BLK)	3.12	3.12	4.00	5.50	6.00	6.72	7.72	8.72	9.16	10.00	9%	9%	11%	14%		
Brown & Brown Inc (BRO)	0.29	0.30	0.31	0.33	0.35	0.37	0.41	0.45	0.50	0.56	10%	11%	10%	8%		
Chubb Limited (CB)	1.09	1.14	1.28	1.36	1.92	2.00	2.56	2.64	2.72	2.80	3%	3%	8%	10%		
Commerce Bancshares Inc (CBSH)	0.61	0.62	0.64	0.65	0.69	0.71	0.74	0.78	0.82	0.86	5%	5%	5%	4%		
Eaton Vance Corp (EV)	0.61	0.63	0.66	0.73	0.77	0.82	0.91	1.02	1.08	1.15	7%	8%	8%	8%		
FactSet Data Services Inc (FDS)	0.66	0.78	0.89	1.04	1.20	1.36	1.52	1.71	1.94	2.18	12%	13%	13%	18%		
T. Rowe Price Group (TROW)	0.96	1.00	1.08	1.24	1.36	1.52	1.76	2.08	2.16	2.28	6%	9%	11%	12%		

Table 1 – Annual Dividends per Share (continued)

	2008	2009	2010	Annual Dividend*				2014	2015	2016	2017	1-yr	CAGR**			
				2011	2012	2013							3-yr	5-yr	10-yr	
HEALTH CARE																
Abbott Laboratories (ABT) ¹	1.41	1.56	1.72	1.88	2.01	0.56	0.88	0.96	1.04	1.06	2%	6%	-12%	-2%		
AmerisourceBergen Corp (ABC)	0.16	0.24	0.34	0.46	0.60	0.87	1.00	1.21	1.39	1.48	6%	14%	20%	29%		
Amgen Inc (AMGN)	-	-	-	0.56	1.44	1.88	2.44	3.16	4.00	4.60	15%	24%	26%	-		
Becton, Dickinson & Co (BDX)	1.19	1.36	1.52	1.68	1.85	2.03	2.24	2.46	2.71	2.94	8%	10%	10%	11%		
Johnson & Johnson (JNJ)	1.80	1.93	2.11	2.25	2.40	2.59	2.76	2.95	3.15	3.32	5%	6%	7%	7%		
Medtronic plc (MDT)	0.63	0.79	0.86	0.94	1.01	1.08	1.17	1.37	1.62	1.78	10%	15%	12%	14%		
Novartis AG (NVS)	1.30	1.45	1.65	2.01	2.11	2.06	2.34	2.26	2.34	2.30	-2%	-1%	2%	9%		
Stryker Corporation (SYK)	0.40	0.25	0.63	0.75	0.90	1.10	1.26	1.42	1.57	1.75	12%	11%	14%	18%		
UnitedHealth Group Inc (UNH)	0.03	0.03	0.41	0.61	0.80	1.05	1.41	1.88	2.38	2.88	21%	27%	29%	-		
INDUSTRIALS																
3M Co (MMM)	2.00	2.04	2.10	2.20	2.36	2.54	3.42	4.10	4.44	4.70	6%	11%	15%	9%		
Emerson Electric Co (EMR)	1.23	1.33	1.35	1.44	1.61	1.66	1.76	1.89	1.91	1.93	1%	3%	4%	6%		
General Dynamics Corp (GD)	1.34	1.49	1.64	1.83	2.00	2.19	2.42	2.69	2.97	3.28	10%	11%	10%	12%		
Harris Corp (HRS)	0.66	0.83	0.94	1.06	1.40	1.58	1.78	1.94	2.06	2.20	7%	7%	9%	16%		
Illinois Tool Works Inc (ITW)	1.18	1.24	1.30	1.40	1.48	1.60	1.81	2.07	2.40	2.86	19%	16%	14%	11%		
United Parcel Service Inc (UPS)	1.80	1.80	1.88	2.08	2.28	2.48	2.68	2.92	3.12	3.32	6%	7%	8%	7%		
United Technologies (UTX)	1.35	1.54	1.70	1.87	2.03	2.20	2.36	2.56	2.62	2.72	4%	5%	6%	9%		
W.W. Grainger Inc (GWW)	1.55	1.78	2.08	2.52	3.06	3.59	4.17	4.59	4.83	5.06	5%	7%	11%	14%		
INFORMATION TECHNOLOGY																
Accenture Ltd (ACN)	0.50	0.75	0.83	1.13	1.49	1.74	1.95	2.12	2.31	2.54	10%	9%	11%	20%		
Analog Devices Inc (ADI)	0.78	0.80	0.86	0.97	1.20	1.36	1.48	1.60	1.68	1.80	7%	7%	8%	10%		
Automatic Data Processing Inc (ADP)	1.20	1.33	1.38	1.48	1.62	1.79	1.93	2.00	2.16	2.34	8%	7%	8%	9%		
Broadridge Financial Solutions, Inc. (BR)	0.26	0.42	0.58	0.62	0.68	0.78	0.96	1.14	1.26	1.39	10%	13%	15%	23%		
Cisco Systems, Inc (CSCO)	-	-	-	0.18	0.36	0.65	0.74	0.82	0.99	1.13	14%	15%	26%	-		
Int'l Business Machines Corp (IBM)	1.90	2.15	2.50	2.90	3.30	3.70	4.25	5.00	5.50	5.90	7%	12%	12%	15%		
Jack Henry & Associates Inc (JKHY)	0.30	0.34	0.38	0.42	0.46	0.73	0.88	1.00	1.12	1.24	11%	12%	22%	17%		
Microsoft Corporation (MSFT)	0.46	0.52	0.55	0.68	0.83	0.97	1.15	1.29	1.47	1.59	8%	11%	14%	15%		
Paychex Inc (PAYX)	1.22	1.24	1.24	1.25	1.29	1.36	1.46	1.60	1.76	1.92	9%	10%	8%	7%		
Texas Instruments Inc (TXN)	0.41	0.45	0.49	0.56	0.72	1.07	1.24	1.40	1.64	2.12	29%	20%	24%	22%		
MATERIALS																
Air Products and Chemicals Inc (APD)	1.70	1.79	1.92	2.23	2.50	2.77	3.02	3.20	3.39	3.71	9%	7%	8%	10%		
AptarGroup Inc (ATR)	0.56	0.60	0.66	0.80	0.88	1.00	1.09	1.14	1.22	1.28	5%	6%	8%	10%		
Ecolab Inc (ECL)	0.53	0.58	0.64	0.73	0.83	0.97	1.16	1.34	1.42	1.52	7%	10%	13%	12%		
PPG Industries (PPG)	1.05	1.07	1.09	1.13	1.17	1.21	1.31	1.42	1.56	1.70	9%	9%	8%	5%		
Praxair Inc (PX)	1.50	1.60	1.80	2.00	2.20	2.40	2.60	2.86	3.00	3.15	5%	7%	7%	10%		

Table 1 – Annual Dividends per Share (continued)

	2008	2009	2010	Annual Dividend*				2014	2015	2016	2017	1-yr	CAGR**			
				2011	2012	2013							3-yr	5-yr	10-yr	
REAL ESTATE																
American Tower Corporation (AMT)	-	-	-	-	0.90	1.10	1.40	1.81	2.17	2.62	21%	23%	24%	-	-	-
Federal Realty Investment Trust (FRT)	2.48	2.61	2.65	2.70	2.80	2.97	3.21	3.55	3.80	3.94	4%	7%	7%	7%	5%	5%
Realty Income Corp (O)	1.67	1.71	1.72	1.74	1.78	2.18	2.19	2.28	2.40	2.53	5%	5%	5%	7%	5%	5%
TELECOMMUNICATIONS																
AT&T Inc (T)	1.60	1.64	1.68	1.72	1.76	1.80	1.84	1.88	1.92	1.96	2%	2%	2%	2%	3%	3%
Verizon Communications Inc (VZ)	1.75	1.86	1.91	1.98	2.02	2.08	2.14	2.22	2.27	2.32	2%	3%	3%	3%	4%	4%
UTILITIES																
Edison International (EIX)	1.23	1.25	1.27	1.29	1.31	1.37	1.48	1.73	1.98	2.23	13%	15%	11%	11%	7%	7%
Eversource Energy (ES)	0.83	0.95	1.03	1.10	1.32	1.47	1.57	1.67	1.78	1.90	7%	7%	7%	8%	9%	9%
New Jersey Resources Corp (NJR)	0.58	0.64	0.69	0.73	0.78	0.82	0.87	0.93	0.99	1.06	7%	7%	7%	6%	7%	7%
NextEra Energy Inc (NEE)	1.78	1.89	2.00	2.20	2.40	2.64	2.90	3.08	3.48	3.93	13%	11%	11%	10%	9%	9%
South Jersey Industries Inc (SJI)	0.55	0.61	0.68	0.75	0.83	0.90	0.96	1.02	1.06	1.10	3%	5%	5%	6%	8%	8%
Wisconsin Energy Corp (WEC)	0.54	0.68	0.80	1.04	1.20	1.45	1.56	1.74	1.98	2.08	5%	10%	10%	12%	15%	15%
Xcel Energy Inc (XEL)	0.94	0.97	1.00	1.03	1.07	1.11	1.20	1.28	1.36	1.44	6%	6%	6%	6%	5%	5%
Averages:												8%	10%	11%	11%	
Consumer Price Index	211.4	217.3	220.5	227.2	231.3	234.8	236.5	238.0	242.3	248.0	2.3%	1.6%	1.6%	1.4%	1.6%	1.6%

* Calendar year dividends determined by record date other than for MDT which uses pay date.

** Compound annual growth rate

¹ ABT distributed shares of ABBV to shareholders in January 2013. A portion of ABT's dividend was assumed by ABBV. The total dividends paid by ABT and ABBV on a combined annual basis was \$2.16 for Q1 2013.

Source: FactSet, Federal Reserve Bank of St. Louis, Wells Fargo Advisors

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