

### EQUITIES

#### CONSUMER

##### DISCRETIONARY

Bloomin' Brands Inc.  
Carnival Corp.  
Ford Motor Company  
Kohl's Corporation  
Tapestry Inc.  
Target Corp.

##### FINANCIALS

Bank of America  
Bank of New York Mellon  
Capital One Financial Corp.  
JPMorgan Chase  
KeyCorp  
Lincoln National Corporation  
MetLife Inc.  
The Travelers Companies

##### CONSUMER STAPLES

Kellogg Co.  
PepsiCo Inc.  
Wal-Mart

#### MATERIALS

Compass Minerals Intl.  
Freeport McMoRan Inc.  
Mosaic Co.  
Nucor Corp.

#### INFORMATION TECHNOLOGY

Apple Inc.  
Broadcom Inc.  
Cisco Systems Inc.  
HP Inc.  
International Business Machines  
Microsoft Corp.  
Nokia Corp. ADR  
Western Union Company

#### HEALTH CARE

Bristol-Myers Squibb  
CVS Health Corp.  
Johnson & Johnson  
Merck  
Pfizer

#### INDUSTRIALS

Eaton Corp. PLC  
FedEx Corp.  
General Electric  
Ingersoll-Rand Co.  
United Technologies Corp.

#### ENERGY

Chevron Corporation  
ConocoPhillips  
Devon Energy Corporation  
Halliburton Co.  
Occidental Petroleum  
Royal Dutch Shell Class B

#### UTILITIES

FirstEnergy Corp.  
PPL Corporation

#### COMMUNICATION SERVICES

CBS Corp Class B  
CenturyLink Inc.

*The portfolio is actively managed and subject to change. The information provided herein should not be construed as a recommendation to purchase or sell any particular security or an assurance that any particular security held in a portfolio will remain in the portfolio or that a previously held security will not be repurchased. Securities discussed herein may not represent a portfolio's entire holdings. It should not be assumed that any of the security transactions or holdings discussed herein have been or will prove to be profitable or that future investment decisions will be profitable or will equal or exceed the investment performance of the securities discussed. All recommendations/holdings within preceding 12 months or applicable period are available upon request.*

### ECONOMIC SECTORS\*

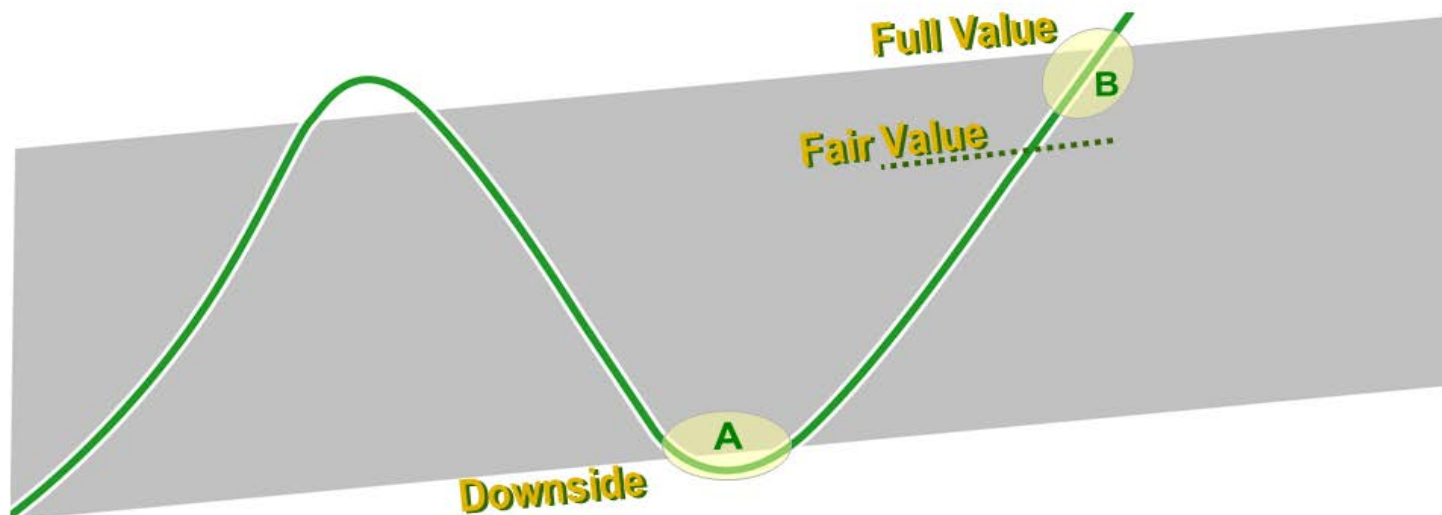
	FBP	R1000V	S&P 500
Financials	22.1%	22.2%	13.0%
Information Technology	21.3%	9.8%	21.5%
Energy	11.1%	8.9%	4.9%

	FBP	R1000V	S&P 500
Consumer Discretionary	10.5%	5.3%	10.2%
Healthcare	10.4%	15.2%	14.2%
Industrials	8.8%	8.0%	9.4%
Consumer Staples	5.0%	7.8%	7.3%
Materials	4.7%	4.0%	2.8%
Utilities	3.5%	6.4%	3.3%
Communication Services	2.8%	7.1%	10.2%
Real Estate	0.0%	5.1%	3.1%

\*Global Industry Classification Standard (GICS) Sectors; Weightings may not total 100% due to cash and/or rounding.

**R1000V:** The Russell 1000 Value index is a market capitalization-weighted, total return index of larger capitalization companies which exhibit traditional value characteristics. **S&P500:** The S&P 500 index is a market capitalization-weighted, total return index of widely held common stocks.

FBP STOCK APPROACH CHART  
VALUE INVESTMENT PROCESS



OUR BUY AND HOLD DECISIONS ARE WHAT MAKE US DIFFERENT

Everyone wants to buy stocks low and sell them high. However, an important distinction among managers' buying styles is the timing of the purchase. Our Stock Approach Chart is a longstanding visual description of the Flippin, Bruce & Porter investment process and it also captures the cyclical nature of security prices. We use this chart often in discussing our long-term approach to investing and have found it to be beneficial in explaining the objective of our investment efforts.

The time from peak to peak is approximately 10 years. FBP's research effort begins early in the cycle, as a company falls out of favor and its stock price declines toward an eventual bottom. As part of our security selection process, we

establish three price targets for each company followed. These *downside*, *fair* and *full value* targets are determined, monitored and adjusted on an ongoing basis.

Our goal is to begin purchasing at point A, which is at a significant discount to our *full value*, thus providing a *margin of safety*. As company valuation measures, fundamentals and investor sentiment improve, the security price will increase. As this scenario continues to develop, the stock will move through our fair value range and eventually toward our full value target. Our exit strategy is implemented at point B. The average holding period for stocks in our portfolio is five years.

*There is no assurance that the stated goals of the portfolio can be obtained. Investments in securities involve risks, including the risk of losing principal. Past performance is no guarantee of future results.*

**FLIPPIN, BRUCE & PORTER**

The Appalachian Building  
Second Floor, 800 Main Street  
Lynchburg, VA 24504-1508  
Phone: (800) 851-3804 Fax: (434) 846-3846  
Web site: [www.fbpinc.com](http://www.fbpinc.com)