

2Q 2022 | Diversity, Equity & Inclusion Portfolio

INVESTMENT APPROACH

This portfolio seeks long term capital appreciation by investing primarily in domestic equities. It invests in companies that have recognized leadership in diversity, equity, and inclusion including race, gender, sexual orientation, disability, and age discrimination.

THE NEWDAY DIFFERENCE

1 DEI All Star Portfolio:

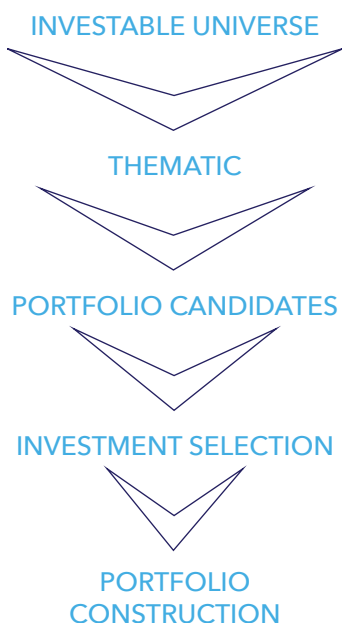
The companies we invest in have won numerous awards for being leaders in their industry for best practices in diversity, equity, and inclusion. We identify companies that are inclusive, impartial, fair, and provide equal opportunity regardless of race, faith, country of origin, sexual orientation, gender, age, or disability.

2 Not Just Policy, But Practice:

We select companies that understand how diversity, equity and inclusion are represented in the workplace and prioritized via hiring diverse members into employee ranks at every organizational level ensuring that all employees have equal opportunities for advancement.

3 High Concentration of Pure Plays

We construct portfolios to ensure that at least 50% of portfolio constituents are "pure plays" tied to the ESG theme. Every company in our portfolios has either a direct or indirect connection to the impact issue with which it's associated, and every portfolio is connected to an impact NGO or nonprofit partner.



NEWDAY IMPACT INVESTMENT PHILOSOPHY: COMBINE ESG & FUNDAMENTAL RESEARCH

Newday Impact portfolios address major ethical issues and are designed and constructed around a combination of UN Sustainable Development Goals and ESG principles using a rigorous, repeatable process.

Newday exclusionary ESG screens include fossil fuels, armaments, gambling, tobacco, alcohol, and child labor.

We believe that consistent alpha can be generated by combining our highest rated ESG companies with an emphasis on governance and fundamental factors to create a portfolio of our highest conviction companies.

We identify which companies may outperform or underperform in any given stage of the prevailing economic/business cycle.

Bottom-up stock selection for 40-60 of the highest conviction holdings.

The Diversity, Equity & Inclusion Portfolio is aligned with the following United Nations Sustainable Development Goals



Learn more at sdgs.un.org/goals

The managers' environmental, social and governance (ESG) investment strategies may limit the types and number of investment opportunities available and, as a result, may underperform strategies that are not subject to such criteria.

SAMPLE HOLDINGS: PURE PLAY HIGHLIGHTS

- Industry leaders in fulfilling mission aligned Impact goals
- Chosen based on proven ESG-ratings & scoring systems

Apple (APPL) Led by a member of the LGBTQ community. More than 60% of retail team members and 50% of retail leadership in the U.S. are from underrepresented communities. Women represent 35% of global team members and 38% of global leadership. Since 2020 Apple has pledged \$100 million as a part of its racial justice and equity initiative.

Adobe (ADBE) Minority CEO. Women represented 33.5% of employees, 26.1% of leadership roles, and 37.7% of new hires in 2020. Taking Action Initiative (TAI) to increase women in leadership positions to 30% globally and double representation of US Black and underrepresented minorities leadership positions by 2025.

Target (TGT) Since 2019, Target has increased representation for POC in exempt roles by 15% and women of color in similar positions by 23%, while increasing the number of promotions for POC by 54%. Workforce is close to or above 50% women at all levels.

Affiliated Manager Group (AMG) AMG has a gender diversity of 40% across management positions, surpassing the asset management industry average and overall, more than half of AMG's corporate workforce is female. 50% of their Independent Directors are female.

Kroger (KR) Has a long history and tradition of hiring people with disabilities, especially serving customers on the front lines. Kroger's targeted approach to supplier inclusion includes a goal to spend over \$10 billion dollars annually with diverse suppliers by 2030.

McKesson Corp (MCK) Provides numerous products and services that aid people with disabilities and has a Supplier Diversity commitment to encourage small, small-disadvantaged, minority, women, veteran, and/or disability-owned business enterprises to register as McKesson suppliers. Women represent one third of McKesson's Board composition.

Raymond James (RJF) As a signatory of the CEO Action for Diversity & Inclusion pledge, Raymond James is committed to cultivating an inclusive and diverse workplace and has supported Women, Black and Pride Financial Advisor Inclusion Networks. Over one third of Raymond James' Board composition is also female.

INVESTMENT TEAM



Gordon Telfer

Chief Investment Officer,
Portfolio Manager
35 Years Experience



Shireen Eddleblute

Head of ESG Research,
Portfolio Manager
20 Years Experience

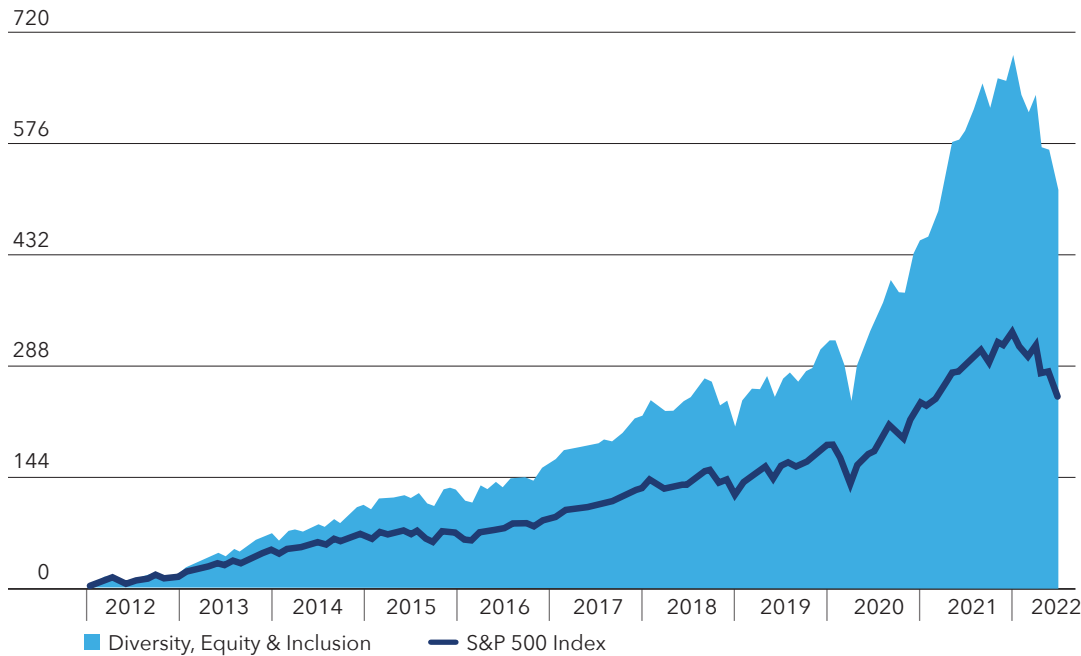
OVERVIEW¹

Inception Date	9/1/21
Total Assets ²	\$561.8K
Benchmark	S&P 500 Index
Average Market Cap	\$357.8B
Number of Holdings	46
Country Allocation	98% US/2% Intl

While most investments are in U.S. companies, investments may also be made in ADRs and other securities of non-U.S. companies in developed and emerging markets which involve risks in addition to those ordinarily associated with investing in domestic securities, including the potentially negative effects of currency fluctuation, political and economic developments, foreign taxation and differences in auditing and other financial standards. These risks are magnified in emerging markets.

Past performance does not guarantee or indicate future results. The information expressed herein is as of the expressed dates and is subject to change.

MODEL GROWTH CHART¹ (as of 6/30/22)



Source: Morningstar

PORTFOLIO CHARACTERISTICS¹

	Portfolio
Alpha	5.76
Beta	1.04
R-Squared	94.67
Standard Deviation	18.12
Sharpe Ratio	0.85
Up Capture Ratio	114.10
Down Capture Ratio	94.25

Five years ending 6/30/22

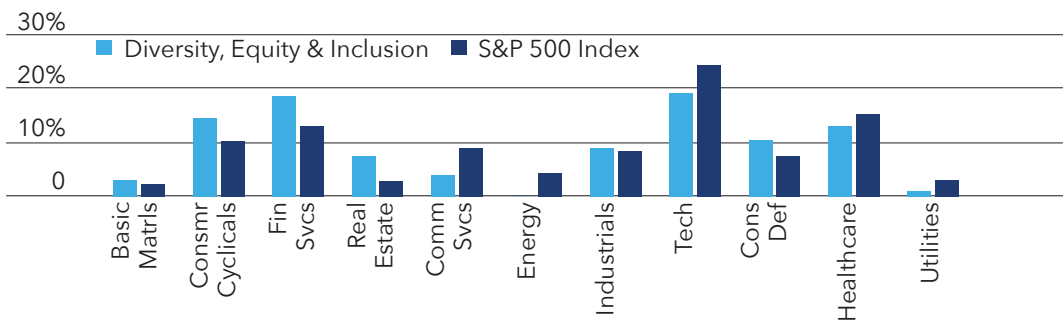
TOP 10 HOLDINGS

(as of 6/30/22)

Microsoft Corp	5.00%
Apple Inc	5.00%
Alphabet Inc Class A	4.00%
Raymond James Fin Inc	3.50%
O'Reilly Automotive Inc	3.50%
Stifel Financial Corp	3.00%
Sherwin-Williams Co	3.00%
Amazon.com Inc	3.00%
National Storage	
Affiliates Trust	2.50%
Atlas Air Worldwide	
Holdings Inc	2.50%

As of 06/30/2022. Current and future holdings are subject to change and risk. Current holdings can be found at www.newdayimpact.com.

MODEL SECTOR ALLOCATION¹ (as of as of 6/30/22)



Source: Morningstar

MODEL ANNUALIZED RATES OF RETURN¹ (as of 6/30/22)

	YTD	1 Year	3 Years	5 Years
COMPOSITE	-21.02	-10.87	18.58	16.47
S&P 500 Index	-20.15	-11.01	10.05	10.71

Source: Morningstar

4 Important Information and Disclosures: Back-tested model portfolio performance returns are for illustration purposes only and does not reflect an actual account. Certain information contained herein has been obtained from third-party sources believed to be reliable but we cannot guarantee its accuracy or completeness.

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Important Information and Disclosures

Past performance does not guarantee future results. 1 Based on a representative account as of (insert date). Portfolio holdings, characteristics and weightings will vary over time. 2 Assets include the total AUM of the strategy. 3 Gross-of-fees do not reflect the deduction of any expenses, including trading cost, and presented as supplemental information to net returns. Returns will vary, based on the client's actual portfolio holding and the actual fees charged to the account. Performance results are shown gross of all fees and net of the maximum 0.75% managed account fee, which includes transaction costs, custodial service fees and investment advisory fee.

4 Back-tested performance is NOT an indicator of future results. In order to show performance of the portfolio prior to inception we use the returns of a model portfolio, not an actual client account. The results reflect performance of a strategy not historically offered to investors and do NOT represent returns that any client account actually attained. Back-tested results are calculated by the retroactive application of a model constructed on the basis of historical data and based on assumptions integral to the model **which may or may not be testable and are subject to losses.**

General assumptions include: Newday would have been able to purchase the securities recommended by the model and the markets were sufficiently liquid to permit all trading. Changes in these assumptions may have a material impact on the back-tested returns presented. Certain assumptions have been made for modeling purposes and are unlikely to be realized. No representations and warranties are made as to the reasonableness of the assumptions. This information is provided for illustrative purposes only.

Back-tested results are adjusted to reflect the reinvestment of dividends and other income and, except where otherwise indicated, do not include the effect of transaction costs, management fees, performance fees or expenses, the incurrence of which would have the effect of decreasing historical performance results.

Newday Impact does not represent, guarantee, or imply that the services or methods of analysis employed by us can or will predict future results,

successfully identify market tops or bottoms, or insulate client from losses due to market corrections or declines.

This factsheet is not an offer, solicitation of an offer, or advice to buy or sell securities in jurisdictions where Newday Impact is not registered. Registration does not imply a certain level of skill or training. Nothing in this factsheet should be construed as tax advice, an offer, solicitation, or recommendation to purchase or sell any security. This factsheet is not intended as investment advice, and Newday Impact does not represent in any manner that the circumstances described herein will result in a particular outcome. Investment advisory services are provided to investors who become Newday Impact clients. For additional information regarding investment advisory fees and/or material risk is discussed in Part 2A of Newday Impact's Form ADV. **Prospective investors should read all documents thoroughly prior to making an investment in the Strategy.**

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Benchmark: The benchmark is represented by the **S&P 500 Index** is a capitalization-weighted common index. It monitors the performance of 500 widely held corporations. The index is not managed and not subject to management or brokerage commissions. Dividends are subject to reinvestment. A board-based index may not reflect the same volatility when compared to a more narrow based portfolio.

Newday Financial Technologies, Inc. | www.newdayimpact.com

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