



# ROCKLINC

*Worth. Investing.*

## Philosophy

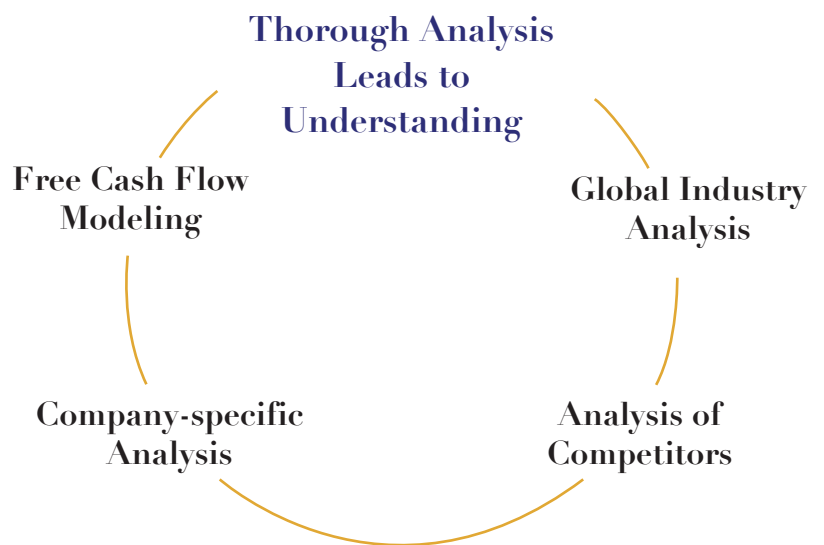
At RockLinc Investment Partners, we adhere to a disciplined value approach to investing. Value Investing is the strategy of buying a security at a price that is lower than the intrinsic value of the security. In order to execute this strategy, our investment professionals utilize a disciplined investment process. This includes analyzing and understanding the securities we invest in with a focus on the financial statements of the company, in addition to understanding the industry in which the business operates.

## Principles

1. Safe Assets
2. Focused Portfolios
3. Medium to Long-Term Holding Period
4. Purchase with a Margin of Safety
5. Understand the Current Economic Environment

## Process

1. Invest within our circle of competence
2. Think independently
3. Evaluate risk factors
4. Look for industries with above-average growth
5. Invest in businesses with high returns on capital
6. Invest in businesses with high operating leverage, low financial leverage
7. Prefer a simple business over a complex business



## Portfolio Content

Our proven approach for creating and preserving wealth is disciplined and time-tested. We use a research-driven, bottom-up security selection approach with a firm grasp on the significant factors affecting the global economy.

## Equity Securities

All our equity investments involve the careful screening of hundreds of businesses in the search for a handful of firms that demonstrate the strong fundamentals necessary for inclusion in our client portfolios.

We believe the lower the price you paid for a quality asset, the greater the potential investment reward and the lower the investment risk. The low price paid limits downside market risk and increases appreciation potential. Our focus is on “what is” in terms of understanding a business or security, in contrast to “what the market consensus is.”

We believe that a firm's balance sheet is the best, albeit not the only measure, of a company's value. Predictions based solely on future operating earnings are not only less reliable but do not capture the possible impact of corporate events such as mergers and acquisitions, changes of control, management buyouts, share repurchases, refinancing, reorganizations, asset sales, spin-offs, investments in new ventures and corporate liquidations.

## Fixed Income Securities

Our primary approach to managing bonds is to generate income while preserving capital. For this reason, the focus of the firm is restricted to well-collateralized bonds. We take a disciplined investment approach in order to add positive incremental gains over time. As both active and value managers, we continually monitor the risk involved in every fixed income security and will adjust our holdings when faced with changing economic circumstances.

## Portfolio Construction

### Customized Portfolios To Meet Clients Needs



## Partnership

Our values are time-honored and unwavering. Ignoring the crowd requires sound judgment and strong convictions. In a world of infinite investment choices we appreciate the confidence our clients have placed in our firm. The trust of our clients is our most valuable asset. We know that our long-term success depends on a reputation for honesty, transparency, confidentiality and consistent investment results.

- Quarterly statements from RockLinc Investment Partners.
- Quarterly newsletters providing you with insights on current holdings and changes in our portfolios.
- Regular videos keeping you up-to-date on key events impacting your investments.
- Full disclosure of your investment holdings, management fees, and trading commissions.
- Planning for your future, ensuring you have time to accomplish your life goals and worry less about your investments.

*“Wisdom is supreme. Therefore, get wisdom, and in all your getting get understanding.”  
Proverbs 4:7 (King Solomon 10th Century, B.C.)*

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