

The New Fundamentals of Investing

The best-run companies **assess** all global trends, **bring** new products to market which benefit customers and society, **count** their quantifiable human impacts, **directly** link these impacts to profit, and **embed** leading management practices. HIP's investment approach ranks these leaders higher (and laggards lower) to position your portfolio to seek more **Human Impact + Profit**.

Portfolio Approach: HIP 100 INDEXSM

Universe: S&P100 companies

Benchmark for Comparison:
 S&P100 Index (Ticker: OEX)

Method for Weighting:
 Proprietary HIP fundamentals: quantifiable results in Health, Wealth, Earth, Equality and Trust, as well as Management Practices, that can drive profit and shareholder value

Number of Constituents: 100

Rebalancing of the Index:
 Quarter-end, four times per year;
 as members of the S&P 100 change

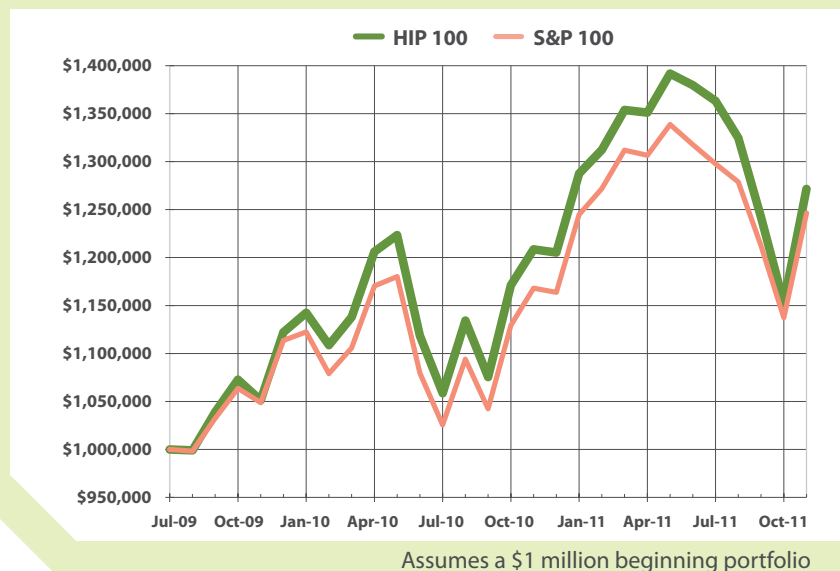
Inception Date: July 30, 2009

Investment Size: \$100,000 to \$250MM

Fees (billed quarterly, in advance):
 1% annual fee to HIP Investor;
 0.25% brokerage fee (minimum quarterly brokerage fee of \$75); accounts under \$120,000 can experience a higher expense ratio due to minimum broker fee

CUMULATIVE TOTAL RETURN* After Fees Includes Reinvested Dividends and Deducts Advisory Fees and Trading Costs

The HIP100 Portfolio applies the HIP100 Index, a large-cap equity index that re-weights the S&P100 firms using a rigorous, data-driven analysis of quantifiable human, social and environmental results. HIP seeks to outperform traditional investment benchmarks via this strategy, striving to achieve more positive human impact, lower risk, and increased financial returns.



TO INVEST IN - OR LICENSE - HIP PORTFOLIOS, PLEASE CONTACT: BEMOREHIP@HIPINVESTOR.COM

*** Disclosure and Assumptions:** The HIP Portfolio results represent the results of actual trading since inception by means of the application of a model, assuming a \$1,000,000 beginning portfolio. Client results may differ depending on the size of account, timing of trading and reinvestment of dividends. There are inherent limitations of showing composite portfolio performance based on model results. Unlike actual client-performance records (which can vary by client), model results cannot accurately reflect the effect of material economic or market factors on the price of the securities, and therefore, results may be over or under-stated due to the impact of these factors. Since model results do not represent actual client-specific trading and may not accurately reflect the impact of material economic and market factors, it is unknown what effect these factors might have had on HIP's decision making if HIP Investor were actually reporting client portfolios. During the period for which model results are shown, securities of U.S. companies have generally been rising, and the model returns are partly a function of this market environment. If this environment were to change materially, the model results portrayed by HIP would, in all likelihood, reflect results different from those portrayed. The HIP 100 and S&P 100 results include reinvested dividends or interest, and results are net-of-fees as a client would have paid to HIP on a quarterly basis in advance for advisory fees and brokerage costs. During the period for which model results are shown, HIP has maintained the same investment strategies and advisory services as those that HIP offers to clients. There is potential for loss as well as for profits. It should not be assumed that the recommendations made in the future will be profitable or will equal the performance of the securities in the portfolio. The S&P index is shown as a general market indicator and is not available for direct investment. Tax consequences have not been considered. Investments are managed by HIP Investor Inc. as the investment adviser via separately managed accounts at FOLIO^{fn} or at Charles Schwab Institutional. This is not an offer of securities. **Past performance is not indicative of future results.**

IS YOUR PORTFOLIO READY TO BE MORE HIP?

HIP Investor Inc. offers investors a portfolio designed to seek higher financial returns with lower risk due to positive, quantifiable human, social and environmental results. HIP's approach has outperformed traditional financial-only benchmarks, such as the S&P 100.

TOTAL FINANCIAL RETURN BY PERIOD, NET OF FEES * Monthly, YTD, First Year and Inception to Date as of 10/31/2011

	October 2011**	Year To Date 2011	2010 Year	First Yr:7/30/09 to 7/31/2010	CUMULATIVE *** (7/30/09 to 10/31/11)
HIP100 IndexSM Portfolio	+ 10.65%	- 1.25%	+ 12.69%	+ 13.41%	+ 27.11%
S&P100 (OEX)	+ 10.04%	+ 0.12%	+ 10.88%	+ 9.37%	+ 24.59%
<i>HIP Exceeds By:</i>	<i>+ 0.61%</i>	<i>- 1.37%</i>	<i>+ 1.81%</i>	<i>+ 4.04%</i>	<i>+ 2.52%</i>

* Full Disclosure and Assumptions are on the front page. Total financial return includes reinvested dividends and assumes a \$1,000,000 beginning portfolio. Returns are net of advisory fees and trading fees billed quarterly in advance, as if managed by HIP and custodiated by FOLIOfn or Schwab Institutional. The HIP 100 returns are actual results of a model portfolio; client results can vary based on account size, dividend reinvestment and timing of purchases and sales. ** Fees allocated to month but collected quarterly in advance. *** Cumulative since inception of 7/30/2009, not annualized.

PORTFOLIO TOP TEN By HIP Score (out of 100) and Portfolio Weight

	HIP	Weight
Intel Corp. (INTC)	62.1	1.66%
Hewlett-Packard Co. (HPQ)	60.1	1.59%
Cisco Systems Inc. (CSCO)	59.0	1.56%
Colgate-Palmolive Co. (CL)	58.9	1.56%
Texas Instruments Inc. (TXN)	58.4	1.55%
Abbott Laboratories (ABT)	57.5	1.52%
Microsoft Corp. (MSFT)	55.8	1.48%
Dell Corp. (DELL)	55.1	1.46%
JP Morgan (JPM)	54.7	1.45%
Dow (DOW)	53.1	1.41%

Holdings are subject to change and do not constitute a recommendation or solicitation to buy or sell a particular security. Do not assume an investment in any of the securities was or will be profitable.

RATIOS RELATED TO RISK After Fees*

BACKCAST Index Characteristics (Monthly, 6/30/04-6/30/09)	HIP 100	S&P 100
α: Alpha <i>excess return beyond expected risk-adjusted return</i>	+ 0.07	0.00
β: Beta <i>sensitivity to overall market's returns</i>	1.10	1.00
r²: R-Squared <i>correlation or fit</i>	98%	100%
Sharpe Ratio <i>excess return per unit of risk</i>	+ 0.03	- 0.39
σ: Standard Deviation <i>average distance from the mean return</i>	16.38% ANNUAL	14.57% ANNUAL