

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**.



Universe: Global companies publicly listed on U.S. exchanges

Benchmark for Comparison: S&P Global 100 ETF by iShares (Ticker: OOI)

Method for Weighting: Proprietary CRD fundamentals: quantifiable results in environmental, social, governance (ESG) and financial factors

Number of Constituents: 100

Rebalancing of the Index: Quarter-end, four times per year; and as sustainability metrics are reported

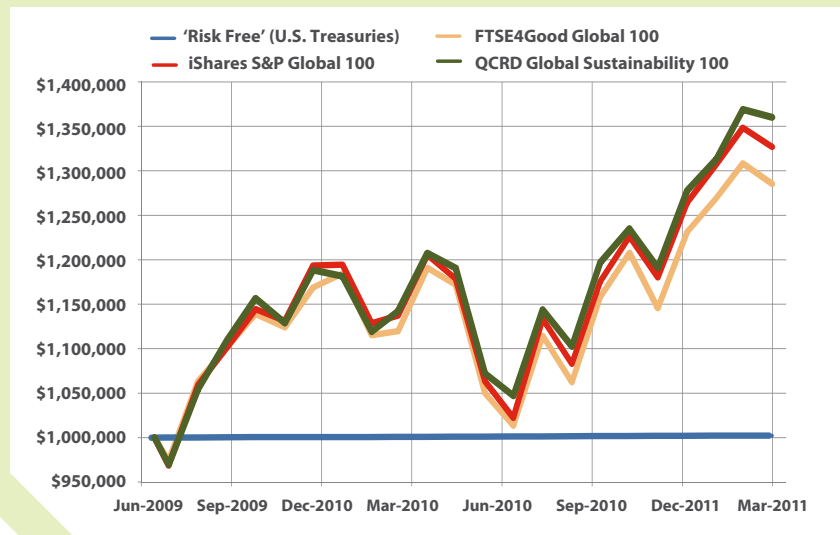
Inception Date: June 15, 2009

Investment Size: \$500,000 to \$250MM

Fees (billed quarterly, in advance): 1% annual fee to HIP Investor; 0.25% brokerage fee (minimum quarterly brokerage fee may apply); accounts under \$800,000 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 NASDAQ OMX CRD Global Sustainability 100 (QCRD) Portfolio rates firms using a rigorous, data-driven analysis of quantifiable environmental, social and governance (ESG) metrics and results. This portfolio seeks to outperform traditional investment benchmarks via this strategy, striving to achieve more positive human impact, lower risk, and increased financial returns.



Assumes a \$1,000,000 beginning portfolio

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

*** Disclosure and Assumptions:** The QCRD Portfolio results represent the results of actual index performance since inception but adapted to 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 would, in all likelihood, reflect results different from those portrayed. The QCRD 100 and S&P Global 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 shown is an exchange traded fund and general market indicator. 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 portfolios to investors designed to seek higher financial returns with lower risk due to positive, quantifiable human, social and environmental results. This approach has outperformed traditional financial-only benchmarks, such as the S&P 100.

TOTAL FINANCIAL RETURN BY PERIOD, NET OF FEES*

All Figures as of 3/31/2011

	Q1 2011**	Past 12 Months 3/2010 – 3/2011	Calendar 2010	CUMULATIVE *** (Inception - Mar.'11)
NASDAQ OMX CRD Global Sustainability 100	+ 6.47%	+ 12.65%	+ 8.13%	+ 36.02%
S&P Global 100 by iShares (Ticker: OOI)	+ 4.95%	+ 10.07%	+ 5.85%	+ 32.69%
QCRD Exceeds By:	+ 1.52%	+ 2.58%	+ 2.28%	+ 3.33%

* 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 QCRD 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 collected quarterly in advance.

*** Cumulative since inception of 6/15/2009, not annualized.

INDUSTRY SECTOR WEIGHTS Number of Firms & Portfolio Weight

Sector	Firms	Weight
High Tech & Computing	25	25%
Health Care & Medical	16	16%
Finance & Banking	15	15%
Basic Materials	9	9%
Energy	9	9%
Utilities	8	8%
Industrial & Multi-Industry	7	7%
Consumer Staples	6	6%
Transportation	3	3%
Consumer Discretionary	2	2%

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*

Index Characteristics (Monthly, 6/15/09 – 3/31/11)	QCRD	S&P Global 100
α: Alpha <i>excess return beyond expected risk-adjusted return</i>	+ 2.63	0.00
β: Beta <i>sensitivity to overall market's returns</i>	0.94	1.00
r²: R-Squared <i>correlation or fit</i>	97.5%	100%
Sharpe Ratio <i>excess return per unit of risk</i>	+ 0.27	+ 0.24
σ: Standard Deviation <i>average distance from the mean volatility</i>	5.31% MONTHLY	5.57% MONTHLY