

## PERFORM STYLE, RISK, PERFORMANCE, AND PEER GROUP ANALYSIS ON INVESTMENT MANAGERS

When assessing your clients' portfolios, questions may center on your clients' asset allocation mix. We believe it's important to examine investment portfolios or models at regular intervals to ensure they continue to meet investment objectives. For example, is the fixed income percentage allocation in line with the investment objectives, and what type of bonds, if any, are appropriate for the portfolio? Should the portfolio have more international exposure? Are focused investments in market sectors such as Energy or Materials appropriate given the current point in the economic cycle?

As part of our continuing effort to provide value-added services to investment professionals, ICON's Regional Vice Presidents in the field and Internal Sales Associates at the home office have access to a Web-based version of Zephyr StyleADVISOR and can work with investment professionals one-on-one using this program.

Zephyr software is being used by investment professionals to gain a better understanding of the investment management process they are deploying with client assets. StyleADVISOR is a great tool for performing manager due diligence, building portfolios, or conducting manager comparisons. The ICON Sales team can help you perform style, risk, performance, and peer group analysis on managers and custom blended portfolios.

For a summary of ICON's outlook on the markets or more information on how your ICON Regional Vice President or Internal Sales Associate can assist you with using ICON investment products and services, please contact the **ICON Sales Desk at 1-800-828-4881**.

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*Opinions and forecasts regarding sectors, industries, companies, countries and/or themes, and portfolio composition and holdings, are all subject to change at any time, based on market and other conditions, and should not be construed as a recommendation of any specific security, industry, or sector.*

*Investing in securities involves inherent risks, including the risk that you can lose the value of your investment. There is no assurance that the investment process will consistently lead to successful results.*

*An investment concentrated in sectors and industries may involve greater risk and volatility than a more diversified investment.*

*Investing in fixed income securities such as bonds involves interest rate risk. When interest rates rise, the value of fixed income securities generally decreases. High-yield bonds involve a greater risk of default and price volatility than U.S. Government and other higher-quality bonds.*

*Investments in international securities may entail unique risks, including political, market, regulatory and currency risks. Financial statements of foreign companies are governed by different accounting, auditing, and financial standards than U.S. companies and may be less transparent and uniform than in the United States. Many corporate governance standards, which help ensure the integrity of public information in the United States, do not exist in foreign countries. In general, there is less governmental supervision of foreign stock exchanges and securities brokers and issuers.*

*As an investment professional, you are responsible for knowing your clients' needs, goals, and tolerance for risk.*

**Please visit ICON online at [www.iconadvisers.com](http://www.iconadvisers.com) or call 1-800-828-4881 for the most recent copy of ICON's Form ADV, Part 2.**

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