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**Equity Portfolio Manager**

Bernard K. Semon

Vice President, Investments

**Serving the International and Domestic Markets.**

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## INTRODUCTION TO STRATOS INVESTMENTS OF RAYMOND JAMES

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### *Stratos Investments Mission Statement:*

- We strive to deliver excellent returns in bull markets and superior preservation of capital in bear cycles using our proprietary research and models.

### *Our goals are to help protect and grow your portfolio.*

- Through our Stratos active management discipline, we want you to know that your hard earned money is working for you at all times with our defensive and flexible investment strategies regardless of market conditions, trends, or cycles.



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# STRATOS INVESTMENTS PHILOSOPHY

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- Stratos believes that stocks can provide growth, value, income, and may help provide protection from future inflation and liquidity. Because of these unique features, most clients should benefit from exposure to equities over the long term.
- Stratos emphasizes that most investors should have exposure to equities. Our three Stratos portfolios provide the potential to grow through exposure to equities.
  - **Stratos U.S. Market Leaders-** Focused on large U.S. companies that are Industry Leaders.
  - **Stratos U.S. Diversified** -Portfolio of U.S. stocks that reflect current industry conditions of our economy.
  - **Stratos Global Balance** – Global asset allocated portfolio that provides income and growth.

**“A strong defense gives the offense the best chance to win”**

-- Quote by Carl von Clausewitz

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# STRATOS PORTFOLIO CONSTRUCTION

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- Stratos portfolios are constructed to represent current economic conditions and industry trends.
- Stratos U.S. equities selection is **limited** to the S & P 500 index.
- During normal market cycles, **all 11 sectors** within the U.S. S&P 500 have representation with a focus on diversification.
- Stratos Active Buy & Sell Discipline with an “entry level, pullback price, exit strategy, target price.”
- Stratos on-going management of portfolio by monitoring **daily** changes involving statistical indicators, risk analysis, market behavior, momentum, volatility indicators.
- Flexible and Defensive strategies for all market cycles:
  - Eliminate underperforming securities that currently offer no value to the portfolio
  - Eliminate exposure to high-risk stocks after significant appreciation.

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# STRATOS PORTFOLIO ASSUMPTIONS

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- **Diversification among sectors work.** Since no one knows for sure what sectors will be next year's darling, we diversify across all sectors to reduce risk over time.
- **No Gimmicks** Stratos portfolios are a pure play on stocks with no margin, options, shorts, or ETF trades.
- **Stratos Active Management** is crucial to portfolio performance, risk/reward analysis and preservation of principal.
- **Efficient tax management** with a focus on long-term gains.
- **More stocks are better than less.** We believe there is safety in numbers by not allowing one stock to negatively affect the overall portfolio's performance.
- **Stocks** are either a **BUY** or **SELL**. We have an exit strategy for each security within the portfolio.

**Diversification does not guarantee a profit or protect against a loss.**

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# STRATOS INVESTMENTS HAS A DIFFERENT PERSPECTIVE

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## MARKET MYTHS

- Fundamentals are correlated to future earnings.
- Today “high quality” U.S. bonds are less risky than stocks.
- A stock is either Growth or Value.

## STRATOS REALITY

- Fundamentals typically contribute to 40% of future earnings (Source: Vanguard).
- A rise of 1.0% in interest rates will significantly lower the value on most bond premiums (Source: Atlanta Sosnoff).
- Stratos believes that a stock can be **both** Growth and Value (Source: Russell 2000).

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# STRATOS PORTFOLIO MANAGER

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## BERNARD K. SEMON

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- Bernard K. Semon has more than 35 years of investment management experience with commodities and stocks.
- Commodity analyst and trader at the Chicago Mercantile Exchange from 1981 to 1998.
- Specializing in U.S. equities since 2001.
- Investment process embraces commodity and macro perspective.
- Accountability for decision-making process and portfolio rebalancing.
- Dedicated independent research and unique market perspective.

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## *LET STRATOS INVESTMENTS MANAGE YOUR PORTFOLIO*

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### *Benefits of having a rewarding partnership with Bernard K. Semon as your Portfolio Manager:*

- Stratos Proprietary Investment Models.
- Access to your own personal Portfolio Manager.
- Active management on a daily basis.
- Specializing in management of U.S. S&P 500 stocks.
- Diversified growth and income opportunities.
- Time management.



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# STRATOSRJ.COM

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- **Stratosrj.com** – Provides insight to our portfolio services.
- **Stratosrj.com** – *Monthly Newsletter*  
“Client approved” market commentary.
- User friendly navigation.
- FaceTime- Conference calls (as needed).
- Join us at LinkedIn, Facebook and Twitter.
- Se habla Español.

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# STRATOS INVESTMENTS CONCLUSION

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- **Stratos Buy & Sell Discipline** and defensive strategies are designed to work during all market cycles.
- Our **Stratos investment process** is based on fundamentals, independent research, and statistical market indicators.
- During **Normal** market conditions, Stratos strives to build and preserve the principal of your portfolio with the expectation of above average returns with less potential exposure to risk.
- During **Volatile** market conditions, Stratos actively manages stocks to seek long-term positive returns in a down market by moving into cash and/or shifting the portfolio allocation.

*Good Trading for the Long Term*



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## ADDITIONAL INFORMATION

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Historically, stocks have offered a higher rate of return than bonds and other investments, but also carry a higher risk. You should consult with your Financial Advisor to select investments that are appropriate for your goals and risk tolerance.

Stratos Investments of Raymond James' portfolios may be appropriate for moderate to aggressive investors who are looking to keep up with inflation and add growth, income, and value to their portfolio.

We maintain that most investors could benefit from having a portion of their portfolio exposed to U.S. and international equities.



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*MEET THE STRATOS INVESTMENTS TEAM*

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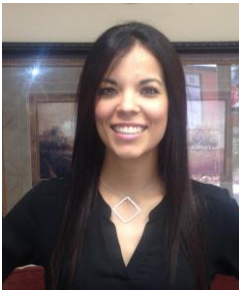
## ***STRATOS INVESTMENTS TEAM***

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### **Bernard Semon**

More than 35 years of experience in the financial industry. has developed an investment discipline that strives to actively manage portfolios through all market cycles and specializes in domestic and international business. Bernard’s overall goal is to protect, grow and reduce risk in his clients’ portfolios. Creating managed portfolios, Bernard centers his advice on a comprehensive evaluation of S&P 500 stocks based on fundamental analysis, statistical market indicators, and risk and return parameters, etc., to provide long-term growth and tax-efficiency and minimize risk.



### **Clarissa Delgado**

More than 8 years of experience in marketing, public relations and management. Serving as the “link” between clients and the branch’s advisors, she is primarily responsible for client support, as well as the branch’s marketing and social media efforts. She believes that being raised in a close-knit Latino family makes it easy for her to connect with the team’s multicultural clients.

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## CONTACT INFORMATION

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Learn more about us online!



Serving the International and Domestic Markets.

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**STRATOS**  
INVESTMENTS  
*of*  
**RAYMOND JAMES®**

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Investing always involves risk and you may incur a profit or loss. No investment strategy can guarantee success. Past performance may not be indicative of future results. It is not possible to invest directly in an index. The S&P 500 is an unmanaged index of 500 widely held stocks. Changes in tax laws may occur at any time and could have a substantial impact upon each person's situation. While we are familiar with the tax provisions of the issues presented herein, as Financial Advisors of Raymond James & Associates we are not qualified to render advice on tax or legal matters. International investing involves additional risks such as currency fluctuations, differing financial accounting standards, and possible political and economic instability. These risks are greater in emerging markets.

Dividends are not guaranteed and will fluctuate and must be authorized by the company's board of directors.

Bond prices and yields are subject to change based upon market conditions and availability. If bonds are sold prior to maturity, you may receive more or less than your initial investment. Holding bonds to term allows redemption at par value. There is an inverse relationship between interest rate movements and bond prices. Generally, when interest rates rise, bond prices fall and when interest rates fall, bond prices generally rise.

Commodities are generally considered speculative because of the significant potential for investment loss. Commodities may be subject to greater volatility than investments in traditional securities. Investments in commodities may be affected by overall market movements, changes in interest rates, and other factors such as weather, disease, embargoes and international economic and political developments.