



## **Madison Investment Advisors, LLC**

Disclosure Brochure for Private Wealth Management Clients

*550 Science Drive  
Madison, WI 53711  
800-767-0300*

*March 2014*

*[www.madisonadv.com](http://www.madisonadv.com)*

For clients other than Private Wealth Management clients, please refer to the separately provided general Disclosure Brochure for Madison Investment Advisors, LLC or Disclosure Brochure for Madison Scottsdale Insurance Asset Management clients

**This brochure provides information about the qualifications and business practices of Madison Investment Advisors. If you have any questions about the contents of this brochure, please contact us at 800-767-0300. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.**

**Additional information about Madison Investment Advisors also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

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## **Madison Investment Advisors, LLC**

### Summary of Material Changes to Disclosure Brochure For Private Wealth Management Clients

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The following summarizes for your reference changes to the firm's Disclosure Brochure since the last annual update of the brochure (Disclosure Brochure dated March 2013). Some or all of these changes may not be considered material to you or others.

You should keep a copy of this summary with the complete copy of the Disclosure Brochure we previously provided to you. If you would like a complete copy of the current disclosure brochure, please call us.

#### Changes from Disclosure Brochure dated July 2013

- The paragraphs in the subsection "Our People" under the Section "Advisory Business" are revised to reflect personnel changes.
- The paragraphs in the Equity subsection of in the Investment Strategies section of "Methods of Analysis, Investment Strategies and Risk of Loss" is revised to provide additional disclosure about the firm's GARP large cap equity strategy, weighted capitalization of the strategy and how the firm defines mid cap equity capitalization for that strategy.
- The "Investment Adviser Affiliates" section of "Other Financial Industry Activities and Affiliations" is revised to reflect the merger of Madison Scottsdale, LC into the firm. The effect of the combination is also disclosed in the "Our Assets Under Management" subsection of the "Advisory Business" section.

#### Changes from Disclosure Brochure dated March 2013

- The paragraphs in the subsection "Our People" under the Section "Advisory Business" are revised to reflect a variety of title and personnel changes.
- The discussion of "Our Investment Company Affiliates" under the subsection "Other Financial Activities and Affiliations" is revised to reflect consolidation of mutual funds in the Madison complex.

**Additional information about Madison Investment Advisors  
also is available on the SEC's website at  
[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

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## ADVISORY BUSINESS

### Our Firm and Its History

Madison Investment Advisors, LLC is wholly owned subsidiary of Madison Asset Management, LLC which, in turn, is a subsidiary of Madison Investment Holdings, Inc. Each “Madison” entity shares personnel and resources at our Madison, Wisconsin headquarters. Prior to December 1, 2010, Madison Investment Holdings, Inc. was known as Madison Investment Advisors, Inc. On November 30, 2010, it transferred its investment advisory business to Madison Investment Advisors, LLC as part of a corporate reorganization. For that reason, references to “Madison” in this brochure refer to Madison Investment Advisors, Inc. for periods before December 2010 and to Madison Investment Advisors, LLC for periods after November 30, 2010.

Based in Madison, Wisconsin, the Madison Investment Advisors organization fosters a reputation for its risk-sensitive investment philosophy and active bond and equity strategies since the founding of our parent company, Madison Investment Holdings, Inc., in 1974. The clients of our firm and its affiliates who entrust us with their assets include institutional funds, pension accounts, foundations, endowments, corporations, municipalities and insurance companies. We also serve a wide range of individual investors. The Madison investment philosophy is “Participate and Protect<sup>®</sup>” which reflects our investment goals of achieving consistent investment returns while limiting portfolio risk. Our expectation is that investors will participate in market appreciation during bull markets and be protected during bear markets compared with investors in portfolios holding more speculative and volatile securities. Of course, there is no assurance that these expectations will be realized.

The firm is privately held and its employees are majority owners of Madison Investment Holdings, Inc. Our organization has offices in Madison, WI, Chicago, IL, New York, NY and Scottsdale, AZ. Our insurance company asset management division located in Arizona operates as Madison Scottsdale and there is a separate Disclosure Brochure for Madison Scottsdale.

### Our Principal Owners

Our firm is a wholly owned subsidiary of Madison Asset Management, LLC which, in turn, is a subsidiary of Madison Investment Holdings, Inc. Madison Investment Holdings, Inc. is employee owned with Frank E. Burgess as the principal owner who also serves as the Chairman of its Board.

### Our People

Madison is overseen by its Executive Directors as follows (in alphabetical order):

#### *Steven Carl – Executive Director and Head of Business Development*

Mr. Carl is the head of distribution for Madison. He also has primary responsibilities for the firm’s strategic accounts and institutional business development team. He joined the firm in 2003. Mr. Carl holds a BBA from the University of Wisconsin – Madison, maintains the CPA and CIMA<sup>®</sup> designations and is FINRA registered. Steve has been a member of the firm’s Executive Committee since 2014.

#### *Katherine Frank – Chief Operating Officer and Executive Director*

Ms. Frank joined the firm in 1986. Today she has responsibility for the day-to-day business operations of the company, and directly oversees all back office and client service functions. In addition, she serves as the President of the firm’s proprietary mutual fund families and has been closely involved in the acquisition and integration of affiliates into the Madison organization. She has been a member of the firm’s Executive Committee since its inception. Kay received an economics degree with honors from Macalaster College.

#### *Paul Lefurgey – Executive Director and Head of Fixed-Income*

Mr. Lefurgey is the head of Madison’s fixed-income team. He joined the firm in 2005 as a Portfolio Manager and assumed leadership of the Fixed Income team in 2007. Mr. Lefurgey has more than 25 years of experience in the industry and holds a BA from Michigan State University. He has also earned the CFA designation. Paul has been a member of the firm’s Executive Committee since 2013.

#### *Michael Schlageter – Chief Marketing Officer and Executive Director*

Mr. Schlageter provides valuable insights in a variety of key areas of the firm. Applying more than 25 years of investment and industry experience, Mr. Schlageter is directly responsible for overseeing all marketing functions of the organization. Mr. Schlageter obtained his business degree from the University of Notre Dame. Mike joined the firm in August 1986, and has been a member of the firm’s Executive Committee since its inception.

#### *Will Schoyer – Executive Director – Corporate Strategy*

Mr. Schoyer leads Madison's corporate strategy efforts as they relate to corporate structure and management while assessing strategic opportunities to support Madison's growth objectives. He joined the firm in July 2013 from the Investment Banking Division at Goldman Sachs, where he focused on transactions in the investment management and wealth management industries. Will has worked with and for asset managers for nearly 20 years. Mr. Schoyer holds a BA from Amherst College and an MBA from the Harvard Business School, and has also earned the CFA designation. Will has been a member of the firm's Executive Committee since joining the firm in 2013.

*Jay Sekelsky – Chief Investment Officer and Executive Director*

Mr. Sekelsky serves as the head of equity investments for Madison and oversees Madison's investment management teams. He joined Madison Investment Advisors in January 1990 as an Assistant Portfolio Manager. He has over 25 years of Investment Management experience, and he holds a BBA and MBA from the University of Wisconsin and has also earned the CFA designation. Jay has been a member of the firm's Executive Committee since its inception.

Together, our Executive Directors are responsible for the duties of the office of the President and Chief Executive.

## **The Investment Strategy Committee**

Senior members of management and senior portfolio managers also serve as members of Madison's Investment Strategy Committee. The committee reviews, analyzes and discusses the various forces and factors that affect the financial markets and, in turn, the client portfolios we manage. The committee's review parameters include, for example, macroeconomic trends, Federal Reserve Policy, inflation, currency influences, valuation metrics and risk/reward profiles for various markets and market sectors. Currently, the committee members include (in alphabetical order): Walter Dewey, David Hottmann, Randy Johnson, Jay Sekelsky, Paul Lefurgey, Chuck Saunders and Jay Sekelsky.

## **Our Services**

Our core expertise is active bond management (including corporate, government, and municipal bonds), risk-managed equity management (primarily common stocks) and personalized balanced portfolios. Services include the management of a wide range of fixed income, balanced and equity portfolios. In addition to the types of securities described above, we may invest in preferred stocks, government agency obligations, money market instruments and such other securities that we may select, unless expressly limited by written direction or client guidelines. We may also recommend clients invest in private placements, alternative investments and utilize the services of third party investment advisers.

## **Discretionary Management.**

We have discretionary authority to make determinations regarding the securities that are to be bought and sold, as well as the quantities of such securities, for most clients. Such authority is provided in our contract with each client. In many cases, this discretion is subject to mutually agreed upon investment guidelines relative to the client's portfolio. We have model portfolio guidelines available for clients to adopt, in whole or in part, if they do not have their own. Client investment guidelines may or may not limit the scope of potential investments. As a result, clients can impose restrictions on investing in certain securities or types of securities. Within client guidelines and instructions, our portfolio managers make decisions as to the nature and quantity of securities to be bought or sold.

## **Non-Discretionary Management**

We may manage private wealth management client accounts, in whole or in part, on a non-discretionary basis. When managing assets on a non-discretionary basis, we will seek client approval or concurrence with investment recommendations or may simply monitor investments on behalf of clients and make recommendations regarding whether we believe the client should purchase securities or sell, add to or trim securities already owned by a client. In the same manner, we may monitor the investment performance of third party investment advisers and asset managers that a client selects either independently or as a result of our recommendation and make recommendations regarding whether we believe the client should establish, eliminate, increase or reduce an allocation to a third party manager. We will provide these non-discretionary management services to 401(k) plans in connection with making recommendations with respect to investment offerings to be made available to plan participants and monitoring such recommendations on a regular basis.

## **Our Assets Under Management**

As of December 31, 2013, Madison Investment Advisors, LLC managed approximately \$5,728,879,000 in assets on a discretionary basis and approximately \$548,433,000 on a non-discretionary basis (both rounded to the nearest thousand). Madison Scottsdale, LC merged with Madison Investment Advisors, LLC on December 31, 2013 so that, after the combination on January 1, 2014, Madison Investment Advisors, LLC managed approximately \$7,761,125,000 in assets on a discretionary basis and approximately \$559,491,000 on a non-discretionary basis (both rounded to the nearest thousand).

Together with our affiliated investment advisory firms described below in the section entitled, "Other Financial Industry Activities and Affiliations," the Madison organization managed in excess of \$15 billion in assets on a discretionary basis as of December 31, 2013.

Madison Investment Advisors may manage private wealth management accounts on a fully discretionary basis, on a fully non-discretionary basis or we may manage some client assets on a discretionary basis and some on a non-discretionary basis depending on the investment objectives and strategies of the client.

## FEES AND COMPENSATION

### Fee Schedules

*Private Wealth Management Accounts.* Our fee schedule is as follows:

On the first \$5 million.....	0.60% annually
On the next \$5 million.....	0.50% annually
On the balance.....	0.45% annually

Depending on circumstances (another existing account relationship with a client, total value of assets managed or expected to be managed, special conditions, portfolio guidelines, servicing requirements, asset type, etc.), fees may be subject to negotiation. Accounts managed for 401(k) plans solely on a non-discretionary basis will normally be subject to an annual fee of the greater of (i) \$10,000, or (ii) an amount equal to 10 basis points (0.10%) of the total fair market value of the assets in the plan.

### How We are Paid

We generally require fees to be computed and payable quarterly in advance, based on the valuation of assets under management on the last day of the prior quarterly period. The value of non-discretionary assets is based on the valuation reported by the applicable third-party manager for assets managed by them and the value reported by the issuer of any alternative investments. To the extent the issuer of any alternative investments does not report current values, the value used to calculate fees will be the last reported value (which may be cost) of the investment.

Clients may select whether they prefer us to automatically deduct fees from their accounts or send them a bill for fees incurred.

### Other Fees You Should Understand

We do not have custody of client assets. Therefore, each client must appoint a custodian and may be required to pay custodian fees. Also, clients will generally incur brokerage and other transaction costs in the course of our management of their accounts. (See the section in this brochure entitled, "Brokerage Practices" for a discussion of how we make brokerage decisions that affect client accounts.) Finally, if you are using a third party manager or are investing in an alternative investment fund (like a hedge fund or other collective investment pool) to manage some or all of your account, you will pay additional investment management and applicable transaction or other operational fees as disclosed by the third party manager or the alternative investment fund, respectively. Third-party managers, private equity funds, ETFs and other investment companies pay the manager an investment advisory fee that is separate from the fee you pay to us to manage your account. Therefore, in addition to the fee you pay to us to manage your account, you will directly pay a fee to any third-party manager you select and indirectly pay your *pro rata* portion of the management fee of the alternative investment fund, ETF or other investment company in which your account is invested. That fee is described in the disclosure brochure for any third-party manager and in the offering materials (prospectus) for any alternative investment, private equity fund, ETF or other investment company.

### Refunds of Advance Fees Paid

We may not change our fees without sixty days' advance written notice. In the event of the termination of our services, any unearned portion of fees previously paid is prorated and fully refundable. A client may terminate an agreement with us at any time by written notice to us.

### Investments in Affiliated Funds

We do not exercise our discretion to invest non-investment company client assets in our affiliated funds. For the convenience of such clients, we may hold shares of our affiliated mutual funds (or any closed-end fund we manage) in client accounts so that clients will have a complete picture of their assets or to accomplish appropriate asset allocations for clients. We may also recommend investment in our affiliated no-load funds if a client's account is too small to manage separately. In such circumstances, we will not charge our account management fee on these assets. Our employees are not compensated for the

sale of securities in this manner. However, you should understand that we (or one of our affiliates) will receive any fees paid by the mutual fund or other investment company as disclosed in the applicable prospectus for the fund. That fee may be higher or lower than the fee a client may be paying on other assets that we manage in the client's account. Of course, to the extent the fee paid by the fund is higher than your account fee, any recommendation by us to invest in the fund represents a potential conflict of interest.

## PERFORMANCE-BASED FEES AND SIDE BY SIDE MANAGEMENT.

We may entertain requests by certain "qualified clients" (as defined by Rule 205-3(d) under the Investment Advisers Act of 1940) to enter into an advisory contract that provides for compensation on the basis of a share of the capital gains upon, or the capital appreciation of, the qualified client's funds. This is commonly referred to as a "performance fee."

If we were to manage both accounts that are charged a performance-based fee and accounts that are charged an asset based fee as described above in the section, "Fees and Compensation," we would have an incentive to favor accounts for which we receive a performance-based fee. To address this conflict, our procedures require us to monitor securities allocations to any performance-based fee account and compare them with accounts without such fees in order to ensure that no preferential treatment is being provided to the account with the performance-based fee.

## TYPES OF CLIENTS

We provide private wealth management services to a variety of clients, including individuals, family businesses, personal trusts, pension and profit sharing trusts, private foundations and other qualified investors.

Our minimum account size is typically \$1,000,000. In addition, we reserve the right to refuse to accept proposed management responsibilities or to resign from the management of any individual account.

## METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

### Our Investment Strategies

Within the philosophies described below, our general investment strategies are to make long-term (securities held at least a year) and short-term (securities sold within a year) purchases.

*Fixed-Income.* Our strategy is to determine the overall direction of interest rates and position durations accordingly. We analyze the yield curve to determine the most advantageous portfolio construction. We determine the relative attractiveness of corporate vs. government and/or government agency securities. Based on the results of our analysis, we adjust durations/maturities when conditions indicate and shorten portfolio exposure when necessary to preserve capital.

In addition, we are active duration managers. This means that when we believe interest rates are falling, we lengthen duration to take advantage of the increased returns that should be available as rates drop. Likewise, when our proprietary market indicators warn of forces that threaten the markets, our managers will seek to shorten portfolio maturities and durations with the goal of limiting potential declines.

Based on the strategies and philosophy described above, we manage a variety of types of bond portfolios with the distinctions generally relating to the specific type of securities in the portfolio. For example, we manage accounts that contain: only government securities; only corporate securities; mixtures of both government and corporate securities; municipal bonds (tax-exempt securities); and securities with a limited duration.

*Equity.* We are bottom-up stock-pickers, focused on high-quality consistent growth companies trading at reasonable valuations. Our goal is to outperform the market indices through a market cycle while taking less risk. We strive to remain both objective and unemotional in our decision-making process through independent thinking.

We follow a rigorous three-step process when evaluating companies. We consider (1) the business model, (2) the management team and (3) the valuation of each potential investment. When evaluating the business model, we look for sustainable, competitive advantages, metrics that demonstrate relatively high levels of profitability, stable and growing earnings, and a solid balance sheet. When assessing management, we evaluate their operational and capital allocation track records, and the nature of their accounting practices. The final step in the process is assessing the proper valuation for the company. We strive to purchase securities trading at a discount to their intrinsic value as determined by discounted cash flow modeling and additional valuation methodologies. Often we find companies that clear the business model and management hurdles, but not the valuation hurdle. Those companies are monitored for inclusion at a later date when the price may be more

appropriate. We seek to avoid the downside risks associated with overpriced securities. Instead, we will invest in the stocks of issuers that we believe have a blend of both value and growth potential: what we call "GARP" for "growth at a reasonable price." This investment strategy reflects our general "Participate and Protect®" investment philosophy. Our expectation is that investors in this strategy will participate in market appreciation during bull markets and experience something less than full participation during bear markets compared with investors in portfolios holding more speculative and volatile securities; therefore, this investment philosophy is intended to represent a conservative investment strategy. There is no assurance that our expectations regarding this investment strategy will be realized.

Part of the overall valuation methodology is to establish an upside and downside target for each candidate. Typically, we will only invest in a stock with (1) triple the expected upside versus downside, and (2) at least a 25% upside potential return following purchase. This is intended to avoid the volatility associated with high growth/high multiple equities while still investing in high-quality growth companies. Our goal is for clients to end up with a portfolio of high-quality growth companies with very attractive upside return potential and limited downside risk. This risk-reward ratio is a key element in our stock selection process.

Because private wealth management client investment objectives will differ based on risk tolerance, diversification objectives, tax considerations and other unique factors, there is no "typical" private wealth management account. The following describes the general investment philosophy of the firm with regard to specific types of investments. For example, the number of holdings in a "Large Cap Core Equity" allocation will typically range from 25-40. This reflects our belief that our client's assets should be in our top investment ideas and that focusing on our best investment ideas is the best way to achieve a client's investment objectives. The portfolio's weighting in any one economic sector generally will not exceed two times the weighting of that sector within the benchmark, at the time of purchase. The portfolio's weighting for any one industry shall not exceed 25% of the total market value of the portfolio at the time of purchase. We generally define large cap companies as those with market capitalizations greater than a \$12 billion. The weighted average market capitalization of companies held by a typical Large Cap Core Equity portfolio will generally exceed \$25 billion. We would not normally purchase any company with a market capitalization below \$1 billion in market cap in a Large Cap Core Equity account.

Similarly, the number of securities in a typical "Mid Cap Core Equity" allocation will likely range from 25 – 40. Normally, 80% of a Mid Cap Core Equity account must be in companies with market capitalizations between \$500 million and \$25 billion. The size of the companies in each index changes with market conditions and the composition of the index. We generally do not purchase stocks of companies below \$500 million market capitalization for "Mid Cap Core Equity" portfolios, but such smaller companies are considered for other accounts with investment objectives that include opportunistic investing in smaller companies and special situations or for clients whose investment objectives include investment in smaller companies.

Because of our investment philosophy, the majority of our Large Cap Core and Mid Cap Core Equity holdings will be found in these primary sectors: Consumer, Healthcare, Technology, Financial, Industrial and Energy. Typically, our portfolios will have more limited exposure to commodity-based (basic materials) or heavily cyclical (capital goods, autos, utilities) sectors.

Of course, these descriptions only illustrate Large Cap Core and Mid Cap Core Equity portfolios. Accounts managed as "Dividend Focused Equity," "Disciplined Equity," "Balanced" or in some other unique style would normally have appropriate differences in number of holdings, industry benchmarks, weightings and market capitalizations. For example, accounts managed with the objective of having exposure to all market sectors will hold a greater percentage of securities of companies in commodity-based or heavily cyclical sectors that reflect, to the extent possible, our general investment methodology among the opportunities available within those market sectors.

In light of market volatility, market capitalization references in this section may be adjusted to reflect current economic conditions.

*Asset Allocation.* We may provide asset allocation recommendations to our clients using a wide range of mutual funds and exchange-traded funds ("ETFs") based on proprietary asset allocation models. To be included in a model, an investment must not only meet certain objective criteria, including performance, expenses, volatility, and duration of track record, and also be available for purchase through the client's custodian or clearing firm. Mutual funds managed by Madison may, from time to time, be included in our asset allocation decisions. If such funds are purchased for a client account, we will waive the investment management fees due to Madison for its investment advisory services relating to these investments (see the subsection "Investments in Affiliated Funds" in the "Fees and Compensation" section above), but Madison or one of its affiliates will be entitled to investment advisory fees and in certain circumstances, servicing fees, for its services to these proprietary funds.

Madison will limit its mutual fund recommendations to classes of shares that are not subject to a front-end sales load (or those that qualify for a waiver of such load). Mutual funds that have 12b-1 fees may be purchased as part of the asset allocation strategy. Any 12b-1 fees paid by those mutual funds attributable to an asset allocation investment will be paid to the client's custodian, if it is a broker/dealer, or to the directed broker which serves as the client's executing broker, and not to Madison.



*Review of Third Party Managers and Alternative Investments.* Our private wealth management clients may designate third-party investment managers to manage some of their account assets and we may make recommendations to our clients regarding third-party managers. Likewise, clients may authorize Madison to present “alternative investment” opportunities to them. Alternative investments are securities offered by a private placement and may include investments in hedge funds and private equity funds. At the discretion and direction of our private wealth management clients, Madison may oversee the diversification of a client’s investment portfolio with alternative investments subscribed to directly by client.

Madison will review the performance of the client’s designated third-party managers and alternative investment choices based on both absolute and comparative performance to benchmarks. Among other considerations, Madison will also review the allocations, if any, to determine whether the client’s portfolio is appropriately diversified and whether the consolidated account risk profile matches the client’s risk tolerance. Madison will then make recommendations to its clients as to whether or how their third-party manager and/or alternative investment allocation should change in order to achieve the client’s desired investment objectives.

## **Cash Management and ETFs**

Each client custodian “sweeps” non-invested cash balances in client accounts every day into a money market or some other cash account selected by the client and offered as a service by the custodian. At the client’s request, we will recommend the sweep vehicle among the choices offered by the custodian. In that case, we make a recommendation based on our understanding of the client’s tax status and risk preferences. We do not direct cash sweeps to our proprietary money market mutual funds.

Cash sweeps generally fall into three categories: (1) government money market funds, (2) prime rated money market funds (commercial paper), and (3) tax-exempt money market funds (municipal vehicles). The process and mechanics are the same for equity and fixed income clients.

In some situations, often at a client’s request or in connection with a specific investment strategy, we may invest client accounts in exchange traded funds (“ETFs”) or other investment companies. To the extent any account is so invested, you should understand that the ETF or other investment company itself pays the manager of the fund an investment advisory fee like most other investment companies. Therefore, in addition to the fee you pay to us to manage your account, you will indirectly pay your *pro rata* portion of the management fee of the ETF or other investment company in which your account is invested. That fee is described in the offering materials (prospectus) for the ETF or other investment company.

## **Class Action Settlements**

Although we may be authorized to vote proxies in client accounts as described below in the section entitled, “Voting Client Securities,” we will not handle or otherwise process any potential “class action” claims or similar settlements that clients may be entitled to for securities held in client accounts. Clients will receive the paperwork for such claims directly from their account custodians or, if we receive the forms on behalf of a client, we will promptly forward them to the client to complete. Each client should verify with his/her/its custodian or other account administrator whether such claims are being made on the client’s behalf by the custodian or if the client is expected to file such claims directly.

## **Risk**

*Market Risk.* Although we work hard to preserve your capital and achieve real growth of client wealth, investing in securities involves risk of loss that each client should be prepared to bear. Typical investment risks include market risk typified by a drop in a security’s price due to company specific events (such as an earnings disappointment or a downgrade in the rating of a bond) or general market activity (such as occurs in a “bear” market when stock values fall in general). For fixed-income securities, a period of rising interest rates could erode the value of a bond since bond values generally fall as bond yields go up.

*Alternative Investment Risk.* Alternative investments such as hedge funds or private equity funds (“Alternative Investments”) are generally much less liquid than traditional stocks, bonds or cash holdings; therefore, the portion of your account held in an Alternative Investment may be prohibited from being withdrawn for a set period of time. In addition, as described in the “Fees and Compensation” section above, the portion of your account held in an Alternative Investment may be subject to fees in addition to the fees payable to Madison to manage your account (for example, the fees payable to the general partner of a private equity fund). Prior to any allocation of your account assets to an Alternative Investment, (i) Madison will disclose to you, in writing, the specific terms and conditions of the Alternative Investment, including fees, (ii) you will be required to complete the requisite suitability questionnaire and subscription agreement provided by the issuer of the securities (this will establish your eligibility to invest in Alternative Investments), and (iii) you will need to affirmatively elect to purchase the Alternative Investment by completing our Alternative Investment Acknowledgement form, a copy of which will be included with your Investment Management Agreement with Madison.

*General Risk of Investing in Securities.* While investments in stocks and bonds have been keystones in wealth building and management for a hundred years, at times they’ve produced surprises for even the savviest investors. Those who enjoyed

growth and income of their investments were rewarded for the risks they took by investing in the markets. When the rare calamity strikes, the word “security” itself seems a misnomer. Although we seek to appropriately address and manage the risks we identified and disclosed to you in connection with the management of the securities in your account, you should understand that the very nature of the securities markets includes the possibility that there are additional risks that we did not contemplate for any number of reasons. We certainly seek to identify all applicable risks and then appropriately address them, take appropriate action to reasonably manage them and, of course, to make you aware of them so you can determine if they exceed your risk tolerance. Nevertheless, the often volatile nature of the securities markets and the global economy in which we work suggests that the risk of the unknown is something you must consider in connection with your investments in securities. Unforeseen events have the potential to upset the best laid plans and could, in a worst-case scenario, produce the material loss of the value of some or all of the securities we manage for you.

## **DISCIPLINARY INFORMATION**

There are no legal or disciplinary events that we believe are material to a client's evaluation of our business or the integrity of our management.

## **OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

### **Investment Adviser Affiliates**

Our New York affiliate, NorthRoad Capital Management LLC, New York, New York, is a separately registered investment adviser. NorthRoad's services and clientele are similar to those of Madison Investment Advisors and it specializes in international equity management. Madison Asset Management owns a majority interest in NorthRoad.

Concord Asset Management, LLC, Chicago, Illinois, is also a separately registered investment adviser. Concord's services and clientele are similar to ours. Madison Asset Management owns a majority interest in Concord.

Finally, our Madison Asset Management, LLC affiliate is a joint venture with CUNA Mutual Group (“CUNA Mutual”). Madison Asset Management serves as investment adviser to mutual funds, closed-end funds and wrap accounts. While Madison Investment Holdings, Inc. controls Madison Asset Management, CUNA Mutual has a non-voting equity interest in the firm.

As disclosed above, Madison Investment Holdings, Inc. (known as Madison Investment Advisors, Inc. prior to December 1, 2010), a separately registered investment adviser, is the parent company for the Madison organization.

Registration does not imply a certain level of skill or training.

### **Subadvisory Services By Investment Adviser Affiliates**

If authorized by a client, we may delegate the management of all or a percentage of a client's account to one of our investment adviser affiliates identified above. We would do so if the affiliate has a particular investment expertise that we believe would be suitable to the client and conforms to the stated investment policies of the client's account. For example, we may delegate a percentage of a client's account for management by our NorthRoad Capital Management affiliate in order to provide international equity management if suitable. To avoid any potential conflict of interest, we will not charge different fees to any client for amounts managed by our affiliates in a subadvisory capacity in this manner. Of course, because of the affiliation, we indirectly receive a portion of any subadvisory fees we pay to our affiliates to manage assets in this manner.

### **Investment Company Affiliates**

We act as investment adviser, through our Madison Asset Management affiliate, to the Madison Funds (consisting of 21 separate funds) and Ultra Series Fund (consisting of 16 separate funds). In addition to these mutual funds, Madison Asset Management manages two closed-end investment companies that trade on the New York Stock Exchange under the ticker symbols MSP and MCN. Some of our officers hold offices in each of the investment companies affiliated with Madison Asset Management. In particular, Katherine Frank serves as Trustee of the Madison Funds, the Ultra Series Fund and MSP.

As an affiliated company, we receive management fees indirectly through Madison Asset Management and we share offices and personnel at our Madison, Wisconsin headquarters.

Please refer to the subsection entitled, “Investments in Affiliated Funds” in the Fees and Compensation section above.

### **Broker-Dealer Affiliate**

We also have an affiliated broker-dealer, MFD Distributor, LLC, for the limited purpose of serving as the distributor of our affiliated mutual funds (Madison Funds and Ultra Series Fund). MFD Distributor, LLC does not perform any other brokerage activities, has no employees of its own and other than its mutual fund services, the broker-dealer engages in no trades, transactions or other brokerage activities whatsoever. It is not permitted to perform any trades for our clients, including the accounts of our affiliated mutual fund portfolios, and does not carry customer accounts. A number of our employees are registered representatives of MFD Distributor, LLC so that they can make offers of our affiliated funds to the public.

# CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

## Our Code of Ethics

We impose restrictions upon ourselves and any person associated with us in connection with the purchase or sale, directly or indirectly, for their own account or accounts controlled by them, of securities recommended to or purchased for clients. We maintain strict guidelines and a Code of Ethics for all our employees designed to assure that we, and persons associated with us, may not benefit, directly or indirectly, from transactions made for the accounts of clients and that no other conflict of interest exists.

Generally, employees may not trade in any securities that are held in client portfolios. Employees are also prohibited from investing in IPOs. We, our officers, employees and directors are required to pre-clear securities trades in order to avoid a conflict of interest between individual and client interests. We are also subject to an absolute ban on trading a security within seven days of a client's trade (in an account over which we have discretion) in that same security. Our Code of Ethics contains various exemptions for personal securities trades that we believe do not involve potential conflicts, such as transactions in Treasury Securities, open-end mutual funds, certain ETFs and securities that we will not purchase for clients. Also, employees may be given permission to trade securities if no client account would trade the security for seven days before or after the employee trade. Finally, we may manage accounts for employees in the same manner as other clients utilizing the same model or composite provided that, in order to avoid any potential conflicts of interest, all transactions for employee accounts managed by our firm must occur after we have completed trading for all non-employee clients accounts in the same model or composite. Specifically, when entered concurrently with client accounts, employee accounts and/or internal products will always trade last in any trading rotation (see Brokerage Practices below). If employee accounts and/or internal products are entered after client accounts, they will wait until all other client accounts are complete before trading.

Employees may invest in private placements and similar non-public offerings, some of which we may also recommend as a non-discretionary investment to our private wealth management clients for which such investment ("alternative investments") might be suitable. If investments in alternative investments are suitable to you, you should understand that our employees will have a potential conflict of interest with you in the event the participation in any alternative investment is "cut-back" or otherwise limited because it is oversubscribed.

A copy of our Code of Ethics is available to any person upon request.

## Prohibition on Use of Insider Information

We also adopted policies and procedures to prevent the misuse of "insider" information (material, non-public information). A copy of such policies and procedures is available to any person upon request.

# BROKERAGE PRACTICES

## In General

Unless we receive specific directions from a client regarding the placement of brokerage business, we will select the brokers and dealers to effect client transactions. Our first consideration in selecting a broker is whether the broker will provide the best execution of the desired transaction. In addition to best execution price, selection is based on the overall reasonableness of brokerage commissions paid and consideration of a variety of other factors. An important consideration is the receipt of research products, research services, access to brokerage firm analysis, and the availability of economic data, market data and research. Also important is the availability of quotations, statistics and other investment decision-making aids. See the discussion below entitled, "Research and Soft Dollar Benefits."

## Trading of Bonds

The purchase and sale of bonds is completely different from the process of buying and selling stocks (described below). Common stocks are traded on national exchanges or generally large, liquid over-the-counter ("OTC") markets. Directed brokers (see the discussion below entitled, "Directed Brokerage and Compensation for Referrals") and virtually all others, have full access to these markets to efficiently execute common stock transactions. The vast majority of bonds are not traded on exchanges, but rather are purchased from or sold to brokers or dealers. Each broker/dealer maintains an inventory of bonds (bond "positions") that it owns as a principal and holds for resale to its customers. The number and value of bonds that each broker holds varies, depending on the brokerage firm's size, financial strength and involvement in the bond market. No one firm dominates this market or provides substantially all the buying/selling needs of a particular money manager for all of its clients.

We use a three-step process to buy/sell bonds for client accounts, as follows: (1) "free to trade" – if, with respect to a client account, we are free to choose the brokers we wish to trade with, we typically contact at least three brokers before executing a trade in order to seek best execution; (2) "in competition" – for client accounts that require us to include a designated broker in our list of trading partners, we will put that broker in competition with others and select the broker who provides us with best execution (in the event of a tie between brokers, the designated broker receives the trade); and (3) "directed" – if a client has directed us, through written notification, to trade with a specific broker, we will not contact any other broker and instead will negotiate with that broker on any particular trade. When bonds are purchased, the type, sector, maturity, coupon and yield objectives are determined. Under normal circumstances, we will identify the issue we wish to purchase. The broker is asked to offer all such issues available, noting the required block size for all clients using that broker and/or custodian. The broker will offer any bonds meeting our criteria available in its current inventory if we have not identified a specific issue.

If these initial offerings are inadequate, we will work closely with the directed broker to locate additional attractive bonds from other dealers. We believe this to be in our clients' best interest because it gives clients access to the best priced, most attractive securities from a number of dealers. By aggregating the purchases or sales of a broader base of clients, including those who use other brokers and/or custodians, we may be able to find additional bonds available in larger blocks, resulting in better overall prices.

When the client designated directed broker confirms a specific transaction, the same applicable commission agreed upon by the client shall be received by the broker as a principal, regardless of whether the bonds were acquired directly from the directed broker or indirectly from another broker/dealer. The commission may differ between our clients due to the dollar value or number of bonds being purchased or sold, the maturities of the bonds and the total arrangement between the client and their broker. These practices are followed unless they are specifically modified or limited by us or the client.

### **Trading of Common Stocks**

When we trade the same security in more than one client account, we generally attempt to batch or "bunch" the trades in order to create a "block transaction." Generally, buying and selling in blocks helps create trading efficiencies, prompt attention and desired price execution. We may block transactions among clients of our firm and among clients of our subsidiary investment adviser affiliates that share our resources and personnel in our Wisconsin office.

We will place all or substantially all transactions to purchase or sell common stocks with the client's "directed" broker, when applicable. (See the discussion below entitled, "Directed Brokerage and Compensation for Client Referrals.") Whenever possible, we will attempt to batch or aggregate trades for clients who use the same directed brokers in order to create a "block transaction."

The commission amount and per share commission rate will differ between our clients with directed brokerage relationships versus those clients who do not have such relationships, due to the dollar value and the size (number of shares) of the trade for each account and the relationship between the client and their broker. Because each client may differ in portfolio size, investment objective, equity exposure and the extent of the relationship with their broker, we do not negotiate commission discounts on the block transaction itself.

Normally, no commission is added to transactions in the case where the client has established a "fee in lieu of commission" account. We often trade the same securities for accounts that pay commissions and those that do not. We may identify instances for which we are unable to achieve best execution of securities trades in "fee in lieu of commission" or "wrap" accounts that we manage. This is most likely to occur when the client's designated broker is unable to execute a transaction in a timely manner. In those circumstances, we may execute a trade as a "step-out" transaction with another broker that has agreed to execute the transaction without charging a commission. We will, however, trade with such brokers at their prevailing commission rates for our non-wrap clients for whom we have brokerage discretion either as part of the same "block transaction" or for different transactions.

### **Trade Allocation Practices**

When the firm has trading authority and brokerage discretion, we seek to allocate trades fairly across the various accounts we manage. If we cannot batch all transactions for all clients in a single transaction, then we follow our trade allocation policy among clients that are transacting in the same security. The policy is designed to ensure that we do not trade on behalf of any one client or group of clients in a systematic manner that favors that one client or group or is otherwise unfair to other clients. In these situations, on any given trade, a client's account may trade first, last or mid-way in the order of trades executed. Decisions regarding whether any client account trades separately from others are based on liquidity, speed of execution and various other factors.

In order to ensure the most efficient executions of client brokerage transactions, we will, however, at times communicate changes to "model" portfolio recommendations to institutional sponsors of model-based programs we manage outside of the private wealth management division (and for which we do not have securities trading authority) after we complete trading for clients over which we have such trading authority. Furthermore, both within and without of the private wealth management division, if we determine that a particular designated broker either has procedures for transmission of transaction instructions or transaction execution practices that are unusually time-consuming or lengthy or has

transmission/communication problems on a given trading day, we may deviate from our normal rotation practices and place that designated broker's transactions after those of other, similarly situated clients in an effort to avoid delays we deem undue in execution of transactions. In these cases, the deviation may or may not disadvantage such accounts, depending on market conditions.

*Special Considerations for Alternative Investments.* With respect to limited-supply investment opportunities which may arise in connection with alternative investments, Madison seeks to allocate investment opportunities among clients on an objective basis. Madison generally allocates investment opportunities among client accounts *pro rata* based on the initial quantity demanded for each account. The factors considered in allocating investment opportunities, including opportunities of limited supply, generally include the following: investment objectives; investment strategies; investment parameters and restrictions; tax considerations; liquidity considerations; hedging considerations; legal and/or regulatory considerations; asset levels; timing and size of investor capital contributions and redemptions; cash flow considerations; market conditions at the time of the opportunity; existing exposures to an company or security; and other criteria we deem relevant (the nature and extent of the differences will vary from client to client).

Based on such factors and the fact that different portfolio management personnel may manage our various private wealth client accounts, there are, or are expected to be, differences between and among our private wealth clients with respect to portfolio holdings and the timing of transactions. As such, we may not always allocate investment opportunities on a *pro rata* basis. There will be circumstances where: only some of our clients participate in investment transactions (for example, to avoid odd lot positions or inefficiently small positions); the level of participation between and among our clients in investment transactions is not on a *pro rata* basis; and investment transactions between and among our private wealth clients vary in other respects. Such non-*pro rata* investment transactions between and among our private wealth clients will be made in our discretion when deemed appropriate given the differences between the clients involved; appropriate because the target holdings of the particular investment that we have established with respect to the clients involved differ from client to client; and/or otherwise to be in the best interests of the clients involved.

It is our general policy that no private wealth client will receive inappropriate preferential treatment or otherwise be treated unfairly; and we will seek to uphold this policy when making decisions regarding investment allocations.

Finally, certain accounts subject to non-discretionary capital flow activity such as new accounts, accounts experiencing contributions or withdrawals, or similarly situated accounts may be invested according to the most recently updated model before existing accounts in the same program (or group of accounts) are similarly invested.

## **Cross Trades**

There may be occasions when we will sell a particular security for one of our clients (for example, because the client needs to raise cash or is changing investment priorities) at the same time that we buy the same type of security for another client. In such situations, we can reduce transaction costs to both clients by identifying a particular security and instructing a broker to sell from one account and purchase in the other. This is known as a "cross trade." Although we believe the transaction benefits both clients, you should be aware that we represent the interests of both the selling and buying client in the same transaction, and, as a result, may have conflicting loyalties at the time we effect a cross trade. For this reason, we always execute such trades through a third party broker who determines the respective purchase and sale price based on the market.

Cross trades by investment company clients are subject to additional or separate rules governed by the Investment Company Act of 1940. Cross trades involving clients subject to ERISA are generally prohibited by law and, therefore, we will not include any ERISA clients in brokered cross trades conducted on a principal basis.

## **Directed Brokerage and Compensation for Client Referrals**

When executing transactions for a client account, we may place all or a portion of the transactions with a broker with whom the client has a special advisory or consulting relationship. Such transactions are placed with a broker who may have provided manager selection services, performance measurement services, asset allocation services, or a variety of other consulting or monitoring assistance to the client, all with the specific knowledge and full approval of the client.

We do not maintain agreements with referring brokers regarding our internal allocation of brokerage transactions. However, all or a sizable portion of a particular client's brokerage transaction business may be directed to a particular broker if the client has directed, agreed or stipulated us to do so. Commissions are not intended to compensate brokers for client referrals.

With regard to client directed brokerage, we are required to disclose that we may be unable to negotiate commissions, block or batch client orders or otherwise achieve the benefits described above, including best execution, if you limit our brokerage discretion. Directed brokerage commission rates may be higher than the rates we might pay for transactions in non-directed accounts. Also, clients that restrict our brokerage discretion may be disadvantaged in obtaining allocations of new issues of securities that we purchase or recommend for purchase in other clients' accounts. It is our policy that such accounts not participate in allocations of new issues of securities obtained through brokers and dealers other than those designated by the client. As a general rule, we encourage each client to compare the possible costs or disadvantages of directed brokerage

against the value of the custodial or other services provided by the broker to the client in exchange for the directed broker designation. Simply put, directing brokerage may cost clients more money.

### **Other Fees in Connection with Trading**

In our efforts to achieve best execution of portfolio transactions, we may trade securities for client accounts by utilizing electronic marketplaces or trading platforms. Some of these electronic systems may impose additional service fees or commissions. We may pay these fees directly to the provider of the service or these fees may be included in the execution price of a security. Our intention is that we will only use such systems and incur such fees if we believe that doing so helps us to achieve the best execution of the applicable transaction, taking into account all relevant factors under the circumstances. For example, we will consider the speed of the transaction, the price of the security, the research we receive (in equity transaction effected in this manner), our ability to block the transaction and other factors discussed in this Brokerage Practices section in connection with trading of stocks and bonds.

### **Accounts with Different Investment Objectives**

It is possible that we or our affiliates may manage accounts of clients whose investment objectives are substantially different from one another. As a result, it is possible that it would be appropriate for us to sell a security "short" from one account while holding it "long" in another account. This may occur if we manage an account that involves significant short-term trading or pursues unique option strategies. In general, however, our positions with regard to any security will be net long. We seek to avoid a conflict of interest by attempting to limit such situations to, for example, an instance in which there is a readily available supply of the security being purchased or sold and the transactions in a security do not affect its market price.

### **Research and Other Soft Dollar Benefits**

Obtaining the best price and execution of trades is of utmost importance in placing transactions. If a broker is allowed a commission in excess of that which another broker might have charged for executing the same transaction, it is done in recognition that such broker's special services are of great importance to us and our client(s). Research services furnished by brokers may be used in servicing all of our accounts; all clients benefit from the research received from all brokers with whom we deal.

Although we seek best execution of transactions, you should understand that obtaining research and services by means of soft dollar benefits represents a conflict of interest since it enables us to receive research that we might otherwise have to produce ourselves or purchase with our own money.

What is the "research" that is paid for with soft dollars? Research refers to services and/or products provided by a broker, the primary use of which must directly assist us in our "investment decision-making process" and not in the management of our firm. The term "investment decision-making process" refers to the quantitative and qualitative processes and related tools we use in rendering investment advice to our clients, including financial analysis, trading and risk analysis, securities selection, broker selection, asset allocation, and suitability analysis.

Research may be proprietary or third party. Proprietary research is provided directly from a broker (for example, research provided by broker analysts and employees about a specific security or industry or region). Third party research is provided by the payment by a broker, in full or in part, for research services provided by third parties. Both types of research may involve electronically and facsimile provided research and electronic portfolio management services and computer software supporting such research and services. Typical third party research providers include, by way of example, First Call Notes, Bloomberg, Research Direct, First Call Earnings Per Share Estimates, Baseline, Bondedge, ISI, Bank Credit Analysis, S&P Creditweek, Factset, Leuthold, TraderForum and Global Sector Review. For example, a tool that helps us decide what might happen to the price of a particular bond following a specific change in interest rates is considered research because it affects our decision-making process regarding that bond.

In some situations we may execute a transaction with one broker and settle the transaction with another broker. This use of "step-outs" allows us to decouple - to some extent - execution services from research services. In other words, we may execute a transaction with an "execution" broker and step-out the transaction - and related commissions - to a broker who provides research services to book and settle the transaction.

We may receive products or services from brokers which we use for both research and for administrative, marketing or other non-research purposes. In such instances, we make a good faith effort to determine the relative proportion of our use of such product/service that is for research. Only that portion of the research aspect of the cost of obtaining such product/service may be paid for using soft dollars. We pay the remaining portion of the cost of obtaining the product or service in cash from our own resources.

We have an incentive to select a broker-dealer based on our interest in receiving the research or other services they can provide us. This incentive may conflict with client interests in receiving most favorable execution and our measurement of favorable execution may differ from that of a client. We believe we pay fair and reasonable brokerage commissions in return for research products or services provided by brokers. We may use research products or services provided by brokers in

servicing any or all of our clients. Although we believe that all clients of our firm and its affiliates benefit from the research and services received by us from brokers, we may not necessarily use such research products or services in connection with the client accounts that paid commissions to or otherwise traded with the brokers providing such products or services.

Our firm has a standing Brokerage Committee consisting of members of our portfolio management and operations teams. The committee meets quarterly to review the quality of brokerage execution obtained on behalf of our clients and to monitor our use of soft dollar research and other services received in connection with client transactions. During our last fiscal year (ended December 31, 2013), our Brokerage Committee established an estimated equity brokerage commission budget in advance that reflected our estimate of the most value to our firm and its clients for research and other services, if any, provided by the broker-dealers to which we direct client transactions. The committee was satisfied with the quality of brokerage obtained by our firm for its clients.

### **Unmanaged and Non-Discretionary Account Assets**

As an accommodation, for specified assets that are not managed by Madison or are otherwise not subject to investment management discretion by Madison but which are maintained in the same account as the assets managed for a client by Madison (so that the client has a consolidated account statement of all assets and for which the power of attorney given to Madison to trade the account applies) (referred to as "Accommodation Account Assets"), at client's request, we will relay client-directed trade instructions to the client's designated broker/dealer for settlement at the client's designated custodian pursuant to the client's negotiated broker/dealer commission schedule. Although we will relay such information, it is the client's responsibility to contact his/her/its broker/dealer directly to ensure the timeliness of any transactions in Accommodation Account Assets. In all cases, if a client desires Madison to initiate any securities transactions in the client's Accommodation Account Assets, the client should understand that Madison is not a broker/dealer and that any such instructions may not be communicated to the client's designated broker/dealer on as timely a basis as they would have been had the client contacted the client's broker directly. Clients should understand that Madison accepts no responsibility for losses to client's Accommodation Account Assets resulting from Madison's failure to timely relay client instructions as described above, or from Madison's failure to accurately relay such instructions.

Any instructions regarding Accommodation Account Assets must be provided orally to Madison personnel to ensure that the instructions are received and promptly confirmed in writing by letter or e-mail. Madison will, in turn, confirm a client's instructions in this manner, but such confirmation is not a brokerage transaction confirmation. Because Madison either does not manage or does not have discretion (or both) over Accommodation Account Assets, each client with Accommodation Account Assets is responsible for reviewing the confirmation statement from its broker/dealer to ensure that the client-directed trade was communicated correctly. Clients should contact Madison and the client's broker/dealer immediately if the client's instructions regarding its Accommodation Account Assets do not appear to conform to the client's intent.

Finally, there may be occasions where Madison is unable to arrange to execute a client's desired instructions. This may occur, for example, if the client's request requires the use of a margin account and the account managed by Madison is a cash account. In such situations, the client should establish a separate account to accomplish its transactions directly with its selected broker/dealer. Madison will not normally manage assets for clients in margin accounts.

## **REVIEW OF ACCOUNTS**

We review our client accounts at least quarterly. We do not have a limitation on the number of client accounts assigned to any particular account officer, nor is there a precise sequence or review schedule. All portfolios are reviewed continuously rather than periodically. Accounts are reviewed by our portfolio management professionals. The review includes holdings, aggregate statistical composition of factors such as sector weightings, and comparison to any relevant benchmarks and investment policies. Triggering factors could be major market moves, new information regarding specific holdings, or the passage of time. Investment strategy meetings usually occur each month. These meetings include a review of factors such as economic conditions, government policy, sector valuations, and other factors which might be expected to affect portfolio performance. We then review portfolios for any changes that might be needed due to strategy shifts developed in the investment strategy meeting. The participants in this process include portfolio managers, research analysts and senior management.

We furnish account reports to all private wealth clients on a quarterly basis. All of our clients also receive separate monthly accounting reports from their portfolio custodian detailing all cash and asset transactions and activity. In general, meetings with clients are held quarterly or less frequently, according to the stated desires of each client. Reports include an analysis of all assets under management, and current and historical performance.

## **CLIENT REFERRALS AND OTHER COMPENSATION**



There may be occasions when we pay a percentage of the fee we receive from accounts that have been referred to us to the person making the referral (a "solicitor"). In such cases, you will receive a separate written disclosure statement from the solicitor before you open your account with us that will explain, among other things, the nature of our affiliation with the solicitor (if any) and a description of the compensation the solicitor will receive from us. Our policy is that if we pay such referral fees to a solicitor for any account, the fee schedule applicable to that client's account will be the same as the schedule that would have applied to accounts of similar size receiving similar services where no referral fees are paid.

## **CUSTODY**

We require each client to select a qualified custodian to hold its account. We will not serve in this capacity. Each client's qualified custodian (bank or broker-dealer) will send quarterly or more frequent account statements directly to our clients. Clients are urged to compare the account statements they receive from their qualified custodians with the quarterly account statements we normally provide.

## **INVESTMENT DISCRETION**

Please refer to the discussion entitled, "Advisory Business – Discretionary Management" above.

## **VOTING CLIENT SECURITIES**

When you give us authority to vote proxies for securities held in your account, we do not assume the role of an active shareholder. Rather, if we are dissatisfied with the performance of a particular company, we will generally reduce or terminate our position in the company rather than attempt to force management changes through shareholder activism.

Nevertheless, our goal and intent is to vote all proxies in our clients' best interests. For practical purposes, unless we make an affirmative decision to the contrary, when we vote a proxy as the Board of Directors of a company recommends, it means we agree with the Board that voting in such manner is in the interests of our clients as shareholders of the company for the reasons stated by the Board. However, if we believe that voting as the Board of Directors recommends would not be in a client's best interests, then we must vote against the Board's recommendation.

We will vote against the Board of Directors recommendation if the Board recommends an action that could dilute or otherwise diminish the value of your position. This may occur if we are unable to liquidate the affected securities without incurring a loss that would not otherwise have been recognized absent management's proposal. This may also occur if the action would cause the securities held to lose value, rights or privileges and there are no comparable replacement investments readily available on the market. We may vote in a manner that could diminish the value of your position in the short-term if we believe it will increase the value in the long-term and we are holding the security in your portfolio for the long-term.

In the unlikely event that we are required to vote a proxy that could result in a conflict between your best interests and the interests of our firm, we may alert you or your representative in advance to obtain your consent or direction on how to vote a proxy under such circumstances. In general, however, in the event of a conflict, we will seek the advice of a knowledgeable, independent third party as to how to vote.

If you would like to know how we voted any proxy in your account, please contact your client service representative and he or she will give you that information. If you are not sure who your client service representative is, call us at 800-767-0300 and we will be happy to answer your questions. You may also request a complete copy of our written proxy voting procedures by calling us at 800-767-0300 to request a copy.

## **FINANCIAL STATEMENTS**

Not applicable.

## **PERFORMANCE PRESENTATION STANDARDS**

Madison Investment Advisors, LLC claims compliance with the Global Investment Performance Standards (GIPS®). Madison Investment Advisors, LLC is a registered investment adviser. To receive a list of composite descriptions and/or a presentation that complies with the GIPS standards, contact us at the address and/or phone number on the front page of this brochure.

## **REPRESENTATIVE CLIENT LIST**

Corporate, municipal, and other institutional clients may be identified as such in our firm's representative client or reference lists (the identities of individual, i.e. "natural person," clients are never so disclosed absent written client permission).

## PRIVACY POLICY

### FACTS

#### WHAT DOES MADISON INVESTMENT ADVISORS DO WITH YOUR PERSONAL INFORMATION?

##### Why?

Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

##### What?

The types of personal information we collect and share depend on the product or service you have with us. This information can include:

- Social Security number and transaction history
- Account balances and checking account information
- Purchase history and wire transfer instructions

When you are *no longer* our customer, we continue to share your information as described in this notice.

##### How?

All financial companies need to share investors' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their investors' personal information; the reasons the Madison organization chooses to share; and whether you can limit this sharing.

Reason we can share your personal information	Does Madison Investment Advisors share?	Can you limit this sharing?
<b>For our everyday business purposes—</b> such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
<b>For our marketing purposes—</b> to offer our products and services to you	Yes	No
<b>For joint marketing with other financial companies</b>	No	We don't share
<b>For our affiliates' everyday business purposes—</b> information about your transactions and experiences	Yes	No
<b>For our affiliates' everyday business purposes—</b> information about your creditworthiness	No	We don't share
<b>For nonaffiliates to market to you</b>	No	We don't share

##### Questions?

Call 1-800-767-0300 or go to [www.madisonadv.com](http://www.madisonadv.com).

## Who we are

<b>Who is providing this notice?</b>	Madison Investment Advisors, LLC, Madison Asset Management, LLC and Madison Investment Holdings, Inc. (together “Madison”), 550 Science Drive, Madison, WI 53711
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## What we do

<b>How does Madison protect my personal information?</b>	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.
<b>How does Madison collect my personal information?</b>	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> <li>▪ Open an account or provide account information</li> <li>▪ Pay your bills or make deposits or withdrawals from your account</li> <li>▪ Give us your contact information</li> </ul> <p>We also collect your personal information from other companies.</p>
<b>Why can't I limit all sharing?</b>	<p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> <li>▪ sharing for affiliates' everyday business purposes—information about your creditworthiness</li> <li>▪ affiliates from using your information to market to you</li> <li>▪ sharing for nonaffiliates to market to you</li> </ul> <p>State laws and individual companies may give you additional rights to limit sharing.</p>

## Definitions

<b>Affiliates</b>	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>▪ Our affiliates include companies with a common "Madison" name; financial companies such as Madison Funds and MFD Distributor.</li> </ul>
<b>Nonaffiliates</b>	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>▪ Madison does not share with nonaffiliates so they can market to you.</li> </ul>
<b>Joint marketing</b>	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> <li>▪ Madison does not jointly market.</li> </ul>

## Other important information