



## **Horizon Investment Services, LLC**

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### **Form ADV, Part 2A Brochure**

March 16, 2015

This Brochure provides information about the qualifications and business practices of Horizon Investment Services. If you have any questions about the contents of this Brochure, please contact us at 219-852-3215 or email us at [thathoot@horizoninvestment.com](mailto:thathoot@horizoninvestment.com). 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.

Horizon Investment Services is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training.

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

## **Item 2 – Material Changes**

No material changes have been made to this Brochure since the last annual update of this Brochure on January 15, 2014.

### Item 3 -Table of Contents

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## **Item 4 - Advisory Business**

Horizon Investment Services ("Horizon") was established as a limited liability company on November 14, 1997. Horizon is wholly owned by Horizon Management Services, Incorporated ("HMS"). Robert T. Evans is the principal owner of HMS.

Horizon provides discretionary and non-discretionary investment advisory and investment sub-advisory services to clients.

Discretionary clients are provided with the full range of investment supervisory services, which include, but are not limited to, the following:

- (i) working with the client to establish appropriate investment objectives for the client's portfolio;
- (ii) making asset allocation decisions within the portfolio in accordance with those set objectives;
- (iii) making day-to-day investment decisions for the client's portfolio;
- (iv) executing transactions for the portfolio; and
- (v) providing materials necessary for monitoring results in an accurate and relevant manner.

For non-discretionary clients, Horizon will monitor the client's account and make recommendations to the client as to which securities the client should buy or sell and the amounts to be bought or sold.

Horizon provides investment advisory services to the clients of other financial institutions, including unaffiliated wrap programs. Under those circumstances, Horizon will not work with the client to establish the client's investment objectives or make asset allocation decisions, but will merely manage the account in accordance with the instructions of the financial institution that has retained Horizon and the investment objective of the underlying client. Horizon's investment decisions and management of wrap fee accounts is consistent with how it manages its non-wrap fee accounts. Horizon receives its management fee from the sponsor of the wrap program who charges its client a single fee for all expenses related to the investment advisory services.

Horizon also participates in advisory programs where it provides model portfolios to the program sponsor through a licensing arrangement, which allows the model portfolios to be utilized by intermediaries who participate in the program on behalf of their clients. Horizon has complete discretion with respect to the formulation of these models, and does not create (or adjust) the model portfolios to meet the particular needs of the end-users of the model, including intermediaries participating in the program and their clients. Horizon has no knowledge of the purchases/sales of the securities that comprise the model by the end-user of the model.

Horizon also provides investment management services to 401(k)/profit-sharing plan sponsors. As part of these services, Horizon will assist the plan in choosing the mutual funds it offers to plan participants, develop a series of model portfolios for the plan that meet the plan's risk tolerances, objectives and time horizons, provide education and a quarterly newsletter to plan participants, and monitor the performance of funds selected for the plan as a whole.

### **Other Services**

Horizon develops investment strategies, using a defined stock selection process, which it licenses to an unaffiliated third party that utilizes those strategies for the purpose of creating unit investment trusts.

Horizon is paid a licensing fee for those services based on the assets invested in the unit investment trusts. The license fee is billed quarterly in arrears.

Horizon also provides investment advisory services to an unaffiliated third party who utilizes those services for the purpose of creating unit investment trusts. Horizon is paid an advisory fee based on the assets deposited into the unit investment trust at the end of its open period.

Horizon developed a methodology for creating equity indices for a sponsor of stock market indices. Horizon receives a portion of the licensing fees paid to the sponsor of the equity indices for the use of the indices in products created by third parties.

## **Related Businesses**

Horizon Publishing Company, LLC ("HPC"), the successor company to Dow Theory Forecasts, Inc., is also wholly owned by HMS and is in the business of publishing the following newsletters: Dow Theory Forecasts, DRIP Investor, and Upside. These newsletters are of a regular and general circulation and provide investment advice on securities that is of an impersonal nature and that is not tailored to the particular needs of any subscriber. Subscribers to these newsletters also are eligible to access websites that contain additional security analytics and back issues of these publications. Like the newsletter, these websites do not provide personalized investment advice. Horizon may pay for a subscription to a newsletter published by HPC for certain existing or prospective clients.

Horizon has entered into several agreements with HPC whereby, from time to time, HPC provides to Horizon a variety of services and products, including access to lists of subscribers to the newsletters published by HPC, the use of the Quadrix Stock-rating system ("Quadrix®"), and the use of HPC personnel.

As of December 31, 2014, Horizon's assets under management were as follows (in millions):

|                               |            |
|-------------------------------|------------|
| Discretionary Assets          | \$259.5    |
| Non-discretionary Assets      | <u>0.0</u> |
| Total Assets Under Management | \$259.5    |

## **Item 5 - Fees and Compensation**

All fees are subject to negotiation.

Unless otherwise described below or negotiated with the client, Horizon charges a customary annual fee for all discretionary clients of 1.25% of the first \$2,000,000 of account valuation, 1.10% on the account valuation between \$2,000,001 and \$4,000,000, 0.95% on the account valuation between \$4,000,001 and \$6,000,000 and 0.80% on assets over \$6,000,000.

Horizon charges the customary annual fee for the Dividend Plus strategy, a discretionary strategy focused on dividend paying stocks. Prior to January 1, 2012, Horizon charged an annual fee of 1.05% of the first \$2,000,000 of account valuation, 0.90% of the account valuation between \$2,000,001 and \$4,000,000, 0.75% of the account valuation between \$4,000,001 and \$6,000,000 and 0.60% of assets over \$6,000,000.

For the Top 15 Utility strategy, a discretionary strategy comprised of 15 utility stocks Horizon believes have the best mix of valuation and growth potential, Horizon charges an annual fee of 1.00% of the

account valuation. The minimum investment is \$50,000.

For investment sub-advisory clients and unaffiliated wrap programs, Horizon charges an annual fee ranging from 0.40% to 0.65% of the assets in such accounts. Sub-advisory fees may be negotiated depending on account size.

For providing the model portfolios to the program sponsor, Horizon charges an annual licensing fee ranging from 0.25% to 0.50% of assets under management, depending on the model portfolio selected.

Horizon's fee for providing 401(k)/profit sharing services range from 0.40% to 0.50% of the market value of the aggregate assets of the plan, with a minimum annual fee of \$2,500.

Horizon charges all non-discretionary clients a customary annual fee of 0.80% of the first \$2,000,000 of account valuation, 0.70% on the account valuation between \$2,000,001 and \$4,000,000, 0.60% on the account valuation between \$4,000,001 and \$6,000,000 and 0.50% on assets over \$6,000,000.

The specific manner in which fees are charged by Horizon is established in a client's written agreement with Horizon. Horizon's fees for providing individual investment advisory services generally are based upon the asset value of the portfolio as of the last calendar day of the month immediately preceding each three-month billing period. Fees generally are calculated quarterly in advance and either billed to the client or deducted by the custodian, upon written authorization from the client. Management fees are not prorated for each capital contribution and withdrawal made during the calendar quarter. Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

Either Horizon or its client generally is able to terminate their advisory agreement on 30 days written notice.

Horizon's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses, which are incurred by the client. Clients may incur certain charges imposed by custodians, brokers, and other third parties, such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to Horizon's fee, and Horizon shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that Horizon considers in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (e.g., commissions).

Horizon may provide advice to clients regarding investments in mutual fund shares. Each mutual fund pays fees, borne by its shareholders, to the manager of the mutual fund. Horizon bases its management fee on a percentage of the market value of all assets in the client's account, including the value of mutual fund shares. As a result, a client whose portfolio is invested in a mutual fund will bear the client's proportionate share of the mutual fund's fees and expenses and pay a management fee to Horizon for the same investment. The client could invest in the same mutual fund without paying a fee to Horizon, but would then not have the benefit of the advice, review and monitoring Horizon provides. If Horizon ever recommends that a client invest in a mutual fund that Horizon manages, Horizon will credit the account by the amount of the advisory fee that the Horizon-managed mutual fund charged the client's account.

## **Item 6 — Performance-Based Fees and Side-By-Side Management**

Horizon does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

## **Item 7 — Types of Clients**

Horizon generally provides investment advice to individuals, high net worth individuals, corporate pension and 401(k)/profit sharing plans, trusts, estates, foundations, and corporations or business entities.

Horizon also provides investment advice to organizations that sponsor or license the use of certain portfolios/indices in connection with the creation of unit investment trusts and/or equity-based index products.

The minimum asset size for a direct new account is \$300,000. The minimum asset size for a new account obtained through a third party financial intermediary is \$100,000. The minimum size of a 401(k)/profit-sharing plan that Horizon will perform services for is \$500,000. Horizon may waive these minimum requirements at its sole discretion.

## **Item 8 — Methods of Analysis, Investment Strategies and Risk of Loss**

Investing in securities involves risk of loss that clients should be prepared to bear.

Horizon seeks to maximize the total return of clients' portfolios while maintaining a risk profile consistent with their investment objectives by focusing on attractively valued stocks that Horizon believes have the potential to beat Wall Street's expectations. When appropriate, Horizon may also include bonds, bond funds, ETFs, and stock funds in client portfolios.

### **Individual Stock Analysis**

As part of its fundamental research, Horizon may rely upon specific sources of information, including general economic and industry data as provided by the U.S. Government, various trade associations and other sources, brokerage research reports, and published corporate financial data such as annual reports, 10Ks, and quarterly statements, as well as direct interviews with company management, financial newspapers and magazines, inspections of corporate activities, prospectuses, filings with the Securities and Exchange Commission, research materials prepared by others, corporate rating services, company press releases and Quadrix. Horizon also reviews traditional financial data such as price-sales and earnings ratios, returns on assets and equity, gross and net margins, inventory turns, book value, and debt-equity ratios. Horizon also relies on analysis of a company's revenue growth potential.

Horizon's stock-selection methodology generally focuses on those stocks that rank well in Quadrix, a proprietary stock-rating system licensed from HPC. Quadrix screens more than 4,600 companies based on six categories - Momentum, Value, Quality, Financial Strength, Earnings Estimates and Performance. Within each of these six categories are variables (currently more than 90 in all) that help formulate the scoring for that particular category. Once the scores are computed for each of the six categories, a single composite score is computed based on a weighting of the six areas. Quadrix is designed to provide a quantitative, disciplined, and consistent approach to ranking stocks based on a variety of important criteria.

Once the universe of potential stock investments has been narrowed by Quadrix, Horizon generally

looks for companies it believes possess solid fundamentals, and for which future prospects appear not to be fully realized currently by Wall Street. Some catalysts that may positively impact these stocks are expanding profit margins, positive earnings revisions, new products, management changes and financial restructurings. Horizon does not seek to buy “cheap stocks.” It seeks to buy strong companies that rank well in Quadrix at reasonable prices.

Horizon’s research process can be summarized in five steps:

- 1) Horizon looks for stocks that score well in Quadrix. To get past this first step, stocks must meet certain threshold scores in Quadrix in terms of Overall score as well as in important subcategory (Value, Performance, etc.) scores.
- 2) Horizon investigates those companies rigorously. Horizon considers whether the Quadrix scores have been distorted by mergers or aggressive accounting, whether earnings and cash flow are telling a similar story, or any red flag that Quadrix is not telling the whole story.
- 3) Horizon examines company and industry prospects, trying to look forward. Like all stock-rating systems, Quadrix tends to be backward-looking. So Horizon wants to have an understanding of the company prospects, which can help put the Quadrix scores in perspective. Companies with the most uncertain outlooks are generally avoided. Horizon is not necessarily looking for the fastest growers or the cheapest stocks. Rather, Horizon is looking for companies in the sweet spot of growth at a good price.
- 4) Horizon reconsiders valuation. Valuations are a big part of Quadrix, but Horizon wants to be doubly sure that the bright picture painted by Quadrix and other indicators is not already reflected in the stock.
- 5) Horizon looks for a catalyst. What does this stock have that’s better than other stocks that also score well in Quadrix? What is it about this company’s position that could drive superior returns over the next 12 months (which is generally the time frame Horizon has in mind — 12-month performance — when buying stocks)?

Horizon’s buy discipline is driven primarily by the firm’s Quadrix and fund-rating systems. Indeed, an important first screen in the investment process requires that investments meet certain threshold scores in Quadrix before they are even considered for client portfolios. Using a powerful quantitative system such as Quadrix in a consistent and disciplined way provides an investment process that is easily and efficiently replicated over time. Also, the consistent use of this five-step investment process lends a discipline to Horizon’s buy process.

Not surprisingly, Horizon’s sell discipline is also driven by Quadrix. Quadrix is run on a weekly basis. Thus, Horizon gets regular quantitative feedback on its investments. If Horizon sees Quadrix scores deteriorating, this is an important red flag and a reason to investigate further. Typically, an investment will be sold if Quadrix scores deteriorate below a certain level. Horizon will also sell if the investment surprises and is contra to its buy thesis. Also, the constant competition for investments to get into the fairly concentrated portfolios (on the stock side, for example, portfolios of 35-55 stocks are typically held) lends a certain discipline on the sell side. If a stock is no longer among the 35-55 best ideas, Horizon typically sells.

### **Mutual Fund and Exchange Traded Fund Analysis**

Horizon applies the same rigorous analysis used in selecting individual stocks in its analysis of mutual



funds and exchange traded funds used in client portfolios and 401k/profit-sharing models. To prepare and continuously update client portfolios and the 401k/profit-sharing models, Horizon utilizes HPC's research and databases. In that regard, Horizon applies the following criteria in selecting individual fund investment options.

- 1) Correlation to style or peer group: The fund should be highly correlated to the asset class of the investment option. This is one of the most critical parts of the analysis since most of the remaining due diligence involves comparisons of the fund to the appropriate peer group.
- 2) Horizon looks for funds that score well in our proprietary ranking system. Ranks are computed by evaluating tax efficiency and total returns over various holding periods. Our rank also incorporate risk-adjusted performance metrics (Alpha and/or Sharpe Ratio) comparing the fund to its peer group's median risk-adjusted performance. Importantly, because expense ratios rank among the most effective predictors of future performance, our scores also consider two expense factors.
- 3) Horizon considers such factors as sector weightings, investment style, manager tenure if applicable, fund assets, portfolio turnover, and trading liquidity.
- 4) Horizon screens for funds that have reasonable expense ratios relative to category norms, with most well below average.
- 5) Horizon focuses on funds that have returns that typically outstrip peers. The fund's performance should be evaluated against its peer group's returns over various periods.
- 6) Regulatory oversight: Each investment manager of the mutual fund should be a regulated bank, an insurance company, a mutual fund organization, or a registered investment adviser.
- 7) Stability of the organization: There should be no perceived organizational problems in connection with the investment adviser of the fund.

Horizon's equity strategies have maximum equity exposure greater than 65%. These equity strategies include Balanced, Best Ideas, Best Ideas Conservative, Conservative Equity, Core Opportunities, Core Opportunities International, Core Opportunities International 80, Dividend Plus, Enhanced Christian Values, Enhanced Socially Responsible, Enhanced SRI Fossil Fuel Free, Large Cap, Mutual Fund, Top 15 Utility, Upside Plus, Aggressive Growth ETF, and Growth ETF.

Horizon's Equity/Income strategies introduce an income component by increasing the exposure to fixed-income instruments utilizing bond mutual funds and ETFs. The Equity/Income strategies have a maximum equity exposure of 65% or less and include Best Ideas Plus Income, Quantitative Dividend, Growth and Income ETF, Balanced ETF, Income ETF, Income Plus ETF, and Income strategies.

Horizon's investment advice takes the form of long-term purchases (securities held at least a year), short-term purchases (securities sold within a year), and trading (securities sold within 30 days). Trading is not a typical Horizon strategy, since it involves a higher degree of risk. This strategy will be used, for example, as a result of mergers, acquisitions or any new information which significantly changes the outlook for the company.

Within a specific investment strategy, many of the same securities may be held in/by all client accounts, although the quantities held may differ, reflecting Horizon's evaluation of the risk and potential of each holding to the client.

## Equity Strategies

The **Balanced** strategy, with a maximum equity exposure of 70%, consists of Horizon's favorite stocks that Horizon believes offer the best total-return potential over the next 12 months. The equity portion of the portfolio is typically 45% to 60% large-cap stocks and 40% to 55% small and midcap stocks. Initial individual positions are approximately equal-weighted and typically are not allowed to account for more than 5% of an investor's portfolio. Certain sectors are overweighted or underweighted in the portfolio based on opportunities available in individual stocks, although it is unlikely that one sector will account for more than 40% of the total portfolio. The maximum equity exposure may be reduced based on macro market conditions and the availability of attractive stock opportunities. On the fixed-income side, Horizon focuses on short-term maturity vehicles while building a diversified bond portfolio via low cost open-end mutual funds and ETFs.

The **Best Ideas** strategy is an all-equity portfolio consisting of Horizon's favorite stocks that Horizon believes offer the best total-return potential over the next 12 months. The portfolio is typically 40% to 65% large-cap stocks and 35% to 60% small and midcap stocks. Initial individual positions are approximately equal-weighted and typically are not allowed to account for more than 5% of an investor's portfolio. Certain sectors are overweighted or underweighted in the portfolio based on opportunities available in individual stocks, although it is unlikely that one sector will account for more than 40% of the total portfolio. While the portfolio may be 100% invested in stocks, cash and fixed-income investments may be held depending on macro market conditions and the availability of attractive stock opportunities.

The **Best Ideas Conservative** strategy, with a maximum equity exposure of 80%, consists of Horizon's favorite stocks that Horizon believes offer the best total-return potential over the next 12 months. The equity portion of the portfolio is typically 40% to 65% large-cap stocks and 35% to 60% small and midcap stocks. Initial individual positions are approximately equal-weighted and typically are not allowed to account for more than 5% of an investor's portfolio. Certain sectors are overweighted or underweighted in the portfolio based on opportunities available in individual stocks, although it is unlikely that one sector will account for more than 40% of the total portfolio. The maximum exposure to equities may be reduced based on macro market conditions and the availability of attractive stock opportunities. On the fixed-income side, Horizon focuses on short-term maturity vehicles while building a diversified bond portfolio via low cost open-end mutual funds and ETFs.

The **Conservative Equity** strategy, with a maximum equity exposure of 80%, consists of Horizon's favorite stocks that Horizon believes offer the best total-return potential over the next 12 months. The equity portion of the portfolio is typically 50% to 60% large-cap stocks and 40% to 50% small and midcap stocks. Initial individual positions are approximately equal-weighted and typically are not allowed to account for more than 5% of an investor's portfolio. Certain sectors are overweighted or underweighted in the portfolio based on opportunities available in individual stocks, although it is unlikely that one sector will account for more than 40% of the total portfolio. The maximum exposure to equities may be reduced based on macro market conditions and the availability of attractive stock opportunities. On the fixed-income side, Horizon focuses on short-term maturity vehicles while building a diversified bond portfolio via low cost open-end mutual funds and ETFs.

The **Core Opportunities** strategy is an all-equity portfolio consisting of Horizon's favorite stocks that Horizon believes offer the best total-return potential over the next 12 months. The portfolio is typically 45% to 65% large-cap stocks and 35% to 55% small and midcap stocks. Initial individual

positions are approximately equal-weighted and typically are not allowed to account for more than 5% of an investor's portfolio. Certain sectors are overweighted or underweighted in the portfolio based on opportunities available in individual stocks, although it is unlikely that one sector will account for more than 40% of the total portfolio. While the portfolio may be 100% invested in stocks, cash and fixed-income investments may be held depending on macro market conditions and the availability of attractive stock opportunities.

The **Core Opportunities International** strategy is an all-equity portfolio consisting of Horizon's favorite stocks that Horizon believes offer the best total-return potential over the next 12 months. The strategy has an international exposure of up to 20% of the portfolio. International exposure is achieved primarily through investment in international mutual funds and exchange-traded funds. The U.S. portion of the portfolio is typically 45% to 65% large-cap stocks and 35% to 55% small and midcap stocks. Initial individual positions are approximately equal-weighted and typically are not allowed to account for more than 5% of an investor's portfolio. Certain sectors are overweighted or underweighted in the portfolio based on opportunities available in individual stocks, although it is unlikely that one sector will account for more than 40% of the total portfolio. While the portfolio may be 100% invested in stocks, cash and fixed-income investments may be held depending on macro market conditions and the availability of attractive stock opportunities.

The **Core Opportunities International 80** strategy, with a maximum equity exposure of 80%, consists of Horizon's favorite stocks that Horizon believes offer the best total-return potential over the next 12 months. The strategy also has international exposure of up to 20% of the equity portion of the portfolio. International exposure is achieved primarily through investment in international mutual funds and exchange-traded funds. The U.S. equity portion of the portfolio is typically 45% to 65% large-cap stocks and 35% to 55% small and midcap stocks. Initial individual positions are approximately equal-weighted and typically are not allowed to account for more than 5% of an investor's portfolio. Certain sectors are overweighted or underweighted in the portfolio based on opportunities available in individual stocks, although it is unlikely that one sector will account for more than 40% of the total portfolio. The maximum exposure to equities may be reduced based on macro market conditions and the availability of attractive stock opportunities. On the fixed-income side, Horizon focuses on short-term maturity vehicles while building a diversified bond portfolio via low cost open-end mutual funds and ETFs.

The **Dividend Plus** strategy is an all-equity portfolio that focuses primarily on large company dividend-paying stocks and utilities that Horizon believes offer the best total-return potential. Horizon's Dividend Plus strategy attempts to find attractive stocks using a process that focuses on dividend-paying stocks that score well in Horizon's Quadrix stock-rating system. While the portfolio may be 100% invested in stocks, cash and fixed-income investments may be held depending on macro market conditions and the availability of attractive stock opportunities.

The **Enhanced Christian Values** strategy is an all-equity enhanced index strategy. Horizon believes its Enhanced Christian Values strategy can achieve outperformance by applying quantitative overlays to the MSCI USA Catholic Values Index, an index that is selected largely on qualitative characteristics. The 40 highest-scoring stocks in the index in terms of Quadrix Overall score (excluding the bottom 2% of index components based on market cap) typically make it into the portfolio. Initial individual positions are approximately equal-weighted and typically held for 12 months, at which time the equity portfolio is rebalanced and reconstituted depending on the results of Horizon's quantitative methodology. Changes to the equities may occur more frequently than annually in the event of takeovers or other corporate actions. For the initial investment selection, no sector can account for more than 25% of the total

portfolio. While the portfolio may be 100% invested in stocks, cash and fixed-income investments may be held depending on macro market conditions.

The **Enhanced Socially Responsible** strategy is an all-equity enhanced index strategy. Horizon believes its Enhanced Socially Responsible strategy can achieve outperformance by applying quantitative overlays to the MSCI KLD 400 Social Index, an index that is selected largely on qualitative characteristics. The 40 highest-scoring stocks in the index in terms of Quadrix Overall score (excluding the bottom 2% of index components based on market cap) typically make it into the portfolio. Initial individual positions are approximately equal-weighted and typically held for 12 months, at which time the equity portfolio is rebalanced and reconstituted depending on the results of Horizon's quantitative methodology. Changes to the equities may occur more frequently than annually in the event of takeovers or other corporate actions. For the initial investment selection, no sector can account for more than 25% of the total portfolio. While the portfolio may be 100% invested in stocks, cash and fixed-income investments may be held depending on macro market conditions.

The **Enhanced SRI Fossil Fuel Free** strategy is an all-equity enhanced index strategy. Horizon believes its Enhanced SRI Fossil Fuel Free strategy can achieve outperformance by applying quantitative overlays to the MSCI KLD 400 Social Index, an index that is selected largely on qualitative characteristics, with additional screens that eliminate companies with exposure to fossil fuels. The 40 highest-scoring stocks in the index in terms of Quadrix Overall score (excluding the bottom 2% of index components based on market cap) are then screened against the Carbon Tracker Initiative Top 200 list — removing listed companies. Horizon applies an additional subjective screen removing companies that associate with, contribute to, or consume substantial by-products of the fossil fuel industry such as auto, trucking, airline, and steel industries. Initial individual positions are approximately equal-weighted and typically held for 12 months, at which time the equity portfolio is rebalanced and reconstituted depending on the results of Horizon's quantitative methodology. Changes to the equities may occur more frequently than annually in the event of takeovers or other corporate actions. For the initial investment selection, no sector can account for more than 25% of the total portfolio. While the portfolio may be 100% invested in stocks, cash and fixed-income investments may be held depending on macro market conditions.

The **Large Cap** strategy is an all-equity portfolio consisting primarily of Horizon's favorite large-cap stocks that Horizon believes offer the best total-return potential over the next 12 months. Initial individual positions are approximately equal-weighted and typically are not allowed to account for more than 5% of an investor's portfolio. Certain sectors are overweighted or underweighted in the portfolio based on opportunities available in individual stocks, although it is unlikely that one sector will account for more than 40% of the total portfolio. While the portfolio may be 100% invested in stocks, cash and fixed-income investments may be held depending on macro market conditions and the availability of attractive stock opportunities.

The **Mutual Fund** strategy represents an all-equity portfolio that is too small to manage using individual stocks. The majority of positions (and, in many cases, all of the positions) consist of open-ended mutual funds and exchange-traded funds. Horizon usually creates diversified portfolios that cover a number of mutual fund style categories. The maximum exposure to equities may be reduced based on macro market conditions.

The **Top 15 Utility** strategy is an all-equity portfolio consisting of Horizon's favorite 15 utility stocks that Horizon believes have the best mix of valuation and growth potential. For the initial investment selection, Horizon selects an equal-weighted basket of 15 utility stocks designed to produce yield in line

with the S&P 1500 Utility Sector Index. Given that the portfolio consists of just 15 stocks from the same sector and typically will be fully invested at all times, investors could see above-average volatility with this portfolio. Because the portfolio focuses exclusively on one sector of the market, investors should view the portfolio strategy as a supplement to a well-diversified portfolio of investments.

The **Upside Plus** strategy is an all-equity portfolio consisting of Horizon's favorite small and midcap stocks that Horizon believes offer the best total-return potential over the next 12 months. Initial individual positions are approximately equal-weighted and typically are not allowed to account for more than 5% of an investor's portfolio. Certain sectors are overweighted or underweighted in the portfolio based on opportunities available in individual stocks, although it is unlikely that one sector will account for more than 40% of the total portfolio. While the portfolio may be 100% invested in stocks, cash and fixed-income investments may be held depending on macro market conditions and the availability of attractive stock opportunities.

The **Aggressive Growth ETF** strategy consists primarily of equity exchange-traded funds. The strategy is typically near fully invested in equity ETFs covering a number of equity size and style categories. The portfolio may hold less exposure to certain size and style categories, or equities overall, depending on macro market conditions.

The **Growth ETF** strategy consists primarily of equity exchange-traded funds. Equity exposure typically will be approximately 80% covering a number of equity size and style categories. The portfolio may hold less than 80% in equities depending on macro market conditions. The portfolio may also hold fixed-income exchange-traded funds covering a variety of fixed-income style categories.

### **Equity/Income Strategies**

The **Best Ideas Plus Income** strategy blends two philosophies — owning Horizon's best stock ideas while still generating income from the portfolio from a fixed-income component. The Best Ideas Plus Income strategy, with a maximum equity exposure of 65%, consists of Horizon's favorite stocks that Horizon believes offer the best total-return potential over the next 12 months. The equity portion of the portfolio is typically 40% to 65% large-cap stocks and 35% to 60% small and midcap stocks. Initial individual positions are approximately equal-weighted and typically are not allowed to account for more than 5% of an investor's portfolio. Certain sectors are overweighted or underweighted in the portfolio based on opportunities available in individual stocks, although it is unlikely that one sector will account for more than 40% of the total portfolio. The maximum exposure to equities may be reduced based on macro market conditions and the availability of attractive stock opportunities. On the fixed-income side, Horizon focuses on short-term maturity vehicles while building a diversified bond portfolio via low cost open-end mutual funds and ETFs.

The **Quantitative Dividend** strategy is a balanced investment approach focusing on dividend-paying stocks and fixed-income investments. The equity side of the portfolio is capped at 65%. On the equity side, typically 40 stocks are selected using a quantitative methodology that spotlights dividend-paying stocks that score well in Horizon's Quadrix and "BSD" stock-rating systems. For the initial investment selection, no sector can account for more than 20% of the total portfolio. Stocks with a market cap less than \$3 billion are limited to a maximum 25% of the portfolio. Initial individual positions are approximately equal-weighted and typically held for 12 months, at which time the equity side is rebalanced and reconstituted depending on the results of Horizon's quantitative methodology. Changes to the equity side of the portfolio may occur more frequently than annually in the event of takeovers or other corporate actions. The maximum exposure to equities may be reduced based on macro market



conditions. On the fixed-income side, Horizon focuses on short-term maturity vehicles while building a diversified bond portfolio via low cost open-end mutual funds and ETFs.

The **Growth and Income ETF** strategy is a balanced approach with an emphasis on growth and consists of both equity and fixed-income exchange-traded funds. Equity exposure typically will be approximately 65% covering a number of equity size and style categories. The portfolio may hold less than 65% in equities depending on macro market conditions. The fixed-income portion of the portfolio consists of ETFs covering a variety of fixed-income style categories.

The **Balanced ETF** strategy strikes a balance between growth and income and consists of both equity and fixed-income exchange-traded funds. Equity exposure typically will be approximately 50% covering a variety of equity size and style categories. The portfolio may hold less than 50% in equities depending on macro market conditions. The fixed-income portion of the portfolio consists of ETFs covering a variety of fixed-income style categories.

The **Income ETF** strategy is a balanced approach, with a focus primarily on income, with growth a secondary consideration. Equity exposure typically will be approximately 45% and will focus primarily on dividend-paying equity exchange-traded funds. The fixed-income portion of the portfolio consists of ETFs covering a variety of fixed-income style categories. The strategy may include exposure to such income-generating investments as Master Limited Partnership (MLP) exchange-traded funds, Real Estate Investment Trust (REIT) exchange-traded funds, Utility exchange-traded funds, and Preferred Stock exchange-traded funds. The portfolio may hold less than 45% in equities depending on macro market conditions.

The **Income Plus ETF** strategy focuses on high income generation. Equity exposure typically will be approximately 30% and will focus on dividend-paying equity exchange-traded funds. The fixed-income portion of the portfolio consists of ETFs covering a variety of fixed-income style categories. The strategy may include exposure to such income-generating investments as Master Limited Partnership (MLP) exchange-traded funds, Real Estate Investment Trust (REIT) exchange-traded funds, Utility exchange-traded funds, and Preferred Stock exchange-traded funds. The portfolio may hold less than 30% in equities depending on macro market conditions.

The **Income** strategy focuses on fixed-income investments and may include individual bonds, bond mutual funds, bond ETFs, and cash/money markets. The strategy has a maximum equity exposure of 30% and tends to focus more on large-cap stocks, with smaller exposure to small and mid-cap stocks.

## **Risk of Loss**

Although Horizon makes every effort to preserve each client's capital and achieve real growth of wealth, investing in the stock market involves risk of loss that each client should be prepared to bear. Investing in financial markets involves exposure to political, economic and currency risks, among other risks.

In the equity and balanced strategies (other than the Top 15 Utility strategy), Horizon generally builds diversified portfolios of individual common stocks that tend to have attractive risk characteristics. In addition to large and mid-sized company stocks, Horizon strategies may contain small-sized and foreign stocks, which tend to be more volatile. Equities generally, and small-sized and foreign stocks in particular, have various sources of risk:

- **Equity and Equity-Related Instruments** — Stocks and other equity-related instruments may be subject to various types of risk, including market risk, liquidity risk, legal risk

and operations risk. Equity securities fluctuate in value and such fluctuations can be pronounced. In general, stock values fluctuate in response to the activities of individual companies and in response to general market and economic conditions. Accordingly, the value of the stocks and other securities and instruments that a client holds may decline over short or extended periods. The stock markets tend to be cyclical, with periods when stock prices generally rise and periods when stock prices generally decline.

- **Small-sized Company Risk** — Accounts invested in small-cap stocks are subject to small company risk. Although the small-cap strategies seek to reduce risk by investing in a diversified portfolio, investing in smaller, and often newer, companies involves greater risk than investing in larger, more established companies. Smaller and newer companies often have limited product lines, markets, management personnel, research and/or financial resources. The securities of small companies, which may be thinly capitalized, may not be as marketable as those of larger companies. Therefore the securities of these smaller, newer companies may be subject to more abrupt or erratic market movements than the securities of larger companies or the market averages in general.
- **Foreign Securities Risk** — Investments in securities, including ADRs, of non-U.S. issuers involve certain additional investment risks different from those of U.S. issuers. These risks include: possibility of political or economic instability within a particular country, possibility of disruption to international trade patterns, possibility of currency risk, possibility of currency exchange controls, imposition of foreign withholding taxes, seizure or nationalization of foreign deposits or assets, and adoption of adverse foreign government trade restrictions. In addition, there is a possibility of expropriation, nationalization, confiscatory taxation or diplomatic developments that could affect investments within a country. There may be less publicly available information about a non-U.S. company than about a U.S. company. Sometimes non-U.S. companies are subject to different accounting, auditing, and financial reporting standards, practices, and requirements than U.S. companies. There is generally less government regulation of non U.S. stock exchanges, brokers and listed companies abroad, which may result in less transparency with respect to a company's operations. The absence of negotiated brokerage in certain countries may result in higher brokerage fees.

Because of the active management of these strategies, the annual turnover typically ranges from 80% to 110%. Though the individual stocks are carefully analyzed and researched, there is always the risk of loss in any particular issue. Stocks generally fluctuate in value more than bonds and may decline significantly over short time periods. The value of a stock in which a portfolio invests may decline due to general weakness in the stock market or because of factors that affect a company or a particular industry.

Horizon utilizes bond mutual funds and ETFs for the fixed-income component of Horizon's equity and balanced strategies. In bond mutual funds and ETFs, risk of loss of principal is lower compared to equity strategies.

The underlying debt securities held by the bond mutual funds and ETFs have two main sources of risk:

- **Interest rate risk** is the risk that a rise in interest rates will cause the price of a debt security held in the mutual fund or ETF to fall. Securities with longer maturities typically suffer greater declines than those with shorter maturities.

- Credit risk is the risk that an issuer of a debt security will default (fail to make scheduled interest or principal payments), potentially reducing income distributions and market values. This risk is increased when a security is downgraded or the perceived creditworthiness of the issuer deteriorates.

## **Item 9 — Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events relating to their firm or certain management personnel which would be material to clients' evaluation of the firm and its ability to manage the clients' investment portfolios.

Horizon has had no legal or disciplinary events which are required to be disclosed.

## **Item 10 — Other Financial Industry Activities and Affiliations**

See Item 4 above and Item 11 below for a discussion of Horizon's affiliation with HPC and Horizon's relationships with certain other unaffiliated third parties in the financial industry.

Certain officers of Horizon serve as officers and/or in editorial roles to newsletters published by HPC and in that capacity may provide impersonalized investment advice through print or electronic media.

Horizon has entered into several agreements with HPC whereby, from time to time, HPC provides to Horizon a variety of services and products, including access to lists of subscribers to the newsletters published by HPC, the use of Quadrix, and the use of HPC personnel.

## **Item 11 — Code of Ethics**

Horizon has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Horizon must acknowledge the terms of the Code of Ethics annually, or as amended.

Horizon anticipates that, in appropriate circumstances, consistent with clients' investment objectives, it will cause accounts over which Horizon has management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which Horizon, its affiliates and/or its employees, directly or indirectly, have a position of interest. Horizon's employees and persons associated with Horizon may trade for their own accounts in securities which are recommended to and/or purchased for Horizon's clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of Horizon will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code, certain classes of securities have been designated as exempt transactions, based upon a determination that these would not materially interfere with the best interest of Horizon's clients. In addition, the Code requires pre-clearance of certain transactions, and restricts trading in close proximity to client trading activity. Nonetheless, because the Code of Ethics, in some circumstances, would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is monitored under the Code of Ethics to reasonably prevent conflicts of interest between Horizon and its clients.



Horizon's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Pam Santos at 219-852-3215 or [pams@horizoninvestment.com](mailto:pams@horizoninvestment.com).

Certain officers of Horizon are responsible for managing the investment account of HMS, Horizon's parent, and may, from time to time, manage the personal assets of an officer or employee of Horizon. However, for the HMS account and personal accounts of Horizon officers and employees under Horizon's management, Horizon will treat those accounts like any other client account. Accordingly, those accounts will not receive any favorable treatment.

HPC, a publisher of financial newsletters and an affiliate of Horizon, from time to time, may make recommendations in its newsletters to buy or sell small-capitalized securities. A small-capitalized security is defined as meeting one of the following criteria, 1) a market capitalization of less than three hundred million dollars or 2) a three-month average daily trading volume of less than 200,000 shares, and a market capitalization of less than one billion dollars. HPC's publication of these recommendations of small-capitalized securities may affect their market price after being made available to HPC subscribers. These small-capitalized securities may also be held in Horizon client portfolios. To reduce potential conflicts that may arise as a result of Horizon knowing that HPC's recommendations might affect the market, it is Horizon's policy for client accounts to be traded no earlier than the beginning of the second full day after HPC's recommendations of small-capitalized securities are made available to HPC subscribers. While this might cause a short-term disadvantage to those Horizon clients that hold those small-cap stocks, Horizon believes that those clients will be advantaged over the long term because of Horizon's affiliation with HPC and its ability to use Quadrix.

Horizon provides portfolio consultation services to organizations that sponsor or license the use of certain portfolios/indices in connection with the creation of unit investment trusts and/or equity-based index products. For providing these consultation services, Horizon receives a fee directly from these organizations based on the amount of assets invested in the underlying product by the public. In providing investment advisory services to its clients, Horizon may invest certain clients in these products. As a result, a client whose account is invested in one of these products will bear the client's proportionate share of the fees and expenses associated with that product and pay a management fee to Horizon for the same investment. Horizon may have an incentive to invest a client in one of these products because it is paid indirectly as a result of the client's investment; however, Horizon will not invest a client in such a product unless the product is appropriate for that client. In many cases, the client could invest in the product without paying a management fee directly to Horizon, but would then not have the benefit of the advice, review and monitoring Horizon provides.

Horizon has contracted to provide model portfolios of its investment strategies to various third-parties for use on their managed account platforms. For the investment strategies available as an investment choice on those platforms, Horizon provides model portfolios and is required to provide the sponsor information regarding any changes to those model portfolios when they occur. An appearance of a conflict could exist between providing model changes to platforms and Horizon trading for other client accounts in the same strategy. As a result, Horizon will rotate the timing of when model portfolio changes are provided to the sponsor and when Horizon trades those other client accounts.

## **Item 12 — Brokerage Practices**

Subject only to any client direction to utilize a particular broker or dealer for execution of transactions in that client's account, Horizon's overriding objective in effecting portfolio transactions is to seek to obtain the best combination of net price and execution under the circumstances. Horizon seeks to achieve this

goal by recommending that individual clients open a brokerage account with TD Ameritrade Institutional — which is a division of TD Ameritrade, Inc. (“TD Ameritrade”) or Charles Schwab & Co. (“Charles Schwab”), both independent unaffiliated SEC-registered broker-dealers and members of FINRA/SIPC and NFA. Although Horizon believes that TD Ameritrade and Charles Schwab each are generally capable of offering the best combination of custodial service and ability to obtain a combination of best net prices and execution services in effecting portfolio transactions, it is possible that the exclusive use of a single broker may cause a client’s account not to achieve best execution, may cause higher costs or may preclude a client from participating in block or other trades.

Horizon participates in both TD Ameritrade and Charles Schwab institutional programs. TD Ameritrade and Charles Schwab each offer services to independent investment advisers that such advisers can offer to their clients, including custody of securities, trade execution, clearance and settlement of transactions. Horizon receives some benefits from TD Ameritrade through its participation in its program (discussed below under “Software and Support provided by Financial Institutions”). Horizon currently does not receive any direct or indirect compensation from Charles Schwab for Horizon’s participation in its program, except for software programs that facilitate trade execution through Charles Schwab and client account services. These benefits both assist Horizon to formulate its investment advice and provide certain administrative support in connection with its advisory activities (discussed below under “Software and Support provided by Financial Institutions”).

Because of the extent of the existing Horizon client accounts that currently utilize TD Ameritrade and Charles Schwab, Horizon has negotiated fee agreements in which both TD Ameritrade and Charles Schwab have agreed to fix its commission rate for equities at \$8.00 per trade. TD Ameritrade has also agreed to provide 90 days of free trading for new accounts, while Charles Schwab has agreed to provide 30 days of free trading for new accounts.

### **Wrap Fee Arrangements**

In some instances, Horizon may be retained under a so-called “wrap fee” arrangement. Under this arrangement, the broker-dealer pays Horizon’s management fees at the direction of the client, executes the client’s portfolio transactions without specific commission charges, monitors Horizon’s performance, and may also act as custodian, or provide some combination of these or other services, all for a single fee. In evaluating such a program, a client should understand the transactions are effected “net” and a portion of the wrap fee is generally considered as in lieu of commissions. Trades generally will be executed only with the referring broker, so as to avoid incurring the incremental brokerage costs that would be incurred by use of other brokers.

### **Directed Brokerage**

As indicated above, individual clients may direct Horizon (subject to certain conditions which may from time to time be imposed by Horizon), or Horizon may be required pursuant to an investment advisory or sub-advisory agreement, to effect portfolio transactions through particular brokers or dealers. The custody of client assets by a broker-dealer generally will be treated by Horizon as a direction by the client to execute all transactions (i.e., an instruction to utilize the broker or dealer for all transactions), but may leave Horizon with discretion to execute a transaction through another broker if the directed broker cannot execute it.

A client who chooses to direct the use of a particular broker or dealer, including a client who chooses to use a specific broker or dealer as custodian of the client’s assets, should consider whether such a

direction may result in certain costs or disadvantages to the client, either because the client may pay higher commissions on some transactions than might otherwise be attainable by such broker, or may receive less favorable execution of some transactions, or both. A client who directs brokerage may also be subject to disadvantages regarding allocation of new issues by a broker to Horizon and aggregation of orders by Horizon (discussed below). It is Horizon's policy that directed brokerage accounts not participate in the allocations of new issues. In determining whether to instruct Horizon to utilize a particular broker or dealer in recognition of such services, the client may wish to compare the possible costs or disadvantages of such an arrangement with the value of the custodial or other services provided.

### **Principal and Cross Trades**

It is Horizon's policy that the firm will not effect any principal or agency cross securities transactions for client accounts. Horizon will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an adviser, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any person controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an adviser is dually registered as a broker-dealer or has an affiliated broker-dealer.

### **Aggregation of Orders and Trade Allocation**

It is Horizon's practice, when feasible, to aggregate for execution as a single transaction orders for the purchase or sale of a particular security for the accounts of several clients (including an account of an officer or director of Horizon or a client in which a director, officer or employee of Horizon may have an interest, which could include a majority or greater interest) to seek a more advantageous net price. Shares purchased and sold in aggregated orders are allocated on a random basis among the accounts that participated in the aggregated transaction. In such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. Horizon will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the consummation of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a random basis. Any exceptions will be explained on the order.

From time to time, Horizon may be presented with the opportunity to participate in underwritten offerings or new issues of securities on behalf of its clients. Horizon invests in those securities only if they are believed to be appropriate long-term investments for particular client accounts. Horizon identifies client accounts for which an underwritten security or new issue would be an appropriate long-term investment in the same way that all investment decisions are made for client accounts. Horizon does not attempt to take advantage of any short-term trading opportunities that may be available in connection with securities.

Horizon may be unable to purchase for client accounts enough shares of a security in an underwritten offering or new issue to fill the needs of all client accounts for whom the security would be an appropriate investment. When that happens, Horizon randomly allocates the available securities among eligible accounts. However, cash balances, account liquidations, minimum position size, small lot orders, and the need to raise cash for a particular account may result in exceptions to the normal allocation procedures.

Further, those clients who have directed Horizon to execute and settle their trades through a particular broker generally will not be able to share in an allocation received by Horizon from a broker other than the specific directed broker selected by the client.

### **Software and Support Provided by Financial Institutions**

Horizon may obtain research and brokerage products or services from broker-dealers in connection with placing securities transactions on behalf of clients (an arrangement commonly referred to as a “soft dollar arrangement”). Section 28(e) of the Securities Exchange Act of 1934, as amended, is a “safe harbor” from state and federal breach of fiduciary duty claims that permits an adviser to use commissions or “soft dollars” to obtain research and brokerage products and services that provide lawful and appropriate assistance in the investment decision-making process. Except as otherwise described below, Horizon intends to limit the use of “soft dollars” to obtain research and brokerage products and services that qualify under Section 28(e).

In many cases, a product or service may serve dual purposes, providing both research and administrative uses. For example, many computer systems provide “mixed-use” functions including accounting, recordkeeping, and client reporting as well as research. That component of the product or service that assists Horizon in making investment decisions may be paid for by Horizon with commission dollars under the safe harbor, while the non-research portions are considered outside of the safe harbor and generally will be paid for by Horizon using its own “hard” dollars based on Horizon’s good faith judgment as to the value of such non-research services.

Specifically, Horizon may receive from TD Ameritrade and Charles Schwab, without cost to Horizon, computer software and related systems support (described further below), which allow Horizon to better monitor client accounts maintained at TD Ameritrade and Charles Schwab. Horizon may receive the software and related support without cost because Horizon renders investment management services to clients that maintain assets at TD Ameritrade and Charles Schwab. The software and related systems support may benefit Horizon, but not its clients directly. In fulfilling its duties to its clients, Horizon endeavors at all times to put the interests of its clients first. Clients should be aware; however, that Horizon’s receipt of economic benefits from a broker-dealer creates a conflict of interest since these benefits may influence Horizon’s choice of broker-dealer over another broker-dealer that does not furnish similar software, systems support, or services.

There is no direct link between Horizon’s participation in the program and the investment advice it gives to its clients, although Horizon receives economic benefits through its participation in the program that typically are not available to TD Ameritrade and Charles Schwab retail investors. These benefits include the following products and services (provided without cost or at a discount): duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Horizon clients; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to us by third party vendors.

Some of the products and services made available by TD Ameritrade and Charles Schwab through the program may benefit Horizon but may not benefit its Client accounts. To the extent that Horizon is able to acquire these products and services without expending its own resources, Horizon may increase its

profitability. Other services made available are intended to help Horizon manage and further develop its business enterprise. The benefits received by Horizon or its personnel through participation in the program do not depend on the amount of brokerage transactions Horizon directs to TD Ameritrade and Charles Schwab. As part of its fiduciary duties to clients, Horizon endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Horizon or its related persons in and of itself creates a potential conflict of interest and may indirectly influence Horizon's choice of TD Ameritrade and Charles Schwab for custody and brokerage services. Horizon does not limit soft dollar benefits to those client accounts generating such benefit, nor does Horizon allocate soft dollar benefits to client accounts proportionately to the soft dollar credits the accounts generate. These products or services may assist Horizon in managing and administering Client accounts, including accounts not maintained at TD Ameritrade or Charles Schwab.

Horizon also receives from TD Ameritrade certain additional economic benefits ("Additional Services") that may or may not be offered to any other independent investment advisers participating in the program. Specifically, the Additional Services include the purchase of certain software and services from various vendors including Schwab Performance Technology, Informa Investment Solutions, Interactive Data, and IW Financial which are used by Horizon for investment research and client portfolio tracking and management (including building models; generating trades pursuant to models; performing statistical analyses of portfolios; filtering socially responsible investments; and preparing exception reports, performance reports, client bills and beneficial ownership reports). As a general matter, the research products and services that Horizon receives from TD Ameritrade are used to service all of Horizon's clients. However, any particular research product or service may be used to service fewer than all clients, and may not directly benefit the particular client account(s) that generated the brokerage commissions used to acquire the product or service. For example, research products and services utilized to filter socially responsible investments are not used in the research of non socially responsible investments. In addition, accounts that do not generate any commissions used to acquire research products and services may benefit from those that do. Generally, clients that direct Horizon to use a broker-dealer other than TD Ameritrade do not generate commissions used to acquire research products and services. Such clients may benefit from research products and services purchased with commissions of TD Ameritrade clients. TD Ameritrade provides the Additional Services to Horizon at its sole discretion and at its own expense, and Horizon does not pay any fees to TD Ameritrade for the Additional Services. Horizon and TD Ameritrade have entered into a separate agreement ("Additional Services Addendum") to govern the terms of the provision of the Additional Services.

Horizon's receipt of Additional Services raises potential conflicts of interest. In providing Additional Services to Horizon, TD Ameritrade most likely considers the amount and profitability to TD Ameritrade of the assets in, and trades placed for, Horizon's client accounts maintained with TD Ameritrade.

TD Ameritrade has the right to terminate the Additional Services Addendum with Horizon, at its sole discretion, provided certain conditions are met. Consequently, to continue to obtain the Additional Services from TD Ameritrade, Horizon may have an incentive to recommend to its clients that the assets under management by Horizon be held in custody with TD Ameritrade and to place transactions for client accounts with TD Ameritrade. Horizon's receipt of Additional Services does not diminish its duty to act in the best interests of its clients, including to seek best execution of trades for client accounts.

### **Item 13 — Review of Accounts**

Individual client accounts are monitored on an ongoing basis for performance, outlook and suitability in light of each account's investment objective. Reviews may be conducted more frequently if there is a



change in the account's investment objective or if there is a change in the assets under management in the account. The reviews of accounts are performed among the three members of the firm's research department. The number of accounts per reviewer varies based upon the complexity of each account under management, as well as the other responsibilities of each member. The members of the research department will make specific buy and sell recommendations, but the final discretionary investment decisions (e.g., asset allocation and security decisions) are made primarily by Richard Moroney, Horizon's Chief Investment Officer. Horizon reviews its asset allocation recommendations, including the mutual funds that comprise those recommendations, for 401(k)/profit-sharing plan clients on an ongoing basis.

Horizon provides clients with quarterly and annual written reports that display, among other things, specific account performance and market value for each portfolio holding. Horizon meets periodically with 401(k)/profit-sharing clients to discuss plan funds, performance and asset allocation models.

#### **Item 14 — Client Referrals and Other Compensation**

As disclosed in Item 12 above, Horizon receives from TD Ameritrade certain additional economic benefits for its participation in TD Ameritrade's institutional customer program.

If a client is introduced to Horizon by an unaffiliated solicitor, Horizon may pay that solicitor a referral fee in accordance with the requirements of Rule 206(4)-3 of the Advisers Act and any corresponding state securities law requirements. Any such referral fee shall be paid solely from Horizon's investment management fee, and this may result in a higher investment management fee when compared to that customarily offered to new Horizon clients. If the client is introduced to Horizon by an unaffiliated solicitor, the solicitor shall provide the client with a copy of Horizon's written disclosure statement which meets the requirements of Rule 206(4)-3 of the Advisers Act and a copy of the solicitor's disclosure statement containing the terms and conditions of the solicitation arrangement including compensation.

As part of providing services to the sponsor/purveyor of a specific index, Horizon has entered into a revenue-sharing arrangement with an entity that assisted in the creation of the index.

Horizon works with representatives of unaffiliated financial intermediaries to provide investment management services to their clients. From time to time, Horizon will provide or sponsor investment-related seminars or conferences for the representatives of such intermediaries with the primary purpose to introduce Horizon's investment philosophy, strategies, and process. As an incentive for those representatives, Horizon may pay for giveaways to attract representatives to participate in Horizon's seminars or visit Horizon's conference booth and to collect data for future marketing purposes.

#### **Item 15 — Custody**

Clients receive monthly statements from TD Ameritrade, Charles Schwab, or other qualified custodians that hold and maintain clients' assets. Horizon urges clients to carefully review such statements and compare such official custodial records to the account statements that Horizon provides to clients. Horizon's statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

As a matter of policy and practice, Horizon does not permit employees or the firm to accept or maintain custody of client assets. It is Horizon's policy that it will not accept, hold, directly or indirectly, client funds or securities, or have any authority to obtain possession of them, with the sole exception of direct debiting of advisory fees. Horizon will not intentionally take custody of client cash or securities.

## **Item 16 — Investment Discretion**

Horizon usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives and restrictions for the particular client account. When selecting securities and determining amounts, Horizon observes the investment policies, limitations, and restrictions of the client for which it advises, which are typically set forth in the investment advisory agreement.

Investment guidelines and restrictions must be provided to Horizon in writing.

## **Item 17 — Voting Client Securities**

Horizon may exercise voting authority for certain clients' securities, typically pursuant to an investment advisory agreement. When voting proxies, Horizon will make voting decisions in the best interest of clients. Horizon has adopted proxy voting policies and procedures, which are available to clients at any time upon request.

Horizon generally votes in accordance with proxy voting guidelines that it has established. For a matter where the application of the guidelines is unclear, is not covered by the guidelines, or where the guidelines call for case-by-case review, the Chief Executive Officer will review the matter. The Chief Executive Officer also is responsible for identifying possible conflicts between a client's interests and Horizon's interests with respect to a proxy vote, in order to ensure that Horizon votes solely in the best interest of clients.

Clients may request information from Horizon about how Horizon voted any proxies on behalf of their account(s).

If voting authority is not granted to Horizon, the client is responsible for voting proxies. These clients will receive their proxies or other solicitations directly from their custodians. Clients may contact Horizon with questions about a particular solicitation.

## **Item 18 — Financial Information**

Horizon has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and Horizon has not been the subject of a bankruptcy proceeding.

Horizon Investment Services, LLC  
Form ADV, Part 2B - Brochure Supplement  
Dated January 15, 2014

Cover Page  
For

Charles Carlson, Richard Moroney and David Wright

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**This Brochure Supplement provides information about Charles Carlson, Richard Moroney and David Wright that supplements the Horizon Investment Services, LLC Brochure. You should have received a copy of that Brochure. If you did not receive the Horizon Investment Services, LLC Brochure or if you have any questions about the contents of this Brochure Supplement, please contact us at 800-711-7969. The information in this Brochure Supplement has not been approved or verified by the SEC or by any state securities authority. Additional information about Charles Carlson, Richard Moroney and David Wright is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

Information for Chuck Carlson is on Page 1 of this Supplement

Information for Richard Moroney is on Page 2 of this Supplement

Information for David Wright is on Page 3 of this Supplement



## **Charles Carlson, CFA**

### **Educational Background and Business Experience**

Born 1960

B.S. Northwestern University

MBA University of Chicago

Earned the right to use the Chartered Financial Analyst designation.<sup>1</sup>

Mr. Carlson has served as Chief Executive Officer and Portfolio Manager of Horizon Investment Services, LLC (“Horizon”) since its inception in 1997. Mr. Carlson has overall responsibility for the oversight of advisory and investment management services at Horizon.

### **Disciplinary Information**

There is no disciplinary information to report for Mr. Carlson.

### **Other Business Activities**

Mr. Carlson serves as an officer and in an editorial role to newsletters published by Horizon Publishing Company, LLC (“HPC”), an affiliate of Horizon. In that capacity, Mr. Carlson may provide impersonal investment advice through print or electronic media. HPC publishes newsletters that provide impersonal investment advice that is not tailored to the particular needs of any subscriber. For certain existing or prospective clients, Horizon may pay for a subscription to a newsletter that HPC publishes. Horizon also has entered into several agreements with HPC whereby, from time to time, HPC provides to Horizon a variety of services and products, including access to newsletter subscription lists, the use of the Quadrix stock-rating system and HPC personnel.

HPC may make recommendations in its newsletters to buy or sell small-company securities, and these recommendations may affect the securities’ market prices after being made available to HPC subscribers. Horizon also may hold these securities in its client portfolios. To reduce potential conflicts that may arise as a result of Horizon knowing that HPC’s small-company recommendations might affect the market, Horizon’s policy is to trade client accounts no earlier than the beginning of the second full day after HPC makes its recommendations available to subscribers.

### **Additional Compensation**

There is no additional compensation to report for Mr. Carlson.

### **Supervision**

Mr. Carlson has overall responsibility for the oversight of Horizon’s advisory and investment management services and has no direct supervisor. Mr. Carlson regularly reviews portfolio reports and meets with portfolio managers and analysts. He may be reached at (219) 852-3215.

<sup>1</sup> CFA: Chartered Financial Analyst. A Chartered Financial Analyst is a professional designation issued by the CFA Institute which measures the qualifications and trustworthiness of financial professionals. A CFA candidate must pass three course exams in the following areas: portfolio management, accounting, ethics, money management, and security analysis. Licensed CFAs are subject to rigorous ethics rules.

## **Richard Moroney**

### **Educational Background and Business Experience**

Born 1966

B.S. Northwestern University

MBA University of Chicago

Earned the right to use the Chartered Financial Analyst designation.<sup>1</sup>

Mr. Moroney has been the Chief Investment Officer and Portfolio Manager of Horizon Investment Services, LLC (“Horizon”) since its inception in 1997. Mr. Moroney is responsible for Horizon’s investment methodology that generates its stock recommendations and portfolio management. Mr. Moroney is the developer of Quadrix, Horizon’s proprietary stock-rating system. Quadrix is an integral part of Horizon’s investment methodology and portfolio management. Mr. Moroney manages a team of analysts who, through research projects, provide stock recommendations for inclusion in client portfolios. While the team will make specific buy and sell recommendations, Mr. Moroney has the final say on all investment decisions.

### **Disciplinary Information**

There is no disciplinary information to report for Mr. Moroney.

### **Other Business Activities**

Mr. Moroney serves as an officer and in an editorial role to newsletters published by Horizon Publishing Company, LLC (“HPC”), an affiliate of Horizon. In that capacity, Mr. Moroney may provide impersonal investment advice through print or electronic media. HPC publishes newsletters that provide impersonal investment advice that is not tailored to the particular needs of any subscriber. For certain existing or prospective clients, Horizon may pay for a subscription to a newsletter that HPC publishes. Horizon also has entered into several agreements with HPC whereby, from time to time, HPC provides to Horizon a variety of services and products, including access to newsletter subscription lists, the use of the Quadrix stock-rating system and HPC personnel.

HPC may make recommendations in its newsletters to buy or sell small-company securities, and these recommendations may affect the securities’ market prices after being made available to HPC subscribers. Horizon also may hold these securities in its client portfolios. To reduce potential conflicts that may arise as a result of Horizon knowing that HPC’s small-company recommendations might affect the market, Horizon’s policy is to trade client accounts no earlier than the beginning of the second full day after HPC makes its recommendations available to subscribers.

### **Additional Compensation**

There is no additional compensation to report for Mr. Moroney.

### **Supervision**

Mr. Moroney manages a team of research analysts who, through research projects, provide stock buy and sell recommendations for client portfolios. Mr. Moroney reviews the team’s recommendations on an ongoing basis and has the final decision on which securities will be bought for and sold from client portfolios. Charles Carlson, Horizon’s Chief Executive Officer, has overall responsibility for overseeing Horizon’s advisory and investment management services. Mr. Moroney may be reached at (219) 852-3215.

<sup>1</sup> CFA: Chartered Financial Analyst. A Chartered Financial Analyst is a professional designation issued by the CFA Institute which measures the qualifications and trustworthiness of financial professionals. A CFA candidate must pass three course exams in the following areas: portfolio management, accounting, ethics, money management, and security analysis. Licensed CFAs are subject to rigorous ethics rules.

## **David Wright**

### **Educational Background and Business Experience**

Born 1968

B.A. Indiana University

MBA DePaul University

Earned the right to use the Chartered Financial Analyst designation.<sup>1</sup>

Mr. Wright has been a research analyst and a client account manager of Horizon Investment Services, LLC (“Horizon”) since its inception in 1997. Mr. Wright performs stock research projects as part of Horizon’s investment team. Mr. Wright’s stock buy recommendations are reviewed by Horizon’s Chief Investment Officer for inclusion in client accounts. Mr. Wright also reviews certain client accounts to assure their compliance with Horizon’s investment strategy.

### **Disciplinary Information**

There is no disciplinary information to report for Mr. Wright.

### **Other Business Activities**

Mr. Wright serves in an editorial role to newsletters published by Horizon Publishing Company, LLC (“HPC”), an affiliate of Horizon. In that capacity, Mr. Wright may provide impersonal investment advice through print or electronic media. HPC publishes newsletters that provide impersonal investment advice that is not tailored to the particular needs of any subscriber. For certain existing or prospective clients, Horizon may pay for a subscription to a newsletter that HPC publishes. Horizon also has entered into several agreements with HPC whereby, from time to time, HPC provides to Horizon a variety of services and products, including access to newsletter subscription lists, the use of the Quadrix stock-rating system and HPC personnel.

HPC may make recommendations in its newsletters to buy or sell small-company securities, and these recommendations may affect the securities’ market prices after being made available to HPC subscribers. Horizon also may hold these securities in its client portfolios. To reduce potential conflicts that may arise as a result of Horizon knowing that HPC’s small-company recommendations might affect the market, Horizon’s policy is to trade client accounts no earlier than the beginning of the second full day after HPC makes its recommendations available to subscribers.

### **Additional Compensation**

There is no additional compensation to report for Mr. Wright.

### **Supervision**

Mr. Wright is managed by Richard Moroney, Horizon’s Chief Investment Officer. Mr. Moroney reviews all stock recommendations made by Mr. Wright and all client accounts for compliance with its stated investment objective. Charles Carlson, Horizon’s Chief Executive Officer, has overall responsibility for overseeing Horizon’s advisory and investment management services. Mr. Wright may be reached at (219) 852-3215.

<sup>1</sup> CFA: Chartered Financial Analyst. A Chartered Financial Analyst is a professional designation issued by the CFA Institute which measures the qualifications and trustworthiness of financial professionals. A CFA candidate must pass three course exams in the following areas: portfolio management, accounting, ethics, money management, and security analysis. Licensed CFAs are subject to rigorous ethics rules.



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