

# ENSOGO

## ANALYTICS

### **The ENSOGO Analytics Story**

ENSOGO Analytics grew from a simple question asked by a financial advisor: "Can you evaluate a mutual fund on sustainability issues?" From that question, we realized the need among mutual fund investors for resources to answer values-based investing questions quickly and accurately. Whatever issues may concern individual investors, there is a significant lack of information available to support their decision-making. ENSOGO Analytics' team built the first of its kind solution: a holdings-based analysis of mutual funds addressing environmental, social, governance (ESG), and industry-based/business line involvement.

### **ENSOGO's Robust Analysis of Mutual Funds**

ENSOGO Analytics provides proprietary ESG scoring and rating of mutual funds based on each fund's underlying holdings. ENSOGO Analytics developed a proprietary method for rating companies incorporating aspects of company performance, policy, and disclosure. These ratings, multiplied by the percentage each company represents in a fund, determine the Certified ENSOGO Score for each mutual fund. ENSOGO also identifies the holdings in a fund involved in industries and businesses considered problematic for many investors, like tobacco.

Users can instantly access the ENSOGO Diamond Rating and industry exposures on more than 8,000 mutual funds. Nothing else in the market gives investors this type of analysis without great time and expense.

### **ENSOGO Accurate Scoring**

ENSOGO Analytics bases its work on data from financial industry leaders. Value Line® provides the mutual fund holdings information and has more than 80 years of experience developing independent, investment-related information. IW Financial is a recognized leader in providing environmental, social, and governance (ESG) research and supplies the raw data used to calculate ENSOGO scores and ratings and company industry involvement.

### **The ENSOGO Team**

#### *Mark Bateman, Founder and CEO*

Mark brings over 20 years of experience in socially responsible, values-based, and sustainability investing to ENSOGO Analytics. He has worked extensively in the research space on these issues, including as founding director of the Research Department at IW Financial, Vice President for Research and Operations at the Investor Responsibility Research Center (IRRC), and serving on the original Steering Committee of the Global Reporting Initiative, helping establish a standard sustainability reporting framework for companies. Mark also currently serves on the Board of the Sustainable Investments Institute (Si2), a social proxy research firm.

#### *Randall Edwards, Co-Founder, Business Development*

Randall brings extensive investment leadership to his role at ENSOGO Analytics. He served as Oregon State Treasurer from 2001-2008, overseeing the investments of one of the country's largest and most sophisticated pension funds. He was recognized for his financial leadership and expertise and was selected among a handful of elected leaders nationally to receive an Aspen-Rodel Fellowship in Public Leadership.

#### *Linda Haglund, Co-Founder, Advisor*

Linda serves as an advisor to ENSOGO Analytics. She was Oregon Deputy State Treasurer from 2001-2008. In addition to leading all operations within the Treasurer's Office, she represented the Oregon Treasurer in the launch of the Investor Network on Climate Risk, an organization committed to increasing investor action in addressing the risks and opportunities associated with sustainability and climate change. Linda was also instrumental in launching Oregon's College Savings (529) Plan which grew to more than \$1 billion in assets.

# FIDELITY ADV EQUITY GROWTH A (EPGAX)

REPORT DATE: NOV. 2014

FUND TYPE: **GROWTH - LARGE CAP GROWTH**

NUMBER OF HOLDINGS<sup>1</sup>: **150**

NUMBER OF PEER FUNDS IN TYPE: **300**

PERCENTAGE OF WEIGHT IN RATINGS<sup>2</sup>: **86.2**

EPGAX CERTIFIED ENSOGO SCORE<sup>3</sup>

**48.14**

**ENSOGO RATING**



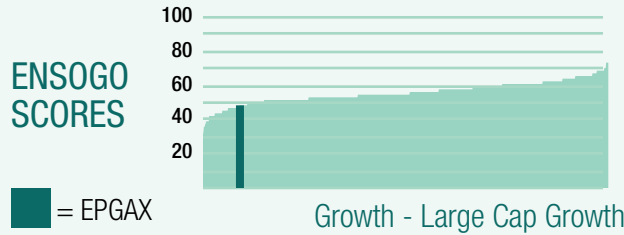
WITHIN FUND TYPE

## FUND TYPE ANALYSIS

HIGHEST FUND SCORE IN TYPE: **73**

MEDIAN FUND SCORE IN TYPE: **55**

LOWEST FUND SCORE IN TYPE: **31**



EPGAX SCORED IN THE

**10**

**PERCENTILE<sup>4</sup>**

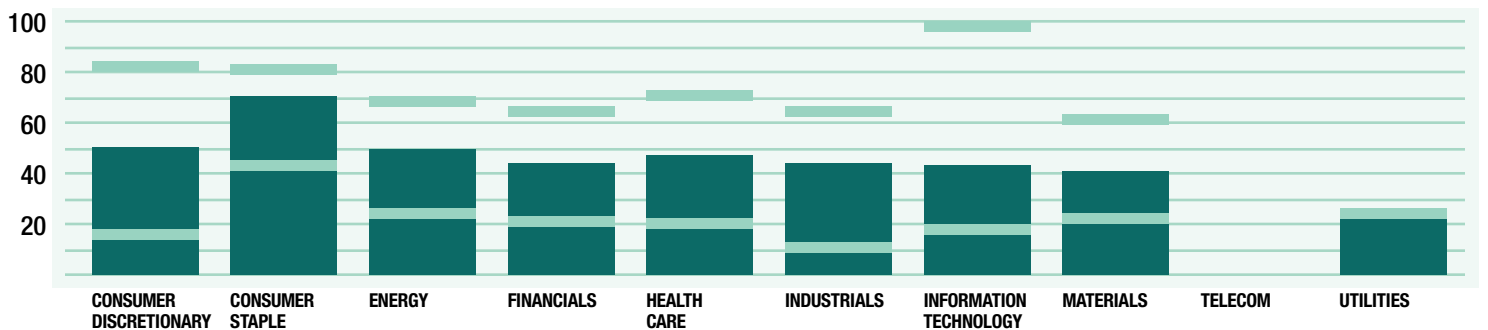
## CATEGORIES<sup>5</sup> (SCORED FROM 1 - 100, 100 BEING BEST)

EPGAX Lg Cap Benchmark<sup>6</sup>



## ENSOGO SECTOR SCORES<sup>8</sup>

EPGAX HIGH AND LOW SCORE HOLDINGS



WEIGHT OF HOLDINGS: 15% 7% 6% 4% 15% 11% 24% 4% 0% 0%

NUMBER OF HOLDINGS: 23 8 8 8 17 18 24 6 0 1

# FIDELITY ADV EQUITY GROWTH A (EPGAX)

REPORT DATE: NOV. 2014

FUND TYPE: **GROWTH - LARGE CAP GROWTH**

NUMBER OF HOLDINGS<sup>1</sup>: **150**

NUMBER OF PEER FUNDS IN TYPE: **300**

PERCENTAGE OF WEIGHT IN RATINGS<sup>2</sup>: **86.2**

TOTAL EXPOSURE<sup>3</sup>  
**32.60**

## FUND TYPE ANALYSIS

HIGHEST EXPOSURE IN TYPE: **70.9**

MEDIAN EXPOSURE IN TYPE: **39**

LOWEST EXPOSURE IN TYPE: **0**



EPGAX RANKED IN THE  
**73**  
PERCENTILE<sup>4</sup>

## EXPOSURE (PERCENTAGE OF HOLDINGS IN EACH ISSUE)

ABORTION	ADULT ENTERTAINMENT	ALCOHOL	ANIMAL TESTING	EPGAX Fund	Peer Median
0	5.2	4.2	12.3	0	9
CONTRACEPTIVES	FIREARMS	GAMBLING	MILITARY WEAPONS	EPGAX Fund	Peer Median
2.5	0	0	2.1	1	2
NUCLEAR POWER	NUCLEAR WEAPONS	OIL AND COAL	EPGAX Fund	Peer Median	
0.3	0.4	5.5	0	4	
PREDATORY LENDING	STEM CELL RESEARCH	TOBACCO	EPGAX Fund	Peer Median	
0	5	0.8	1	1	

TOTAL EXPOSURE<sup>7</sup>  
**32.6%**



TOTAL PEER MEDIAN: 39%

■ EQUITY EXPOSURE ■ NO EQUITY EXPOSURE

## Fidelity Adv Equity Growth A

REPORT DATE: NOV. 2014

### PORTFOLIO INFORMATION TOP 10 HOLDINGS<sup>9</sup>

PERCENTAGE OF  
FUND HOLDINGS

PERCENTAGE OF  
FUND HOLDINGS

FACEBOOK INC	8.07	GOOGLE INC	2.29
GILEAD SCIENCES INC	5.16	HOME DEPOT INC	1.96
KEURIG GREEN MOUNTAIN INC	3.14	ACTAVIS PLC NEW	1.93
APPLE INC	2.35	BLACKSTONE GROUP LP THE	1.86
GOOGLE INC	2.33		
HARLEY DAVIDSON INC	2.32		
		<b>TOTAL</b>	<b>31.41%</b>

## FUND DESCRIPTION

The Fund seeks capital appreciation. Normally investing at least 80% of assets in equity securities. Normally investing primarily in common stocks. Investing in companies Fidelity Management & Research Company (FMR) believes have

above-average growth potential (stocks of these companies are often called 'growth' stocks). Investing in domestic and foreign issuers. Using fundamental analysis of factors such as each issuer's financial condition and industry position, as well as market and economic conditions, to select investments.

## FOOTNOTES

- <sup>1</sup> Due to trading activity, the fund's holdings may differ from disclosed data. Fund holdings and descriptions are provided by Value Line.
- <sup>2</sup> ENSOGO Ratings and scores are currently based on the US Equity portion of the portfolio and therefore may not represent all of the holdings of a fund. Ratings and scores are based on the portion of the fund's holdings that are available within the research data set.
- <sup>3</sup> The Certified ENSOGO Score is calculated for the mutual fund based on the ENSOGO Scores for individual equity holdings of the fund multiplied by their percentage weighting within the fund. The Certified ENSOGO Score is an absolute score and is not calculated to be relative to any other fund.
- <sup>4</sup> The percentile is calculated based on all of the funds within the same fund type.
- <sup>5</sup> These six categories are sub-components of the ENSOGO Certified Score. The categories represent the following percentages of the overall score: Environmental Impact (22%), Climate Change (11%), Human Rights and Labor (22%), Community (11%), Governance Structure (22%), and CEO Compensation (11%).
- <sup>6</sup> The benchmark is one of the following market weighted baskets of stocks: 500 large cap stocks, 400 mid cap stocks, or 600 small cap stocks.
- <sup>7</sup> The Aggregate Exposure captures the total holdings weight of companies with exposure to any of the issues listed in this section. Note that one company may be involved in more than one area of issue and therefore summing all the individual topics will not generate the Aggregate Exposure value.
- <sup>8</sup> The Sector Scores are equally weighted mean averages of scores for companies held within the fund within each sector. The "high" and "low" marks indicate respectively the "best" and "worst" holding within each sector.
- <sup>9</sup> Fund descriptions and equity holdings information is provided by Value Line. Top 10 Holdings information reflects the largest equity positions within the fund.

## LEGAL NOTES

Ensogo Analytics LLC is NOT a registered investment advisor and does not provide investment advice or advice of any kind.

Ensogo Analytics LLC makes no warranties or representations regarding its content as being suitable for any specific purpose. ENSOGO Analytics LLC does not guarantee the completeness or accuracy of the information and data provided. To the maximum extent allowed by applicable law, ENSOGO Analytics LLC disclaims any liability whatsoever for any financial or other loss damage, cost, or expense suffered or incurred by any end-user.

ENSOGO Analytics LLC will not be liable for any use or misuse of its content under any circumstances, whether such use or misuse results in direct or indirect loss to you

ENSOGO Analytics LLC's analysis is based on mutual fund holdings data provided by Value Line Publishing, Inc. of New York, New York. See ENSOGO Analytics LLC website under Terms and Conditions and Mandatory Provisions that govern the use of the Value Line Data. The underlying environmental, social, and governance issue data used by ENSOGO Analytics LLC is provided by IW Financial.

This report is supplemental sales literature and should be treated as such. Its purpose is to solely provide information and is not an offer to buy or sell a security. It should not be used as a substitute for a prospectus and disclosure statement.

The contents of this report may not be transferred to any party not holding a valid subscription agreement with ENSOGO Analytics LLC. Use of this report is subject to the Terms and Conditions and Mandatory Provisions made available to subscribers at [ensogoanalytics.com](http://ensogoanalytics.com). Questions concerning this report, its use or subscriptions should be forwarded to [info@ensogoanalytics.com](mailto:info@ensogoanalytics.com).