

# REFINITIV LIPPER LEADERS

## Usage guidelines for the Lipper Leaders rating system iconography

### Highlight the unique strengths of your funds

#### Overview

This document includes general usage guidelines for the Lipper Leaders rating system iconography. This method of visually articulating our ratings improves readability and usability across various usages and media.

The Lipper Leaders rating system displays ratings from high to low with a rating of 1 considered the lowest rating and a rating of 5 considered the highest or a Lipper Leader.

 = LOWEST RATING

 = HIGHEST RATING  
(LIPPER LEADER)

### Using Lipper Leaders

#### Guidelines for Fund Companies

The Lipper Leaders ratings system offers fund companies the ability to highlight the unique strengths of their funds. It provides an easy and visually effective way to illustrate how well your fund meets specific investment goals.

Most traditional fund measures are too broad to adequately assess funds that excel in certain areas, but the Lipper Leaders ratings system focuses its attention on the subtle strengths that characterize high-rated funds.

Recognition as a Lipper Leader provides an excellent opportunity to promote a fund's strengths. Fund companies around the globe have successfully used Lipper Leaders in print advertisements, websites, annual reports, press releases and other promotional materials. As respected third-party evaluations, Lipper Leaders provide investors and advisors with context and perspective for making informed fund selections.

Lipper Leaders icons can be incorporated into most elements of a fund company's marketing communications plan.

For example, they can help a fund company:

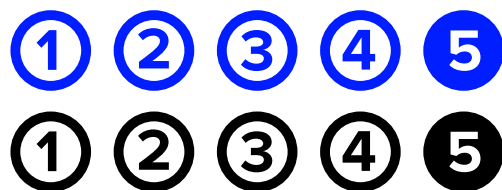
- Highlight the strengths of funds that may not be easy to market using traditional measures
- Showcase funds in out-of-favor categories that may be poised to rebound
- Segment a range of products to appeal to a wider variety of investors
- Distinguish funds from their competitors

For more examples of use and considerations, please refer to the methodology and Lipper Leaders Rating system document.

### Visual design

Lipper Leader ratings are signified visually by the number icons shown here. Number icons are available in color (blue) and black and white.

Number icons

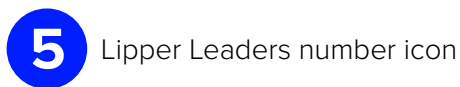


## How the logo system works

Funds are not required to display their ratings or icons for each Lipper Leaders measure. Only actual Lipper Leaders icons may be used. When using the Lipper Leaders icons, please specify the category of recognition: Total Return, Consistent Return, Preservation, Tax Efficiency (U.S. only) or Expense. The category of rating (Total Return, Consistent Return, Preservation, Tax Efficiency or Expense) may be labeled by the publication's layout or by custom-designed icon/type lockups. More information is available in this document. In addition, Lipper Leaders number icons are available for use in charts or tables that display Lipper ratings for multiple funds simultaneously.

### For a fund identified as a Lipper Leader

The Lipper Leaders icon is the custom-designed number 5 icon.



### For Funds Rated 1 – 4

The Lipper Leaders ratings consist of a custom-designed number icon (1-4) in a circle.



Lipper Leader rating numbers icons



### Iconography labeling

Lipper Leaders iconography should be appropriately labeled. We recognize the layout and typography of a publication or website will influence how Lipper Leaders and the required labels are displayed.

Number icons with label lockups

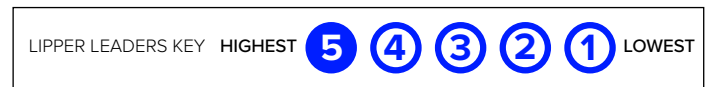
-  Lipper Rating Total Return
-  Lipper Rating Consistent Return
-  Lipper Rating Preservation
-  Lipper Rating Tax Efficiency (U.S. only)
-  Lipper Rating Expense

## Lipper Leaders key

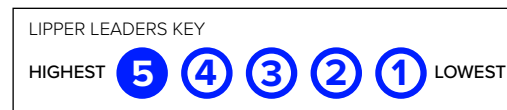
Artwork must be reproduced from master artwork. Do not redraw a Lipper Leaders key, recolor the key or create an alternative key. The key is two-dimensional and should never be reproduced three-dimensionally or cropped.

The following assets are available, each in PMS, CMYK, RGB, Black and Reverse format. PMS version is also available.

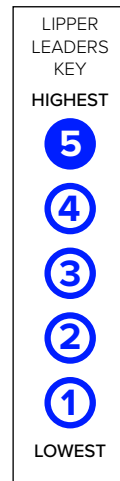
Number icons horizontal



Number icons stacked



Number icons vertical



Standard Lipper color palette shall be used. When color is possible, the blue shall be used. The black or white in reverse may be used when necessary.

### Pantone (Print)



### CMYK Print



### RGB/HEX (Web/software)



## Advertising usage

Lipper Leaders number icons can be used to advertise funds in magazines, newspapers, television and other media. Just as with brochures, websites and other materials, appropriate disclosure copy must be included in all marketing material.

## Disclosure Requirements

- The relevant disclosure language must accompany the Lipper Leaders number icons and appear on the same page, namely: **Universe where fund is registered for sale** (e.g. United Kingdom), **as at date** (e.g. 31 May 2020), **Time period** (i.e. Lipper Leader rating for 3, 5, 10 year or overall time frame) and the fund's **Lipper Leaders Classification**.
- Lipper Leader ratings are calculated monthly using month-end data. The most recent ratings should be reflected in all materials as soon as possible.
- Disclosure requirements are identical for those funds that omit icons and discuss Lipper Leader ratings textually.

Fund category classification counts for each of the underlying time periods for U.S. and Canada required as part of the disclosure language may be obtained at no charge from Lipper Leaders client services toll-free number at +1 877 955 4773. U.S. funds with negative Securities and Exchange Commission (SEC) standardized performance total return in any standard time period should disclose that SEC standardized performance in their advertisement. EMEA Lipper client service number is +44 345 600 6777 and Asia Lipper client service number is +852 3071 2912 or by visiting [lipperleaders.com](https://lipperleaders.com). Alternatively contact us at <https://my.refinitiv.com/content/mytr/en/myrefinitivsupport.html>

## Disclaimer:

The disclaimer **must** be included in the disclosure of any marketing collateral.

Lipper Leaders fund ratings do not constitute and are not intended to constitute investment advice or an offer to sell or the solicitation of an offer to buy any security of any entity in any jurisdiction.

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Short-form disclaimer: (to be used when space is limited on marketing collateral)

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