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**WALL ST**

**RETURNS MATTER.  
RISK MANAGEMENT MATTERS.**  
DEFEND TOMORROW, TODAY

Since 1999, Howard Capital Management, Inc. (HCM), a SEC-Registered Investment Advisory Firm, has offered professional money management to those seeking growth while striving to remain on the right side of the market. The HCM vision originated after the 1987 stock market crash, with the opinion that incurring financially devastating losses due to market volatility was unnecessary.

*There is no certainty that any investment or strategy will be profitable or successful in achieving investment objectives.*

## **KEY FACTS**

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**1999**

Year Founded

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**Vance Howard**

Investment Manager and CEO

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**Atlanta, Georgia**

Headquarters just outside of Atlanta

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**\$4 Billion**

In total assets under management

# BACKGROUND



Vance Howard, CEO and Portfolio Manager, created a defensive and tactical investment strategy that seeks primarily to mitigate investment risk through market downturns while pursuing opportunities for excess return. To support the strategy, he developed a proprietary **stoploss** risk management tool, the HCM-BuyLine®, to offer investors a downside defense.

**NON-EMOTIONAL, MECHANICAL, REPEATABLE.**

## TIMELINE OF HCM

**1996**

Concept of the HCM-BuyLine® developed

**1999**

Establishment of Howard Capital Management, Inc. (HCM)

**2006**

Creation of the 401(k) Optimizer® for employees with a 401(k), 403(b) and/or 457 account

**2014**

HCM launches line of proprietary Mutual Funds

**2019**

HCM Defender 100 Index ETF and HCM Defender 500 Index ETF Introduced

**2021**

HCM hits \$4 Billion in Assets Under Management (AUM)

## THE HCM-BUYLINE®

The HCM-BuyLine® uses a proprietary quantitative investment model to determine when we should be in or out of the market. The HCM-BuyLine® uses trend analysis to help identify the broad trend in the equity market. When the trend is down, we reduce exposure to equities, and when the trend is up, we increase exposure to equities.

When the S&P 500 Index's closing price drops to 3.5% below the HCM-BuyLine®, we will assume a 50/50 position in equities and cash or cash equivalents. If the S&P 500 Index drops to 6.5% below the HCM-BuyLine®, we will be 100% in cash or cash equivalents. Once the S&P 500 Index closes above the HCM-BuyLine® for five consecutive trading days after having dropped below one or both of the previous two levels, we will be reinvested in equities.

This non-emotional, mechanical, and repeatable system helps take the guesswork out of HCM investment decisions, as we strive to keep client portfolios on the right side of the market. Even though not every HCM-BuyLine® signal will result in a profitable trade, the HCM-BuyLine®'s ability to preserve capital using math in major market downturns while pursuing opportunities for growth provides HCM with the potential to outperform the market on a long-term basis. For example, a portfolio which suffers a 30% loss, takes a 43% gain to return to the previous portfolio value. When the impact of a major market downturn is reduced, the investor is left better situated compared to a buy-and-hold strategy. However, avoiding market downturns is just the start of an effective risk management system. The manager also needs to know when to be invested in equities. Here again, the HCM-BuyLine® comes into play, signaling a potential uptrend.

*There can be no guarantee that the HCM-BuyLine® indicator will perform as anticipated. Stoploss protection will not necessarily limit your losses to the desired amounts due to the limitations of the HCM-BuyLine®, market conditions, and delays in executing orders. It is not an actual stoploss order that automatically sells securities in the portfolio at a certain price.*

# INVESTMENT STRATEGIES

The investment strategies we offer at Howard Capital Management, Inc. (HCM) are tactical and defensive. We believe tactical management is a powerful, straightforward solution to navigating market volatility while striving to deliver performance and outpace inflation.

HCM offers investors multiple investment options through separately managed accounts, self-directed brokerage accounts, proprietary Mutual Funds and ETFs. We also offer a variety of marketing tools and support to help advisors grow their business.

## RISK TOLERANCE OPTIONS:

SMA PORTFOLIOS	CONSERVATIVE	BALANCED	GROWTH	AGGRESSIVE
• All Weather		✓		
• ALP	✓	✓	✓	✓
• Dividend Income	✓	✓	✓	
• Horizon Income		✓		
• ILP-ETF	✓	✓	✓	
• ILP-MF	✓	✓	✓	
• MIP	✓	✓	✓	✓
• Ultra Aggressive				✓
• Viper 2	✓	✓	✓	✓

## PROPRIETARY MUTUAL FUNDS

HCM Dividend Sector Plus (HCMNX)

HCM Tactical Growth (HCMGX)

HCM Income Plus (HCMEX)

## PROPRIETARY ETFs (EXCHANGE TRADED FUNDS)

HCM Defender 100 Index ETF (QQH)

HCM Defender 500 Index ETF (LGH)

## RETIREMENT PLANNING AND LEAD GENERATION TOOLS

Self-Directed Brokerage Accounts (SDBA)

401(k) Optimizer®

TSP Optimizer®

HCM-Guided Retirement

*Mutual Funds and ETFs are subject to risks similar to those of stocks. Investment returns will fluctuate and are subject to market volatility, so that an investor's shares when redeemed may be worth more or less than their original costs. There are unique potential risks associated with the specific asset classes that a Mutual Fund or ETF represents. You should carefully consider the risk, charges, and expenses of an ETF prior to investing.*

# WE LOOK FORWARD TO SPEAKING WITH YOU.

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**Prospectus Disclosure:** Investors should carefully consider the investment objectives, risks, charges, and expenses of Mutual Funds and ETFs. This and other important information about the Funds are contained in the prospectus, which can be obtained at [www.howardcmfunds.com](http://www.howardcmfunds.com) or by calling 770-642-4902. The prospectus should be read carefully before investing. HCM Funds are distributed by Northern Lights Distributors, LLC, member FINRA/ SIPC. Northern Lights Distributors, LLC and Howard Capital Management, Inc. are not affiliated.

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**Important Risk Disclosure:** Mutual funds involve risk including possible loss of principal. When the Fund is out of the market and in cash or cash equivalents, there is a risk that the market will begin to rise rapidly and may cause the Fund to miss capturing the initial returns of changing market conditions. The mutual funds in which the Fund may invest may use leverage. Using leverage can magnify a mutual fund's potential for gain or loss and therefore, amplify the effects of market volatility on a mutual fund's share price. The Fund may be subject to the risk that its assets are invested in a particular sector or group of sectors in the economy and as a result, the value of the Fund may be adversely impacted by events or developments in a sector or group of sectors. The price of small or medium capitalization company stocks may be subject to more abrupt or erratic market movements than larger, more established companies or the market averages in general. A higher portfolio turnover will result in higher transactional and brokerage costs and may result in higher taxes when Fund shares are held in a taxable account. ETFs and mutual funds are subject to investment advisory and other expenses, which will be indirectly paid by the Fund. As a result, the cost of investing in the Fund will be higher than the cost of investing directly in other investment companies and may be higher than other mutual funds that invest directly in securities. The market value of ETF and mutual fund shares may differ from their net asset value. Each investment company and ETF is subject to specific risks, depending on the nature of the fund.

Howard Capital Management, Inc. ("HCM") is an SEC-registered investment advisor with its principal place of business in the State of Georgia. SEC registration does not constitute an endorsement of HCM by the SEC, nor does it indicate that HCM has arraigned a particular level of skill or ability. HCM only transacts business where it is properly registered or is otherwise exempt from registration. Howard Capital Management, Inc. (Howard CM) offers its investment methodology through multiple programs that may invest in exchange traded funds, variable annuities, Bonds and Mutual Funds. There is no certainty that any investment or strategy (including the investments and/or investment strategies recommended by the advisor), will be profitable or successful in achieving investment objectives.

Mutual Funds and Exchange traded funds are subject to risks similar to those of stocks. Investment returns will fluctuate and are subject to market volatility, so that an investor's shares when redeemed may be worth more or less than their original costs. There are unique potential risks associated with the specific asset classes that each exchange traded fund represents. Investments in smaller companies typically exhibit higher volatility. In addition to the normal risks associated with investing, narrowly focused investments typically exhibit higher volatility. Bonds and bond funds will decrease in value as interest rates rise. Commodities markets have historically been extremely volatile. Inverse funds should lose money when their benchmark indexes rise—a result that is opposite from traditional Mutual Funds. Inverse funds also entail certain risks, including inverse correlation, leverage, market price variance and short sale risks. Investments in foreign investments generally incur greater risks than domestic investments. International investments may involve risk of capital loss from unfavorable fluctuation in currency values,

from differences in generally accepted accounting principles or from economic or political instability in other nations. Emerging markets involve heightened risks related to the same factors as well as increased volatility and lower trading volume. You should carefully consider the risk, charges and expenses of an exchange traded fund prior to investing. This and other important information can be found in the product's prospectus. Past Performance is no guarantee of future results.

HCM Indicator. The HCM-BuyLine® (Indicator) our proprietary indicator is used to assist in determining when to buy and sell securities. When the Indicator identifies signs of a rising market, HCM then identifies the particular security(ies) that HCM believes have the best return potentials in the current market from the universe of assets available in each given model and signals to invest in them. When the Indicator identifies signs of a declining market, the Indicator signals to move clients' investments to less risky alternatives. Not every signal generated by the Indicator will result in a profitable trade. There will be times when following the Indicators results in a loss. An important goal of the Indicator is to outperform the market on a long-term basis. The reason is the mathematics of gains and losses. A portfolio which suffers a 30% loss takes a 43% gain to return to the previous portfolio value. The Indicator is a reactive in nature, not proactive. They are not designed to catch the first 5-10% of a bull or bear market. Ideally, they will avoid most of the downtrends and catch the bulk of the uptrends. There may be times when the use of the Indicator will result in a loss when HCM re-enters the market. Other times there may be a modest positive impact. When severe downtrends occur, however, such as in 2000-2002 and 2007-2008, the Indicator has the potential to make a significant difference in portfolio performance. Naturally, there can be no guarantee that the Indicator will perform as anticipated. The Indicator does not generate stop-loss orders that automatically sell securities in the portfolio at a certain price. As a result, use of the Indicator will not necessarily limit your losses to the desired amounts due to the limitations of the Indicator, market conditions, and delays in executing orders.

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