



# Blue Heron Global ESG Leader

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**RICHARDSON**  
Wealth

IC BLUE HERON  
WEALTH ADVISORY GROUP

## Investment strategy

This is an all-equity portfolio holding US and global equities seeking superior long-term growth. We combine our exclusive positive Environmental, Social and Corporate Governance (ESG) screening discipline to identify companies that exceed our high ESG standards. We also exclude unsustainable industries and companies with controversial practices to ensure you are invested in the best run companies.

We use a strict Environmental, Social and Corporate Governance (ESG) overlay to create the "Blue Heron Investable Universe". We then employ a disciplined active approach that combines qualitative and quantitative research. We also overlay Equity Action Call research to better control risk in volatile markets. Companies are added and deleted using a strict rules-based methodology.

## Portfolio facts

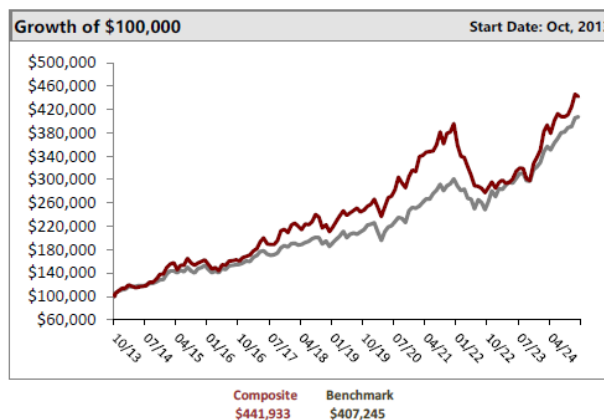
Investment Managers: Isenegger & Chappell  
Investment Approach: Fundamental & Quantitative  
Inception: October 2013  
Return Objective: Growth  
Benchmark: 60% S&P 500 Index; 30% MSCI EAFE Index; 5% MSCI Emerging Markets Index; 5% FTSE Canada 91 Day T-Bill Index  
Risk Profile: Medium

## Top 10 holdings

|   | %    |
|---|------|
| AVGO - Broadcom Inc Com                         | 5.28 |
| SAP - SAP SE ADR                                | 4.51 |
| TSM - Taiwan Semiconductor Manufacturing Co Ltd | 4.42 |
| AXP - American Express Co                       | 4.40 |
| BK - Bank of New York Mellon Corp               | 4.39 |
| NVDA - NVIDIA Corp                              | 4.32 |
| NOW - ServiceNow Inc                            | 4.17 |
| CRM - Salesforce Inc                            | 4.01 |
| TT - Trane Technologies PLC                     | 3.99 |
| ORCL - Oracle Corp                              | 3.95 |

## Total Top 10

43.44



## Annualized Returns (%)

|           | 1 M   | 3 M  | 6 M   | YTD   | 1Y    | 2Y    | 3Y    | 4Y    | 5 Y   | 6 Y   | 7 Y   | 8 Y    | 9 Y   | 10 Y  | SI    |
|-----------|-------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|
| Composite | -0.88 | 7.62 | 7.01  | 30.68 | 30.68 | 24.41 | 3.74  | 8.72  | 11.37 | 13.09 | 11.23 | 12.80  | 11.74 | 12.32 | 14.12 |
| Benchmark | 0.49  | 4.73 | 9.93  | 26.42 | 26.42 | 22.64 | 10.59 | 12.72 | 12.70 | 13.97 | 11.96 | 122.33 | 11.45 | 12.18 | 13.29 |
| Diff +/-  | -1.36 | 2.90 | -2.92 | 4.26  | 4.26  | 1.77  | -6.85 | -4.00 | -1.34 | -0.88 | -0.73 | 0.47   | 0.29  | 0.14  | 0.83  |

## Calendar Year Returns (%)

|           | 2024  | 2023  | 2022   | 2021  | 2020   | 2019  | 2018 | 2017  | 2016  | 2015  |
|-----------|-------|-------|--------|-------|--------|-------|------|-------|-------|-------|
| Composite | 30.68 | 18.44 | -27.86 | 25.14 | 22.63  | 22.09 | 0.71 | 24.39 | 3.63  | 17.71 |
| Benchmark | 26.42 | 18.97 | -10.08 | 19.35 | 122.66 | 20.48 | 0.64 | 14.94 | 4.70  | 18.93 |
| Diff +/-  | 4.26  | -0.53 | -17.78 | 5.78  | 9.96   | 1.61  | 0.08 | 9.45  | -1.07 | -1.22 |

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