

CORE STRATEGY

Helm Investment Management's core asset allocation strategy for 2007 hews to our belief that the key to long-term investment success comes from a disciplined approach that centers on thoughtful diversification of equities and fixed income securities.

Overall, the firm recommends a mix of 60% equities and 40% fixed income. This investment mix allows for a stream of income to carry investors through times when equity returns are so-so, while allowing for participation when the stock market is jumping. As each client's needs are unique, this mix can vary.

Within the overall categories of equities and fixed income, Helm diversifies using a variety of instruments and asset classes.

Equities

Helm uses Exchange Traded Funds (ETFs) of major market indexes to execute its core investment strategy. Within the equity allocation, Helm recommends a basic mix of:

- 30% large capitalization (large cap) stocks (indexes of stocks with a high market value, such as the S&P 500)
- 30% mid cap
- 15% small cap
- 25% international holdings.

Within that structure, Helm leans toward indexes of stocks known in market parlance as Value Stocks – typically defined by low price to book value (that is, a low stock price relative to the value of the company's assets), low price-earnings ratios and a history of regular dividend payments.

Helm aims to have twice as much of the Value part of a U.S. index as it does of the Growth. Studies have shown that over the long term, value stocks will outperform growth stocks – though that can vary in any given year.

Helm also does a significant amount of diversification among the various classes of international equity ETFs. The categories of overseas indexes we invest in include:

- MSCI EAFE (Europe, Australasia and the Far East), with some emphasis on the Value shares in this index. These are very large non-U.S. companies, such as BP (British Petroleum), Toyota and Nestle.
- MSCI Pacific ex-Japan, which has an emphasis on Australia and Hong Kong.
- Standard & Poor's European 350, with Europe's largest companies.
- MSCI's Emerging Markets index, made up of big companies in developing markets, and including such firms as Samsung Electronics, Taiwan Semiconductor and Russia's LUKOIL.
- An even mix of Japan's S&P/TOPIX 150 (Mitsubishi, Canon, Honda), the MSCI EMU index (French oil firm Total, Spain's Telefonica, Finland's Nokia) and the

S&P Latin America 40 index (Brazil's Petroleo Brasileiro, Mexico's Cemex and Wal-Mart de Mexico).

Finally, the significant percentage of international allocation also ensures that investors have appropriate exposure to all industrial sectors. Investing only in U.S. stocks would create a portfolio with little or no holdings in consumer electronics, for example, or semiconductor fabrication. By holding overseas indexes, clients pick up holdings in industries in which U.S. companies no longer participate.

Fixed income

Helm invests in a number of different forms of fixed income securities for its clients to provide significant diversification from equities for each investment portfolio. Fixed income securities are loans to companies rather than an ownership stake. They provide a promise to pay a sum certain at a certain time and no other promises.

Helm invests in U.S. Treasuries, Agencies (such as the bonds of Fannie Mae), Bank Certificates of Deposit (CDs), Corporate Bonds, Money Market funds, Master Limited Partnerships, TIPS (Treasury Inflation-Protected Securities), and Municipal securities. We buy a number of different maturities to create what's called a maturity ladder, so a small part of the fixed income portfolio is being reinvested throughout the year. Each of these fixed income securities has different levels of risk related to how much prices fluctuate as interest rates change and to the chances that the bond issuer might stop paying interest or default on the bond altogether.

Because Helm's aim with fixed income is to get the maximum return with a minimum of volatility, we hold the maturity of fixed income to five years and less. At this time, bonds of longer maturities pay a lower yield than those of shorter durations. If this changes and longer-term bonds begin to pay a higher yield than short-term notes and bills, Helm will consider pushing to slightly longer-term holdings.

Corporate bonds, for example, always carry some risk of default, vs. U.S. Treasury bonds, which would only default if the U.S. government collapsed. Agency bonds have been somewhere in between when it comes to risk: Agencies such as the Federal Home Loan Bank Board do not have the full backing of the U.S. government, but they likely would get significant government support if they ran into financial trouble, so the bonds are thought to have less default risk than corporate bonds.

Given that corporate bonds pay very little more than Agencies and typically less than CDs at this time, Helm's fixed income diversification is focused on one-third each in Agency bonds, Certificates of Deposits and U.S. Treasury bills, notes and bonds.

Some clients also benefit from holding tax-free Municipal Bonds in their portfolios. In addition, many clients can benefit from earning income in Master Limited Partnerships (MLPs), which typically yield about 7%, much of which can be protected from taxes. Helm will invest 5% of a client's fixed income allocation in MLPs when appropriate.