

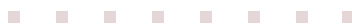


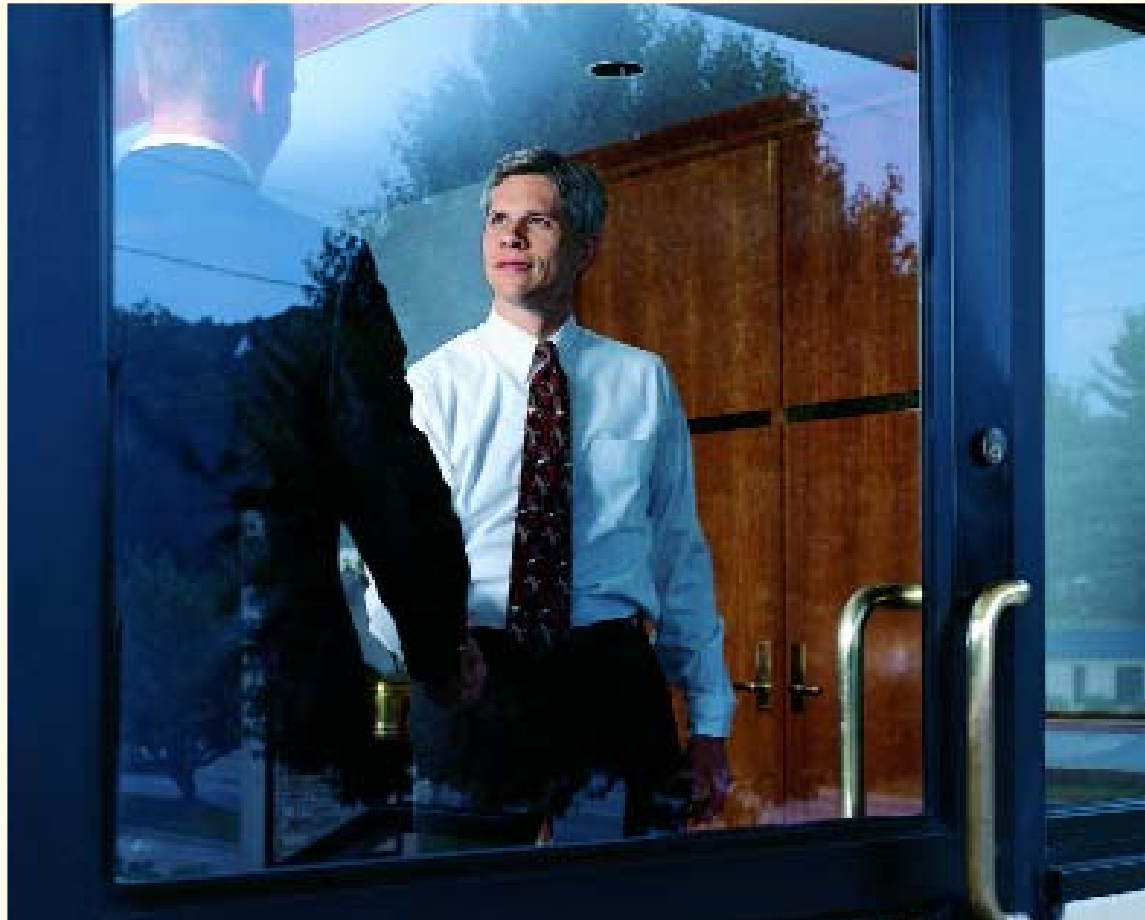
Boys, Arnold & Company  
INVESTMENT COUNSEL

We're better for knowing you.

At Boys, Arnold & Company,  
our most important investment  
is our relationship with you.

*Because the better we know you,  
the better we are.*





## Singular Commitment

We build relationships one by one. We believe in the connective power of a handshake. And from the complexities of developing and executing a financial plan to the simplicity of a warm greeting, our employee-owned firm honors a singular commitment to uncompromised personal service. You can expect it from everyone associated with Boys, Arnold & Company. It's how we've always done business.

*It's how we always will.*



## Quiet Confidence

---

Knowing you better, we can provide more effective investment counsel focused on your specific objectives and constraints. We execute our investment philosophy with quiet confidence, investing consistently over time, working with high-quality securities and diversifying to control risk at your level of comfort. Always, we strive to avoid radical change or extreme positions. It is not a new approach, *but a proven one.*







## Principled Resolve

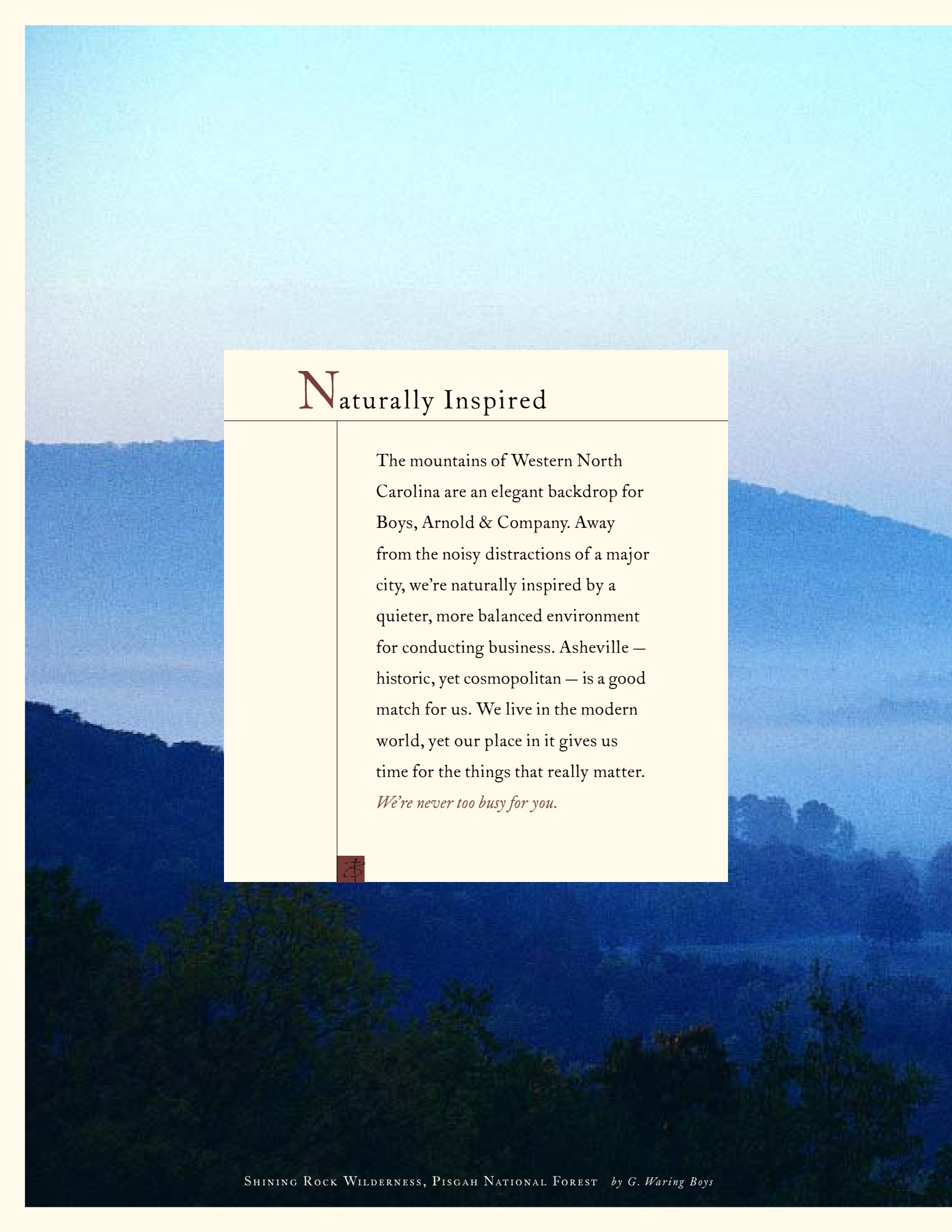
Our focus on client service and a conservative approach to investing are matters of principle. They have been key to the success of our firm since its inception in 1977. Today, we have earned the trust of some 250 clients for whom we manage assets approaching three-quarters of a billion dollars.

The trust you place in us carries with it a high degree of responsibility. So we have controlled our company's growth to ensure that service, expertise and integrity will always be our priorities. We've been rewarded with a remarkable degree of loyalty, so much so that we continue to do business with multiple generations of families, some of whom retained us more than 20 years ago.

Our perspective is always to view our growth through the prism of

*our clients' interests.*





## Naturally Inspired

The mountains of Western North Carolina are an elegant backdrop for Boys, Arnold & Company. Away from the noisy distractions of a major city, we're naturally inspired by a quieter, more balanced environment for conducting business. Asheville — historic, yet cosmopolitan — is a good match for us. We live in the modern world, yet our place in it gives us time for the things that really matter.

*We're never too busy for you.*







TOP, L TO R: JACQUI FRIEDRICH, JOHN RHODIN, JENNIFER THOMPSON, MARK LEWIS,  
STAN COCKE, DARLENE EISEL, ANDY HALLMARK, HEATHER REED AND JOHN KUHNS.

BOTTOM, L TO R: KYLE BOYD, JON VANNICE, TOMMY ARNOLD,  
JENNIFER WITT, RON NORRIS, SANNY BACHMANN AND KAREN SIMPSON.

## C collective Strength

Our ability to serve you depends not upon any one key player but upon the collective strength of our own specialists working with each other and in collaboration with your other professional advisors. Over the years we have taken great care to assemble a diverse team of professionals who share individual talents and the common vision behind our founding philosophy. Their loyalty to the firm and our clients shows in our high rate of employee retention. And such long-term associations with employees are the essence of our ability to build

*a lasting relationship with you.*



## Undivided Attention

We have designed our internal structure to share with you the best each of us has to offer. You'll always work one-on-one with an investment counselor and an experienced account administrator with primary responsibility for your account. Our financial planning and investment committees are comprised of individuals with extensive professional training and practical experience. Their insight and expertise allow investment counselors to implement strategies that are well-considered and appropriate to each client's specific objectives and circumstances. With every contact and on every matter, *you have our undivided attention.*





THE INVESTMENT COMMITTEE IS RESPONSIBLE FOR SETTING POLICY REGARDING  
ASSET ALLOCATION, AS WELL AS BOND AND EQUITY STRATEGY.



## Informed Decisions

We understand the power of knowledge, which is why we have invested so heavily in our technology and information services. Sophisticated information systems used in both planning and investment allow us to monitor economic, financial and company-specific data in real time. In short, we have desktop access to the information so critical to making informed decisions on your behalf. And we have dedicated the resources necessary to ensure that we operate trouble-free and *stay current with technological advancements.*



## Solid Foundation

No matter how technologically advanced we become, our underlying philosophy will not change nor be forgotten. We stand upon a solid foundation. By staying committed to our founder's vision of uncompromised personal service, we have created mutually beneficial relationships with every client we serve. Those relationships have helped us work to our clients' maximum financial advantage, and they have enriched us professionally and personally. At Boys, Arnold & Company, there is no uncertainty:

*We're better for knowing you.*

