



M A N A G I N G T H E I N V E S T M E N T O P P O R T U N I T I E S O F Y O U R L I F E T I M E

W.E. Donoghue Power Dividend IndexSM (PWRDX)

A Tactical Dividend Strategy for Today's Low Yield World

W.E.
DONOGHUE
& CO., INC.

For more information call:

800 642-4276

For Broker Dealer use only

W.E. Donoghue's Power Dividend Total (PWRDXTR :NYSE Arca)

* Data is delayed

7,007.52 USD

Last | 11/01/2015

UNCH (0)

Change

0

Volume

0.00

7,007.52

52 week range

QUOTE **CHART** NEWS PROFILE EARNINGS PEERS FINANCIALS OWNERSHIP

1 Day 5 Day 1 Mo 3 Mo 6 Mo YTD 1 Yr 3 Yr 5 Yr **10 Yr**

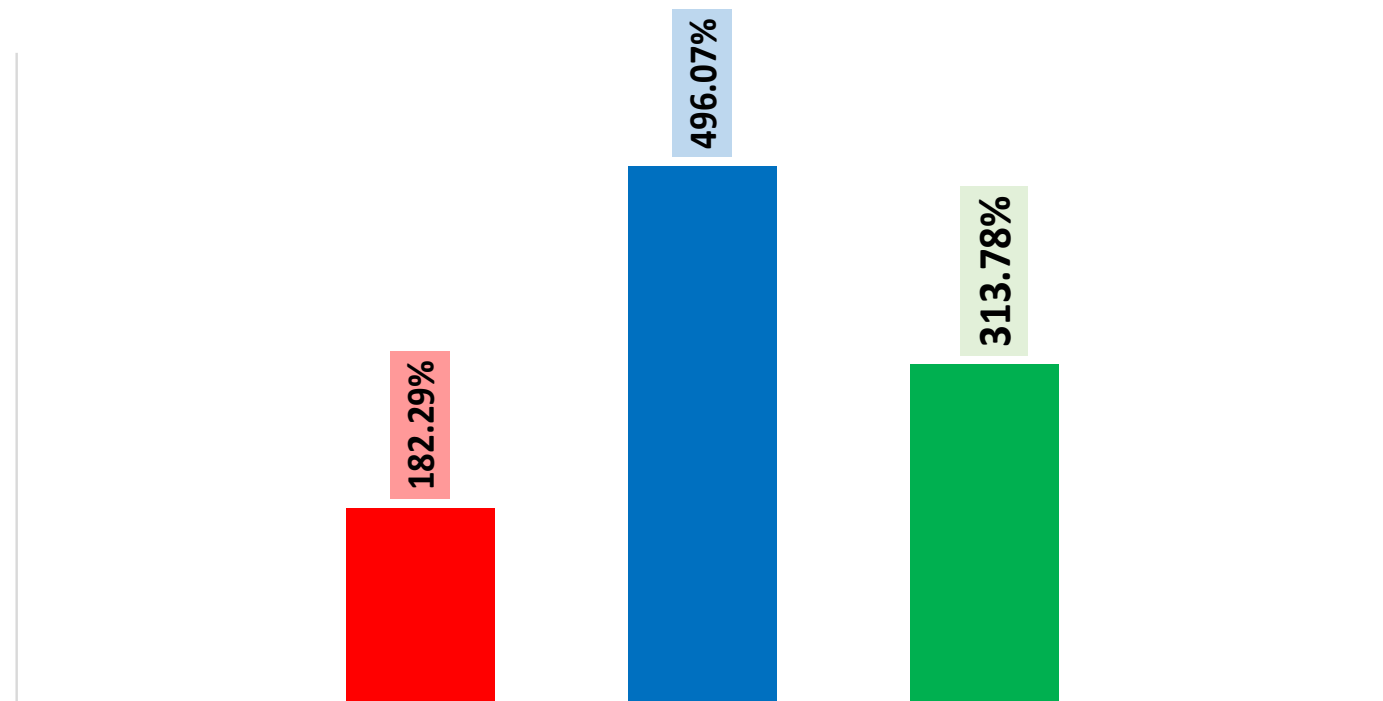
Daily Chart Style Upper Indicators Lower Indicators Standard Logarithmic



Here are the results of the entire period shown in this slide show. The point is to look at each period when the Index itself went to cash. What did the S&P Index do during these times? Look at each slide and note the time period of the chart. Also note the price action of the S&P 500 Index. After each period in cash, we show the immediately following period when in stocks. Note the performance of PWRDXTR vs S&P until the next time it goes to cash. Also note that after going back into the market, PWRDXTR's average upside capture for the three time periods studied was 139%!

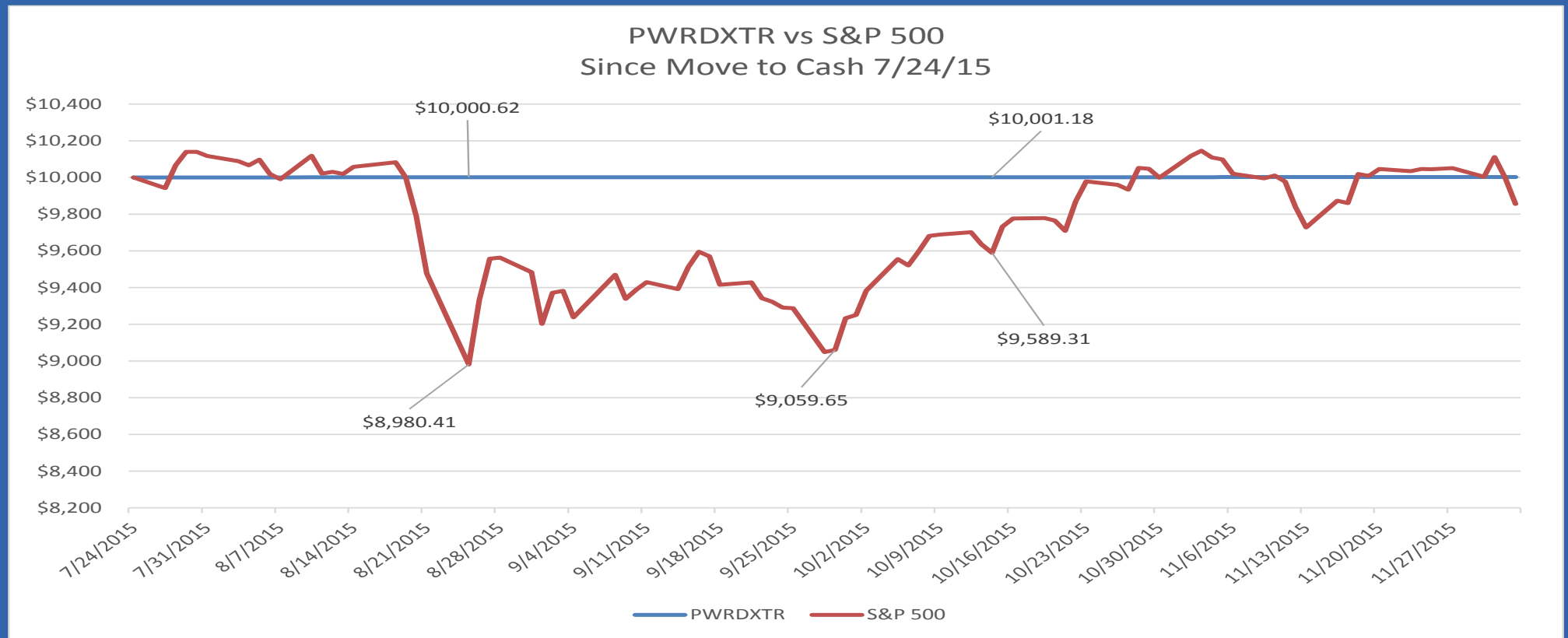
COMPARISON PWRDXTR VS S&P 500 TOTAL RETURN INDEX: 6/25/2002 - 11/5/2015

■ SPXT ■ PWRDXTR ■ Outperformance

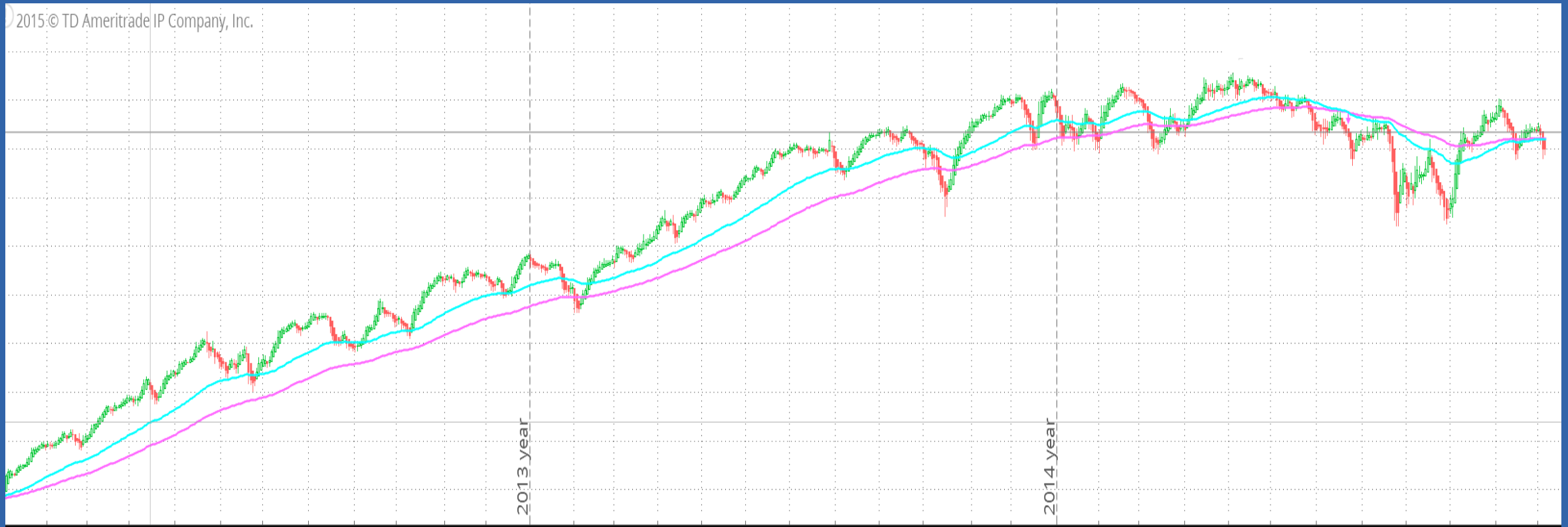


6/25/2002 - 11/5/2015

Here is the current look since going to cash On July 24th through yesterday's close (12/3/2015) Compare this to previous times in cash. In particular, to slides 6, 10 and 16. There can be multiple moves up and down during these time periods.



Here is the underlying basket of stocks for PWRDX with the exponential moving averages. If we continue to move up from here, the shorter EMA (Blue) will move above the longer (mauve) and the Index will go back into stocks. Trust the signal.



PWRDXTR vs S&P after move to cash June 25, 2002 to May 9, 2003

MANAGING THE INVESTMENT OPPORTUNITIES OF YOUR LIFETIME

PWRDXTR
move to
cash price
level

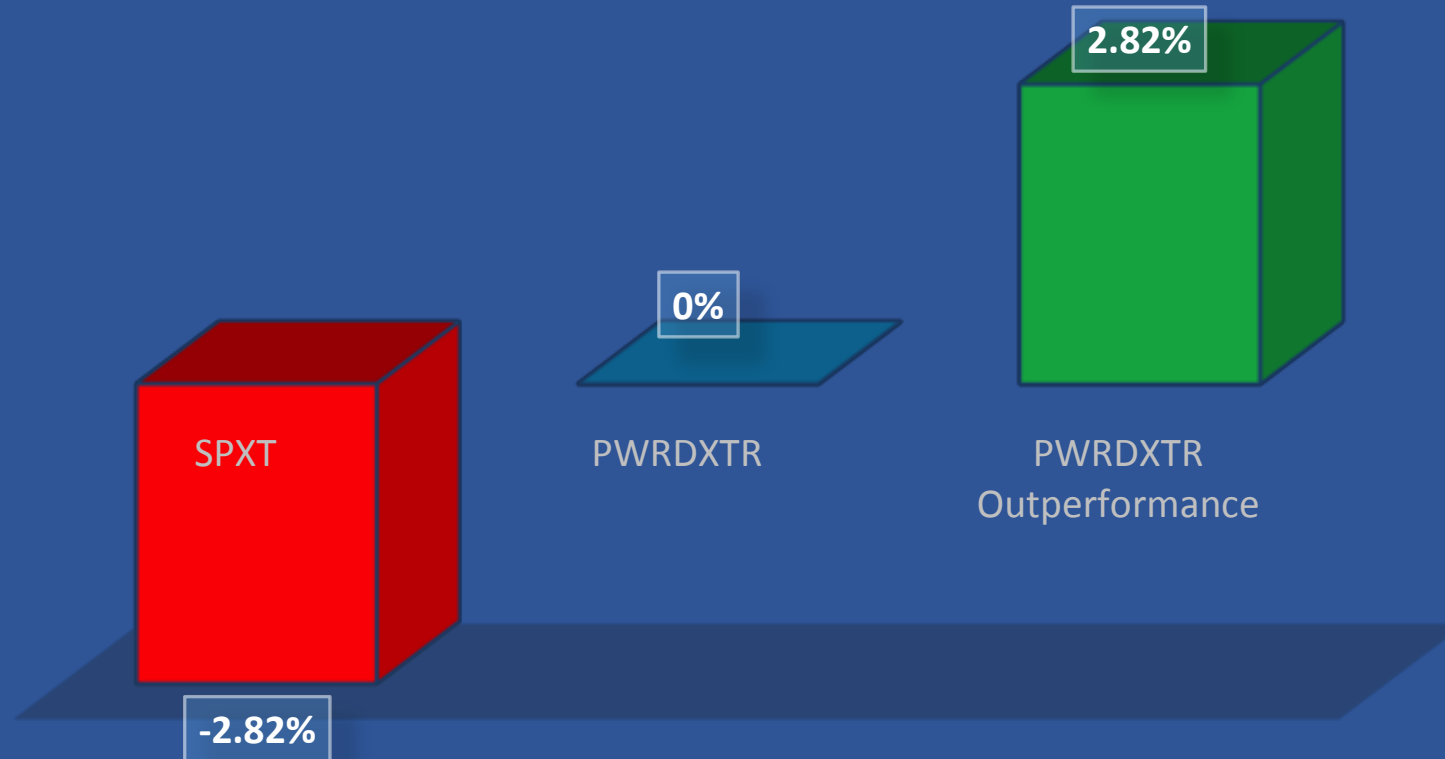


PWRDXTR vs S&P after move to cash

June 25, 2002 to May 9, 2003

MANAGING THE INVESTMENT OPPORTUNITIES OF YOUR LIFETIME

CASH - 6/25/2002-5/9/2003



PWRDXTR vs S&P 500 vs S&P 500 Value

5/12/2003 to 11/16/2007

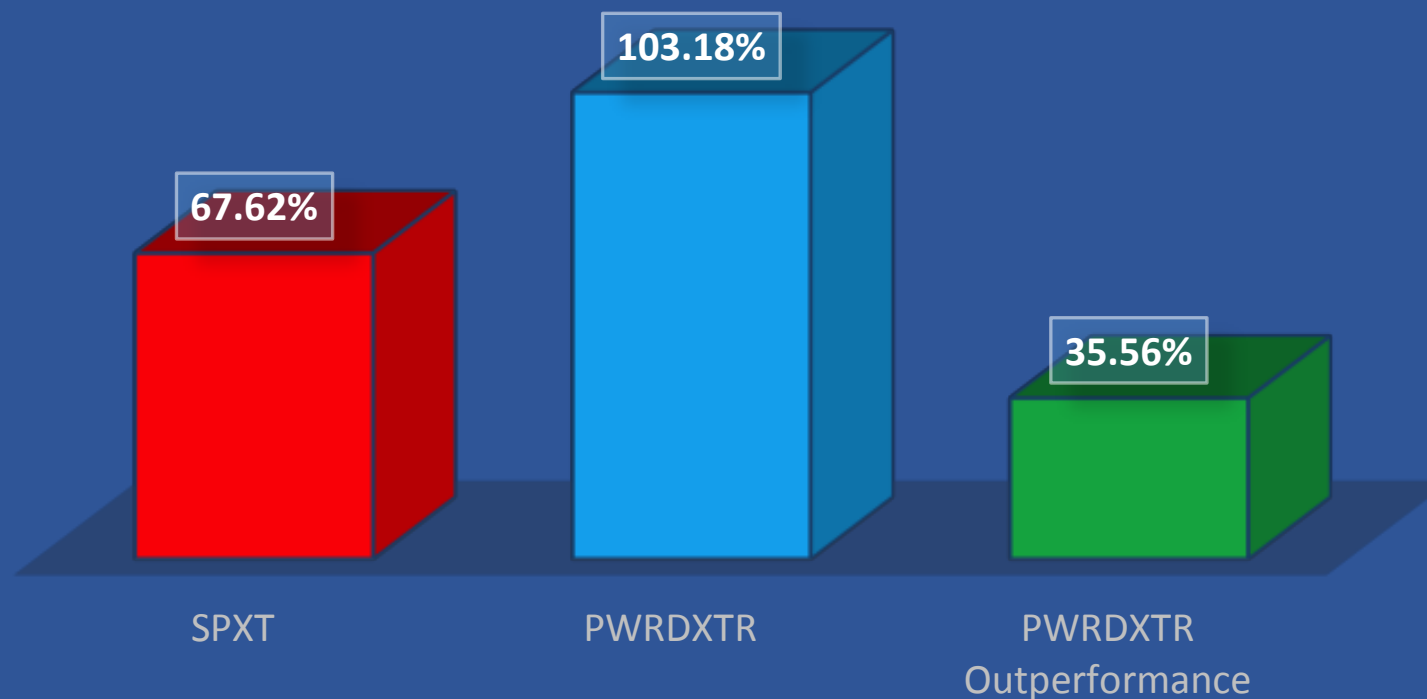
MANAGING THE INVESTMENT OPPORTUNITIES OF YOUR LIFETIME

PWRDXTR went up +103% since moving back into the market on 5/12/03 while the **S&P 500 Total Return Index** moved up **+67.6%** and S&P 500 Value was **+85.5%**



**152% upside
capture for this
time period
(2003-2007)**

STOCKS - 5/12/2003-11/16/2007



PWRDXTR vs S&P after move to cash November 19, 2007- May 26, 2009

MANAGING THE INVESTMENT OPPORTUNITIES OF YOUR LIFETIME

PWRDXTR
move to
cash price
level



PWRDXTR vs S&P after move to cash November 19, 2007- May 26, 2009

MANAGING THE INVESTMENT OPPORTUNITIES OF YOUR LIFETIME

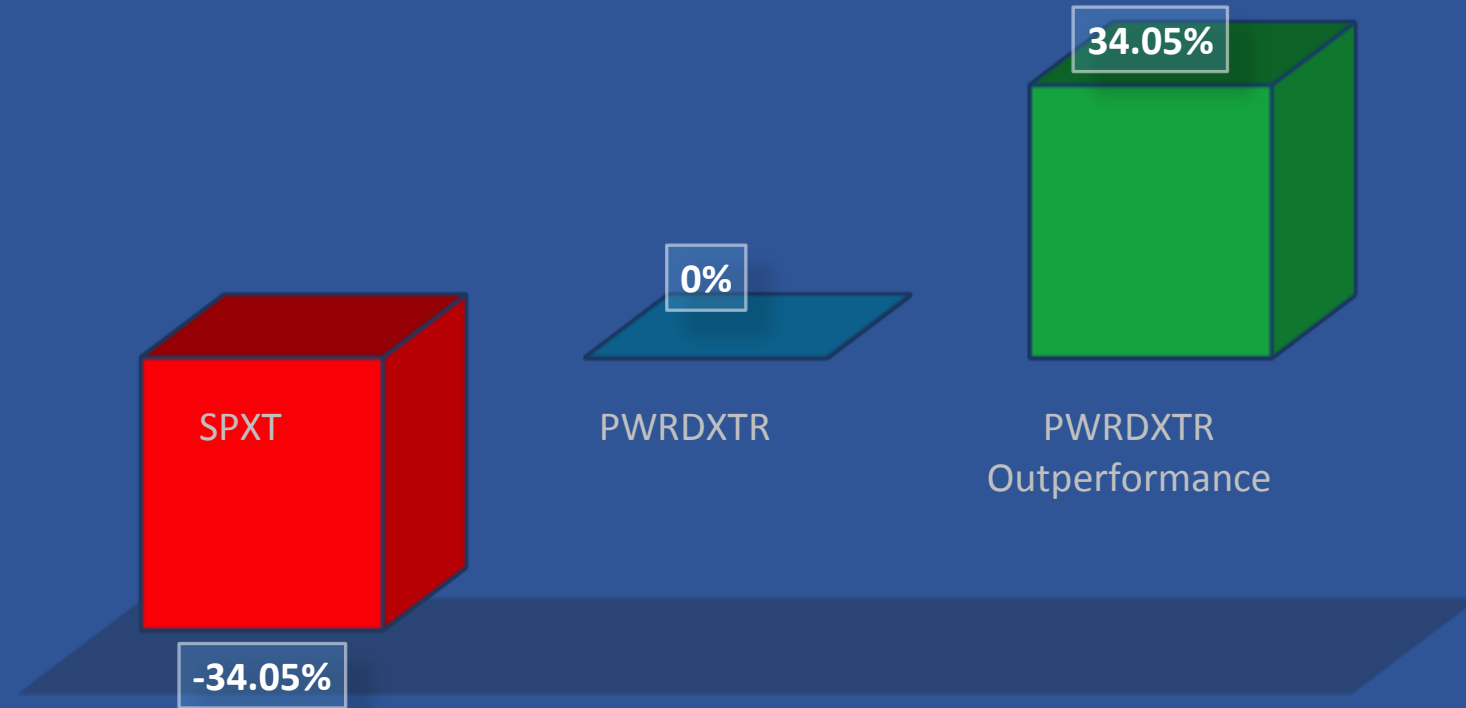
Returns below reflect the move from the previous return number. From one high or low to the next. Beginning with PWRDXTR's move to cash and ending at move into stocks



Here are the results when the Index went to cash from November 19th 2007 to going back to stocks May 26th 2009. This includes the period from the bottom of the market on March 9, 2009 until PWRDXTR signaled a buy on May 26th, 2009

Recall that it's a momentum based signal and will never catch the bottom of the market.

STOCKS - 11/19/2007 - 5/26/2009



PWRDXTR vs S&P after move to equities

May 27, 2009 – August 15, 2011

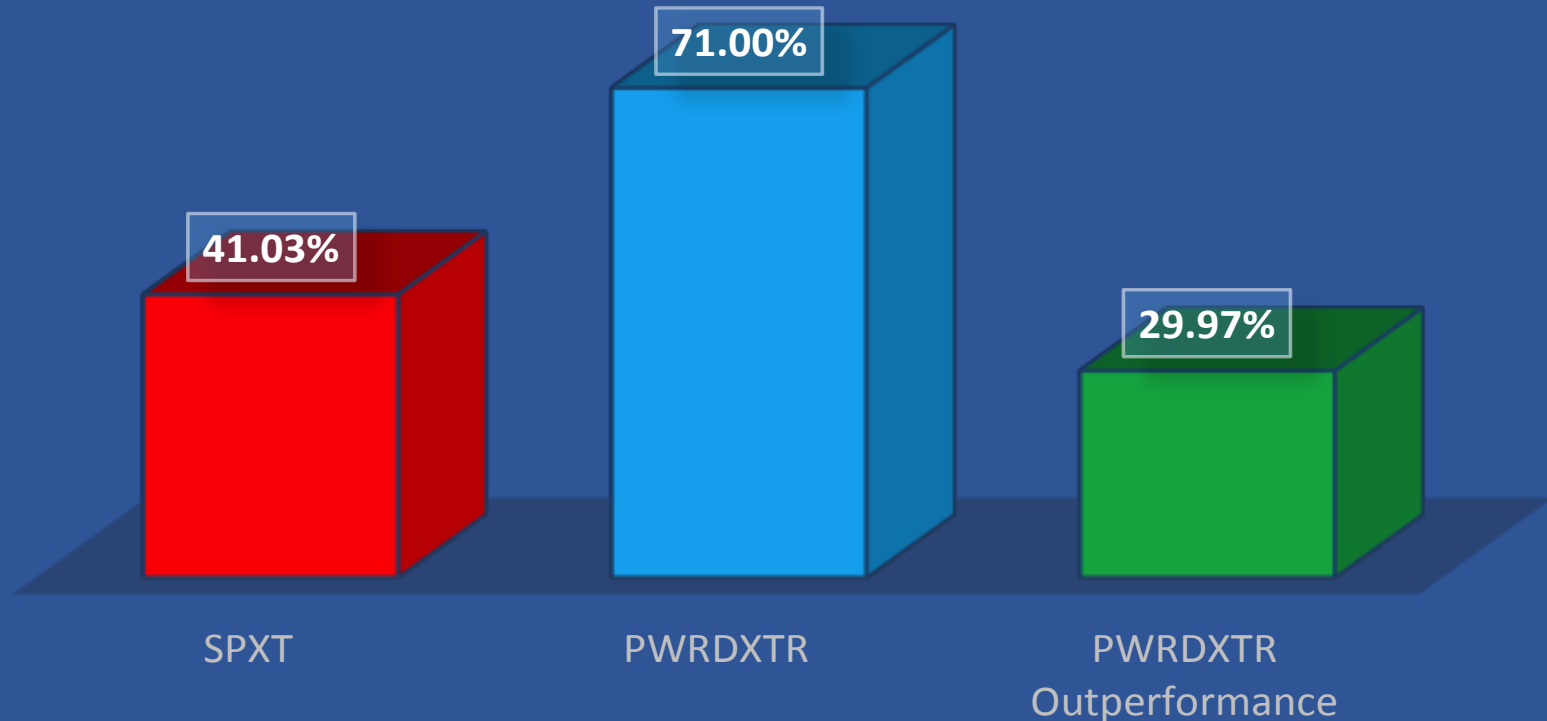
MANAGING THE INVESTMENT OPPORTUNITIES OF YOUR LIFETIME



PWRDXTR went up **+71%** since moving back into the market on 5/27/09 while the S&P 500 Index moved up **+41%**.

That's an upside
capture rate of
173% for this time
period!

STOCKS - 5/27/2009 - 8/15/2011



PWRDXTR vs S&P after move to equities

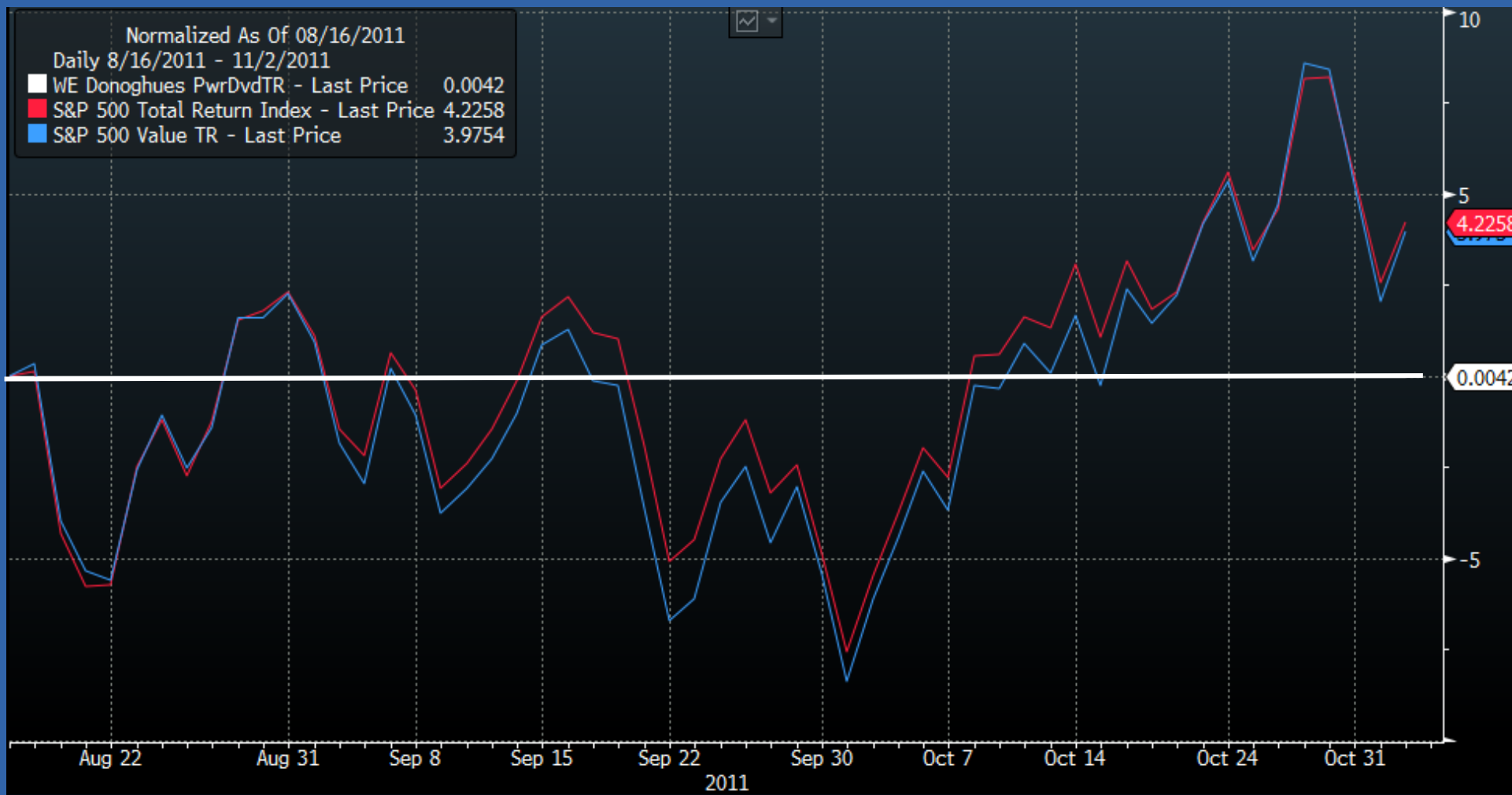
August 19, 2007 – August 15, 2011

MANAGING THE INVESTMENT OPPORTUNITIES OF YOUR LIFETIME



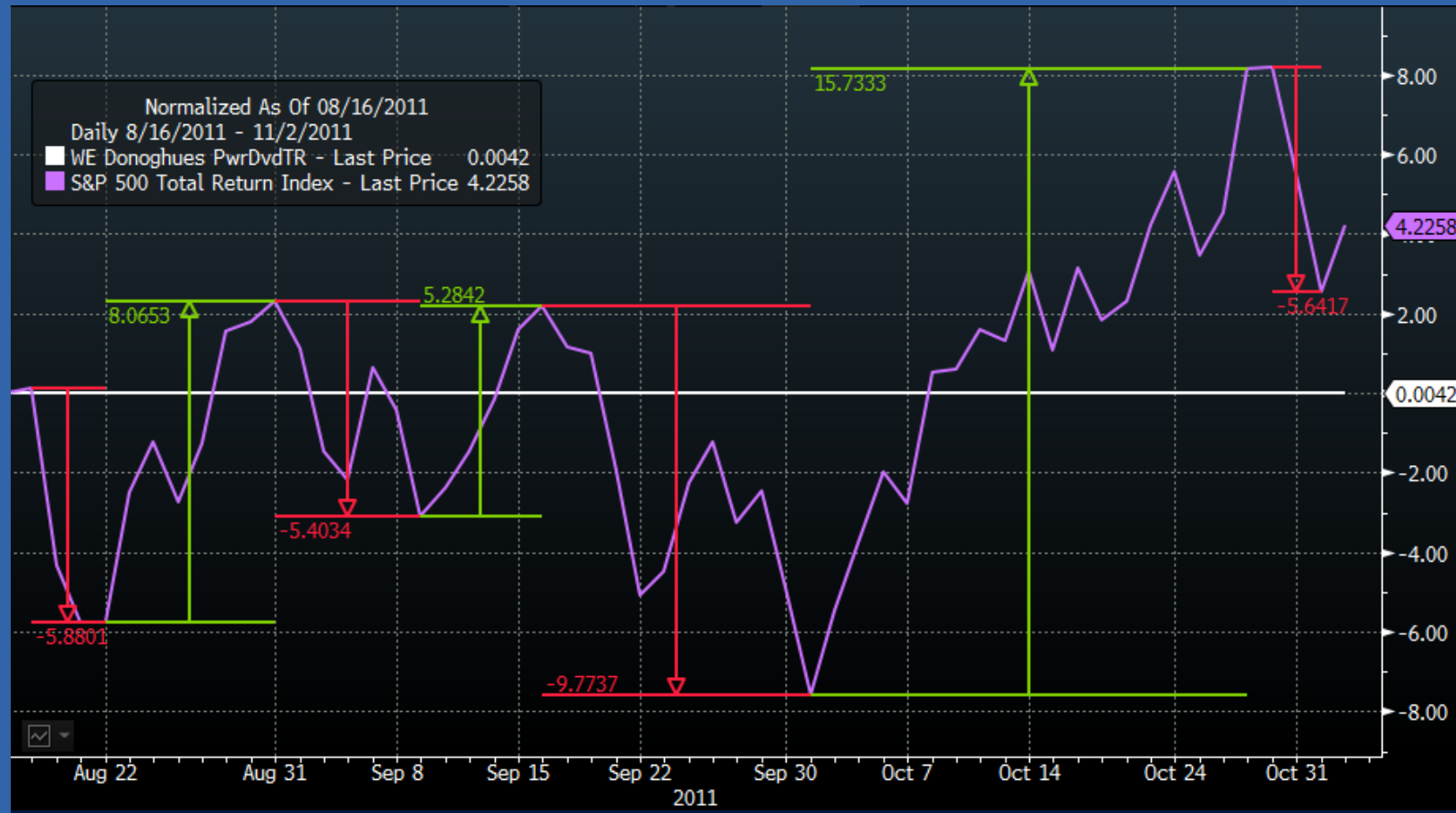
PWRDXTR went up **+74%** since moving cash (11/19/07) and back into the market while the S&P 500 Index moved down **-8.7%**!

Here are the results when the Index went to cash from August 16, 2011 to going back to stocks November 2, 2011. As you can see, this period was very volatile and the S&P 500 spent much of the time above where PWRDXTR went to cash. See the next slide for % returns of each of these moves up and down.



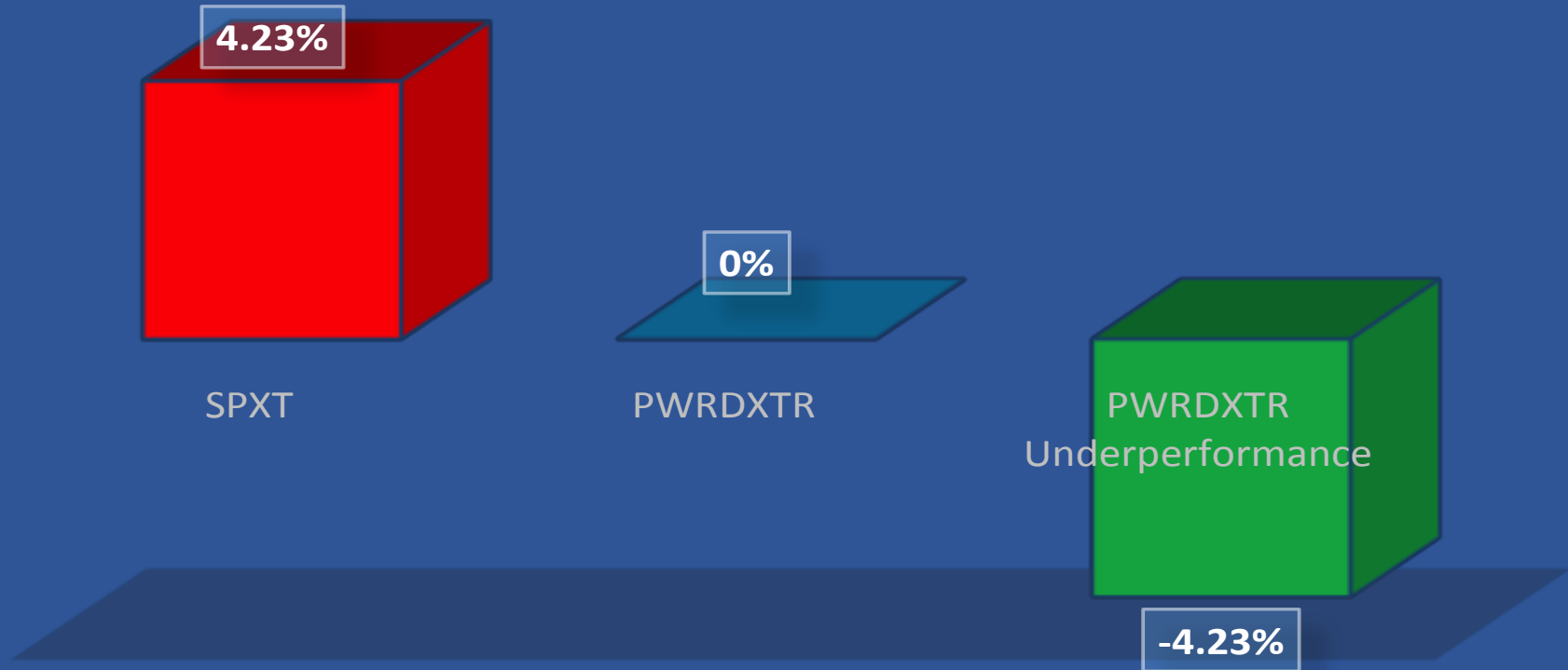
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The S&P did not follow through with a bear market but if it had, PWRDXTR was in cash protecting assets from major losses.



CASH - 8/16/2011 - 11/2/2011

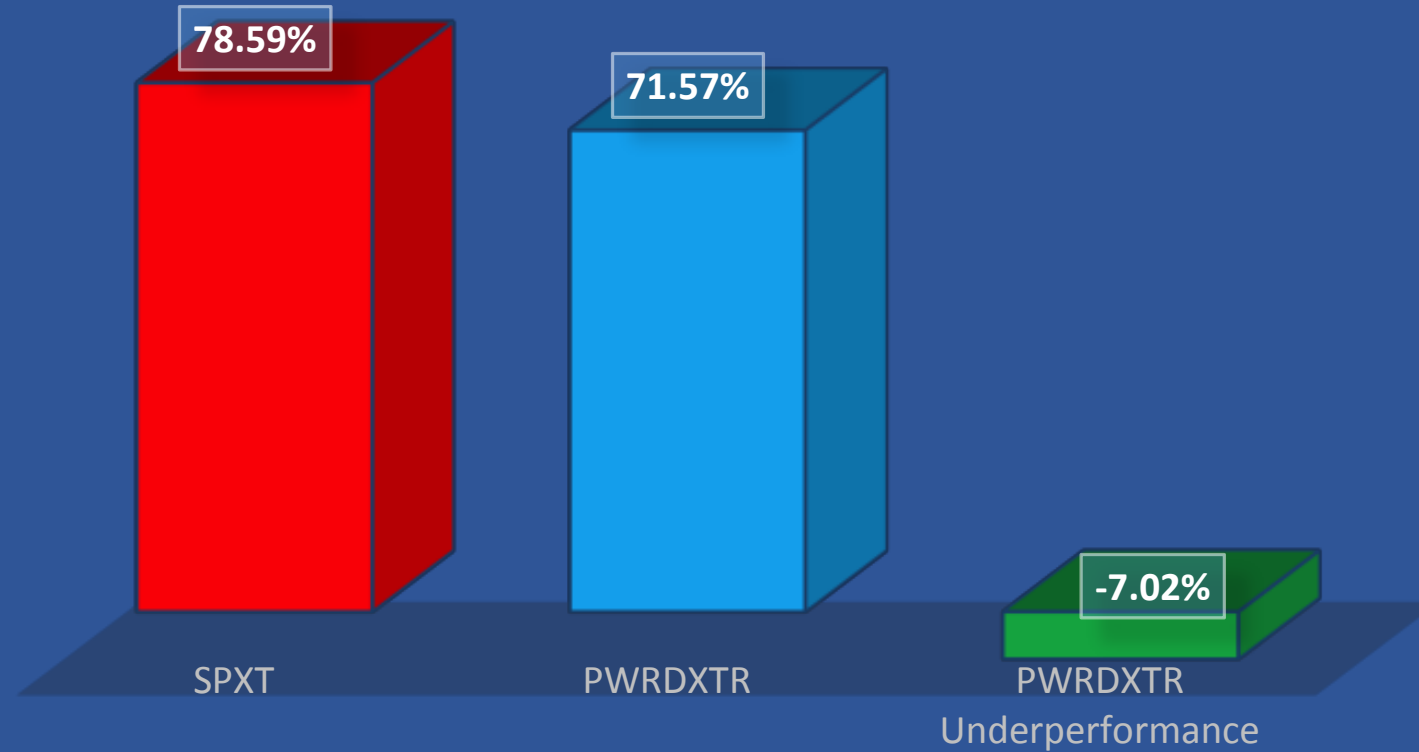
PWRDXTR
underperformed
during this period
by 4.23%.



PWRDXTR went up **+71%** since moving back into the market on 11/3/11 while the S&P 500 Index moved up **+78%**.



STOCKS - 11/3/2011-7/24/2015

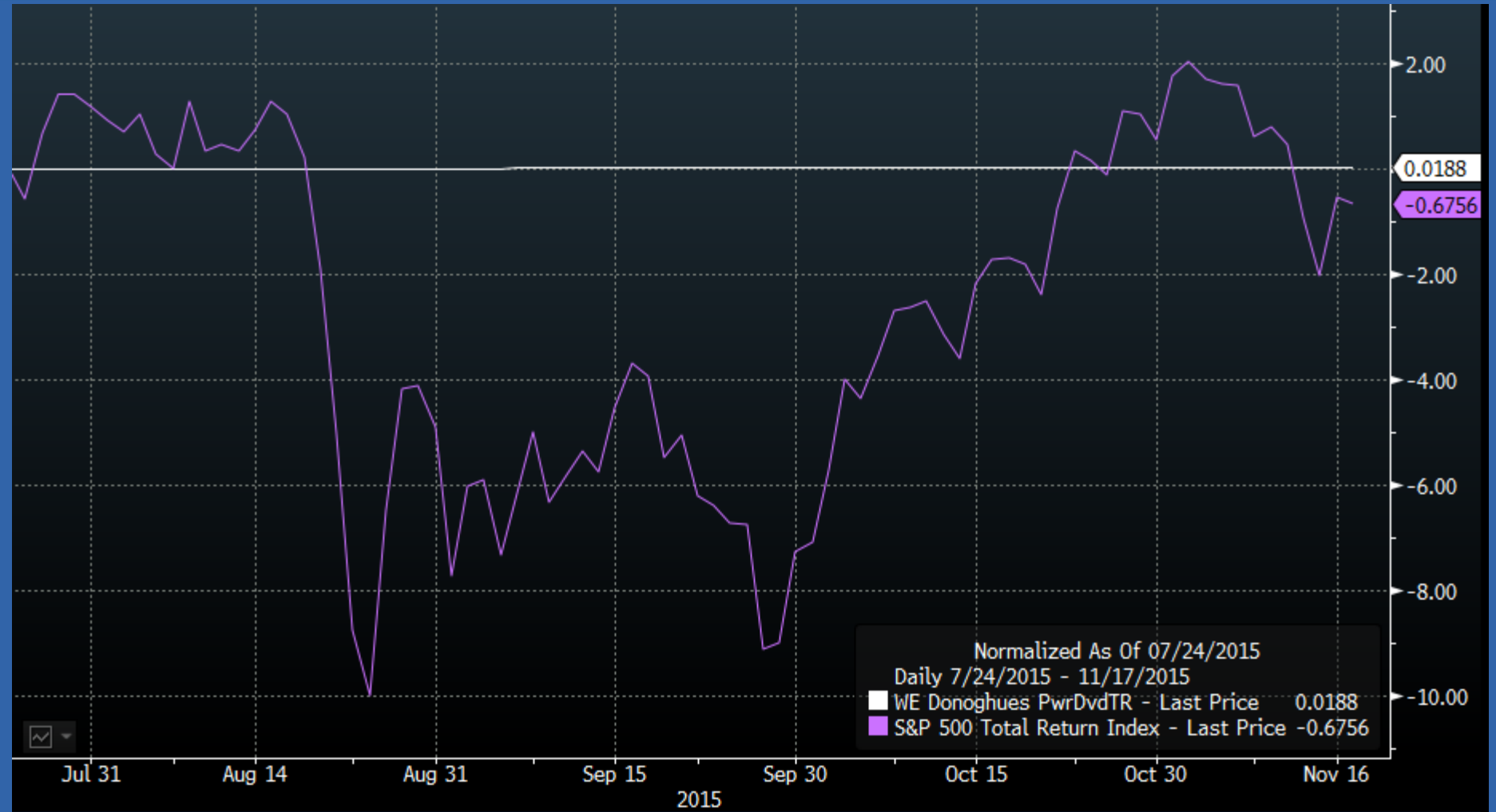


That's still a nice upside capture for the period of 91%!

PWRDXTR vs S&P after Move to cash on 7 24 2015

MANAGING THE INVESTMENT OPPORTUNITIES OF YOUR LIFETIME

Since PWRDXTR went to cash, the S&P 500 Index moved up, then dropped 10%+, recovered and has dropped again. Is it done moving down? Time will tell.



W.E. Donoghue's Power Dividend Total (PWRDXTR :NYSE Arca)

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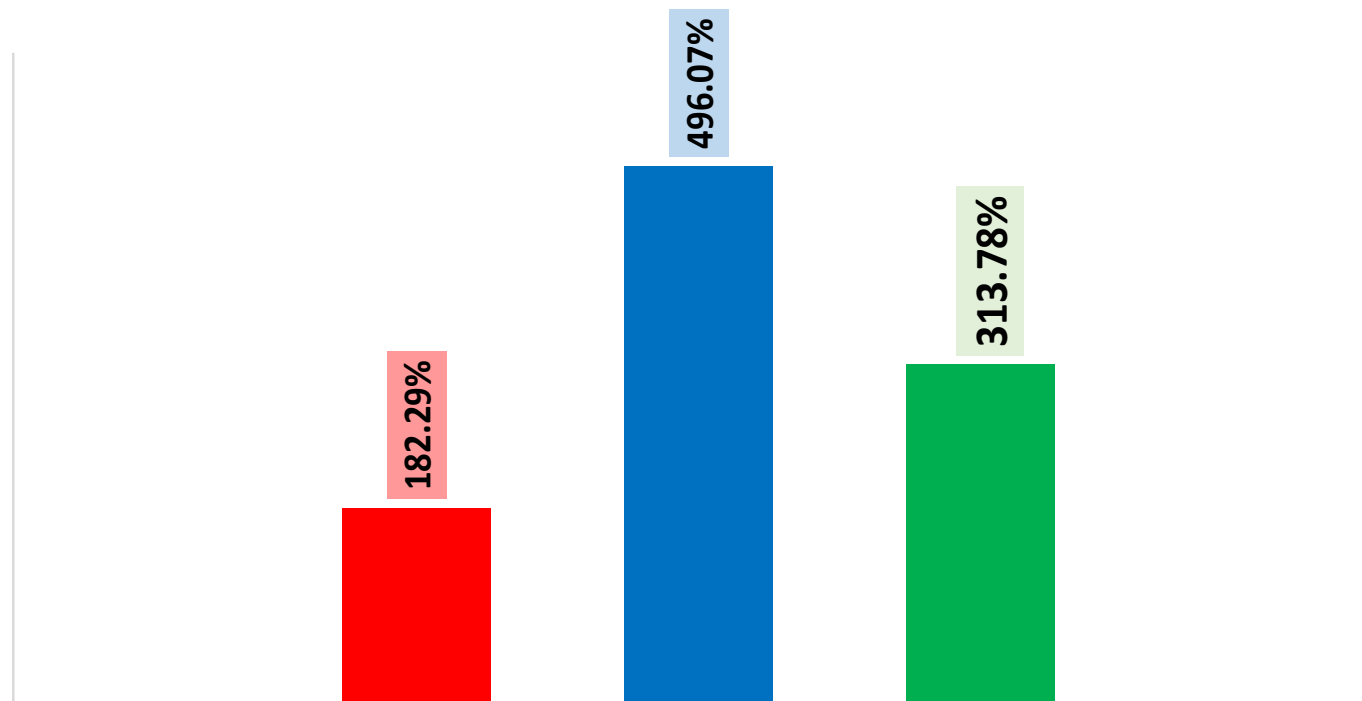
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Average upside capture for the three bullish periods since 6/25/02 was 139% for the PWRDXTR.

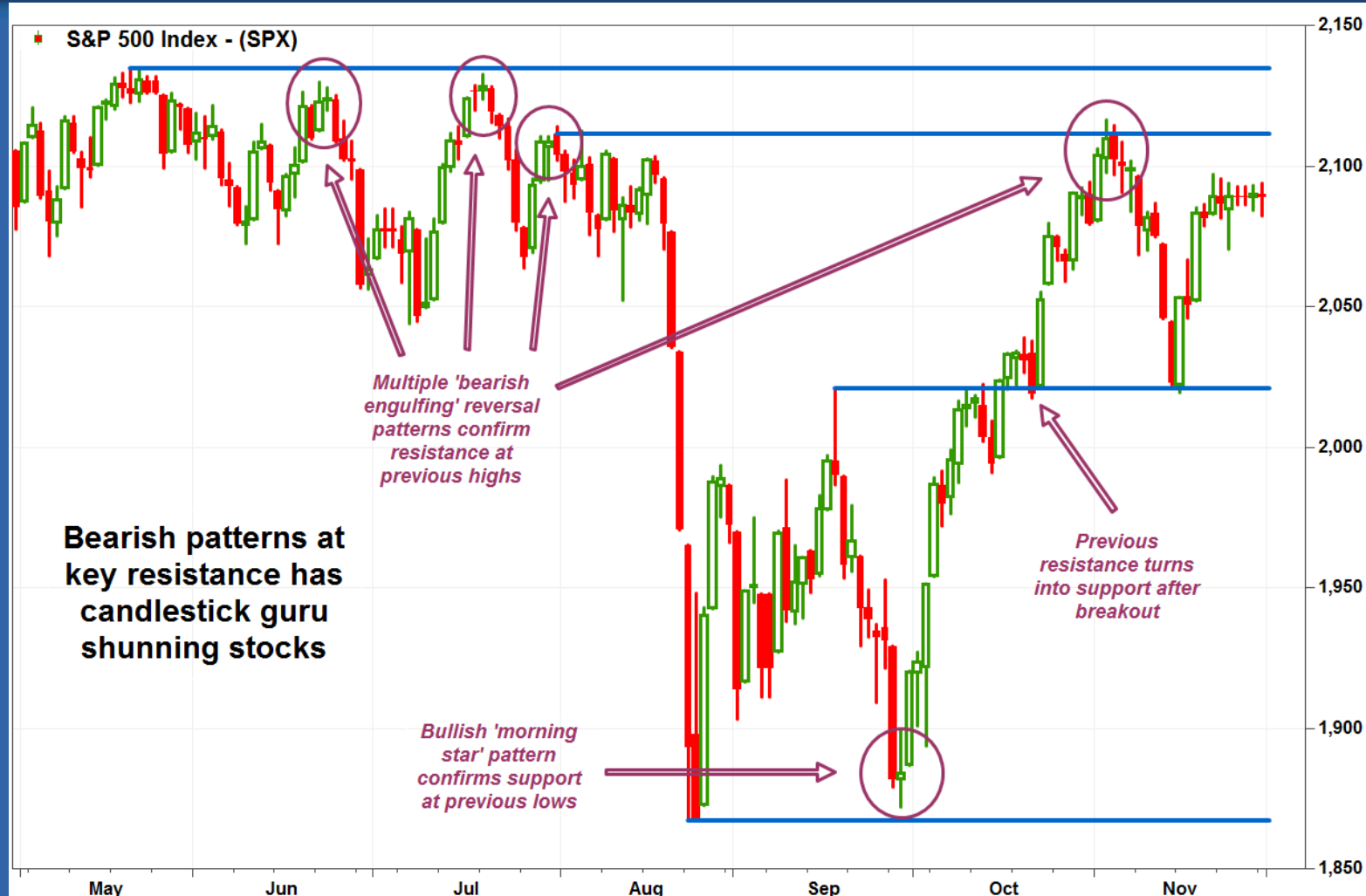
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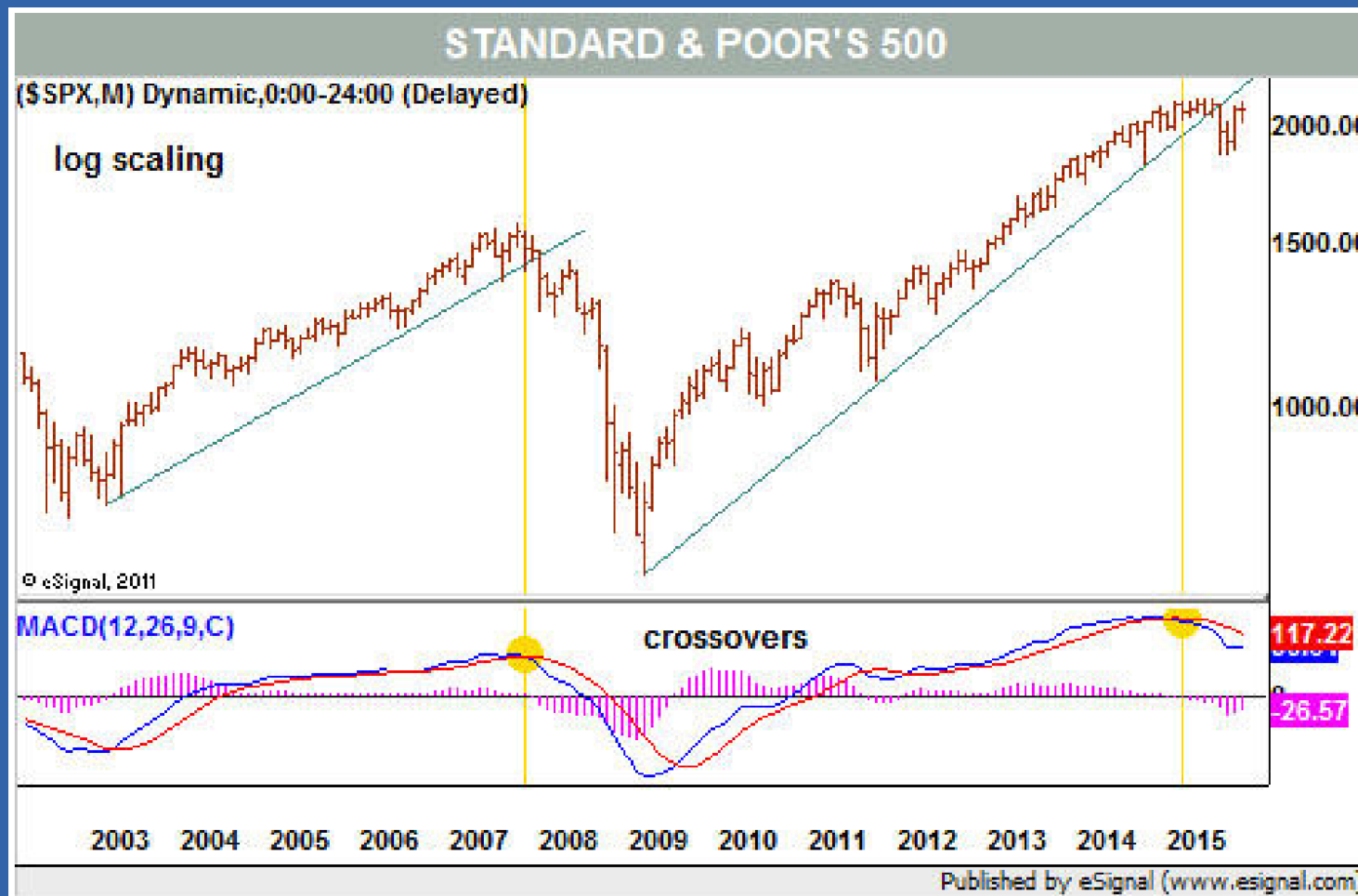


6/25/2002 - 11/5/2015

See the way the candlestick "wick" is at top of candle near resistance levels. This means price was there but selling overwhelmed buying at those levels.



Broken trendline
 resembles 2007



Power Dividend Index Disclosure & Disclaimer

The Power Dividend Total Return Index (Ticker: PWRDXTR) is a Service Mark of W.E. Donoghue & Co., Inc. Power Dividend Total Return Index (PWRDXTR) reflects back tested performance from the period beginning 12/31/1999 to 11/27/2012. The Power Dividend Total Return Index (PWRDXTR) inception began on 11/27/2012 as calculated by Standard & Poor's. The Index is a rules based index, which the Power Dividend Index Portfolio follows; reflects the theoretical performance an investor would have obtained had it invested in the manner shown and does not represent returns actually obtained and does not represent returns an investor actually attained, as investors cannot invest directly in an index. Past performance is no guarantee of future results or returns. The inclusion of the S&P 500 (S&P) Index results are for comparison purposes only. The S&P 500 Index is a market capitalization weighted index of 500 widely held stocks often used as a proxy for the stock market. Standard and Poor's chooses the member companies based upon market size, liquidity, and industry group representation. Included are stocks of industrial, financial, utility, and transportation companies. The historical performance results of the S&P 500 Index (and all other indexes) are unmanaged; do not reflect the deduction of transaction and custodial charges, or the deduction of a management fee, the incurrence of which would have the effect of decreasing indicated historical performance results and cannot be invested in directly. Economic factors, market conditions and investment strategies will affect the performance of any portfolio, and therefore are not assurances that it will match or outperform any particular benchmark. Drawdown calculations are based upon month end values beginning 12/31/1999. Drawdown is the percentage loss from the highest month end value to the lowest month end value in the drawdown period. Recapture is the number of months required to return to, or exceed, the account value at the beginning of the drawdown period, including the months of the decline.

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