December 31, 2013

Successful Portfolios LLC

Registered Investment Advisors

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The Low Beta Model

The Low Beta Model

Behavioral biases may be leading too many investors to over-weight risky stocks and under-weight safer stocks. We believe this behavior drives the Low Volatility Anomaly where a portfolio of less risky, low beta stocks may outperform a portfolio of riskier, high beta stocks.

We created the Low Beta (LB) Model to exploit the Low Volatility Anomaly. Our Low Beta strategy focuses on stocks that are boring, predictable, and thus more likely overlooked by investors seeking high risk/reward attributes. Please see our website, www.successfulportfolios.com, to download our whitepaper detailing the Low Beta Model's hypothetical, not-so-boring 12-year performance.

Portfolio Managers

H. Parker Evans, CFA, CMT
- Thirty years of experience as a professional investment advisor
- Chartered Financial Analyst (CFA), Chartered Market Technician (CMT)
- MBA from Nova Southeastern University in 1987, B.A. Economics from Eckerd College in 1982
- Co-founded Successful Portfolios LLC, February 2010

Bradley E. Norbom, CFA
- Fifteen years of professional investment experience
- Author of *The Low Beta Model* and *The Select Directional ETF Model* white papers
- Chartered Financial Analyst (CFA)
- Bachelor of Science in Finance from the University of South Florida in 1995

Return and Risk Measures
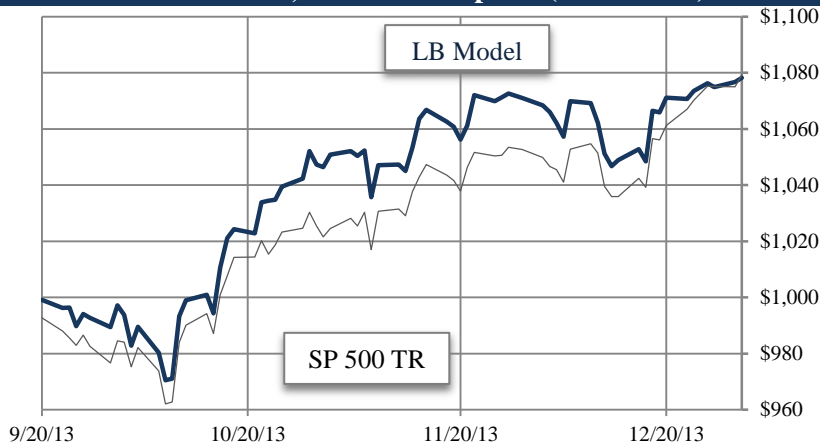
Inception Date	**9/20/2013**
As of Date	**12/31/2013**
Total Net Assets	**$1,147,620**
No. of Assets Held	**30**

Returns	LB Model	Benchmark
Since Inception	7.82%	7.94%
Year to Date	7.82%	7.94%
Risk		
Portfolio Beta	0.75	1.00
Daily Annualized Volatility from Incpt.	10.6%	10.2%

Growth of $1,000 from Inception (Net of Fees)

LB Model

SP 500 TR

Historical Sector Walk

Legend:
- Health Care
- Consumer Staples
- Consumer Discretionary
- Utilities
- Industrials
- Financials
- Energy
- Information Technology
- Telecommunication Services
- Materials
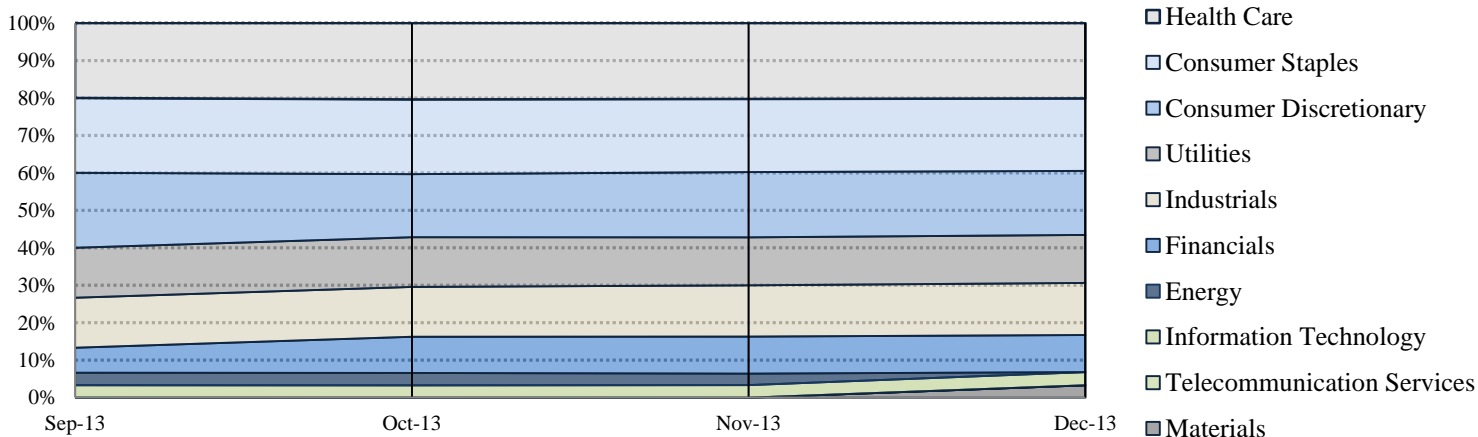
Summary of Actual Monthly Returns (Net of Fees)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2013 Low Beta Model									-1.06%	5.76%	2.36%	0.67%	7.82%
SP 500 Total Return									-2.33%	4.60%	3.05%	2.53%	7.94%

Current Holdings

Ticker - Description	Recent Price	Port. Weight	3Yr Beta	Sector	Industry
TRIP - TripAdvisor Inc	$ 83	3.3%	1.06	Consumer Discretionary	Internet & Catalog Retail
NKE - Nike Inc	$ 79	3.5%	0.87	Consumer Discretionary	Textiles, Apparel & Luxury Goods
TWC - Time Warner Cable Inc	$ 136	3.7%	0.80	Consumer Discretionary	Media
TJX - TJX Companies Inc (The)	$ 64	3.4%	0.76	Consumer Discretionary	Specialty Retail
ORLY - O'Reilly Automotive Inc	$ 129	3.2%	0.59	Consumer Discretionary	Specialty Retail
MDLZ - Mondelez International Inc	$ 35	3.4%	0.60	Consumer Staples	Food Products
CL - Colgate-Palmolive Co	$ 65	3.3%	0.59	Consumer Staples	Household Products
KR - Kroger Co. (The)	$ 40	3.0%	0.65	Consumer Staples	Food & Staples Retailing
CAG - ConAgra Foods Inc.	$ 34	3.4%	0.49	Consumer Staples	Food Products
HSY - Hershey Co (The)	$ 97	3.1%	0.48	Consumer Staples	Food Products
GIS - General Mills Inc.	$ 50	3.2%	0.42	Consumer Staples	Food Products
MMC - Marsh & McLennan Companies Inc.	$ 48	3.4%	0.95	Financials	Insurance
AON - Aon PLC	$ 84	3.4%	0.93	Financials	Insurance
PGR - Progressive Corp (The)	$ 27	3.1%	0.89	Financials	Insurance
GILD - Gilead Sciences Inc	$ 75	3.6%	0.88	Health Care	Biotechnology
MDT - Medtronic Inc	$ 57	3.3%	0.94	Health Care	Health Care Equipment & Supplies
ABC - AmerisourceBergen Corp	$ 70	3.5%	0.74	Health Care	Health Care Providers & Services
BMY - Bristol-Myers Squibb Co	$ 53	3.5%	0.65	Health Care	Pharmaceuticals
AMGN - Amgen Inc.	$ 114	3.0%	0.72	Health Care	Biotechnology
JNJ - Johnson & Johnson	$ 92	3.2%	0.58	Health Care	Pharmaceuticals
COL - Rockwell Collins Inc.	$ 74	3.2%	0.97	Industrials	Aerospace & Defense
LLL - L-3 Communications Holdings Inc	$ 107	3.4%	0.91	Industrials	Aerospace & Defense
NLSN - Nielsen Holdings NV	$ 46	3.9%	0.71	Industrials	Professional Services
WM - Waste Management Inc.	$ 45	3.3%	0.81	Industrials	Commercial Services & Supplies
FIS - Fidelity National Information Services I	$ 54	3.5%	1.00	Information Technology	IT Services
ECL - Ecolab Inc.	$ 104	3.3%	0.88	Materials	Chemicals
NI - NiSource Inc.	$ 33	3.3%	0.73	Utilities	Multi-Utilities
CMS - CMS Energy Corp	$ 27	3.1%	0.67	Utilities	Multi-Utilities
AEP - American Electric Power Co Inc	$ 47	3.3%	0.58	Utilities	Electric Utilities
XEL - Xcel Energy Inc.	$ 28	3.1%	0.56	Utilities	Electric Utilities

Additional Information

Total Net Assets - Includes only the fee paying accounts invested in the LB Model.

Portfolio Beta - The weighted average of individual stock 3 year daily betas as calculated by Portfolio 123.

Daily Annualized Volatility - Calculated as the standard deviation of daily returns multiplied by the square root of 252.

A **cash balance** is included when calculating Total Returns. The LB Model's cash balance is typically 1% of the portfolio.

Benchmark - The benchmark for the LB Model is the S&P 500 Total Return Index, Bloomberg Symbol <SPXT INDEX>.

Recent Price - The closing price for a stock as of the date of the report and retreived by Interactive Brokers.

Firm Definition

Successful Portfolios LLC is an independent Registered Investment Advisor formed in February 2010. Successful Portfolios LLC has no affiliations with any other investment advisors. For further information regarding our firm, fee structure, and our qualifications, please visit www.successfulportfolios.com.

Risks

Past or simulated results are not necessarily indicative of future performance. While we took steps to mitigate hindsight bias when developing the LB Model, LB simulated performance was nonetheless performed on historical data. We believe the data provided by Portfolio 123 to be accurate; however, we can make no guarantee of past or future data reliability.