

Peroni In the Media

His market insights are continually sought after by various media outlets including *CNBC*, *CBS MarketWatch*, *PBS Nightly Business Report*, *Bloomberg Radio* and *Wall Street Journal Radio Network*. He has been quoted in publications such as *The Wall Street Journal*, *The New York Times*, *US. News & World Report* and *Investors Business Daily*.

The Peroni Advisory Team

Diane C. Mooney

Vice President, Equity Research

Diane joined AAM in 2007 with over 25 years of financial service experience. She has worked in the field of technical research with Gene since 1986. Diane's analytical role plays an integral part in the team's static and active portfolio management.

Erin J. Nastasi

Assistant Vice President, SMA Operations

Erin joined AAM in 2007 and has played a key role in the research team since 1999. Erin provides overall administrative support including trade reconciliation, performance reporting and updating technical research data on a daily basis.

E. Everett Peroni, III

Junior Analyst

Everett joined AAM and the Peroni research team in 2008 bringing a background in business and accounting. He provides support in SMA trading and reconciliation, charting, and contributes broad fundamental review of current and anticipated portfolio holdings.

“ Every stock has a fingerprint in the market. ”

- Eugene E. Peroni, Jr.

The Peroni Method

The Peroni Method is a proprietary form of investment analysis which uses a bottom-up approach to select stocks by focusing on their individual technical merits. Gene Peroni tracks over 1,000 stocks on a daily basis, analyzing price movements, money flow and relative strength characteristics. His analysis seeks to identify leading stocks in the market by examining a stock's price architecture, accumulation and distribution trends and the relative strength of its respective industry sector.

Gene's analysis relies, in part, on hand-drawn point-and-figure charts which have been a part of the methodology for over a half century. This hands-on approach combines both technical and psychological factors as well as economic, monetary, fiscal and geopolitical trends. The methodology may uncover emerging patterns that could correspond to future stock performances.

Gene's technically-driven, unconstrained approach allows his portfolios to span all capitalization categories and strategically diversify holdings as dictated by market cycles and anticipated investment conditions. This may allow for more timely participation in leading stocks and industry sectors as well as offer a blend of growth and value styles.

Technical analysis differs from fundamental analysis. Fundamental research generally involves financial scrutiny of the issuing company and considers such factors as earnings projections, P/E ratios, cash flow and other balance sheet data. The Peroni Method may provide a low correlation investment alternative to fundamental or quantitative analysis.



Eugene E. Peroni, Jr.

Senior Vice President, Portfolio Manager

Gene is one of Wall Street's most respected equity strategists with over 35 years of investment analysis experience. He began working with his father, Eugene E. Peroni, Sr., who founded the *Peroni Method* more than 50 years ago. Since then, Gene has proudly continued his father's unique craft by implementing the *Peroni Method* in various investment products available through Advisors Asset Management (AAM). The foundation of this technical methodology is the basic understanding that every stock has its own "fingerprint" in the marketplace. The *Peroni Method's* approach to equity investing has endured the challenges of volatile markets over the years and has provided investors with uncommon insight and unique investment opportunities.

In 2007, Peroni joined AAM as Senior Vice President and is responsible for Unit Investment Trust (UIT) products as well as Separately Managed Accounts based on his proprietary technical approach to stock selection.



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