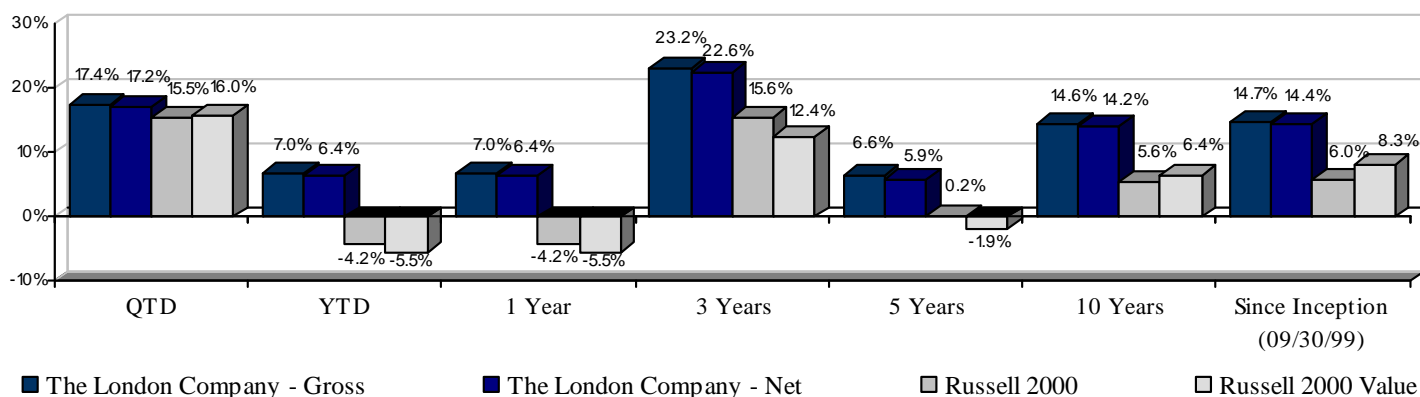


# THE LONDON COMPANY

## SMALL CAP CORE VALUE Q4 2011

1801 Bayberry Court, Suite 301 • Richmond, Virginia 23226 • Phone (804)-775-0317 • www.tlcadvisory.com

### Composite Returns (Annualized through December 31, 2011)\*



### Investment Philosophy

The London Company's small cap portfolio invests in its best, conservative, low-beta ideas with above average downside protection. We seek profitable, financially stable, quality companies that consistently generate free cash flow and high returns on unleveraged operating capital, trade at rational valuations, and are run by shareholder-oriented management. Over full 5-year market cycles, The London Company has consistently outperformed its benchmarks since its inception.

### Portfolio Managers

#### Stephen M. Goddard, CFA

- 25+ Years Experience; Managed Portfolio Since Inception

#### Jonathan T. Moody, CFA

- 22+ Years Experience; Managed Portfolio Since 2002

#### J. Wade Stinnette, Jr.

- 25+ Years Experience; Managed Portfolio Since 2008

#### J. Brian Campbell, CFA

- 11+ Years Experience; Managed Portfolio Since 2010

#### Mark E. DeVaul, CFA, CPA

- 15+ Years Experience; Managed Portfolio Since 2011

### Firm Update

The London Company continues to experience increasing interest and growth, with total firm AUM over \$2.5 billion (\$5.0<sup>1</sup> billion total entity assets). Our reputation has spread globally, presenting us with larger opportunities to accelerate the firm's growth. As we grow, we continue to add quality staff to the team. We are pleased to announce Andrew Wetzel has been promoted to the firm's Chief Compliance Officer effective 1/1/2012. In addition, Robin Taylor, Operations & Compliance Administrator, has rejoined our firm. Robin has 30+ years of experience in the investment industry.

<sup>1</sup> Includes model program assets \$2.5 billion as of 12/31/2011. This is a supplement to the fully compliant presentation on back.

### Portfolio Characteristics

12/31/11

	TLC Small Cap	TLC Small Cap	Russell 2000
# of Holdings	33	Price/Earnings (Fwd)	16.0x
Beta (5 yr)	0.85	Price/Book	2.1x
Alpha (5 yr)	6.03	Price/Cash Flow	9.0x
Sharpe (5 yr)	0.22	Yield	1.6%
Up/Down (5 yr)	98/74	Wtd. Avg. Mkt. Cap.	\$2.5
Std. Dev. (5 yr)	23.11	Median Mkt. Cap.	\$0.4

Source: eVestment Alliance & FactSet 12/31/11

### Portfolio Review & Outlook

The London Company's Small Cap portfolio ended the quarter and the year notably ahead of the Russell 2000 index. The Russell 2000 returned 15.5% during the quarter and was down 4.2% for the year. Positive stock selection continued through the fourth quarter and enabled us to gain further ground on the index despite the seasonal year-end rally. Specifically, we benefitted greatly from our top weighted positions performing well and meaningfully contributing to returns. The risk-averse environment was a welcome tailwind and a reversion from the year prior, benefitting our conservative, lower-beta portfolio.

The best performing sectors of the Russell 2000 Index for the quarter were Energy, Industrials, and Financials. The three worst sectors for the Russell 2000 Index were Telecom, Consumer Staples and Utilities. Our greatest alpha was generated through stock selection in the Consumer Discretionary, Consumer Staples, and Health Care sectors. Our sector allocation had little effect in 2011, detracting value from our Consumer Staples overweight and adding value from our Utilities underweight. From a portfolio construction viewpoint, the heightened volatility allowed us to add to our highest conviction holdings during periods of distress. Abrupt market dislocations tend to favor our long-term time horizon. The correlation of equity returns remained high, but positive stock selection offset that market factor.

Current equity valuations are compelling and the risk of waiting for the skies to clear appears great. Our investment horizon looks beyond the near-term uncertainty and finds future returns for equities to be favorable. We expect volatility to stay elevated and the market to benefit managers that differentiate themselves from the index. The London Company has historically done well in uneven markets and periods of distress.

\* The London Company's performances are size weighted and annualized based on calculations for the period ending December 31, 2011. The characteristics above relate to a representative account and not every client's account will have these exact characteristics. As TLC manages its client portfolios according to each client's specific investment needs and circumstances, TLC cannot affirm that the characteristics of the account shown above are similar to all accounts participating in the strategy. This is due in part to the timing of trades by the Adviser, market conditions, cash availability, and the timing of client deposits and withdrawals. Therefore, prospective clients should not assume that similar performance results to those shown would have been achieved for their accounts had they been invested in the strategy during the period. None of the information contained herein should be construed as an offer to buy or sell securities, or as investment recommendations. Performance results shown should, under no circumstances, be construed as an indication of future performance. An investment in a London Company strategy is subject to risks, including the loss of principal. Data, while obtained from sources we believe to be reliable, cannot be guaranteed. All are encouraged to read and understand the Disclosure notes found on the next page.

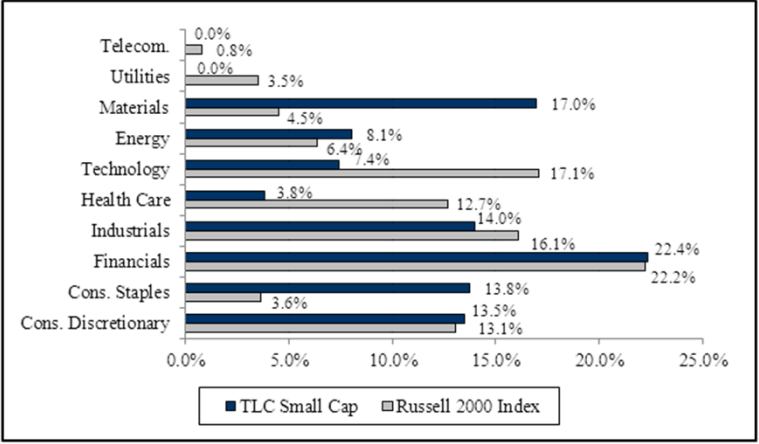
# SOLID CONVICTION IN ANALYSIS    OPTIMAL DIVERSIFICATION

## Top Ten Holdings    12/31/11

PriceSmart	7.0%	Atwood Oceanics	4.4%
NewMarket	6.8%	Old Dominion	4.2%
Albemarle	5.1%	Cabela's	4.2%
Nu Skin	4.8%	Alexander & Baldwin	3.7%
Eaton Vance	4.6%	Kinder Morgan	3.6%

This is supplemental information to the fully compliant GIPS presentation. There is no assurance that any securities discussed herein will remain in an account's portfolio at the time you receive this report or that securities sold have not been repurchased. The securities discussed do not represent an account's entire portfolio and in the aggregate may represent only a small percentage of an account's portfolio holdings. It should not be assumed that any of the securities transactions or holdings discussed were or will prove to be profitable, or that the investment recommendations or decisions we make in the future will be profitable or will equal the investment performance of the securities discussed herein. Data, while obtained from sources we believe to be reliable, cannot be guaranteed. All are encouraged to read and understand the disclosure notes found below.

## Sector Weightings    12/31/11



## The London Company    Small Cap Core Value Composite    09/30/99 – 12/31/2011

Year Ending <sup>1</sup>	Net Size Weighted Composite	Gross Size Weighted Composite	Gross Size Weighted Composite 3-yr Standard Deviation	Russell 2000 Small Cap Index	Russell 2000 Small Cap 3-yr Standard Deviation	Russell 2000 Value Small Cap Index <sup>2</sup>	Russell 2000 Value Small Cap 3-yr Standard Deviation	Number of Accounts in Composite	Gross Size Weighted Dispersion	Total Composite Assets (\$, M)	Total Product Assets (\$, M) <sup>3</sup>	Total Firm Assets (\$, M)	Total Entity Assets (\$, M) <sup>4</sup>
12/31/1999	0.71%	0.71%	N/A	18.44%	N/A	1.53%	N/A	1	N/A	0.10	0.10	165.4	N/A
12/31/2000	20.97%	20.97%	N/A	-3.02%	N/A	22.83%	N/A	1	N/A	0.14	0.14	188.9	N/A
12/31/2001	12.96%	12.96%	N/A	2.49%	N/A	14.02%	N/A	1	N/A	0.16	0.16	172.6	N/A
12/31/2002	0.06%	0.06%	N/A	-20.48%	N/A	-11.43%	N/A	1	N/A	0.16	0.16	214.9	N/A
12/31/2003	47.15%	47.15%	N/A	47.25%	N/A	46.03%	N/A	1	N/A	0.29	0.29	395.0	N/A
12/31/2004	40.35%	40.35%	N/A	18.33%	N/A	22.25%	N/A	1	N/A	0.55	0.55	397.8	N/A
12/31/2005	-3.53%	-3.53%	N/A	-4.55%	N/A	4.71%	N/A	1	N/A	0.53	1.54	412.5	N/A
12/31/2006	41.59%	42.38%	N/A	18.37%	N/A	23.48%	N/A	3	N/A	5.22	6.10	495.0	N/A
12/31/2007	6.74%	7.59%	N/A	-1.57%	N/A	-9.78%	N/A	8	N/A	32.4	48.9	673.6	N/A
12/31/2008	-32.21%	-31.79%	N/A	-33.79%	N/A	-28.92%	N/A	24	0.94%	57.9	251.9	788.0	867.1
12/31/2009	40.07%	40.58%	N/A	27.17%	N/A	20.58%	N/A	84	2.21%	248.7	645.5	1069.3	1634.2
12/31/2010	23.72%	24.40%	N/A	26.85%	N/A	24.50%	N/A	203	0.80%	818.0	1486.7	1943.0	3252.9
<i>Qtr Ending</i>													
03/31/2011	5.87%	6.02%	N/A	7.94%	N/A	6.60%	N/A	218	N/A	909.6	1770.8	2276.7	3922.9
06/30/2011	1.52%	1.65%	N/A	-1.61%	N/A	2.54	N/A	254	N/A	999.8	1795.8	2313.2	4252.5
09/30/2011	-15.57%	-15.42%	N/A	-21.87%	N/A	-21.47%	N/A	304	N/A	854.8	1569.1	2073.3	4023.6
12/31/2011	17.21%	17.36%	N/A	15.47%	N/A	15.97%	N/A	333	N/A	948.1	1821.4	2529.7	5029.4
Year-to-Date	6.36%	6.99%	0.21%	-4.18%	0.24%	-5.50%	0.25%	333	0.63%	948.1	1821.4	2529.7	5029.4

<sup>1</sup> Year ending 12/31/99 represents three months of returns.

<sup>2</sup> Russell 2000 Value Index was added as a secondary benchmark as of March 31, 2009. The primary benchmark is the Russell 2000 index.

<sup>3</sup> Product assets include composite assets and bundled fee assets, such as wrap program assets, and is presented as supplemental information. It does not include model assets.

<sup>4</sup> Starting in 2008, total entity assets include model assets. We do not have final trading authority on model accounts and as a result, they are excluded from our GIPS AUM. These assets includes model assets managed by London and are presented as supplemental information.

The London Company claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS standards. The London Company has been independently verified for the periods 6/30/94-6/30/11. Verification assesses whether (1) the firm has complied with all the composite construction requirements of the GIPS standards on a firm-wide basis and (2) the firm's policies and procedures are designed to calculate and present performance in compliance with the GIPS standards. The Small Cap Composite has been examined for the periods 9/30/99-6/30/11. The verification and performance examination reports are available upon request.

### DISCLOSURE NOTES

- Definition of Firm:** The London Company was founded in 1994 in Richmond, Virginia and provides equity, balanced and convertible portfolio management services to pension, profit-sharing, foundation, corporate, and individual investors. The firm, which is owned by the founding principal, is an independent, autonomous investment management organization. More information about the advisor, including its investment strategies and objectives, can be found by visiting [www.TLCadvisory.com](http://www.TLCadvisory.com).
- Composite Creation Date:** September 30, 1999.
- Composite Definition:** Accounts in this product composite are fully discretionary, taxable and tax-exempt portfolios with a minimum of \$100,000 in assets. They are managed under our small cap style, which invests primarily in small cap companies with high cash returns on capital. The product is measured against the Russell 2000 Small Cap benchmark and has an inception date of September 30, 1999. All actual fee-paying discretionary portfolios are included in one or more composites that have been managed for a full calendar quarter with no restrictions and similar objectives. Composite may include accounts under dual contract. A complete list and description of composites that adhere to the GIPS standards, is available by calling (804) 775-0317. Composite calculations use monthly time weighted total returns using monthly valuations to calculate monthly returns and geometric linking of period returns. Composite dispersion is calculated using an asset weighted standard deviation methodology that incorporates only the accounts that were present in the composite for the entire year. Dispersion measures are decreed not meaningful when a composite contains five or fewer portfolios and for periods shorter than one year.
- Benchmark Description:** Russell 2000 Index measures the performance of the small-cap segment of the U.S. equity universe. The Russell 2000 is a subset of the Russell 3000 Index representing approximately 10% of the total market capitalization of that index. It includes approximately 2000 of the smallest securities based on a combination of their market cap and current index membership.
- Composite Construction:** Through March 31, 2006 the composite consisted of one equity account with a small cap objective. The equity portfolio was managed consistently with The London Company's investment philosophy. Prior to 2006, it was managed by the portfolio manager of The London Company's small cap product.
- Performance and Fees:** Gross of fee returns are calculated gross of management and custodian fees and net of transaction costs. Net of fee returns are calculated net of management fees and transaction costs and gross of custodian and other fees. Returns are calculated and stated in US dollars. Returns are calculated gross of withholding taxes on foreign dividends and interest. The gross figures do not reflect the deduction of investment advisory fees. For example, an account that earned 15% per year for 10 years would have an accumulated return of 305% before fees and 270% after fees, assuming a 1% fee. Policies for valuing portfolios, calculating performance, and preparing compliant presentations are available upon request.
- The accounts represented in the composite reflect actual fees paid on the particular account which may be different from the fee normally offered to other clients, and dividends were reinvested. Fees are normally 1.00% on the first \$100 million of assets, negotiable thereafter or a performance fee option. The fee schedule options are described in greater detail in Part 2 of Form ADV and can be provided upon request. From inception through 3/31/06, the percentage of non-fee paying accounts was 100%. As of 12/31/06 the percentage of non-fee paying accounts was 19% and as of 12/31/07 the percentage was 4%. As of 12/31/08 the percentage of non-fee paying accounts was 1%. As of 12/31/09, the percentage of non-fee paying accounts was 0.48%. As of 12/31/10 the percentage of non-fee paying accounts was 0.17%. As of 12/31/11 the percentage of non-fee paying accounts was 0.18%.
- Past performance should not be taken as a guarantee of future performance.