



Franklin Rising Dividends Fund

Blend
March 31, 2018

Fund Fact Sheet | Share Class: Advisor

Fund Description

The fund seeks long-term capital appreciation by investing at least 80% of its net assets in companies of any size that have paid consistently rising dividends.

Fund Overview

Total Net Assets [All Share Classes]	\$18,552 million
Fund Inception Date	1/14/1987
Dividend Frequency	Quarterly
Number of Issuers	70

Share Class Information

Share Class	CUSIP	NASDAQ Symbol
Advisor	353 825 805	FRDAX
A	353 825 102	FRDPX
C	353 825 409	FRDTX
R	353 825 706	FRDRX
R6	353 825 888	FRISX

Fund Management

	Years with Firm	Years of Experience
Donald Taylor	21	36
Nicholas Getaz, CFA	7	17

Maximum Sales Charge

Advisor Class: None

Total Annual Operating Expenses

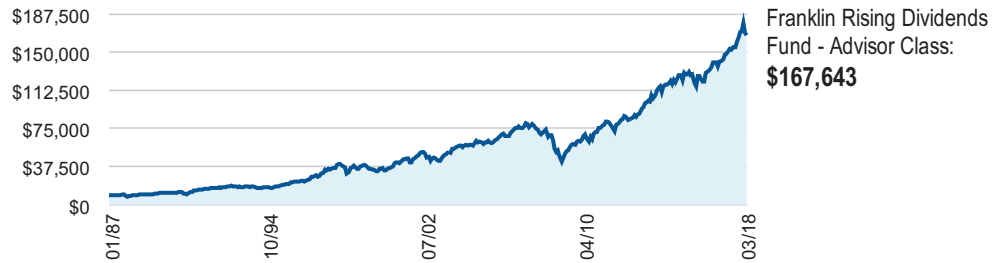
Share Class	
Advisor	0.65%

Asset Allocation (%)

Equity	98.76
Cash & Cash Equivalents	1.24

Performance

Growth of a \$10,000 Investment (from 01/14/1987-03/31/2018)



Total Returns % (as of 3/31/2018)

Share Class	CUMULATIVE YTD	AVERAGE ANNUAL					Since Inception	Inception Date
		1 Yr	3 Yrs	5 Yrs	10 Yrs			
Advisor	-2.57	12.22	9.17	10.80	8.96	9.45	1/14/1987	

Calendar Year Total Returns %

Share Class	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
Advisor	20.60	14.67	-3.28	9.98	29.66	10.56	7.45	19.43	17.30	-27.01
	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998
	-2.69	17.65	2.36	10.28	23.70	-1.76	13.11	18.98	-10.28	6.03

Performance data represents past performance, which does not guarantee future results. Current performance may differ from figures shown. The fund's investment returns and principal values will change with market conditions, and you may have a gain or a loss when you sell your shares. Please call Franklin Templeton at (800) DIAL BEN/(800) 342-5236 or visit franklintempleton.com for the most recent month-end performance.

Advisor Class shares do not have sales charges or 12b-1 fees and are offered only to certain eligible investors as stated in the prospectus.

Top Ten Holdings (% of Total)

Issuer Name	% of Total
ROPER TECHNOLOGIES INC	5.51
MICROSOFT CORP	5.16
STRYKER CORP	3.66
ALBEMARLE CORP	3.52
BECTON DICKINSON AND CO	3.39
ACCENTURE PLC	3.34
HONEYWELL INTERNATIONAL INC	3.33
PRAXAIR INC	3.14
TEXAS INSTRUMENTS INC	3.13
AIR PRODUCTS & CHEMICALS INC	2.77

Fund Measures

Standard Deviation (3 Yrs) - Advisor Class	9.98%
Beta (3 Yrs, vs. S&P 500 Index) - Advisor Class	0.94

Composition of Fund

■ Franklin Rising Dividends Fund ■ S&P 500 Index

Sector	% of Total
Industrials	24.99 / 10.21
Health Care	17.88 / 13.71
Information Technology	15.02 / 24.87
Consumer Staples	11.24 / 7.65
Materials	11.23 / 2.86
Consumer Discretionary	9.64 / 12.67
Energy	6.38 / 5.74
Financials	2.37 / 14.73
Utilities	0.00 / 2.86
Others	0.00 / 4.70
Cash & Cash Equivalents	1.24 / 0.00

What Are the Risks

All investments involve risks, including possible loss of principal. Value securities may not increase in price as anticipated or may decline further in value. For stocks paying dividends, dividends are not guaranteed, and can increase, decrease or be totally eliminated without notice. While smaller and midsize companies may offer substantial opportunities for capital growth, they also involve heightened risks and should be considered speculative. Historically, smaller- and midsize-company securities have been more volatile in price than larger company securities, especially over the short term. These and other risks are detailed in the fund's prospectus.

Glossary

Beta: A measure of the fund's volatility relative to the market, as represented by the stated Index. A beta greater than 1.00 indicates volatility greater than the market.

Standard Deviation: A measure of the degree to which a fund's return varies from the average of its previous returns. The larger the standard deviation, the greater the likelihood (and risk) that a fund's performance will fluctuate from the average return.

Important Information

Investors should carefully consider a fund's investment goals, risks, charges and expenses before investing. To obtain a summary prospectus and/or prospectus, which contains this and other information, talk to your financial advisor, call us at (800) DIAL BEN/342-5236 or visit franklintempleton.com. Please carefully read a prospectus before you invest or send money.

Information is historical and may not reflect current or future portfolio characteristics. All portfolio holdings are subject to change.

S&P® and S&P 500® are registered trademarks of Standard & Poor's Financial Services LLC. S&P does not sponsor, endorse, sell or promote any S&P index-based product.

Indexes are unmanaged, and one cannot invest directly in an index. They do not reflect any fees, expenses or sales charges.

Fund Management: CFA® and Chartered Financial Analyst® are trademarks owned by CFA Institute.

Performance: The fund offers other share classes subject to different fees and expenses, which will affect their performance.

Advisor: Effective 10/3/05, the fund began offering Advisor Class Shares. For periods prior to the fund's Advisor Class inception date, a restated figure is used based on the fund's oldest share class, Class A performance, excluding the effect of Class A's maximum initial sales charge but reflecting the effect of the Class A Rule 12b-1 fees; and for periods after the fund's Advisor Class inception date, actual Advisor Class performance is used, reflecting all charges and fees applicable to that class.

Top Ten Holdings: The portfolio manager for the fund reserves the right to withhold release of information with respect to holdings that would otherwise be included.

Composition of Fund: Percentage may not equal 100% due to rounding.