



# Franklin Rising Dividends Fund

Blend  
September 30, 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

<b>Total Net Assets [All Share Classes]</b>	\$20,114 million
<b>Fund Inception Date</b>	1/14/1987
<b>Dividend Frequency</b>	Quarterly
<b>Number of Issuers</b>	69

### 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	22	36
Nicholas Getaz, CFA	7	18

### Maximum Sales Charge

Advisor Class: None

### Total Annual Operating Expenses

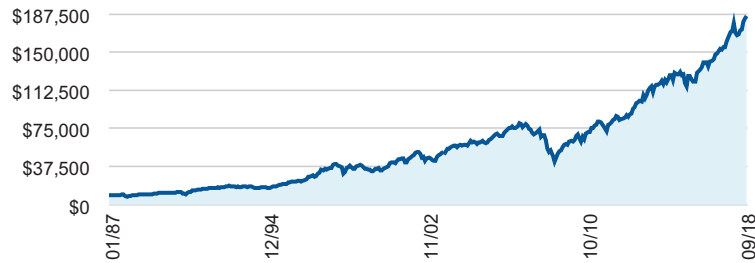
<b>Share Class</b>	
Advisor	0.65%

### Asset Allocation (%)

Equity	98.89
Cash & Cash Equivalents	1.11

### Performance

#### Growth of a \$10,000 Investment (from 01/14/1987-09/30/2018)



### Total Returns % (as of 9/30/2018)

Share Class	CUMULATIVE YTD	AVERAGE ANNUAL					Since Inception	Inception Date
		1 Yr	3 Yrs	5 Yrs	10 Yrs			
Advisor	8.70	16.07	16.82	11.47	11.29	9.68	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](http://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	
MICROSOFT CORP	5.91
ROPER TECHNOLOGIES INC	5.22
BECTON DICKINSON AND CO	3.72
STRYKER CORP	3.68
HONEYWELL INTERNATIONAL INC	3.57
ALBEMARLE CORP	3.51
ACCENTURE PLC	3.40
PRAXAIR INC	3.20
TEXAS INSTRUMENTS INC	2.98
MEDTRONIC PLC	2.97

### Fund Measures

Standard Deviation (3 Yrs) - Advisor Class	8.82%
Beta (3 Yrs, vs. S&P 500 Index) - Advisor Class	0.92

**Composition of Fund**

■ Franklin Rising Dividends Fund ■ S&amp;P 500 Index

Sector	% of Total	
Industrials	24.37	/ 9.63
Health Care	19.60	/ 15.05
Information Technology	15.77	/ 21.11
Materials	11.17	/ 2.43
Consumer Staples	9.41	/ 6.29
Consumer Discretionary	8.85	/ 10.81
Energy	7.16	/ 6.00
Financials	2.15	/ 13.31
Communication Services	0.42	/ 10.10
Others	0.00	/ 5.27
Cash & Cash Equivalents	1.11	/ 0.00

**Morningstar Rating™—Advisor Class**

**Overall Morningstar Rating™** As of September 30, 2018 the fund's Advisor Class shares received a 4 star overall Morningstar Rating™, measuring risk-adjusted returns against 1196, 1058 and 794 U.S.-domiciled Large Blend funds over the 3-, 5- and 10- year periods, respectively. A fund's overall rating is derived from a weighted average of the performance figures associated with its 3-, 5- and 10-year (if applicable) rating metrics.

**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.

**Morningstar Rating™:** Source: Morningstar®, 9/30/18. For each mutual fund and ETF with at least a 3-year history, Morningstar calculates a Morningstar Rating™ based on how a fund ranks on a Morningstar Risk-Adjusted Return measure against other funds in the same category. This measure takes into account variations in a fund's monthly performance, and does not take into account the effects of sales charges and loads, placing more emphasis on downward variations and rewarding consistent performance. The top 10% of funds in each category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars and the bottom 10% receive 1 star. The weights are: 100% 3-year rating for 36-59 months of total returns, 60% 5-year rating/40% 3-year rating for 60-119 months of total returns, and 50% 10-year rating/30% 5-year rating/20% 3-year rating for 120 or more months of total returns. While the 10-year overall star rating formula seems to give the most weight to the 10-year period, the most recent 3-year period actually has the greatest impact because it is included in all three rating periods. The Fund's Advisor Class shares received a Morningstar Rating of 4, 3 and 4 star(s) for the 3-, 5- and 10-year periods, respectively. Morningstar Rating™ is for the named share class only; other classes may have different performance characteristics. **Past performance is not an indicator or a guarantee of future performance.** Source: ©Morningstar. Important data provider notices and terms available at [www.franklintempletondatasources.com](http://www.franklintempletondatasources.com).