






# Franklin Municipal Bond Ladders

Invest with a tax-free leader



**Investment objective** Franklin municipal bond ladders seek to deliver tax-free income opportunities by investing across different municipal issuers. Our strategy invests in high-quality bonds, seeking to take advantage of relative valuation differences between sectors, geographic regions, issuers and individual bond issues.

## Investment process

| 1.  | 2.  | 3.  | 4.  | 5.   |
|---|---|---|---|--|
| <b>Identify Ladder Structure</b>   | <b>Leverage Deep In-House Research</b>   | <b>Uncover Attractive Yield Opportunities</b>    | <b>Build a High Quality Portfolio</b>    | <b>Ongoing Portfolio and Credit Monitoring</b>    |
| <p>Current holdings are reviewed and a comprehensive analysis is provided of how they would be transitioned into a Franklin Laddered Portfolio. For new accounts incepting with cash, we will construct a portfolio, equally weighted across the rungs of the chosen ladder with different issuers. The ladder rungs are determined by the account size at either 1 or 2 year increments.</p> | <p>We employ a rigorous credit research process centered around a sector-specific, transaction driven model. Each analyst typically follows between one and three sectors and works with all of the portfolio managers in assessing primary and secondary market transactions and surveillance of current holdings.</p> | <p>We source opportunities in both the primary and secondary markets. Our presence as a leader in the space allows for institutional access to primary market supply as well as institutional-level execution when both buying and selling.</p> | <p>The team implements the investment strategy using a disciplined conservative approach, focusing on credits with strong fundamentals while avoiding riskier bonds and those subject to the alternative minimum tax.</p> | <p>We regularly monitor each client's portfolio as well as the municipal bond market to help ensure the portfolio continues to be appropriately positioned. A member of the team is available to review account holdings and performance upon request.</p> |

## Why invest in municipal ladders

- A diversified set of municipal bonds with staggered maturities may offer advantages over self-managed portfolios by creating a potential for a stable stream of income.
- Ladders have the potential to offer a stable, predictable source of cash flows generated by a portfolio of high-quality securities with known maturity dates.
- Laddered portfolios may help minimize the impact of rising interest rates by allowing any principal from maturing bonds to be reinvested at higher prevailing rates.
- Ladders represent a disciplined approach to credit selection and rigorous on-going monitoring that gives investor access to investment expertise through various credit cycles.

## Why Franklin Municipal Ladders?

### Credit research

Opportunity to tap into the expertise of Franklin's credit research team who offer in-depth analysis and coverage across the entire municipal market.

### Institutional market access and pricing

Franklin is one of the largest municipal bond managers in the nation. Our broad presence in the market provides us greater access to inventory, helping us efficiently navigate the market to find bonds in appropriate sizes and at institutional prices.

### Conservative approach

We combine comprehensive research with a risk-aware approach as we seek to generate income and reduce volatility. We do not use leverage or invest in derivatives.

## Portfolio customization options

Franklin offers a full range of customizable, laddered strategies across the maturity and duration spectrum. Franklin is committed to collaborating with you to address your objectives including; risk profile, cash flow, investment flexibility, and tax management goals.

|  | 1-3 Years Ladder   | 1-7 Years Ladder   | 1-15 Years Ladder  | 5-20 Years Ladder  |
|--|--|--|--|--|
| <b>AMT Exposure</b>                    | Excluded   | Excluded   | Excluded   | Excluded   |
| <b>Credit Quality</b>                  | Minimum credit rating of A-                                | Minimum credit rating of A-                                | Minimum credit rating of A-                                | Minimum credit rating of A-                                |
| <b>Coupon Income</b>                   | Choice to reinvest coupon income or receive cash           | Choice to reinvest coupon income or receive cash           | Choice to reinvest coupon income or receive cash           | Choice to reinvest coupon income or receive cash           |
| <b>Minimum Initial Investment</b>      | \$175K   | \$175K   | \$175K   | \$250K   |
| <b>State Availability<sup>1</sup></b>  | National, 20 State-specific portfolios, 6 state preference | National, 20 State-specific portfolios, 6 state preference | National, 20 State-specific portfolios, 6 state preference | National, 20 State-specific portfolios, 6 state preference |
| <b>Number of Bonds<sup>2</sup></b>     | Minimum 4 bonds every rung<br>Minimum 14 positions         | Minimum 2 bonds every rung<br>Minimum 14 positions         | Minimum 1 bond every rung<br>Minimum 15 positions          | Minimum 1 bond every rung<br>Minimum 16 positions          |
| <b>Benchmark</b>                       | Bloomberg Municipal 1-3 Year Index                         | Bloomberg Municipal 1-5 Year Blend                         | Bloomberg Municipal 1-15 Year Index                        | Bloomberg Municipal Bond Index                             |
| <b>Tax Managed Overlay<sup>3</sup></b> | Systematic availability to harvest losses                  | Systematic availability to harvest losses                  | Systematic availability to harvest losses                  | Systematic availability to harvest losses                  |

Please note that all investment solutions may not be available for sale. Please consult your Financial Professional for availability. Portfolio targets and characteristics subject to change.

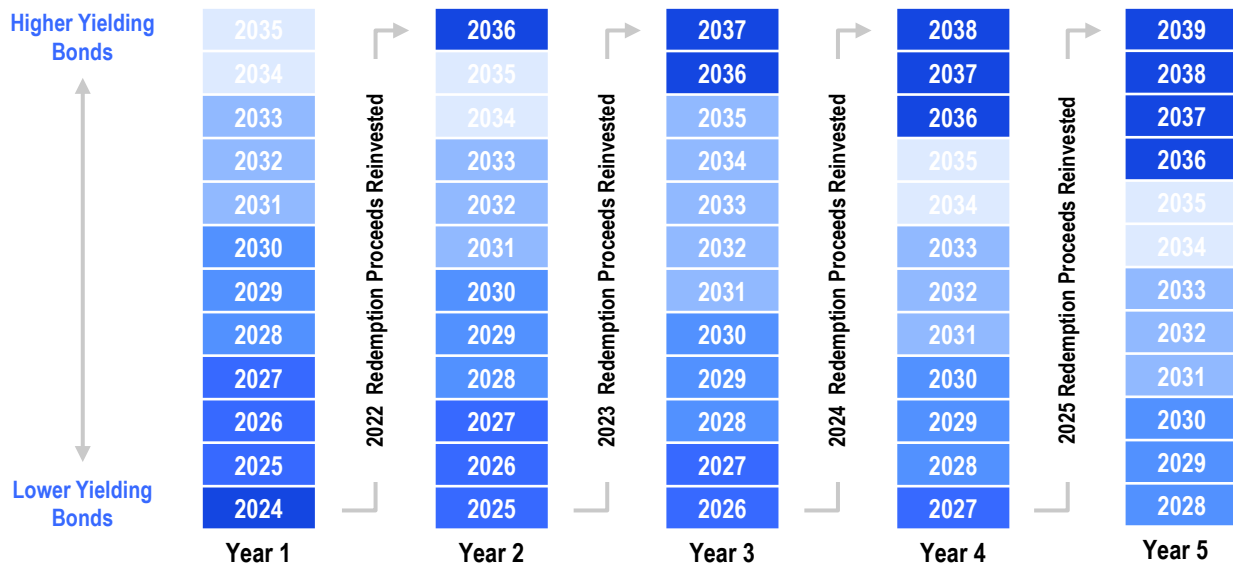
1. State-specific mandates include Arizona, California, Colorado, Connecticut, Florida, Louisiana, Massachusetts, Maryland, Michigan, Missouri, Minnesota, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Texas, Utah and Virginia. State preference mandates include Alabama, Georgia, Hawaii, Indiana, Kentucky and South Carolina. Certain state-specific portfolios may not be available in all programs. Additional state-specific portfolios may be available upon request and are subject to review. Strategy availability may vary by firm. For those strategies available at your firm, please contact your home office for details.

2. The number of bonds in a portfolio may vary by the timing of purchases and sales, changes in the purchase and sell list, general market conditions, and factors specific to each existing account due to client considerations. A concentration in a small number of holdings may increase risk exposure. Any decline in value of an individual bond may have a material impact on the account value.

3. Market conditions may limit the ability to generate tax losses. Tax-loss harvesting involves the risks that the new investment could perform worse than the original investment and that transaction costs could offset the tax benefit. Also, a tax-managed strategy may cause a client portfolio to hold a security in order to achieve more favorable tax treatment or to sell a security to create tax losses. Prospective investors should consult with a tax or legal advisor before making any investment decision.

## Mechanics of climbing the ladder

As bonds on each rung of the ladder mature, the principal plus interest (if desired) are typically reinvested into longer-dated, higher-yielding securities:



For illustrative purposes only. Minimum initial amount may vary.

## Investment team



**Jeff Snyder**  
Vice President/Senior  
Portfolio Manager  
Director of Portfolio  
Management & Trading



**Lloyd Nemerever, CFA**  
Vice President/  
Portfolio Manager  
Head of Municipal  
Bonds SMA



**Francisco Rivera**  
Vice President/Portfolio  
Manager



**Chris Sperry, CFA**  
Vice President/Portfolio  
Manager



**Dylan Sanderson**  
Vice President/Portfolio  
Manager

## WHAT ARE THE RISKS?

**All investments involve risks, including possible loss of principal. Fixed income securities** involve interest rate, credit, inflation and reinvestment risks, and possible loss of principal. As interest rates rise, the value of fixed income securities falls. **Liquidity risk** exists when securities or other investments become more difficult to sell, or are unable to be sold, at the price at which they have been valued. **Active management** does not ensure gains or protect against market declines. Portfolios focused on a single state are subject to greater risk of adverse economic and regulatory changes than a geographically diversified portfolio.

## IMPORTANT LEGAL INFORMATION

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