



Form ADV Part 2A *Firm Brochure*

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As of March 19, 2019

This brochure (“Brochure”) provides information about the qualifications and business practices of Appleton Partners, Inc. (“Appleton” or the “Firm”). If you have any questions about the contents of this Brochure, please contact Michele D. Hubbley, Chief Compliance Officer, at the telephone number or e-mail address listed above. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (the “SEC” or the “Commission”) or by any state securities authority.

Additional information about Appleton is also available on the SEC’s website at www.adviserinfo.sec.gov. The SEC’s website also provides information about any persons affiliated with the Firm who are registered, or who are required to be registered, as investment adviser representatives of Appleton. You may search the SEC website by using a unique identifying number, known as a CRD number. Appleton’s CRD number is: 110049.

Although Appleton is registered as an investment adviser under the Investment Advisers Act of 1940, as amended (the “Advisers Act”), such registration with the SEC should not be construed as an endorsement of any specific skill or training by any regulatory or government agency.

ITEM 2 - MATERIAL CHANGES

Appleton may update the Brochure from time-to-time. Consistent with the Form ADV disclosure requirements, the Firm will ensure that clients receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of Appleton's fiscal year and will provide clients with other interim disclosures regarding material changes, as necessary.

Please be advised that no material changes have occurred since Appleton last filed its Form ADV, Part 2A Firm Brochure (the "Brochure") on March 22, 2018.

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ITEM 4 – ADVISORY BUSINESS

Appleton is an SEC-registered investment adviser with its principal place of business located at One Post Office Square, 6th Floor, Boston, Massachusetts 02109. Appleton began conducting business as a firm in 1987 when it filed its first registration with the Commission.

Appleton's principal shareholder is the Appleton Partners Business Trust.

PRIVATE CLIENT SERVICES

Appleton Private Client Services (formerly, Private Wealth Management), with the support of its various industry partners and relationships, offers its diverse client base a menu of wealth management solutions, primarily discretionary investment management and general financial planning services. Through a relationship-driven and customized approach, Appleton works to identify and address a client's individual needs and provide services based on those unique set of circumstances. During the information-gathering process at the outset of the client relationship, Appleton will discuss a wide range of issues, including the client's individual investment objectives, time horizons, risk tolerances, tax sensitivities and liquidity needs. Periodically thereafter, the Firm will, in consultation with the client when possible, review and revise the investment objectives and strategy, where deemed necessary and appropriate.

Appleton specializes in Municipal Bond, Taxable Bond, and Equity strategies, with domestic fixed income securities, large cap equities, and exchange-traded funds ("ETFs") generally comprising the major asset classes held by clients. Some client advisory accounts also include small cap equities, mid cap equities, mutual funds, and various other security types. Appleton manages client advisory accounts on a discretionary basis. Account supervision is guided by the individual client's stated objectives (e.g., growth, income, or growth and income), as well as risk tolerance, tax considerations and other factors. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Appleton's advisory recommendations are not limited to any specific product or service offered by a broker-dealer, investment company or insurance company.

SEPARATELY MANAGED ACCOUNTS & THIRD-PARTY ADVISORY PROGRAMS

Pursuant to individual agreements with certain brokerage firms, investment banks, and investment advisers (commonly referred to as "program sponsors"), Appleton manages "separately managed accounts," some of which are "wrap fee accounts," for individual and institutional clients. Under these arrangements, separately managed account holders typically enter into an agreement directly with the program sponsor, who in turn enters into an agreement with Appleton in order to offer Appleton's investment services to their clients. Appleton typically manages these separately managed accounts in a manner consistent with those other accounts not under such a portfolio management arrangement and receives a portion of the fee paid to the program sponsor for the management of the separately managed account. Typically, in cases where Appleton manages separately managed accounts, the Firm receives the suitability determination, investment objective, and any restrictions directly from the

program sponsors with which the client has a primary relationship. Upon receiving an account, the separately managed account may already be funded and include securities inconsistent with the ultimate strategy objective. In such instances, Appleton will realign the portfolio positions in a manner consistent with the determined and agreed upon objective. Further details of Appleton’s advisory services with respect to separately managed accounts may be found in Item 5 – “Fees and Expenses.”

SUB-ADVISORY RELATIONSHIPS

Appleton has executed sub-advisory agreements with various investment advisers and financial services firms, including banks and trust companies (each, a “Sub-Advising Firm” and together, the “Sub-Advising Firms”), for the management of certain client accounts. The fees Appleton receives for these sub-advisory services are established in the relevant sub-advisory agreements and are described in greater detail in Item 5 – “Fees and Expenses.” Typically, in cases where Appleton serves as a sub-advisor, the Firm receives the suitability determination, investment objective, and any restrictions directly from the Sub-Advising Firm with which the client has a primary relationship.

AMOUNT OF MANAGED ASSETS

As of December 31, 2018, Appleton actively managed approximately \$9,650,758,503 of client assets on a discretionary basis. Appleton does not provide ongoing management or advisory services for any client assets on a non-discretionary basis.

UNSUPERVISED ASSETS

Occasionally, clients ask Appleton to include in their managed accounts certain assets, including non-security assets, for which the Firm does not provide ongoing management or advisory services (the “unsupervised assets”). While Appleton includes these unsupervised assets in its reports and may consider these assets in making asset allocation decisions or recommendations for clients, the Firm does not include these unsupervised assets when determining the total assets under management upon which the client’s fee is based.

Appleton does not regularly research, review, monitor, or otherwise evaluate a client’s unsupervised assets. Clients requesting this courtesy service should recognize that the Firm may be unaware of certain factors that could lead an unsupervised asset to change in value, and that Appleton should not be expected to alert the client should such a change be in progress or have already occurred. The client bears the sole responsibility to monitor and initiate and/or effect transactions in unsupervised assets.

ITEM 5 – FEES AND COMPENSATION

PRIVATE CLIENT SERVICES FEES

Appleton typically recommends a starting account balance of \$1 million, and the Private Client Service fee is based upon a percentage of the assets under management. Though Appleton's Private Client Services fees are negotiable based on the size and nature of the accounts, the standard fee assessed for management of a Private Client account is 1.00% up to \$2 million and 0.50% on the remaining balance.¹ Appleton retains the discretion to negotiate fees on a client-by-client basis. Client facts, circumstances, and needs are considered in determining the applicable fee. Items for consideration may include: the assets to be placed under management; anticipated future assets; related accounts; portfolio style; account allocation; and other relevant factors. The specific annual fee is identified in the investment management agreement between Appleton and each client. Appleton may group certain related client accounts or groups for the purposes of determining the annualized fee.

These fees are billed on a quarterly basis, in advance, based on the account's market value as determined by Appleton's third party pricing vendor on the last day of the previous calendar quarter. Clients authorize their custodian to deduct Appleton's management fee directly from the client's account, following the submission of a bill to the custodian showing the management fee for the calendar quarter. Appleton will send its private clients quarterly statements showing the fee amount and the account value on which the fee is based. The client is responsible for verifying fee computations, as custodians are not typically asked to perform this task. For new accounts, the first payment shall be prorated to cover the period from the date of the account inception through the end of the next full calendar quarter. Typically, an investment advisory agreement with Appleton may be terminated by either the Firm or the client at any time without penalty following 30 days' written notice. Upon termination of a client account, any prepaid client fees will be prorated, and the unused portion shall be returned to the client. For accounts closed within the last 15 days of a quarter, however, the account will not be rebated a prorated amount. For accounts closed within the first 15 days of a quarter, the account will not be charged a prorated fee.

Appleton's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. In some situations, clients will invest in or hold mutual funds and/or ETFs in portfolios managed by Appleton. The fees and expenses for a mutual fund or ETF are described in each fund's prospectus. These fees generally include a management fee, other fund expenses, and a possible distribution fee. If a fund also imposes sales charges, a client may pay an initial or deferred sales charge. A client could feasibly invest in a mutual fund or ETF directly, without Appleton's services, and maintain the account separate from the assets managed by Appleton for that client. All fees paid to Appleton for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds to their shareholders. All mutual fund and ETF holdings within an Appleton client's portfolio will be included within the Private Client Services Fee calculation.

¹ For certain accounts established as of October 1, 1989, Appleton charges an annual fee of 1.25% on the first \$250,000 in assets under management. For certain institutional sources of managed assets, or where special circumstances apply, such as a limited investment program, the annual fee is negotiated based on the amount of assets under management.

SEPARATELY MANAGED ACCOUNT AND THIRD-PARTY ADVISORY PROGRAM FEES

Third-party or external investment advisors, or program sponsors, may hire Appleton as investment manager for certain client portfolios to provide a particular expertise in addition to the program sponsor's portfolio program. Clients of these program sponsors, who participate in separately managed account programs which utilize Appleton's portfolio management services, are charged the program sponsor's program fees in addition to an advisory fee charged by Appleton. Such fees often include the investment advisory fees of the program sponsor, which may be charged as part of a wrap fee arrangement. In a wrap fee arrangement, clients generally pay a single fee to the program sponsor for advisory, brokerage, and custodial services. Depending on the arrangement, the client's portfolio transactions may be executed without commission charges. In evaluating such wrap fee arrangements, the client should consider, depending upon the level of the wrap fee, the amount of portfolio activity in the client's account and other relevant factors. Clients should note that the wrap fee may or may not exceed the aggregate cost of such services if they were to be provided separately. Clients should discuss any particulars of the wrap fee directly with their contact at the program sponsor's firm.

SUB-ADVISORY RELATIONSHIPS

Appleton has executed sub-advisory agreements with various investment advisers and financial services firms, including banks and trust companies (each, a "Sub-Advising Firm" and together, the "Sub-Advising Firms"), for the management of certain client accounts. The fees Appleton receives for providing sub-advisory services on such client accounts are established in the relevant sub-advisory agreements executed with the Sub-Advising Firms. These fees are often included within a single fee charged to the client by the Sub-Advising Firm, who subsequently remits Appleton's fee for sub-advisory services.

ERISA ACCOUNTS

Appleton is deemed a fiduciary to advisory clients that are employee benefit plans or individual retirement accounts ("IRAs") as guided by the Employee Retirement Income and Securities Act of 1974, as amended ("ERISA"), and regulations under the Internal Revenue Code of 1986, as amended (the "IRS Code"), respectively. With regard to these client accounts, Appleton is subject to specific duties and obligations under ERISA and the IRS Code, which include, among other things, restrictions concerning certain forms of compensation. To avoid engaging in prohibited transactions, Appleton only charges an advisory fee for investment advisory services of assets managed, and does not receive any sort of additional commissions, if they were to apply.

As part of Appleton's advisory services, the Firm may recommend that a client withdraw assets from an employer's (or former employer's) retirement plan and roll those assets over into an individual retirement account (an "IRA") to be managed by Appleton. In such instances, Appleton will assess a management fee for the discretionary management services provided. Appleton's recommendation to rollover assets from an employer's (or former employer's) retirement plan to an IRA presents a conflict of interest, as the Firm would then be entitled to collect a management fee. The client should note that certain, low-expense investment options may be available through an employer's (or former employer's) retirement plan that may not be available to an IRA. There may also be other advantages to maintaining

assets with an employer's (or former employer's) retirement plan. The client should speak with Appleton regarding the advantages and disadvantages of rolling over retirement assets into an IRA prior to making an investment decision.

ADDITIONAL FEES AND EXPENSES

In addition to Appleton's advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker-dealers. These charges include, but are not limited to, any transactional charges imposed by a broker-dealer with which an independent investment manager effects transactions for the client's account(s). Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV for additional information.

LIMITED PREPAYMENT OF FEES

Under no circumstances does Appleton require or solicit payment of our investment advisory fees in excess of \$1,200 per client, more than six months in advance of services rendered.

ITEM 6 – PERFORMANCE BASED FEES AND SIDE BY SIDE MANAGEMENT

Appleton does not charge performance-based fees for management of client accounts.

ITEM 7 – TYPES OF CLIENTS

Appleton provides portfolio management services to the following types of clients:

- Individuals (other than high net worth individuals);
- High net worth individuals;
- Banks or thrift institutions;
- Pension and profit sharing plans (other than plan participants);
- Charitable organizations, foundations or endowments;
- State or municipal government entities;
- Corporations or other businesses not listed above; and
- Clients from third-party platforms and/or third-party managers that are not identified to Appleton

ITEM 8 – METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

METHODS OF ANALYSIS

Appleton employs numerous methods of analysis across an array of investment strategies when formulating investment advice and in managing client assets. Appleton seeks to utilize the most prudent methods of analysis based on the particular characteristics of the investment strategy and current market conditions.

Fundamental Analysis: Appleton attempts to measure the intrinsic value of a security by looking at economic and financial factors (including the overall economy, industry conditions, and the financial condition and management of the company or municipality itself) to determine if the security is underpriced (indicating it may be a good time to buy) or overpriced (indicating it may be time to sell).

Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security may move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the security. Therefore, unforeseen market conditions and/or company/municipality developments may result in significant price fluctuations that can lead to investor losses.

Relative Value Analysis: In both equity and fixed income strategies, Appleton attempts to compare securities of similar characteristics, risk profile, fundamental performance and (in the case of fixed income) credit quality and duration in order to identify the most promising alternatives amongst similar investment opportunities.

Technical Analysis: Appleton analyzes past market movements and applies that analysis to the present in an attempt to recognize recurring patterns of investor behavior and potentially predict future price movements. Examples of technical analysis Appleton employs include charting and cyclical analysis. When engaging in charting, Appleton reviews charts of market and security activity to study price, volume and other market changes and uses this insight to anticipate how long the trend may last and when that trend might reverse. When engaging in cyclical analysis, Appleton measures the movements of a particular security against the overall market in an attempt to anticipate the future price movement of the security. Technical analysis does not consider the underlying financial condition of a company/municipality. This presents a risk in that a poorly-managed or financially unsound company may underperform regardless of market movement.

Risks for All Forms of Analysis: In determining which securities to purchase or sell, Appleton assumes that the companies or issuers of traded securities, the rating agencies reviewing these securities, and other publicly-available sources of information regarding these securities are providing accurate and unbiased data. While Appleton is alert to indications that data may be incorrect and seeks to mitigate this risk by utilizing a multi-resource approach, there is always a risk that any analysis may be compromised by inaccurate or misleading information.

INVESTMENT STRATEGIES

Appleton is a discretionary investment adviser managing both Fixed Income and Equity strategies. Appleton clients typically are invested in one or more of the following Municipal Bond, Taxable Bond, or Equity strategies employed by the Portfolio Management team. The below management strategies are not an exhaustive list of Appleton strategies. Additional strategies may be employed to manage client accounts. Appleton selects particular strategies to manage client accounts based on the needs of the individual client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations. Additionally, Appleton may be contracted on a sub-advisory basis to manage a particular strategy. To meet a client's specific investment goals, Appleton can combine two (2) or more Equity and Fixed Income strategies to create a balanced portfolio.

Appleton Fixed Income Strategies

Appleton's Fixed Income strategies are developed based upon a client's interest rate concerns and risk tolerances, as well as a client's tax status. All Appleton Fixed Income strategies have an investment grade credit profile.

Short-Term Municipal: The Short-Term Municipal strategy seeks the preservation and growth of capital in a tax-efficient manner with disciplined management of liquidity risk, credit risk, and limited rate risk. Supported by intensive research, the customized portfolio design process reflects an individual client's state preferences, tax needs, and risk profile. The Short-Term Municipal strategy focuses on bonds maturing between one (1) and six (6) years, and positions are investment grade.

Intermediate Municipal: The Intermediate Municipal strategy seeks the preservation and growth of capital in a tax-efficient manner with disciplined management of liquidity risk, interest rate risk, and credit risk. Supported by intensive research, the customized portfolio design process reflects an individual client's state preferences, tax needs, and risk profile. The Intermediate Municipal strategy focuses on bonds maturing between three (3) and twelve (12) years, and positions are investment grade.

Long Municipal: The Long Municipal strategy seeks the preservation and growth of capital in a tax-efficient manner with disciplined management of liquidity risk, credit risk and rate risk. Supported by intensive research, the customized portfolio design process reflects an individual client's state preferences, tax needs, and risk profile. The Long Municipal strategy focuses on bonds maturing between five (5) and seventeen (17) years, and positions are investment grade.

High Grade Intermediate Government/Credit: Through extensive research and market expertise focused on positioning portfolios to benefit from high-grade asset classes (*i.e.*, U.S. Treasury Notes/TIPS, Government-sponsored Entities, Investment Grade Corporates, and Investment Grade Taxable Municipals), the High Grade Intermediate Government/Credit strategy seeks to preserve and grow capital by focusing on yield curve positioning, sector rotation, and security selection within management guidelines to mitigate interest rate risk and credit risk. The Intermediate Taxable strategy focuses on bonds maturing between two (2) and ten (10) years, and positions are investment grade.

Strategic Municipal Crossover: The customized Strategic Municipal Crossover strategy, formerly known as the Tactical Intermediate Fixed Income, seeks to achieve preservation and growth of capital with disciplined management of liquidity risk, interest rate risk, and credit risk utilizing a combination of taxable and tax-exempt securities. The portfolio design process combines the attributes of both the Intermediate Municipal strategy and High Grade Government/Credit strategy to optimize an individual client's after-tax returns and increase portfolio diversification. The Strategic Municipal Crossover strategy focuses on bonds maturing between two (2) and twelve (12) years, and positions are investment grade.

Variable Rate Demand Notes ("VRDNs"): The VRDN strategy seeks to offer clients a liquidity solution that provides incremental yield opportunities, while also mitigating interest rate and credit risk. All Appleton approved VRDNs are required to have liquidity and remarketing providers (*i.e.*, intermediaries) that have been vetted through the Firm's credit process. VRDNs feature a demand or put feature, which allows the holder to return the security to an intermediary with notice; generally, that rolling put feature will be in place for either 1- or 7- days. Portfolios deploying the strategy generally have a national versus individual state focus; however, best efforts will be employed to utilize issuers of higher taxed states, where appropriate.

Appleton Equity Strategies

Large Cap Growth Equity: The Large Cap Growth Equity strategy seeks to earn returns in excess of the S&P 500 Index by investing primarily in domestic large-cap companies with the prospect of robust and sustainable relative growth. The portfolio design process employs a layered approach to generate a diversified portfolio, whereby macroeconomic themes are combined with company-specific fundamental and technical analyses to form buy/sell decisions and determine the timing of entry and exit points.

Dividend Focused Equity: The Dividend Focused Equity strategy seeks to earn returns in excess of the S&P 500 Index by developing a separately managed account that focuses on income generation, resulting in a high-quality, income yielding portfolio with growth potential. The portfolio design process utilizes a customized blend of predominantly large-cap stocks with above-market and growing dividends, plus strong fundamentals providing principal growth potential. ETFs, with holdings including master limited partnerships, real estate investment trusts, preferred stock, and international funds that may be used to enhance yield and provide diversification.

Value Opportunities Equity: The Value Opportunities Equity strategy seeks to earn returns in excess of the Russell 3000 Index while preserving capital and generating attractive absolute returns. The Strategy aims to identify companies trading at prices well below intrinsic value and is managed in a flexible manner without market capitalization constraints. Through fundamental research in areas known to generate mispricing, including under-covered companies, spin-offs, post-reorganization equities, and transformational mergers and acquisitions, best value is sought across industries and market capitalizations.

BetaCore

BetaCore is a core-satellite asset allocation approach to investing and portfolio construction utilizing a core of ETFs that may be combined with any number of active, satellite strategies. The core of the

portfolio consists of both passive and “strategic beta” ETFs designed to track the performance of various asset classes while seeking to minimize costs, tax liability, and overall portfolio volatility. The active satellite strategies may consist of any Appleton strategies and are designed to increase the potential to deliver desirable returns and offer significant portfolio diversification.

RISK OF LOSS

Investing in securities involves risk of loss that clients should be prepared to bear. Stock markets and bond markets fluctuate over time and the market value of a specific stock or bond may decline due to general market conditions unrelated to the specific company or issuer. Factors that could contribute to market fluctuations include, but are not limited to, changes in real or perceived economic conditions, changes in interest rates, or changes in investor sentiment.

While Appleton seeks to monitor the markets for economic pressures that may affect a security’s value, long-term and short-term purchase strategies could also potentially pose risks to a client’s portfolio. A long-term purchase strategy assumes that by holding a security for an extended period, Appleton may not take advantage of short-term gains that may be profitable to a client. Moreover, if Appleton’s predictions prove incorrect and the reaction time delayed, a security may decline in value before a decision is made to sell the position.

Conversely, in certain asset classes, a short-term purchase strategy may pose a risk should the anticipated price swing not materialize. Appleton would then be left with the option of having a long-term investment in a security that was designed to be a short-term purchase or potentially taking a loss. In addition, a short-term purchase strategy potentially involves more frequent trading than does a longer-term strategy and may result in increased brokerage and other transaction-related costs, as well as less favorable tax treatment of short-term capital gains.

Below is a non-exclusive list of risks applicable to Appleton strategies. Other risks also apply. Clients should work with Appleton to continually understand and determine an appropriate risk tolerance for client accounts.

Risks that apply to both fixed income and equity strategies include the following:

- *Active Management Risk:* Due to its active management, a portfolio could underperform other portfolios with similar investment objectives and/or strategies.
- *Allocation Risk:* A portfolio may use an asset allocation strategy in pursuit of its investment objective. There is a risk that a portfolio’s allocation among asset classes or investments will cause a portfolio to lose value or cause it to underperform other portfolios with a similar investment objective and/or strategy, or that the investments themselves will not produce the returns expected.
- *Liquidity Risk:* The risk that exists when a security’s limited marketability prevents it from being bought or sold quickly enough to avoid or minimize a loss. This risk is particularly relevant in the

bond market, although it can also be a risk when transacting in small cap securities and certain other stocks.

- *Market and Timing Risk:* Prices of securities may become more volatile due to general market conditions that are not specifically related to a particular company, such as adverse economic conditions or outlooks, adverse investor sentiment, changes in the outlook for corporate earnings, or changes in interest rates.
- *Sector/Region Risk:* The risk that the strategy's concentration in equities or bonds in a specific sector or industry will cause the strategy to be more exposed to the price movements in and developments affecting that sector.

Risks associated with our fixed income strategies include, but are not limited to, the following:

- *Asset-Backed Securities Risk:* Payment of principal and interest on asset-backed securities is dependent largely on the cash flows generated by the assets backing the securities. Further, some asset backed securities may not have the benefit of any security interest in the related assets. There is also the possibility that recoveries in the underlying collateral may not be available to support the payments on these securities. Downturns in the economy could cause the value of asset backed securities to fall, thus, negatively impacting account performance.
- *Call Risk:* Some bonds give the issuer the option to redeem the bond before its maturity date. If an issuer exercises this option during a time of declining interest rates, the proceeds from the bond may have to be reinvested in an investment offering a lower yield, and may not benefit from an increase in value as a result of declining rates. Callable bonds also are subject to increased price fluctuations during periods of market illiquidity or rising interest rates. Finally, the capital appreciation potential of a bond will be reduced because the price of a callable bond may not rise much above the price at which the issuer may call the bond.
- *Corporate Debt Risk:* The rate of interest on a corporate debt security may be fixed, floating, variable, or may vary inversely with respect to a reference rate. Corporate debt securities are subject to the risk of the issuer's inability to meet principal and interest payments on the obligation. They also may be subject to price volatility due to interest rate sensitivity, market perception of the creditworthiness of the issuer and general market liquidity. When interest rates rise, the value of a corporate debt security can be expected to decline. Debt securities with longer maturities tend to be more sensitive to interest rate movements than those with shorter maturities. A company default can reduce income and capital value of a corporate debt security. Moreover, market expectations regarding economic conditions and the likely number of corporate defaults may impact the value of these securities.
- *Credit Default Risk:* The risk of loss of principal due to the borrower's failure to repay the loan or risk of liquidity from the decline in the borrower's financial strength.

- *Duration Risk*: The risk associated with the sensitivity of a bond's price to a change in interest rates. The higher a bond's (or portfolio's) duration, the greater its sensitivity to interest rate changes.
- *Event Risk*: The possibility that an unforeseen event will negatively affect a company or industry, and thus, increase the volatility of a bond.
- *Government Securities Risk*: Not all U.S. government securities are backed by the full faith and credit of the U.S. government. It is possible that the U.S. government would not provide financial support to certain of its agencies or instrumentalities if it is not required to do so by law. If a U.S. government agency or instrumentality defaults and the U.S. government does not stand behind the obligation, returns could be negatively impacted. The U.S. government guarantees payment of principal and timely payment of interest on certain U.S. government securities.
- *Interest Rate Risk*: Prices of fixed income securities tend to move inversely with changes in interest rates. As interest rates rise, bond prices typically fall and vice versa. The longer the effective maturity and duration of a strategy's portfolio, the more the performance of the investment is likely to react to interest rates.
- *Municipal Bond Risk*: Investments in municipal bonds are affected by the municipal market as a whole and the various factors in the particular cities, states or regions in which the strategy invests. Issues such as legislative changes, litigation, business and political conditions relating to a particular municipal project, municipality, state or territory, and fiscal challenges can impact the value of municipal bonds. These matters may also impact the ability of the issuer to make payments. Also, the amount of public information available about municipal bonds is generally less than that for corporate equities or bonds. Additionally, supply and demand imbalances in the municipal bond market can cause deterioration in liquidity and lack of price transparency.
- *Prepayment Risk*: Similar to call risk, this risk is associated with the early unscheduled repayment of principal on a fixed income security. When principal is returned early, future interest payments will not be paid. The proceeds from the repayment may be reinvested in securities at a lower, prevailing rate.
- *Reinvestment Risk*: The risk that future cash flows, either coupons or the final return of principal, will need to be reinvested in lower-yielding securities.
- *State Risk*: Portfolios with state or region-specific customizations will be more sensitive to the events that affect that state's economy and stability. Portfolios with a higher concentration of bonds in a state or region may have higher credit risk exposure, especially if the percentage of assets dedicated to the state is invested in fewer issuers.
- *Tax Liability Risk*: The risk that the distributions of municipal securities become taxable to the investor due to noncompliant conduct by the municipal bond issuer or changes to federal and state laws. These adverse actions would likely negatively impact the prices of the securities.

- *Valuation Risk:* The lack of an active trading market and/or volatile market conditions can make it difficult to obtain an accurate price for a fixed income security. There are uncertainties associated with pricing a security without a reliable market quotation, and the resulting value may be very different than the value of what the security would have been if readily available market quotations had been available.

Risks associated with our equity strategies include, but are not limited to, the following:

- *Exchange-Traded Fund (“ETF”) and Mutual Fund Risk:* Investments in ETFs and mutual funds have unique characteristics, including, but not limited to, the ETF or mutual fund’s expense structure. Investors of ETFs and mutual funds held within Appleton client accounts bear both their Appleton portfolio’s advisory expenses and, indirectly, the ETF’s or mutual fund’s expenses. Because the expenses and costs of an underlying ETF or Mutual Fund are shared by its investors, redemptions by other investors in the ETF or mutual fund could result in decreased economies of scale and increased operating expenses for such ETF or mutual fund. Additionally, the ETF or mutual fund may not achieve its investment objective.
- *Foreign Securities Risk:* Investments in or exposure to foreign securities involve certain risks not associated with investments in or exposure to securities of U.S. companies. Foreign securities subject a portfolio to the risks associated with investing in the particular country of an issuer, including the political, regulatory, economic, social, diplomatic and other conditions or events (including, for example, military confrontations, war and terrorism), occurring in the country or region, as well as risks associated with less developed custody and settlement practices. Foreign securities may be more volatile and less liquid than securities of U.S. companies, and are subject to the risks associated with potential imposition of economic and other sanctions against a particular foreign country, its nationals or industries or businesses within the country. In addition, foreign governments may impose withholding or other taxes on income, capital gains or proceeds from the disposition of foreign securities, which could reduce a portfolio’s return on such securities.
- *Frequent Trading Risk:* A portfolio manager may actively and frequently trade investments in a portfolio to carry out its investment strategies. Frequent trading of investments increases the possibility that a portfolio, as relevant, will realize taxable capital gains (including short-term capital gains, which are generally taxable at higher rates than long-term capital gains for U.S. federal income tax purposes), which could reduce a portfolio's after-tax return. Frequent trading can also mean higher brokerage and other transaction costs, which could reduce a portfolio's return. The trading costs and tax effects associated with portfolio turnover may adversely affect its performance.
- *Growth Securities Risk:* Growth securities typically trade at a higher multiple of earnings than other types of equity securities. Accordingly, the market values of growth securities may never reach their expected market value and may decline in price. In addition, growth securities, at

times, may not perform as well as value securities or the stock market in general, and may be out of favor with investors for varying periods of time.

- *Issuer Risk:* The risk that an issuer of a security may perform poorly, and therefore, the value of its securities may decline. Poor performance may be caused by poor management decisions, competitive pressures, breakthroughs in technology, reliance on suppliers, labor problems or shortages, corporate restructurings, fraudulent disclosures, natural disasters or other events, conditions or factors.
- *Mid-Cap and Small-Cap Company Securities Risk:* Investments in mid-capitalization and small-capitalization companies (“mid-cap and small-cap companies”) often involve greater risks than investments in larger, more established companies (“larger companies”) because mid-cap and small-cap companies tend to have less predictable earnings and may lack the management experience, financial resources, product diversification and competitive strengths of larger companies, and may be less liquid than the securities of larger companies.
- *Sector Risk:* At times, a portfolio may have a significant portion of its assets invested in securities of companies conducting business in a related group of industries within an economic sector. Companies in the same economic sector may be similarly affected by economic, regulatory, political or market events or conditions, which may make a portfolio more vulnerable to unfavorable developments in that economic sector than portfolios that invest more broadly. Generally, the more a portfolio diversifies its investments, the more it spreads risk and potentially reduces the risks of loss and volatility.

ITEM 9 – DISCIPLINARY INFORMATION

Appleton is required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of advisory services or the integrity of the Firm's management. There are no applicable legal or disciplinary events relating to the Firm.

ITEM 10 – OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

Broker-Dealer Registration Status

Neither Appleton nor any of the Firm's management persons is registered, or has an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Adviser Registration Status

Neither Appleton nor any of the Firm's management persons is registered, or has an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading adviser, or an associated person of the foregoing entities.

Material Relationships or Arrangements with Related Parties which are Industry Participants

Neither Appleton nor any of the Firm's management persons has any relationship or arrangement that is material to its advisory business or to its clients with any related person who is: (i) a broker-dealer, municipal securities dealer, or government securities dealer or broker; (ii) an investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company, and off-shore fund); (iii) other investment adviser or financial planner; (iv) futures commission merchant, commodity pool operator, or commodity trading adviser; (v) banking or thrift institution; (vi) accountant or accounting firm; (vii) lawyer or law firm, (viii) insurance company or agency; (ix) pension consultant; (x) real estate broker or dealer; or (xi) sponsor or syndicator of limited partnerships.

Material Conflicts of Interest Relating to Other Investment Advisers

Appleton does not recommend or select other investment advisers for its clients.

ITEM 11 – CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

Appleton has adopted a Code of Ethics (the “Code”), which sets forth high ethical standards of business conduct required of all employees, including compliance with applicable federal securities laws. Employees are required to understand and comply with Appleton's Code as a condition of employment and must reaffirm adherence to the Code on an annual basis.

Appleton and its employees owe a duty of loyalty, fairness, and good faith towards all clients and have an obligation to adhere not only to the specific provisions of the Code, but to the general principles that guide the Code.

The Code is designed to, among other things, monitor employees' personal securities transactions, activities, and interests to promote their fulfillment of Appleton’s fiduciary responsibilities to clients. The premise of the Code is to guide employees in making decisions in the best interests of advisory clients and implementing such decisions while, at the same time, allowing employees to invest for their own personal accounts.

Conflicts can arise from the personal trading activities of Appleton’s employees. Per provisions in Appleton’s Code, Appleton employees may and do, at times, buy or sell securities for their own personal accounts that are identical to, similar or different from those recommended to clients. In addition, Appleton employees may and do, at times, have an interest or position in securities which are also recommended and held by clients.

To mitigate these conflicts, the Code imposes substantive restrictions on the purchase or sale of securities for Appleton employees’ accounts. Such trading restrictions include, but are not limited to, various preclearance requirements, trading blackout periods and minimum holding periods for certain securities.

The Code also includes a policy governing the misuse of material, non-public information about securities. While Appleton believes its employees do not have any particular access to such non-public information, all employees are reminded that should such information be revealed in some fashion, it may not be used in a personal or professional capacity.

To obtain the most current version of the Code, or to discuss the Code in further detail, please call Appleton at (617) 338-0700 or send an email to Michele D. Hubley, Chief Compliance Officer, at mhubley@appletonpartners.com.

ITEM 12 – BROKERAGE PRACTICES

Appleton seeks best execution of client transactions, subject to any client-imposed restrictions (e.g., if the client has mandated the use of specified counterparties for certain transactions). When selecting a brokerage firm, Appleton will refer to and select from a list of approved broker-dealers and seek to weigh relevant factors, which may include, without limitation, nor all inclusive, and in no particular order:

- overall costs of a trade (i.e., net price paid or received) including commissions and other current transaction costs;
- quality of execution, including accurate and timely execution, clearance and error/dispute resolution;
- the broker's ability to execute transactions of size in both liquid and illiquid markets at competitive market prices without disrupting the market for the security traded and the ability of the broker to obtain exposure in the countries traded;
- the range of services offered by the broker, including the quality and timeliness of market information (i.e., market color, ideas), range of markets and products covered, quality of research services provided, and recommendations made by the broker;
- the broker's provision of, and access to, companies (e.g., coverage of securities, access to public offerings and research materials);
- the broker's financial responsibility, creditworthiness, and responsiveness; and/or
- the broker's reputation and financial strength and stability, as compared with other competitors.

The determining factor in the selection of a broker to execute transactions for client accounts is not necessarily the lowest possible transaction cost, but whether the broker can provide what the Firm believes to be the best qualitative execution.

The Fixed Income and Equity Best Execution Committees (the “Best Execution Committees”) each meet periodically to review Appleton’s brokerage relationships to help ensure the Firm continues to meet its duty of best execution. The Best Execution Committees are comprised of portfolio managers and traders, who undertake both qualitative and quantitative analyses of the Firm’s brokerage relationships. These reviews include, but are not limited to, the completion of broker evaluations and analysis of executed trade prices versus the fair valuation estimations.

AGGREGATION

Bunching or blocking trades is the practice of buying or selling a security for the accounts of multiple clients in a single transaction. The blocking of trades permits the trading of aggregate blocks of a security for multiple client accounts, so long as transaction costs are shared equally and on a pro-rated basis between all accounts included in any such block.

Transactions for client accounts are not aggregated for execution if the practice is prohibited by or inconsistent with the client's advisory agreement with Appleton. Transactions for client accounts at different broker-dealers cannot be aggregated. Equity transactions for client accounts managed by different portfolio managers at Appleton are often not aggregated. This can result in different accounts

receiving different prices for the same security on the same day.

Although Appleton is not obligated to include any client account in a blocked trade, a blocked trade will be placed when the portfolio manager reasonably believes that the combination of the transactions will benefit, and enable the Firm to seek best execution, for each client participating in the aggregated order. This requires a good faith judgment at the time the order is placed for the execution and does not mean that the determination made in advance of the transaction must always prove to be correct in the light of hindsight perspective. Generally, each client that participates in the aggregated order must do so at the average price for all separate transactions made to fill the order, and must share in the commissions, as applicable, on a pro rata basis in proportion to the client's participation. Under the client's agreement with the custodian/broker, transaction costs may be based on the number of shares traded for each client.

BUYBACKS

Appleton engages in fixed income buybacks. A buyback occurs when Appleton (i) desires to sell blocks of fixed income securities from a client account(s), (ii) receives bids on the open market from Appleton approved broker-dealer counterparties, (iii) determines that the highest bid received represents a good selling opportunity for those client accounts selling, but (iv) there are other Appleton client accounts that would benefit from buying the securities at that level based on market intelligence. In such a circumstance, Appleton will approach the high bid broker to determine if that broker is willing to buy the security at the high bid price and sell the security back to API at a nominal markup (typically, the cost of the ticket) for use in one or more API client portfolios. In circumstances where the high bid broker is restricted from transacting with Appleton, Appleton will contact a different approved third-party broker to conduct the transaction at the high bid price. Potential conflicts can arise as a result of conducting buybacks. Namely, the Firm could conduct the buyback at a price that is favorable to one set of clients and unfavorable to another. Appleton believes it has implemented proper controls to mitigate this potential conflict of interest.

API seeks to ensure that all buybacks achieve best execution for all accounts involved in the buyback and seeks to ensure that no account is disfavored by the buyback. API also seeks to ensure that the Firm's fiduciary duty is upheld for all clients when conducting buybacks.

SOFT DOLLARS

Appleton does not engage in any contractual soft dollar arrangements.

DIRECTED BROKERAGE

A client may direct Appleton to use a broker-dealer to execute some or all of the transactions in his/her account. In this case, the client is responsible for negotiating the terms and arrangements for the account with that broker-dealer. In these instances, Appleton may not be able to negotiate commissions, obtain volume discounts, or best execution. Additionally, under these circumstances, commission charges may differ between the commissions charged to clients who direct Appleton to use a particular broker or

dealer and those other clients who do not. Clients may make changes to this brokerage arrangement as they wish by notifying Appleton directly in writing.

BROKERAGE RECOMMENDATIONS

When appropriate, Appleton will recommend that clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab & Co., Inc. ("Schwab"), a FINRA registered broker-dealer, member SIPC, or with National Financial Services LLC and Fidelity Brokerage Services LLC ("Fidelity") to maintain custody of their assets and to effect trades for their accounts. Although Appleton may make this recommendation, it is ultimately the client's decision to select a custodian. Appleton is independently owned and operated and not affiliated with any custodian.

For Appleton client accounts maintained in their custody, Schwab and Fidelity generally do not charge separately for custody services but are compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through them or that settle into accounts held by them.

From time to time, Schwab and Fidelity may offer services intended to help Appleton manage and further develop various facets of the Firm's business. These services may include publications, conferences, and educational seminars on pertinent industry related issues or specific product information as they apply to asset classes, best practice management, compliance, and trending topics in the marketplace.

In evaluating whether to recommend that clients custody their assets at Schwab or Fidelity, Appleton may take into account the availability of some of the above-mentioned services as part of the total mix of factors the Firm considers and not solely on the nature, cost or quality of custody and brokerage services provided by either company which creates a potential conflict of interest.

For further information regarding Appleton's relationship with Schwab, please refer to the disclosure contained under Item 14 regarding Client Referrals.

ITEM 13 – REVIEW OF ACCOUNTS

PRIVATE CLIENT SERVICES

The Private Client Services portfolio management team monitors, as frequently as daily, the underlying securities held by clients and is responsible for monitoring cash levels and asset allocation. The portfolio management team typically consists of the client's Portfolio Manager and Client Service Manager, who work in conjunction with the Firm's Operations Department. Formal account reviews, which typically occur semi-annually, take into consideration the investment strategy and its current suitability in meeting the client's investment objectives, given prevailing market conditions, as the Firm perceives them to be. More frequent reviews may be triggered by material changes in variables, such as the client's individual circumstances, the market, political or economic environment. The accounts are also reviewed with the client directly, with the method, frequency and location at his/her discretion.

In addition to the statements and confirmations of transactions that clients receive directly from their custodian and/or broker-dealer, direct clients also receive, at least quarterly, a reconciled appraisal of their assets from Appleton, summarizing account performance, balances, holdings, transactions during the period, and a gains/loss summary. With this quarterly appraisal from Appleton, clients also receive a market overview with our insight and commentary on current global economic and market conditions.

SUB-ADVISORY SERVICES AND STRATEGY MANAGEMENT THROUGH SEPARATELY MANAGED ACCOUNT & THIRD-PARTY ADVISORY PROGRAMS

In instances where API serves as sub-adviser or a designated investment manager to separately managed accounts through third-party advisory programs, the Firm typically does not have direct contact with the underlying retail client. API enters into a relationship with the Sub-Advising Firm or program sponsor to manage a specific investment strategy for an account, with client suitability determined by the advising firm or program sponsor. On a periodic basis, and as part of the trading process, portfolio managers will review client portfolio holdings to determine that the securities and other financial instruments held within the client account remain consistent with the established investment mandate, including any specifically communicated objectives and restrictions.

Accounts are reviewed at monthly increments during the initial build out period of approximately 90 days. Upon completed build out, portfolio managers periodically review portfolio holdings to determine that the securities and other financial instruments held by each account remain consistent with the account mandates and objectives, whether client-imposed or internally adopted. Depending on the investment strategy, factors may include, but are not limited to, monitoring appropriate portfolio allocations, sector exposure, credit duration, credit quality, in-state credit exposure, performance, performance dispersion and/or any other portfolio characteristics.

API's portfolio management system and/or customer relationship management system is utilized for specific account notes and instructions, which are consulted by portfolio managers and traders prior to effecting a transaction for an account. Strategy or model targets and/or limitations, as well as any

imposed investment limits and/or restrictions, are coded into the Firm's order entry system, and securities transactions are automatically screened on a pre-trade basis for possible violations.

ITEM 14 – CLIENT REFERRALS AND OTHER COMPENSATION

Appleton currently pays referral fees to individuals and/or entities for referring advisory clients to the Firm. If a client is introduced to Appleton by a solicitor, the Firm will pay that solicitor an ongoing referral fee constituting a percentage of the referred client's advisory fee paid to Appleton for the duration of the advisory relationship.

Payment of referral fees for prospective client referrals creates a potential conflict of interest to the extent that such a referral is not unbiased, and the solicitor is, at least partially, motivated by financial gain. As these situations represent a potential conflict of interest, Appleton has established the following restrictions to ensure the Firm's fiduciary responsibilities are upheld:

- All such referral fees are paid in accordance with the requirements of Rule 206(4)-3 of the Advisers Act, and any corresponding state securities law requirements;
- Any such referral fee will be paid solely from Appleton's investment management fee, and will not result in any additional charge to the client;
- If the client is introduced to Appleton by an unaffiliated solicitor, the solicitor, at the time of the solicitation, will disclose the nature of his/her/its solicitor relationship and provide each prospective client with a copy of Appleton's Form ADV Part 2 Brochure, together with a copy of the written disclosure statement from the solicitor to the client. The solicitor's written disclosure statement must disclose the terms of the solicitation arrangement between the Firm and the solicitor, including the compensation to be received by the solicitor from Appleton; and
- All referred clients will be carefully screened to ensure that Appleton fees, services, and investment strategies are suitable to their investment needs and objectives.

CHARLES SCHWAB & CO., INC.

Appleton receives client referrals from Schwab through Appleton's participation in the Schwab Advisor Network® (the "Service"). The Service is designed to help investors find an independent investment adviser. Schwab is a broker-dealer independent of and unaffiliated with Appleton. Schwab does not supervise Appleton and has no responsibility for Appleton's management of clients' portfolios or Appleton's other advice or services. Appleton's participation in the Service may raise potential conflicts of interest described below.

Appleton pays Schwab a Participation Fee on all referred clients' accounts that are maintained in custody at Schwab and a Non-Schwab Custody Fee on all accounts that are maintained at, or transferred to, another custodian. The Participation Fee paid by Appleton is a percentage of the fees the client owes to the Firm, or a percentage of the value of the assets in the client's account, subject to a minimum Participation Fee. Appleton pays Schwab the Participation Fee for so long as the referred client's account remains in custody at Schwab.

The Participation Fee is billed to Appleton on a quarterly basis and may be increased, decreased or waived by Schwab from time to time. The Participation Fee is paid by Appleton and not by the client. Appleton

does not charge clients referred through the Service any fees or costs greater than the fees or costs Appleton charges clients with similar portfolios who were not referred through the Service.

Appleton generally pays Schwab a Non-Schwab Custody Fee if custody of a referred client's account is not maintained by, or assets in the account are transferred from, Schwab. The Non-Schwab Custody Fee is a one-time payment equal to a percentage of the assets placed with a custodian other than Schwab and does not apply if the client was solely responsible for the decision not to maintain custody at Schwab. The Non-Schwab Custody Fee is higher than the Participation Fees an adviser generally would pay in a single year. Thus, Appleton has an incentive to recommend that client accounts be held in custody at Schwab.

The Participation and Non-Schwab Custody Fees will be based on assets in accounts of Appleton's clients who were referred by Schwab and those referred clients' family members living in the same household. Thus, Appleton will have incentives to encourage household members of clients referred through the Service to maintain custody of their accounts and execute transactions at Schwab.

Clients will instruct Schwab to debit Appleton's fees directly from the accounts. For accounts of Appleton's clients maintained in custody at Schwab through the Service, Schwab will not charge the client separately for custody, but will receive compensation from Appleton's clients in the form of commissions or other transaction-related compensation on securities trades executed through Schwab. Schwab also will receive a fee (generally lower than the applicable commission on trades it executes) for clearance and settlement of trades executed through broker-dealers other than Schwab. Schwab's fees for trades executed at other broker-dealers are in addition to the other broker-dealer's fees. Thus, Appleton may have an incentive to cause trades to be executed through Schwab rather than another broker-dealer. Appleton, nevertheless, acknowledges its duty to seek best execution of trades for client accounts. Trades for client accounts held in custody at Schwab may be executed through a different broker-dealer than trades for Appleton's other clients. Thus, trades for accounts with custody at Schwab may be executed at different times and different prices than trades for other accounts that are executed at other broker-dealers.

ITEM 15 - CUSTODY

Although Appleton does not maintain physical possession of client funds or securities, which must be maintained in an account at a “qualified custodian,” the Firm is deemed to have custody of certain client assets in instances where the Firm has authority to withdraw or transfer assets from client accounts, such as when one of our associated persons acts in a trustee capacity on a client’s trust account, where a client designates a third-party payee via a standing letter of authorization, or where Appleton has such similar access or transfer authority with respect to client assets. Appleton has retained an independent public accountant to conduct an annual surprise examination of client assets for which the Firm is deemed to have custody, as required by current SEC regulations and guidance.

On at least a quarterly basis, the qualified custodian is required to send directly to the client's address a statement showing all transactions within the account during the reporting period. It is important for clients to review their custodial statements to verify their accuracy. All private clients (and certain sub-advised clients and separately managed accounts) will also receive quarterly statements from Appleton. Clients should contact Appleton directly if they believe there may be a discrepancy between a custodial quarterly statement received and their Appleton quarterly statement.

ITEM 16 – INVESTMENT DISCRETION

Clients who would consider hiring Appleton to manage their portfolio investments should understand that the Firm provides discretionary asset management services. In this practice, with the authority of investment discretion from our client, Appleton buys or sells securities in a client's account without contacting the client prior to each trade to obtain their permission.

Appleton's discretionary authority includes the ability to do the following without contacting the client:

- Determine the security to buy or sell;
- Determine the amount of the security to buy or sell; and/or
- Determine the timing of such transactions.

Clients grant Appleton discretionary authority when they enter into a relationship with the Firm by signing the investment management agreement. Only in particular circumstances may a client limit this authority and such limitation is agreed upon by both parties in writing. Clients may also change/amend such limitations by once again providing Appleton with written instructions.

ITEM 17 – VOTING CLIENT SECURITIES

Typically, Appleton votes proxies for client accounts. However, Appleton clients always retain the right to vote proxies themselves and may exercise this right by instructing the Firm in writing to not vote proxies on behalf of their account.

Appleton has retained a third-party proxy voting service and has concurrently adopted voting guidelines determined to be in the best interest of Firm clients. Through this proxy voting service, Appleton retains the proxy voting books and records for the requisite period and a record of votes cast.

Appleton conducts periodic reviews to identify conflicts of interest pertaining to voting client securities. If conflicts are identified, Appleton will determine whether it is appropriate (i) to disclose the conflict to the affected clients, (ii) to give the clients an opportunity to vote the proxies themselves, or (iii) to disallow the override ability retained by the Firm with respect to the particular proxy in question. Appleton maintains a record of the voting resolution of any conflict of interest. At least annually, Compliance evaluates potential conflicts of interest disclosed by Appleton's third-party proxy service provider and determines whether the service provider's policies and procedures are reasonably designed to address the conflicts of interest, if any.

Clients may obtain a copy of Appleton's complete proxy voting policies and procedures by contacting Michele D. Hubley, Chief Compliance Officer, in writing at the contact information listed on the cover of the Brochure. Clients may also request, in writing, information on how proxies for account shares were voted. If any client requests a copy of Appleton's proxy policies and procedures or how proxies for their account were voted, the Firm will promptly provide that information.

Appleton will neither advise nor act on behalf of clients in legal proceedings involving companies whose securities are held in a client's account. This also includes, but is not limited to, the filing of "Proofs of Claim" in class action settlements. If desired, clients may direct Appleton to send copies of class action notices directly to them or to a third party. Upon such direction, Appleton will make commercially reasonable efforts to forward such notices in a timely manner.

With respect to ERISA accounts, Appleton will vote proxies unless the plan documents specifically reserve the plan sponsor's right to vote proxies. To direct Appleton to vote a proxy in a particular manner, clients should contact Michele D. Hubley, Chief Compliance Officer, by telephone, email, or in writing.

ITEM 18 – FINANCIAL INFORMATION

Appleton is not required to include a Financial Statement in this Brochure, as the Firm, under no circumstances, requires or solicits payments of the investment advisory fees in excess of \$1200 per client, more than six months in advance of services rendered.

As an SEC registered investment advisory firm, Appleton is required to disclose any financial condition that is reasonably likely to impair the Firm's ability to meet its contractual obligations with clients. Appleton has no such financial commitment or condition that is reasonably likely to impair its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy petition at any point during the previous ten (10) years.



Part 2B of Form ADV: Brochure Supplement

Appleton Partners, Inc.

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Boston, Massachusetts 02109
Telephone: (617) 338 0700
Email: mhubley@appletonpartners.com
Web Address: www.appletonpartners.com

As of March 19, 2019

This brochure supplement provides information about the individual(s) listed on the next page that supplements the Appleton Partners, Inc. brochure. You should have also received a copy of that brochure.

IF YOU DID NOT RECEIVE OUR FIRM'S BROCHURE, OR IF YOU HAVE ANY QUESTIONS ABOUT THE CONTENTS OF THIS SUPPLEMENT, PLEASE CONTACT MICHELE D. HUBLEY, CHIEF COMPLIANCE OFFICER, BY TELEPHONE AT (617) 338-0700 OR VIA AT [MHUBLEY@APPLETONPARTNERS.COM](mailto:mhubley@appletonpartners.com). ADDITIONAL INFORMATION ABOUT OUR PERSONNEL IS AVAILABLE ON THE SEC'S WEBSITE AT WWW.ADVISERINFO.SEC.GOV.

JASON D. AUDETTE	3
JAMES LOCKWOOD BOSLAND	4
DANIEL THOMAS ANTHONY BUCKLEY	5
KATHLEEN MARY BURGE	6
DOUGLAS CAMPBELL CHAMBERLAIN.....	7
GEOFFREY DANIEL CHAMBERLAIN	8
ANSON CRAWFORD CLOUGH.....	9
JASON R. COOK.....	10
GARY BRUCE CROFTON.....	11
WHITNEY PEARCE FITTS	12
NATHAN WALSH HARRIS	13
H.L. JEFFREY JOHNSON	14
JANET MARY KELLIHER	15
JAMES IRA LADGE	16
GREGORY ADAM LALLY.....	17
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KELLY C. MCKERNAN.....	19
ANDREW JAMES PETERSON.....	20
NANCY HACKER PLACE.....	21
JAMES CHRISTOPHER QUEALY	22
CHRISTOPHER NEIL SUTHERLAND	23
WALTER ZAGROBSKI	24

Jason D. Audette

Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1977

Formal Education: Suffolk University; BS, Finance; 2005
D'Amore-McKim School of Business at Northeastern University; Masters
Business Administration; 2016

Business Experience: 2011 – Present: Appleton Partners, Inc.

Item 3 - Disciplinary Information

Mr. Audette has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Audette is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Audette does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Mr. Audette is supervised by Anson C. Clough, CFA, Managing Director, Fixed Income. Mr. Clough may be reached by calling (617) 338-0700.

James Lockwood Bosland
Senior Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1962

Formal Education: Boston University; BA, Economics; 1984
FW Olin Graduate School of Business at Babson College; Masters Business Administration; 1986

Business Experience: 2001 – Present: Appleton Partners, Inc.

Designations: Chartered Financial Analyst*(CFA) since 1993

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Item 3 - Disciplinary Information

Mr. Bosland has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Bosland is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Bosland does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Mr. Bosland is supervised by Anson C. Clough, CFA, Managing Director, Fixed Income. Mr. Clough may be reached by calling (617) 338-0700.

Daniel Thomas Anthony Buckley
Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1975

Formal Education: Boston College; BA, Economics; 1997
Boston University; MS Investment Management; 2006

Business Experience: 2003 – Present: Appleton Partners, Inc.

Designations: Chartered Financial Analyst*(CFA) since 2011

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Item 3 - Disciplinary Information

Mr. Buckley has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Buckley is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Buckley does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Mr. Buckley is supervised by James M. O’Neil, Esq., Senior Vice President, Managing Director of Private Client Services. Mr. O’Neil may be reached by calling (617) 338-0700.

Kathleen Mary Burge

Executive Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1950

Formal Education: Graham Junior College; AA, Business; 1974

Business Experience: 1987 – Present: Appleton Partners, Inc.

Item 3 - Disciplinary Information

Ms. Burge has no reportable disciplinary history.

Item 4 - Other Business Activities

Ms. Burge is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. She is not engaged in any other business or occupation that provides compensation or involves a substantial amount of her time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Ms. Burge does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Ms. Burge is supervised by Douglas C. Chamberlain, President. Mr. Chamberlain may be reached by calling (617) 338-0700.

Douglas Campbell Chamberlain
President, CEO

Item 2 - Educational Background and Business Experience

Year of Birth: 1947

Formal Education: Boston University; BA, Business; 1970
Boston University; Masters, Business Management; 1976

Business Experience: 1987 – Present: Appleton Partners, Inc.

Designations: Chartered Financial Analyst *(CFA) since 1981

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Item 3 - Disciplinary Information

Mr. Chamberlain has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Chamberlain is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Chamberlain does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Appleton's Executive Committee provides oversight on behalf of Mr. Chamberlain and may be reached by calling James I. Ladge, Chief Operating Officer, at (617) 338-0700.

Geoffrey Daniel Chamberlain
Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1979

Formal Education: Bowdoin College; BA, Economics; 2001
Boston University; MS, Investment Management; 2006

Business Experience: 2001 – Present: Appleton Partners, Inc.

Designations: Chartered Financial Analyst *(CFA) since 2007

* The program is administered by the CFA Institute (formerly the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Item 3 - Disciplinary Information

Mr. Chamberlain has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Chamberlain is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Chamberlain does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Mr. Chamberlain is supervised by James M. O’Neil, Esq., Senior Vice President, Managing Director of Private Client Services. Mr. O’Neil may be reached by calling (617) 338-0700.

Anson Crawford Clough
Managing Director, Fixed Income

Item 2 - Educational Background and Business Experience

Year of Birth: 1970

Formal Education: Bates College; BA, Economics; 1992

Business Experience: 2000 – Present: Appleton Partners, Inc.

Designations: Chartered Financial Analyst *(CFA) since 1997
Certified Financial Planner** (CFP) since 2005

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

** The program is administered by the Certified Financial Planner Board of Standards, Inc. Those with the CFP designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

Item 3 - Disciplinary Information

Mr. Clough has no reportable disciplinary history

Item 4 - Other Business Activities

Mr. Clough is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Clough does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Mr. Clough is supervised by Douglas C. Chamberlain, President. Mr. Chamberlain may be reached by calling (617) 338-0700.

Jason R. Cook
Assistant Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1983

Formal Education: Harvard University; BA, Economics; 2005
Carroll School of Management at Boston College; Masters Business Administration; 2013

Business Experience: 2013 – Present: Appleton Partners, Inc.
2008 – 2011: Hercules Capital

Designations: Chartered Financial Analyst*(CFA) since 2015

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Item 3 - Disciplinary Information

Mr. Cook has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Cook is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Cook does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

is supervised by James M. O'Neil, Esq., Senior Vice President, Managing Director of Private Client Services. Mr. O'Neil may be reached by calling (617) 338-0700.

Gary Bruce Crofton
Senior Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1956

Formal Education: Lafayette College; BS, Biology; 1978

Business Experience: 2009 – Present: Appleton Partners, Inc.

Item 3 - Disciplinary Information

Mr. Crofton has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Crofton is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Crofton does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Mr. Crofton is supervised by Anson C. Clough, Managing Director, Fixed Income. Mr. Clough may be reached by calling (617) 338-0700.

Whitney Pearce Fitts
Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1979

Formal Education: Colby College; BA, Mathematics - Economics; 2002

Business Experience: 2003 – Present: Appleton Partners, Inc.

Designations: Chartered Financial Analyst *(CFA) since 2007

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Item 3 - Disciplinary Information

Ms. Fitts has no reportable disciplinary history.

Item 4 - Other Business Activities

Ms. Fitts is not engaged in any other investment-related activities nor does she receive commissions, bonuses or other compensation on the sale of securities or other investment products. She is not engaged in any other business or occupation that provides compensation or involves a substantial amount of her time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Ms. Fitts does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Ms. Fitts is supervised by Anson C. Clough, Managing Director, Fixed Income. Mr. Clough may be reached by calling (617) 338-0700.

Nathan Walsh Harris

Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1983

Formal Education: Bentley College; B.S. Finance, Minor Law; 2005

Business Experience: 2012 – Present: Appleton Partners, Inc.
2006 – 2012: BNY, Standish Mellon Asset Management

Designations: Chartered Financial Analyst *(CFA) since 2011

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Item 3 - Disciplinary Information

Mr. Harris has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Harris is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Harris does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Mr. Harris is supervised by Janet Kelliher, Senior Vice President. Ms. Kelliher may be reached by calling (617) 338-0700.

H.L. Jeffrey Johnson
Senior Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1959

Formal Education: Middlebury College; BA, Economics; 1982

Business Experience: 2009 – Present: Appleton Partners, Inc.

Item 3 - Disciplinary Information

Mr. Johnson has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Johnson is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Johnson does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Mr. Johnson is supervised by Douglas C. Chamberlain, President. Mr. Chamberlain may be reached by calling (617) 338-0700.

Janet Mary Kelliher
Senior Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1960

Formal Education: Fitchburg State College; BS, Education; 1982

Business Experience: 2009 – Present: Appleton Partners, Inc.

Item 3 - Disciplinary Information

Ms. Kelliher has no reportable disciplinary history.

Item 4 - Other Business Activities

Ms. Kelliher is not engaged in any other investment-related activities nor does she receive commissions, bonuses or other compensation on the sale of securities or other investment products. She is not engaged in any other business or occupation that provides compensation or involves a substantial amount of her time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Ms. Kelliher does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Ms. Kelliher is supervised by Douglas C. Chamberlain, President. Mr. Chamberlain may be reached by calling (617) 338-0700.

James Ira Ladge
Chief Operating Officer

Item 2 - Educational Background and Business Experience

Year of Birth: 1968

Formal Education: Syracuse University; BA, Economics; 1990
Boston University; Masters Business Administration; 1997

Business Experience: 1993 – Present: Appleton Partners, Inc.

Designations: Chartered Financial Analyst *(CFA) since 1995

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Item 3 - Disciplinary Information

Mr. Ladge has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Ladge is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Ladge does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Mr. Ladge is supervised by Douglas C. Chamberlain, President. Mr. Chamberlain may be reached by calling (617) 338-0700.

Gregory Adam Lally
Senior Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1973

Formal Education: Boston College; BA, Economics; 1996
Boston University; MS, Investment Management; 2001

Business Experience: 1996 – Present: Appleton Partners, Inc.

Item 3 - Disciplinary Information

Mr. Lally has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Lally is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Lally does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Mr. Lally is supervised by James I. Ladge, Chief Operating Officer.. Mr. Ladge may be reached by calling (617) 338-0700.

Kyle William Lortie
Institutional Sales

Item 2 - Educational Background and Business Experience

Year of Birth: 1988

Formal Education: Merrimack College; BS, Business Management; 2010

Business Experience: 2018 – Present: Appleton Partners, Inc.
2015 – 2018: RBC Global Asset Management
2011 – 2015: FactSet Research Systems

Designations: Chartered Financial Analyst *(CFA) since 2016

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Item 3 - Disciplinary Information

Mr. Lortie has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Lortie is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Lortie does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Mr. Lortie is supervised by H.L. Jeffrey Johnson Senior Vice President. Mr. Johnson may be reached by calling (617) 338-0700.

Kelly C. McKernan
Senior Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1970

Formal Education: State University of New York; BS, Management Science and Marketing; 1992
Boston College; MS, Finance; 1997

Business Experience: 2015 – Present: Appleton Partners, Inc.
2011– 2015: Boston Private Bank & Trust

Item 3 - Disciplinary Information

Ms. McKernan has no reportable disciplinary history.

Item 4 - Other Business Activities

Ms. McKernan is not engaged in any other investment-related activities nor does she receive commissions, bonuses or other compensation on the sale of securities or other investment products. She is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Ms. McKernan does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Ms. McKernan is supervised by James M. O’Neil, Esq., Senior Vice President, Managing Director of Private Client Services. Mr. O’Neil may be reached by calling (617) 338-0700.

Andrew James Peterson

Assistant Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1981

Formal Education: Middlebury College, BA, American Literature; 2003

Business Experience: 2012 – Present: Appleton Partners, Inc.
2010 – 2012: Brown Brothers Harriman

Designations: Chartered Financial Analyst *(CFA) since 2013
Certificate in Investment Performance Measurement** (CIPM) since 2009

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

** The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CIPM certificate, candidates must successfully complete two difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in ethical and professional standards, investment performance, and risk analysis.

Item 3 - Disciplinary Information

Mr. Peterson has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Peterson is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Peterson does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Mr. Peterson is supervised by Anson C. Clough, Managing Director, Fixed Income. Mr. Clough may be reached by calling (617) 338-0700.

Nancy Hacker Place
Senior Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1959

Formal Education: Bentley College; BS, Finance; 1981
Simmons College; Masters Business Administration; 1991
Boston University; Certificate in Financial Planning; 2001

Business Experience: 2003 – Present: Appleton Partners, Inc.

Item 3 - Disciplinary Information

Ms. Place has no reportable disciplinary history.

Item 4 - Other Business Activities

Ms. Place is not engaged in any other investment-related activities nor does she receive commissions, bonuses or other compensation on the sale of securities or other investment products. She is not engaged in any other business or occupation that provides compensation or involves a substantial amount of her time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Ms. Place does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Ms. Place is supervised by James M. O’Neil, Esq., Senior Vice President, Managing Director of Private Client Services. Mr. O’Neil may be reached by calling (617) 338-0700.

James Christopher Quealy
Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1974

Formal Education: Boston College; BA, Finance/Marketing; 1997
Boston University; MS, Investment Management; 2002

Business Experience: 2004 – Present: Appleton Partners, Inc.

Designations: Chartered Financial Analyst *(CFA) since 2003

* The program is administered by the CFA Institute (formerly, the Association for Investment Management and Research - AIMR). To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

Item 3 - Disciplinary Information

Mr. Quealy has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Quealy is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Quealy does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Mr. Quealy is supervised by Anson C. Clough, Managing Director, Fixed Income. Mr. Clough may be reached by calling (617) 338-0700.

Christopher Neil Sutherland
Portfolio Manager & Financial Planner

Item 2 - Educational Background and Business Experience

Year of Birth: 1984

Formal Education: Bentley College; BS, Corporate Finance & Accounting; 2007

Business Experience: 2018 – Present: Appleton Partners, Inc.
2012 – 2018: TIAA-CREF
2010 – 2012: Sun Life Financial
2007 – 2010: Ameriprise Financial

Designations: Certified Financial Planner* (CFP) since 2016

* The program is administered by the Certified Financial Planner Board of Standards, Inc. Those with the CFP designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

Item 3 - Disciplinary Information

Mr. Sutherland has no reportable disciplinary history

Item 4 - Other Business Activities

Mr. Sutherland is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Sutherland does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 – Supervision

Mr. Sutherland is supervised by James M. O'Neil, Esq, Senior Vice President. Mr. O'Neil may be reached by calling (617) 338-0700.

Walter Zagrobski
Senior Vice President

Item 2 - Educational Background and Business Experience

Year of Birth: 1950

Formal Education: University of New Hampshire; BS, Business; 1972
Babson College; Masters Business Administration; 1977

Business Experience: 1997 – Present: Appleton Partners, Inc.

Item 3 - Disciplinary Information

Mr. Zagrobski has no reportable disciplinary history.

Item 4 - Other Business Activities

Mr. Zagrobski is not engaged in any other investment-related activities nor does he receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides compensation or involves a substantial amount of his time outside of Appleton Partners, Inc.

Item 5 - Additional Compensation

Mr. Zagrobski does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Mr. Zagrobski is supervised by James M. O’Neil, Esq., Senior Vice President, Managing Director of Private Client Services. Mr. O’Neil may be reached by calling (617) 338-0700.



Additional Information and Documents

Appleton Partners, Inc.

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Boston, Massachusetts 02109
Telephone: (617) 338 0700
Email: mhubley@appletonpartners.com
Web Address: www.appletonpartners.com

As of March 19, 2019

For additional information or if you have any questions about the contents of this supplement, please contact Michele D. Hubley, Chief Compliance Officer, by telephone at (617) 338-0700 or via email at mhubley@appletonpartners.com.



APPLETON PARTNERS, INC.

FACTS	What does Appleton Partners, Inc. (“Appleton”) do with your personal information?
WHY?	Financial companies choose how they share your personal information. Federal law provides consumers the right to limit some, but not all, sharing. Federal law also requires Appleton to tell you how our firm collects, shares, and protects your personal information. Please read this notice more carefully to further your understanding.
WHAT?	<p>The types of personal information Appleton collects and shares depends on the product or service you have with our firm. This information may include:</p> <ul style="list-style-type: none"> • Social Security numbers and identifying information, including date of birth, address, phone numbers, and e-mail; • Custodial accounts and account holdings, balances, family composition, and background; and • Security transactions and investment objectives, net worth, income, and payment history. <p>When you are <i>no longer</i> an Appleton customer, we continue to share your information as described within this notice.</p>
HOW?	All financial companies need to share client personal information to run their everyday business. In the section below, we list the reasons financial companies can share their client personal information, the reasons Appleton chooses to share this personal information, and whether you can limit our firm’s ability to share.

REASONS APPLETON MAY SHARE YOUR PERSONAL INFORMATION	DOES APPLETON SHARE?	CAN YOU LIMIT THIS SHARING?
For our everyday business purposes— such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	YES	NO
For our marketing purposes— to offer our products and services to you	YES	NO
For joint marketing with other financial companies	NO	N/A
For our affiliates’ everyday business purposes— information about your transactions and experiences	N/A	N/A
For our affiliates’ everyday business purposes— information about your creditworthiness	N/A	N/A
For non-affiliates to market to you	NO	N/A

QUESTIONS	Call (617) 338-0700 or please visit www.appletonpartners.com
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WHO WE ARE

Who is providing this notice?

APPLETON PARTNERS, INC. ("APPLETON")

WHAT WE DO

How does Appleton protect my personal information?

To protect your personal information from unauthorized access and use, our firm utilizes security measures which comply with federal law. These measures include computer safeguards and secured files and buildings.

Appleton restricts access to your non-public personal information only to those employees who need to know that information to service your account.

How does Appleton collect my personal information?

Our firm collects your personal information, for example, when you:

- Sign an Appleton investment management agreement or open a brokerage/custodial account;
- Communicate with our firm or purchase or sell securities;
- Deposit or withdraw funds, provide or update your investment profile; and/or
- Instruct your broker, custodian, or bank to forward your statements to Appleton or grant our firm access to your statements.

Why can't I limit all sharing?

Federal law grants you the right to limit only:

- Sharing for affiliates' everyday business purposes— information about your credit worthiness;
- Affiliates from using your information to market to you; and
- Sharing for non-affiliates to market to you.

State laws and individual companies may give you additional rights to limit sharing.

DEFINITIONS

Affiliates

Companies related by common ownership or control. They may be financial and non-financial companies.

Appleton has no affiliates.

Non-Affiliates

Companies not related by common ownership or control. They can be financial and non-financial companies

Appleton will not share client information with any non-affiliates unless such sharing is necessary to service a client account or is required by law.

Joint Marketing

A formal agreement between non-affiliated financial companies that together market financial products or services to you.

Appleton has not entered any joint marketing agreements.

OTHER IMPORTANT INFORMATION

Appleton considers the protection of your privacy to be an issue of great importance.

Our firm will send all existing clients an updated Privacy Notice on an annual basis.

Appleton Partners, Inc. One Post Office Square, 6th Floor, Boston, MA 02109 Tel. (617) 338-0700