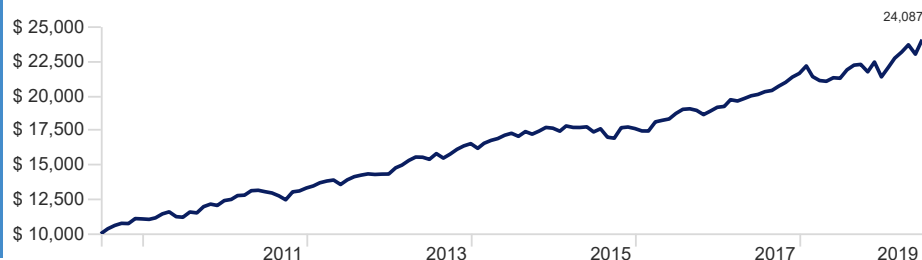


Madison Diversified Income Fund



Growth of \$10,000¹
Class A Shares, Trailing 10-yr

The Value of Long-Term Investing



Average Annual Total Returns² (%)

	Three Months	YTD	1 Yr	3 Yr	5 Yr	10 yr	Since Inception
Class A without sales charge	3.87	12.62	13.16	8.74	6.85	9.19	6.02
Class A with sales charge	-2.12	6.13	6.64	6.62	5.59	8.55	5.73
Class B without sales charge	3.65	12.17	12.30	7.93	6.04	8.54	5.73
Class B with sales charge	-0.85	7.67	7.80	6.92	5.73	8.54	5.73
Class C without sales charge	3.65	12.10	12.31	7.93	6.05	-	7.18
Class C with sales charge	2.65	11.10	11.31	7.93	6.05	-	7.18
Custom Blended Index (50% Fixed / 50% Equity)	3.89	12.48	9.71	8.33	7.02	9.43	-
ICE BofAML Corp/Govt & Mtg. Index	3.17	6.28	8.03	2.33	3.03	3.91	-
S&P 500® Index	4.30	18.54	10.42	14.19	10.71	14.70	-

Calendar Year Returns² (%)

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Class A	11.08	12.01	7.37	7.61	15.39	6.78	-0.16	8.75	12.83	-1.16
Custom Index	15.98	11.24	5.30	10.24	13.90	10.05	1.23	7.36	12.42	-1.90

Risk Measures (10-year)

Class A vs. Custom Blended Index

Standard Deviation	6.20%
Downside Capture	97.11%
Upside Capture	97.38%

Distribution History Class A - Per Share

Year	Total	Yr-End Nav
2018	\$1.53	\$14.39
2017	\$0.51	\$16.13
2016	\$0.79	\$14.76
2015	\$0.59	\$14.31
2014	\$0.24	\$14.92

Experienced Management



John Brown, CFA
Portfolio Manager
Industry since 1983



Paul Lefurgey, CFA
Head of Fixed Income
Industry since 1988



Drew Justman, CFA
Portfolio Manager
Industry since 2001



Chris Nisbet, CFA
Portfolio Manager
Industry since 1990

Fund Features

- Fund seeks high total return by combining income and capital appreciation
- Focus on dividend paying stocks at attractive prices
- Active management of credit risk, sector allocation and yield curve position
- Target: 60% stocks and 40% bonds

Class	Ticker	Inception Date	Exp. Ratio ³
A	MBLAX	12/29/97	1.10%
B	MBLNX	12/29/97	1.85%
C	MBLCX	7/31/12	1.85%

³ Expense ratios are based on the fund's most recent prospectus.

Distribution Frequency

Monthly

¹ Growth of \$10,000 for the years indicated is calculated at NAV and assumes all dividends and capital gain distributions were reinvested. It does not take into account sales charges (see Note 2 below) or the effect of taxes.

² Average annual total returns and calendar year returns assume all distributions are reinvested and reflect applicable fees and expenses. Class A share returns without sales charge would be lower if sales charge were included. Class A share returns with sales charge reflect the deduction of the maximum applicable sales charge of 5.75%. Class B shares have no up-front sales charge. If redeemed within six years, however, B shares are subject to a maximum contingent deferred sales charge ("CDSC") of 4.5%. Class B shares may not be purchased or acquired, except for exchange from Class B shares of another Madison fund, please see the most recent prospectus for details. Class C shares do not have an up-front sales charge, however, C shares are subject to a 1% CDSC on shares redeemed within 12 months of purchase.

Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only, and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance.

Custom Blended Index consists of 50% Bank of America Merrill Lynch U.S. Corp. Govt. & Mtg. Index and 50% S&P 500® Index. ICE Bank of America Merrill Lynch U.S. Corporate, Government & Mortgage Index, "ICE BofAML Corp/Govt & Mtg." is a broad-based measure of the total rate of return performance of the U.S. investment-grade bond markets. Index The S&P 500® Index is a large-cap market index which measures the performance of a representative sample of 500 leading companies in leading industries in the U.S.

Performance data shown represents past performance. Investment returns and principal value will fluctuate, so that fund shares, when redeemed, may be worth more or less than the original cost. Past performance does not guarantee future results and current performance may be lower or higher than the performance data shown. Visit madisonfunds.com or call 800.877.6089 to obtain performance data current to the most recent month-end.

Equity Characteristics

TTM P/E	19.2x
P/B	3.2x
ROE	24.3%
Active Share	76.7%
Wtd. Avg. Market Cap (Billions)	\$174.9

Fixed Characteristics (years)

Effective Duration	5.88
Avg. Maturity	8.04

Yields Class A

30-day SEC Yield	1.40%
Yield to Maturity	2.72%

Other available share classes have yields that may be higher or lower than the class presented.

Total Net Assets

\$175.4 Million

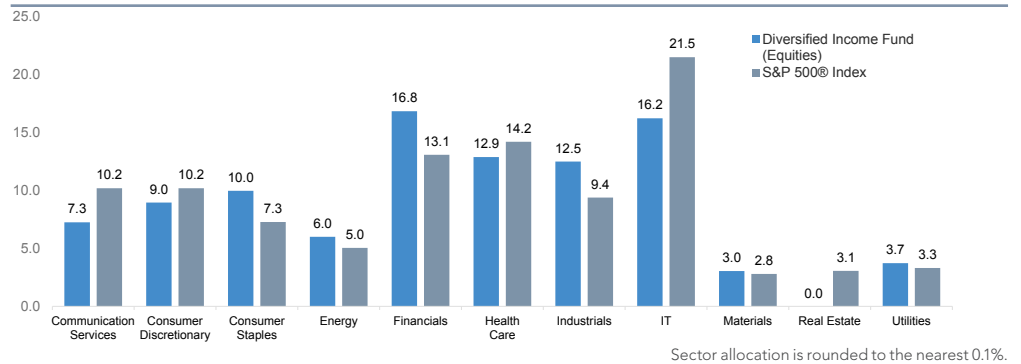
Portfolio Turnover

27%

Total Number of Holdings

245

Sector Allocation (%)



Top Ten Holdings (%)

COMCAST CORP CLASS A	2.5
VERIZON COMMUNICATIONS INC	2.4
JPMORGAN CHASE + CO	2.3
EXXON MOBIL CORP	2.2
TEXAS INSTRUMENTS INC	2.1
NESTLE SA SPONS ADR	2.1
CISCO SYSTEMS INC	2.1
MCDONALD S CORP	2.1
LINDE PLC	2.1
BLACKROCK INC	2.0

Portfolio Mix (%)

Stocks	62.2
Corporate Bonds	10.7
U.S. Treasuries	9.2
Mortgage Backed Securities	9.2
Asset Backed Securities	5.4
Cash & Short Term Securities	2.5
Municipal Bonds	0.8



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Madison Asset Management, LLC does not provide investment advice directly to shareholders of the Madison Funds. Materials on this document are informational only and should not be taken as investment recommendation or advice of any kind whatsoever (whether impartial or otherwise).

Standard Deviation measures dispersion from an average, which, for a mutual fund, depicts how widely the returns varied over a certain period of time. Higher deviation represents higher volatility. **Downside Capture Ratio** measures a fund's performance in down markets relative to its benchmark. It is calculated by taking the security's downside capture return and dividing it by the benchmark's downside capture return over the time period. **Upside Capture Ratio** measures a fund's performance in up markets relative to its benchmark. It is calculated by taking the security's upside capture return and dividing it by the benchmark's upside capture return over the time period. **TTM P/E (Price-to-Earnings Ratio)**: measures how expensive a stock is. It is calculated by the weighted average of a stock's current price divided by the company's trailing 12-month (TTM) earnings per share of the stocks in a fund's portfolio. **P/B (Price-to-Book Ratio)**: measures a company's stock price in relation to its book value (the total amount raised if its assets were liquidated and paid back all its liabilities). **ROE (Return on Equity)**: a profitability ratio that measures the amount of net income returned as a percentage of shareholders equity. **Active Share**: the percentage of a portfolio that differs from its benchmark index. Active Share can range from 0% for an index fund that perfectly mirrors its benchmark to 100% for a portfolio with no overlap with an index. **Effective Duration** provides a measure of a fund's interest-rate sensitivity. The longer a fund's duration, the more sensitive the fund is to shifts in interest rates. **Average Maturity** is computed by weighting the maturity of each security in the portfolio by the market value of the security, then averaging these weighted figures. **SEC 30-day Yield** represents net investment income earned by a fund over a 30-day period, expressed as an annual percentage rate based on the fund's share price at the end of the 30-day period. It is calculated based on the standardized formula set forth by the SEC. It is designed to standardize the yield calculation so that all mutual fund companies with the same or similar portfolios use a uniform method to obtain yield figures. **Yield to maturity** measures the annual return an investor would receive if they held a particular bond until maturity as of the end of a report period. In order to make comparisons between instruments with different payment frequencies, a standard yield calculation basis is assumed. This yield is calculated assuming semiannual compounding. **Portfolio Turnover**: a measure of the trading activity in an investment portfolio—how often securities are bought and sold by a portfolio. It is calculated at the fund level and represents the entire fiscal year ending 10/31/2018. **Wtd. Avg. Market Cap** measures the size of the companies in which the fund invests. Market capitalization is calculated by multiplying the number of a company's shares outstanding by its price per share.

An investment in the fund is subject to risk and there can be no assurance that the fund will achieve its investment objective. The risks associated with an investment in the fund can increase during times of significant market volatility. The principal risks of investing in the fund include: equity risk, interest rate risk, credit risk, non-investment grade security risk, option risk, capital gain realization risks to taxpaying shareholders, and foreign security and emerging market risk.

Mutual funds that invest in bonds are subject to certain risks including interest rate risk, credit risk, and inflation risk. As interest rates rise, the prices of bonds fall. Long-term bonds are more exposed to interest-rate risk than short-term bonds. Unlike bonds, bond funds have ongoing fees and expenses. More detailed information regarding these risks can be found in the fund's prospectus.

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Any performance data shown represents past performance. Past performance is no guarantee of future results.

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