

# Madison Asset Allocation Funds

## Investment Strategy Letter

### Fourth Quarter, 2019

#### 2019 Year-End Recap

Buoyed by a renewing of global central bank accommodation and relatively stable corporate profits, global equities rerated significantly higher throughout 2019. For the year, U.S. equities (Russell 3000® Index) rose 31.02% while foreign equities (MSCI ACWI-ex U.S. Index) climbed 22.01%. U.S. bonds (Barclays U.S. Aggregate Index) returned 8.72% as interest rates declined for much of the year.

#### Perspectives

*"Look for the future that has already happened."*

- Peter Drucker

*"Without discipline, there is no life at all."*

- Katherine Hepburn



David Hottmann, CFA  
Portfolio Manager  
Industry since 1990

Price matters. The prices of financial assets have continued their long breezy ascent, despite sluggish economic growth and now flattish corporate profits. Accordingly, valuations are becoming uncomfortably elevated. We'd prefer a healthier margin of safety. Simple math tells us that future expected returns for most financial assets have declined to historically low levels. Again, price does matter.

As we stated this past March (and bears repeating) – *Wall Street seems increasingly beholden to a "paint-by-number" mentality. The current complacent utilization of passive/indexed-based securities is concerning. Fundamental (human) research is slowly being replaced with price-insensitive trading. To the point, computer-based "black box" program trading is algorithmically-derived where large institutions trade on trends and headlines without truly differentiating on value or price. Thankfully, the proliferation of these "machines" on Wall Street, while disruptive, provides opportunities for the self-aware, thoughtful investor. At Madison, we believe our human expressions of intuition, imagination, inspiration and professional insight will continue to provide the proper reflective perspectives as we strive to deliver superior risk-adjusted returns over a full market cycle.*

Investing isn't supposed to be easy. To the point, when it comes to investing, it is discipline that ultimately matters. Unintuitively, risks are oftentimes most present and insidious when they are deemed to have been vanquished. Cycles also matter and they certainly haven't been eliminated. We will continue to duly monitor the health of our current (and aging) economic and credit cycles. We look forward to capitalizing on potential opportunities as we eventually move past and through this unrivaled and seemingly immortal period of central bank induced tranquility.

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Past performance does not predict future results. Please refer to the fund fact sheets included with this piece which contain current performance information for each fund, the risks of investing in each fund and a complete list of each fund's individual portfolio holdings as of quarter end. Individual portfolio holdings are identified to illustrate our approach to investing each fund's portfolio and are not intended to represent a recommendation to buy or sell any such security.



Patrick Ryan, CFA  
Portfolio Manager  
Industry since 2000

## 2020 Outlook & Positioning

We expect 2020 to be an eventful year. Uncertainty and volatility are likely to rise. In our view, risk management is poised to take on even greater importance as we move through the year.

The U.S. presidential election in November will be a primary focus for investors. The political and economic degree of separation is potentially historically wide, while the ultimate outcome remains highly uncertain and difficult to forecast. In addition, we are still dealing with elevated geopolitical uncertainties related to Brexit, the trade war with China, significant political unrest in Hong Kong and persistent fractures in the Eurozone. Meanwhile, global debt levels continue to climb to extraordinary levels, creating an unwelcome air of fragility infiltrating the entire global economy.

For these reasons, global central banks are continuing in their circular and ongoing efforts to appease all recognizable threats through unprecedented (cumulative) monetary accommodation. The link between asset values and consumer confidence is now an overt and heretofore unparalleled component of the Fed's approach to monetary policy. In fact, one could argue that global central banks have now "nationalized" risk; they've done their best to perpetually soothe and medicate financial markets as "prescribed." This has led to investor complacency and valuation disconnects between many richly priced risk assets and their true underlying intrinsic/economic valuation. At the risk of sounding like Captain Obvious: "this is clearly a confounding, if not bizarre, investing and economic environment."

Instead of enjoying healthy organic growth, we believe our current environment is beset by artificial and manufactured "easy button" (monetary and fiscal) intrusions which provide illusions of short-term "prosperity" at the expense of sustainable long-term growth and structural soundness. Accordingly, our equity portfolios are increasingly concentrated in blue-chip stocks that are less susceptible to excessive leverage and economic cyclicality. Although normalized stock market valuation levels are elevated (overall), select U.S. large cap companies are generating free cash flows (cash profits) that remain attractive relative to history. In many of these cases, high free cash flow have persisted due to an opportunistic lessening of capital-intensity (corporate spending) in correlation with our increasingly digital and information-based ("capex lite") economy. Conversely, U.S. small-cap stocks remain a notable underweight in our portfolios. In addition to greater economic cyclicality, small-cap stocks, relative to large-caps, are more highly leveraged while generating lower free cash flow yields; they remain broadly unattractive in our view.

## Summary

We are confident our Multi-Asset managed portfolios remain well-positioned for a growth-challenged global economy. We also understand and embrace our ongoing responsibility to insightfully differentiate between attractive and less attractive asset classes as we strive to deliver superior risk-adjusted returns. As always, we truly appreciate your confidence and your support.

Sincerely,

*David Hottmann, CFA*

*Patrick Ryan, CFA*

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The Russell 3000 Index measures the performance of the largest 3,000 U.S. companies representing approximately 98% of the investable U.S. equity market. The Russell 3000 Index is constructed to provide a comprehensive, unbiased and stable barometer of the broad market and is completely reconstituted annually to ensure new and growing equities are reflected. Russell Investment Group is the source and owner of the trademarks, service marks and copyrights related to the Russell Indexes. Russell® is a trademark of Russell Investment Group.

The MSCI ACWI ex USA Index captures large and mid cap representation across 22 of 23 Developed Markets countries (excluding the US) and 23 Emerging Markets countries. With 1,843 constituents, the index covers approximately 85% of the global equity opportunity set outside the US.

Bloomberg Barclays U.S. Aggregate Bond Index is an unmanaged index of U.S. fixed income securities. The U.S. Aggregate Index covers the USD-denominated, investment-grade, fixed-rate, taxable bond market of SEC-registered securities. The index includes bonds from the Treasury, Government-Related, Corporate, MBS (agency fixed-rate and hybrid ARM passthroughs), ABS, and CMBS sectors.

“Madison” and/or “Madison Investments” is the unifying tradename of Madison Investment Holdings, Inc., Madison Asset Management, LLC, and Madison Investment Advisors, LLC, which also includes the Madison Scottsdale office. Madison Funds are distributed by MFD Distributor, LLC. Madison is registered as an investment adviser with the U.S. Securities and Exchange Commission. MFD Distributor, LLC is registered with the U.S. Securities and Exchange Commission as a broker-dealer and is a member firm of the Financial Industry Regulatory Authority. The home office for each firm listed above is 550 Science Drive, Madison, WI 53711. Madison’s toll-free number is 800-767-0300.

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

Non-deposit investment products are not federally insured, involve investment risk, may lose value and are not obligations of, or guaranteed by, any financial institution. Investment returns and principal value will fluctuate.

This report is for informational purposes only and is not intended as an offer or solicitation with respect to the purchase or sale of any security.

Consider the investment objectives, risks, and charges and expenses of Madison Funds carefully before investing. Each fund’s prospectus contains this and other information about the fund. Call 800.877.6089 or visit [madisonfunds.com](http://madisonfunds.com) to obtain a prospectus and read it carefully before investing.

Principal values of the funds are not guaranteed at any time, including at the time of target date and/or withdrawal. The funds are not a complete retirement program and there is no guarantee that the funds will provide sufficient retirement income to an investor. The funds seek to achieve the stated objectives but there is no guarantee the objectives will be met.

Although the information in this report has been obtained from sources that the firm believes to be reliable, we do not guarantee its accuracy, and any such information may be incomplete or condensed. All opinions included in the report constitute the authors’ judgment as of the date of this report and are subject to change without notice. This report is for informational purposes only and is not intended as an offer or solicitation with respect to the purchase or sale of any security.

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

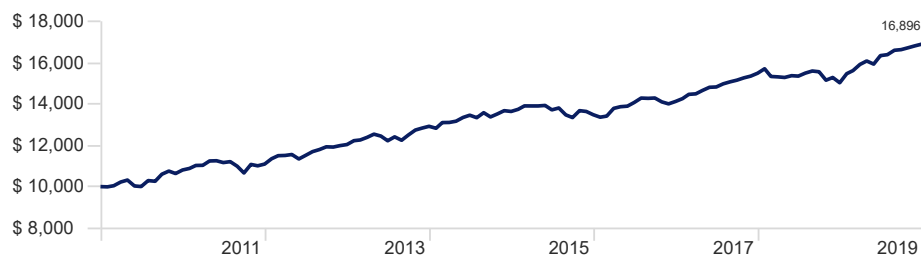
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# Madison Conservative Allocation Fund



Growth of \$10,000<sup>1</sup>  
Class A Shares, Trailing 10-yrs

## The Value of Long-Term Investing



## Average Annual Total Returns<sup>2</sup> (%)

	Three Months	YTD	1 Yr	3 Yr	5 Yr	10 Yr	Since Inception
Class A Without Sales Charge	1.60	12.44	12.44	6.16	4.38	5.38	4.33
Class A With Sales Charge	-4.20	5.95	5.95	4.07	3.15	4.76	3.87
Class B Without Sales Charge	1.39	11.62	11.62	5.35	3.59	4.75	3.88
Class B With Sales Charge	-3.07	7.12	7.12	4.29	3.24	4.75	3.88
Class C Without Sales Charge	1.38	11.51	11.51	5.35	3.57	4.59	3.42
Class C With Sales Charge	0.39	10.51	10.51	5.35	3.57	4.59	3.42
ICE BofAML Corp/Govt & Mtg Index	0.11	8.96	8.96	4.14	3.11	3.80	-
Conservative Allocation Custom Index	3.23	15.44	15.44	7.34	5.47	6.42	-

## Calendar Year Returns<sup>2</sup> (%)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Class A	8.05	2.65	8.53	7.34	5.56	-1.17	4.77	9.68	-2.98	12.44
ICE BofAML Corp/Govt & Mtg Index	6.43	7.88	4.43	-2.34	6.37	0.58	2.61	3.63	0.00	8.96
Conservative Allocation Custom Index	10.06	4.08	8.61	7.69	6.55	0.09	5.43	10.00	-2.60	15.44

## Experienced Management



Patrick Ryan, CFA  
Portfolio Manager  
Industry since 2000



David Hottmann, CFA  
Portfolio Manager  
Industry since 1990

## Fund Features

- Fund seeks income, capital appreciation and relatively stable value.
- Globally diversified fund of funds
- Asset allocation with managed risk
- Target: 35% stocks, 65% bonds

Class	Ticker	Inception Date	Exp. Ratio <sup>3</sup>
A	MCNAX	6/30/06	1.11%
B	MCNBX	6/30/06	1.86%
C	MCOCX	2/29/08	1.86%

## Distribution Frequency

Quarterly

## Risk Measures (5-year) Class A vs. Conservative Allocation Custom Index

Standard Deviation	4.04%
Downside Capture	99.91%
Upside Capture	88.14%

<sup>1</sup> 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.

<sup>2</sup> 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.

<sup>3</sup> The fund's expense ratios are based on the most recent prospectus and include the weighted average expenses of the underlying funds in which the fund invests.

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## Diversification by Fund Manager (%)

### Total Net Assets

\$68.5 Million

### Portfolio Turnover

57%

### Total Number of Holdings

19

Allocation Funds offer diversification by fund manager. When we combine the expertise and experience of Madison Asset Management, LLC (Madison) with a variety of outside managers, we can offer a more fully diversified portfolio.

MADISON	40.7
VANGUARD	27.1
BLACKROCK	16.1
BAIRD	10.2
JP MORGAN	0.5
CASH & EQUIVALENTS	5.4

Portfolio allocations are subject to change. Diversification does not guarantee a profit or protect against loss. Calculated as a % of Net Assets.



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### Top Ten Holdings (%)

MADISON CORE BOND FUND	16.1
VANGUARD SHORT TERM CORPORATE	11.1
VANGUARD SHORT TERM TREASURY ETF	10.2
BAIRD AGGREGATE BOND FUND	10.2
MADISON INVESTORS FUND	8.7
MADISON DIVIDEND INCOME FUND	8.6
MADISON CORPORATE BOND FUND	6.1
ISHARES 7-10 YEAR TREASURY BOND	5.6
ISHARES 20 YEAR TREASURY BOND	5.5
ISHARES EDGE MSCI MIN VOL EAFE	2.5

**This material is authorized for use only when preceded or accompanied by the current prospectus. Before investing, please fully consider the investment objectives, risks, charges and expenses of the fund. This and other important information is contained in the current prospectus, which you should carefully read before investing or sending money. For more complete information about Madison Funds® obtain a prospectus from your financial adviser, by calling 800.877.6089 or by visiting <https://www.madisonfunds.com/individual/prospectus-and-reports-to-view-or-download-a-copy>.**

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**Standard Deviation:** a statistical measurement of dispersion about an average, which, for a portfolio, depicts how widely the returns varied over a certain period of time. Investors may use the standard deviation of historical performance to understand the range of returns for a portfolio. When a portfolio has a higher standard deviation than its benchmark, it implies higher relative volatility. Standard deviation has been calculated using the trailing monthly total returns for the appropriate time period. The standard deviation values are annualized. **Downside Capture Ratio:** a fund's performance in down markets relative to its benchmark. The security's downside capture return is divided by the benchmark's downside capture return over the time period. **Upside Capture Ratio:** a fund's performance in up markets relative to its benchmark. The security's upside capture return is divided by the benchmark's upside capture return over the time period. **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 10/31/2019.

An investment in the fund is subject to risk and there can be no assurance 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: asset allocation risk, equity risk, ETF risk, interest rate risk, credit and prepayment/extension risk, non-investment grade security risk, foreign security and emerging market risk.

Investing in foreign markets involves additional risks, including exchange rate changes, political and economic unrest, relatively low market liquidity and the potential difference in financial and accounting controls and standards. The portfolio may invest in small-, mid-sized, or emerging companies, which are susceptible to greater risk than is customarily associated with investing in more established companies. The portfolio may invest in high yield or lower-rated securities, which may provide greater returns but are subject to greater-than average risk.

The fund is subject to the risks of the underlying funds in direct proportion to the allocation of its assets among the underlying funds. More detailed information regarding these risks can be found in the fund's prospectus.

Madison Funds are distributed by MFD Distributor, LLC and may be purchased directly from the fund or through your investment professional. Portfolio data is as of the date of this piece unless otherwise noted and holdings are subject to change.

"Madison" and/or "Madison Investments" is the unifying tradename of Madison Investment Holdings, Inc., Madison Asset Management, LLC ("MAM"), and Madison Investment Advisors, LLC ("MIA"), which also includes the Madison Scottsdale office. Hansberger Growth Investors, L.P. or "HGI" is an affiliate of "Madison Investments." MAM, MIA and HGI are registered as investment advisers with the U.S. Securities and Exchange Commission. Madison Funds are distributed by MFD Distributor, LLC. MFD Distributor, LLC is registered with the U.S. Securities and Exchange Commission as a broker-dealer, and is a member firm of the Financial Industry Regulatory Authority. The home office for each firm listed above is 550 Science Drive, Madison, WI 53711. Madison's toll-free number is 800-767-0300.

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Upon request, Madison may furnish to the client or institution a list of all security recommendations made within the past year.

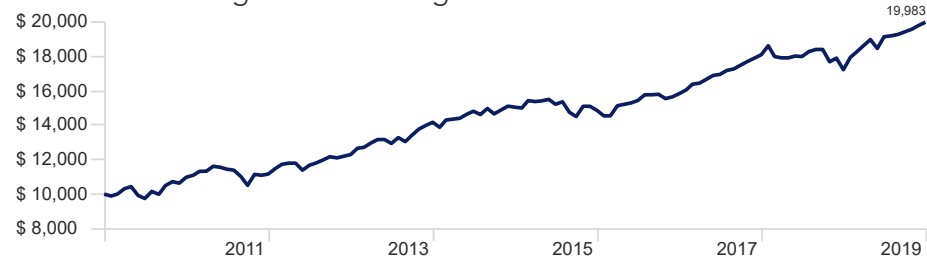
**Not FDIC Insured | No Financial Institution Guarantee | May Lose Value**

# Madison Moderate Allocation Fund



Growth of \$10,000<sup>1</sup>  
Class A Shares, Trailing 10-yr

## The Value of Long-Term Investing



## Average Annual Total Returns<sup>2</sup> (%)

	Three Months	YTD	1 Yr	3 Yr	5 Yr	10 Yr	Since Inception
Class A Without Sales Charge	2.88	16.00	16.00	8.07	5.84	7.17	4.97
Class A With Sales Charge	-3.02	9.35	9.35	5.94	4.58	6.53	4.51
Class B Without Sales Charge	2.75	15.14	15.14	7.29	5.04	6.51	4.51
Class B With Sales Charge	-1.73	10.64	10.64	6.27	4.72	6.51	4.51
Class C Without Sales Charge	2.75	15.13	15.13	7.28	5.04	6.37	4.08
Class C With Sales Charge	1.75	14.13	14.13	7.28	5.04	6.37	4.08
S&P 500® Index	9.07	31.49	31.49	15.27	11.70	13.56	–
Moderate Allocation Custom Index	5.45	20.29	20.29	9.65	7.11	8.22	–

## Calendar Year Returns<sup>2</sup> (%)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Class A	9.78	1.72	10.10	15.27	6.19	-1.22	6.51	14.29	-4.80	16.00
S&P 500® Index	15.06	2.11	16.00	32.39	13.69	1.38	11.96	21.83	-4.38	31.49
Moderate Allocation Custom Index	12.28	1.23	11.72	15.12	6.92	-0.37	7.35	14.84	-4.58	20.29

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## Experienced Management



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Industry since 2000



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Industry since 1990

## Fund Features

- Fund seeks capital appreciation and moderate risk
- Globally diversified fund of funds
- Asset allocation with managed risk
- Target: 60% stocks, 40% bonds

Class	Ticker	Inception Date	Exp. Ratio <sup>3</sup>
A	MMDAX	6/30/06	1.16%
B	MMDRX	6/30/06	1.91%
C	MMDCX	2/29/08	1.91%

## Distribution Frequency

Annual

## Risk Measures (5-year) Class A vs. Moderate Allocation Custom Index

Standard Deviation	6.25%
Downside Capture	89.77%
Upside Capture	85.85%



## Diversification by Fund Manager (%)

Allocation Funds offer diversification by fund manager. When we combine the expertise and experience of Madison Asset Management, LLC (Madison) with a variety of outside managers, we can offer a more fully diversified portfolio.

### Total Net Assets

\$137.9 Million

### Portfolio Turnover

64%

### Total Number of Holdings

19

MADISON	41.7
VANGUARD	26.3
BLACKROCK	14.8
STATE STREET GLOBAL ADVISORS	0.8
BAIRD	7.4
JP MORGAN	1.0
CASH & EQUIVALENTS	8.0

Portfolio allocations are subject to change. Diversification does not guarantee a profit or protect against loss. Calculated as a % of Net Assets.



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### Top Ten Holdings (%)

MADISON INVESTORS FUND	13.9
MADISON DIVIDEND INCOME FUND	13.8
MADISON CORE BOND FUND	10.0
VANGUARD SHORT TERM CORPORATE	9.6
BAIRD AGGREGATE BOND FUND	7.4
VANGUARD SHORT TERM TREASURY ETF	5.4
ISHARES 20 YEAR TREASURY BOND	4.2
MADISON MID CAP FUND	4.0
ISHARES EDGE MSCI MIN VOL EAFE	3.9
VANGUARD HEALTH CARE ETF	3.8

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The fund is subject to the risks of the underlying funds in direct proportion to the allocation of its assets among the underlying funds. More detailed information regarding these risks can be found in the fund's prospectus.

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"Madison" and/or "Madison Investments" is the unifying tradename of Madison Investment Holdings, Inc., Madison Asset Management, LLC ("MAM"), and Madison Investment Advisors, LLC ("MIA"), which also includes the Madison Scottsdale office. Hansberger Growth Investors, L.P. or "HGI" is an affiliate of "Madison Investments." MAM, MIA and HGI are registered as investment advisers with the U.S. Securities and Exchange Commission. Madison Funds are distributed by MFD Distributor, LLC. MFD Distributor, LLC is registered with the U.S. Securities and Exchange Commission as a broker-dealer, and is a member firm of the Financial Industry Regulatory Authority. The home office for each firm listed above is 550 Science Drive, Madison, WI 53711. Madison's toll-free number is 800-767-0300.

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

Non-deposit investment products are not federally insured, involve investment risk, may lose value and are not obligations of, or guaranteed by, any financial institution. Investment returns and principal value will fluctuate.

This report is for informational purposes only and is not intended as an offer or solicitation with respect to the purchase or sale of any security.

Upon request, Madison may furnish to the client or institution a list of all security recommendations made within the past year.

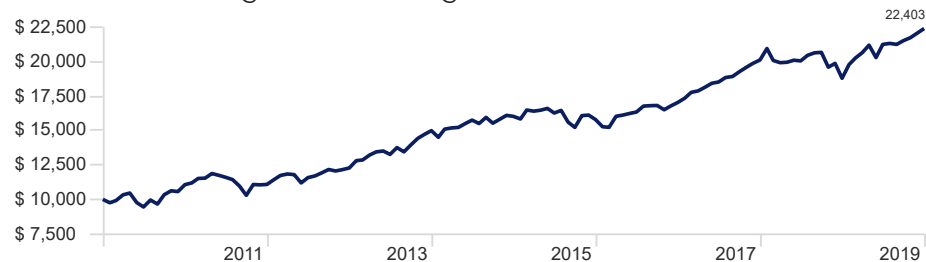
**Not FDIC Insured | No Financial Institution Guarantee | May Lose Value**

# Madison Aggressive Allocation Fund

*Madison*  
FUNDS®

Growth of \$10,000<sup>1</sup>  
Class A Shares, Trailing 10-yrs

## The Value of Long-Term Investing



## Average Annual Total Returns<sup>2</sup> (%)

		Three Months	YTD	1 Yr	3 Yr	5 Yr	10 Yr	Since Inception
Class A	Without Sales Charge	4.10	19.23	19.23	9.55	6.93	8.40	5.27
	With Sales Charge	-1.92	12.41	12.41	7.42	5.68	7.76	4.81
Class B	Without Sales Charge	3.95	18.35	18.35	8.74	6.15	7.75	4.80
	With Sales Charge	-0.51	13.85	13.85	7.75	5.84	7.75	4.80
Class C	Without Sales Charge	3.95	18.33	18.33	8.73	6.14	7.59	4.35
	With Sales Charge	2.96	17.33	17.33	8.73	6.14	7.59	4.35
S&P 500® Index		9.07	31.49	31.49	15.27	11.70	13.56	–
Aggressive Allocation Custom Index		7.24	24.20	24.20	11.44	8.36	9.59	–

## Calendar Year Returns<sup>2</sup> (%)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Class A	10.67	0.17	10.78	22.05	6.91	-1.45	7.91	18.05	-6.60	19.23
S&P 500® Index	15.06	2.11	16.00	32.39	13.69	1.38	11.96	21.83	-4.38	31.49
Aggressive Allocation Custom Index	13.86	-1.14	14.19	21.36	7.18	-0.82	8.83	18.83	-6.23	24.20

<sup>1</sup> 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.

<sup>2</sup> 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 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. They do, however, carry a 1% contingent deferred sales charge 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. <sup>3</sup> The fund's expense ratios are based on the most recent prospectus and include the weighted average expenses of the underlying funds in which the fund invests.

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. 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. Aggressive Allocation Custom Index consists of 56% Russell 3000® Index, 24% MSCI ACWI ex-USA Index and 20% Bloomberg Barclays US Aggregate Bond Index. The Russell 3000 Index measures the performance of the largest 3,000 U.S. companies representing approximately 98% of the investable U.S. equity market. The Russell 3000 Index is constructed to provide a comprehensive, unbiased and stable barometer of the broad market. MSCI ACWI ex USA Index captures large and mid cap representation across 22 of 23 Developed Markets countries (excluding the US) and 23 Emerging Markets countries. With 1,843 constituents, the index covers approximately 85% of the global equity opportunity set outside the US. Bloomberg Barclays U.S. Aggregate Bond Index is an unmanaged index of U.S. fixed income securities. The U.S. Aggregate Index covers the USD-denominated, investment-grade, fixed-rate, taxable bond market of SEC-registered securities. The index includes bonds from the Treasury, Government-Related, Corporate, MBS (agency fixed-rate and hybrid ARM passthroughs), ABS, and CMBS sectors.

**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](http://madisonfunds.com) or call 800.877.6089 to obtain performance data current to the most recent month-end.**

[madisonfunds.com](http://madisonfunds.com)

## Experienced Management



Patrick Ryan, CFA  
Portfolio Manager  
Industry since 2000



David Hottmann, CFA  
Portfolio Manager  
Industry since 1990

## Fund Features

- Fund seeks capital appreciation
- Globally diversified fund of funds
- Asset allocation with managed risk
- Target: 80% stocks, 20% bonds

Class	Ticker	Inception Date	Exp. Ratio <sup>3</sup>
A	MAGSX	6/30/06	1.16%
B	MAGBX	6/30/06	1.91%
C	MAACX	2/29/08	1.91%

## Distribution Frequency

Annual

## Risk Measures (5-year) Class A vs. Aggressive Allocation Custom Index

Standard Deviation	8.40%
Downside Capture	90.66%
Upside Capture	87.06%



## Total Net Assets

\$64.7 Million

## Portfolio Turnover

79%

## Total Number of Holdings

19

## Diversification by Fund Manager (%)

Allocation Funds offer diversification by fund manager. When we combine the expertise and experience of Madison Asset Management, LLC (Madison) with a variety of outside managers, we can offer a more fully diversified portfolio.

MADISON	44.7
VANGUARD	26.5
BLACKROCK	15.5
STATE STREET GLOBAL ADVISORS	1.2
JP MORGAN	1.7
CASH & EQUIVALENTS	10.4

Portfolio allocations are subject to change. Diversification does not guarantee a profit or protect against loss. Calculated as a % of Net Assets.



### Shareholder Services

Madison Funds  
P.O. Box 219083  
Kansas City, MO 64121-9083  
800.877.6089

### Consultant and

Advisor Services  
550 Science Drive  
Madison, WI 53711  
888.971.7135

## Top Ten Holdings (%)

MADISON DIVIDEND INCOME FUND	16.0
MADISON INVESTORS FUND	16.0
MADISON CORE BOND FUND	6.6
MADISON MID CAP FUND	6.2
VANGUARD SHORT TERM CORPORATE	5.6
VANGUARD HEALTH CARE ETF	5.1
ISHARES MSCI EAFE SMALL CAP ETF	5.0
VANGUARD FTSE ALL WORLD EX US	4.8
VANGUARD SHORT TERM TREASURY ETF	4.4
ISHARES EDGE MSCI MIN VOL EAFE	4.2

**This material is authorized for use only when preceded or accompanied by the current prospectus. Before investing, please fully consider the investment objectives, risks, charges and expenses of the fund. This and other important information is contained in the current prospectus, which you should carefully read before investing or sending money. For more complete information about Madison Funds® obtain a prospectus from your financial adviser, by calling 800.877.6089 or by visiting <https://www.madisonfunds.com/individual/prospectus-and-reports-to-view-or-download-a-copy>.**

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:** a statistical measurement of dispersion about an average, which, for a portfolio, depicts how widely the returns varied over a certain period of time. Investors may use the standard deviation of historical performance to understand the range of returns for a portfolio. When a portfolio has a higher standard deviation than its benchmark, it implies higher relative volatility. Standard deviation has been calculated using the trailing monthly total returns for the appropriate time period. The standard deviation values are annualized. **Downside Capture Ratio:** a fund's performance in down markets relative to its benchmark. The security's downside capture return is divided by the benchmark's downside capture return over the time period. **Upside Capture Ratio:** a fund's performance in up markets relative to its benchmark. The security's upside capture return is divided by the benchmark's upside capture return over the time period. **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 10/31/2019.

An investment in the fund is subject to risk and there can be no assurance 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: asset allocation risk, equity risk, ETF risk, interest rate risk, credit and prepayment/extension risk, non-investment grade security risk, foreign security and emerging market risk.

Investing in foreign markets involves additional risks, including exchange rate changes, political and economic unrest, relatively low market liquidity and the potential difference in financial and accounting controls and standards. The portfolio may invest in small-, mid-sized, or emerging companies, which are susceptible to greater risk than is customarily associated with investing in more established companies. The portfolio may invest in high yield or lower-rated securities, which may provide greater returns but are subject to greater-than average risk.

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