

# Dividend Strength Portfolio, Series 36

## Investment Objective

The Dividend Strength Portfolio, Series 36 (Trust) seeks to provide dividend income coupled with long-term capital appreciation.

## Key Considerations

- Dividend Growth:** A portfolio of mostly large-cap companies with strong balance sheets which have increased their dividends year-over-year. The selected stocks have, on average, increased their dividends by approximately 13% each year over 10 years.<sup>2</sup> However, dividend growth levels may not be maintained.
- Outperformance with Less Risk:** Over the last 10 years Dividend Growers, as measured by the S&P 500® Dividend Aristocrats® Index, have outperformed the S&P 500® Index annually, on average, with less risk.<sup>3</sup>
- Buffer Against Volatility:** Dividend growth stocks tend to be of higher quality than those of the broader market and may provide a level of stability to an investor's overall portfolio during periods of market volatility.<sup>4</sup>

<sup>1</sup> Bloomberg, 10.31.2019.

<sup>2</sup> FactSet, 11.20.2019.

<sup>3</sup> S&P Dow Jones Indices, 10.31.2019.

<sup>4</sup> S&P Dow Jones Indices: A Case for Dividend Growth Strategies, January 2018.

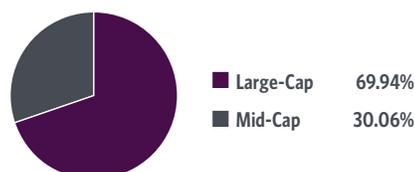
See next page for Index definitions.

**Past performance does not guarantee future results.** There is no guarantee that these trends and projections will continue or come to fruition and they are subject to change.

## Portfolio Allocation

Breakdown and weightings are as of 11.21.2019 and subject to change.

### CAPITALIZATION BREAKDOWN



### STYLE BREAKDOWN

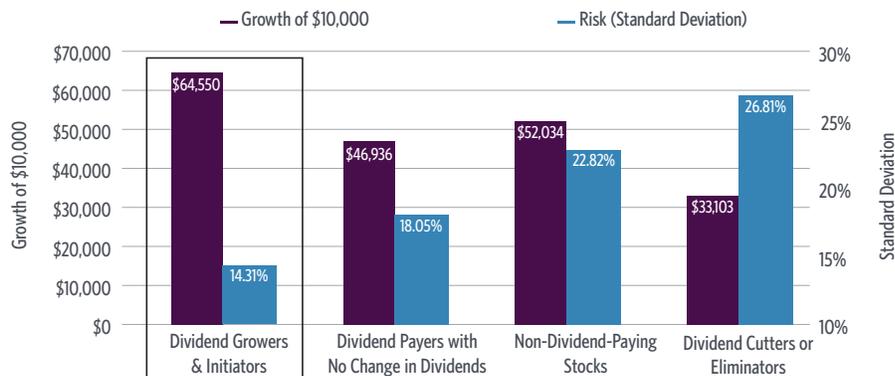


## Dividend Growers: Outperformance with Less Risk

Over the past 20 years, dividends have accounted for more than 45% of the market's total return.<sup>1</sup> Dividend growers—companies that have historically shown a consistent track record of raising dividends—tend to outperform the broader market over longer periods of time with less risk, as shown in the chart below.

To offer investors convenient access to quality-oriented dividend growers, Guggenheim offers the Dividend Strength Portfolio—a portfolio of predominately large-cap companies with strong balance sheets that have increased their dividends year-over-year as of the security selection date.

### S&P 500® COMPANIES BY DIVIDEND POLICY - GROWTH OF \$10,000 & RISK



**Past performance is no guarantee of future results.** Source: Ned Davis Research & Guggenheim, 10.31.1999-10.31.2019. A company's dividend policy is determined by its indicated annual dividend. A stock is classified as a dividend-paying stock if the company indicates that it is going to be paying a dividend within the year. Dividend-paying stocks are further classified into one of three categories based on changes to their dividend policy over the previous 12 months. **Dividend Growers and Initiators** are defined as companies that have increased their dividend anytime in the last 12 months. Once an increase occurs, it remains classified as a grower for 12 months or until another change in dividend policy. **Dividend Payers with No Change in Dividends** are those companies that have maintained their existing indicated annual dividend for the last 12 months. **Dividend Cutters and Eliminators** are defined as companies that have lowered or eliminated their dividend anytime in the last 12 months. Once a decrease occurs, it remains classified as a cutter for 12 months or until another change in dividend policy. A stock is classified as a **Non-Dividend Payer** if the stock's indicated annual dividend is zero. **Standard Deviation** is a measure of historical volatility that indicates the degree to which an investment's returns fluctuate around its average return. Generally, a higher standard deviation indicates a more risky investment.

## PORTFOLIO HOLDINGS

Holdings, breakdown, and weightings are as of 11.21.2019 and subject to change.

Symbol	Company Name	Symbol	Company Name
<b>Communication Services (3.37%)</b>		<b>Industrials (20.02%)</b>	
T	AT&T, Inc.	AOS	A.O. Smith Corporation
<b>Consumer Discretionary (9.92%)</b>		LMT	Lockheed Martin Corporation
LOW	Lowe's Companies, Inc.	RTN	Raytheon Company
MCD	McDonald's Corporation	SWK	Stanley Black & Decker, Inc.
SBUX	Starbucks Corporation	UTX	United Technologies Corporation
<b>Consumer Staples (13.25%)</b>		WM	Waste Management, Inc.
CL	Colgate-Palmolive Company	<b>Information Technology (10.00%)</b>	
KMB	Kimberly-Clark Corporation	ORCL	Oracle Corporation
PEP	PepsiCo, Inc.	QCOM	QUALCOMM, Inc.
CLX	The Clorox Company	TXN	Texas Instruments, Inc.
<b>Energy (3.38%)</b>		<b>Materials (6.68%)</b>	
OKE	ONEOK, Inc.	APD	Air Products & Chemicals, Inc.
<b>Financials (13.35%)</b>		LIN	Linde PLC
AFL	Aflac, Inc.	<b>Utilities (16.68%)</b>	
AMP	Ameriprise Financial, Inc.	CMS	CMS Energy Corporation
AIZ	Assurant, Inc.	EVRG	Evergy, Inc.
CB	Chubb Limited	ES	Eversource Energy
<b>Health Care (3.35%)</b>		NEE	NextEra Energy, Inc.
JNJ	Johnson & Johnson	SO	Southern Company

# Dividend Strength Portfolio, Series 36

## PORTFOLIO SUMMARY

Inception Date	11.22.2019
Termination Date	11.22.2021
Initial Offer Price	\$10.00
Number of Issues	30
Historical Annual Dividend Distribution <sup>5</sup>	\$0.2157
Distributions	25th day of each month commencing on 12.25.2019, if any

## TICKETING INFORMATION

CUSIP (cash payment)	40175D668
CUSIP (reinvestment accounts)	40175D676
CUSIP (fee-cash)	40175D684
CUSIP (fee-reinvest)	40175D692
Ticker	CGROKX

## SALES CHARGES

Sales Charge (S/C) is based on a \$10 per unit offering price.

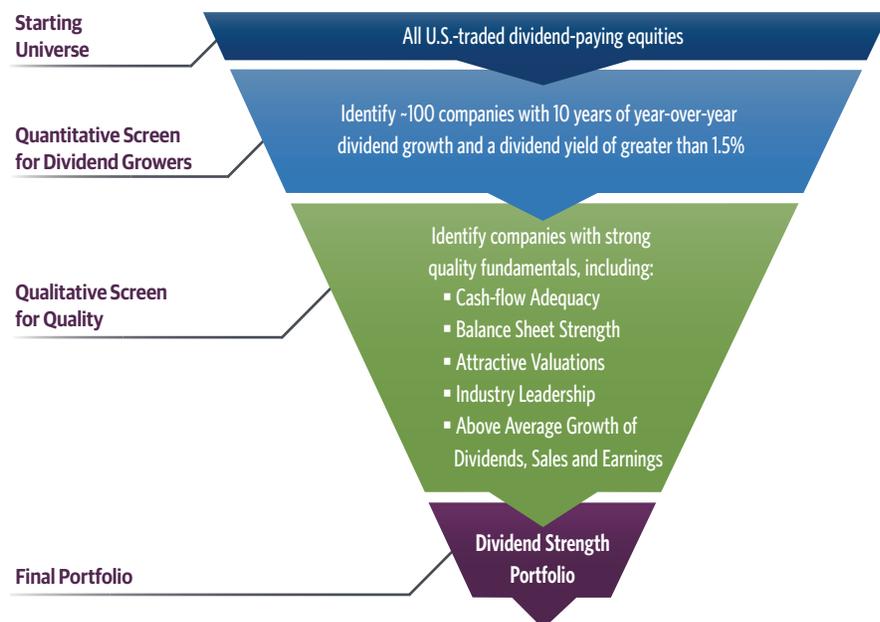
Standard Accounts	Amount Per Unit	Percentage of Public Offering Price
Deferred S/C <sup>6</sup>	\$0.225	2.25%
Creation and Development (C&D) Fee	\$0.050	0.50%
<b>Total S/C</b>	<b>\$0.275</b>	<b>2.75%</b>
Fee/Wrap Accounts <sup>7</sup>		
Creation and Development (C&D) Fee	\$0.050	0.50%
<b>Total S/C</b>	<b>\$0.050</b>	<b>0.50%</b>

<sup>5</sup> The Historical Annual Dividend Distribution (HADD) is as of 11.21.2019 and subject to change. There is no guarantee the issuers of the securities included in the Trust will declare dividends or distributions in the future. The HADD of the securities included in the Trust is for illustrative purposes only and is not indicative of the Trust's distribution rate. The HADD is the weighted average of the trailing twelve-month distributions paid by the securities included in the portfolio and is reduced to account for the effects of fees and expenses, which will be incurred when investing in the Trust. The HADD will vary due to certain factors that may include, but are not limited to, a change in the dividends paid by issuers, a change in Trust expenses or the sale or maturity of securities in the portfolio.

<sup>6</sup> The deferred sales charge (DSC) is a fixed amount and will be deducted in monthly installments on the last business day commencing March 2020 and ending May 2020 or upon early redemption. For unit prices other than \$10, percentages of C&D fees, and DSCs will vary but in no event will the maximum sales charge (S/C) exceed the total S/C. Early redemption of units will still cause payment of the DSC. However, an initial sales charge, which is equal to the difference between the maximum S/C and the sum of any remaining deferred S/C charges and C&D, will be charged if the price paid for units exceeds \$10 per unit.

<sup>7</sup> For unit prices other than \$10, percentage of the C&D fee will vary.

## Security Selection



The Dividend Strength Portfolio, Series 36 is a Unit Investment Trust.

**INDEX DEFINITIONS:** The S&P 500® Index is a capitalization-weighted index of 500 stocks. The index is designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries. The S&P 500® Dividend Aristocrats® Index measures the performance of S&P 500 constituents that have increased dividends every year for the last 25 consecutive years. The indices are unmanaged and it is not possible to invest directly in the indices.

**RISK CONSIDERATIONS:** As with all investments, you may lose some or all of your investment in the Trust. No assurance can be given that the Trust's investment objective will be achieved. The Trust also might not perform as well as you expect. This can happen for reasons such as these: • Securities prices can be volatile. • Share prices or dividend rates on the securities in the Trust may decline during the life of the Trust. • The Trust invests significantly in the consumer products sector. The factors that impact the consumer products sector will likely have a greater effect on this Trust than on a more broadly diversified trust. General risks of companies in the consumer products sector include cyclicalities of revenues and earnings, economic recession, currency fluctuations, changing consumer tastes, extensive competition, product liability litigation and increased government regulation. A weak economy and its effect on consumer spending would adversely affect companies in the consumer products sector. • The Trust invests significantly in the industrials sector. The factors that impact the industrials sector will likely have a greater effect on this Trust than on a more broadly diversified trust. Adverse developments in this sector may significantly affect the value of your units. Companies involved in the industrials sector must contend with the state of the economy, intense competitors, domestic and international politics, excess capacity and spending trends. • The Trust invests in securities

issued by mid-cap companies, which may have limited product lines, markets or financial resources and may be more vulnerable to adverse general market or economic developments. These securities customarily involve more investment risk than securities of large-capitalization companies. • Inflation may lead to a decrease in the value of assets or income from investments. **Please see the Trust prospectus for more complete risk information.**

Unit Investment Trusts are fixed, not actively managed and should be considered as part of a long-term strategy. Investors should consider their ability to invest in successive portfolios, if available, at the applicable sales charge. UITs are subject to annual fund operating expenses in addition to the sales charge. Investors should consult an attorney or tax advisor regarding tax consequences associated with an investment from one series to the next, if available, and with the purchase or sale of units. Guggenheim Funds Distributors, LLC does not offer tax advice.

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**Read the Trust's prospectus carefully before investing. It contains the Trust's investment objectives, risks, charges, expenses and other information, which should be considered carefully before investing. Obtain a prospectus at GuggenheimInvestments.com.**

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