

D E A R B O R N

---

P A R T N E R S

On May 2, 2017, Apple Inc. (AAPL) announced a 10.5% increase in its quarterly cash dividend per share to \$0.63 (\$2.52 annualized) from \$0.57 (\$2.28 annualized). The cash dividend will be paid on May 18, 2017 to holders of record of Apple Inc.'s common stock as of May 15, 2017. This is the company's fifth increase since the time of its first dividend payment in August 2012.

Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch and Apple TV. Apple's four software platforms — iOS, OS X, watchOS and tvOS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay and iCloud. Apple's 100,000 employees are dedicated to making the best products on earth, and to leaving the world better than they found it.

Apple Inc. is in the Information Technology sector of our Dearborn Partners Core Rising Dividend separately managed account (SMA) portfolio. So far this year, 22 of the 49 companies in our Core Rising Dividend portfolio have announced 23 dividend increases. The average of these dividend increases is about 6.9% more than these companies paid a year earlier.

Thank you for your interest in our Dearborn Partners Rising Dividend Strategy.

*There is no assurance that any Rising Dividend portfolio company will increase its dividend, or not reduce its dividend, or not have a significant decrease in its stock price. All investing involves risk.*