

PNC Directions[®]

An introduction to professional portfolio management



INVESTING IN YOUR FUTURE

Whether you're just beginning to invest for retirement, focusing on a brand new financial goal, or starting a new job and opening your first investment account, one thing is clear: You have a vision for your financial future.

And while many people know where it is they want their assets to take them, not everyone knows what steps to take to arrive at that destination.

That's where PNC Directions^{®1} enters the picture. If your financial goals — retirement, higher education, homeownership, etc. — are the ultimate destination, then PNC Directions represents a vehicle designed to help you get there.



WOULD YOU RATHER...

- Attend to an underperforming fund manager, or attend your child's dance recital?
- Focus on rebalancing your portfolio, or focus on your next big promotion?
- Experience the ups and downs of the markets on your own, or experience the benefits of professional portfolio management?

...THAT'S THE PNC DIRECTIONS DIFFERENCE

PNC Directions: Your Introduction to Professional Portfolio Management

PNC Directions is a managed account advisory program designed for investors taking their first steps toward their financial goals, as well as those who have achieved one goal and are now pursuing another.

Rather than working independently to develop an investment strategy, reviewing the performance of individual fund managers, and consistently monitoring and rebalancing a portfolio, PNC Directions provides you the support of a team of financial professionals within PNC Investments (PNCI).

This is what we refer to as the PNC Directions process. You can think of it like a GPS system built into your car — but rather than directing you to a destination, professional portfolio management is designed to help you arrive at your financial goals. You can invest confidently knowing you'll receive the guidance and support necessary

to help you go wherever it is you want your assets to take you.

To help you achieve your financial goals, PNC Directions offers investors access to two different sets of solutions:

> Mutual fund models

With the mutual fund models, your PNCI financial professional will recommend to you a portfolio consisting of professionally managed third-party mutual funds, with a low initial investment of only \$10,000.

> Exchange traded fund (ETF) models

With the ETF models, your PNCI financial professional will recommend to you a portfolio consisting of carefully screened iShares[®] ETFs. This model is the most accessible, with a low initial investment of only \$5,000.

¹ PNC Directions is a registered trademark of The PNC Financial Services Group, Inc. and is a proprietary product of PNC Bank, National Association. Mutual fund shares are not deposits or obligations of, or guaranteed or endorsed by, any bank, and are not federally insured by the Federal Deposit Insurance Corporation (FDIC), the Federal Reserve Board or any other agency. An investment in mutual fund shares involves certain risks, including the possible loss of principal. There can be no assurance that a fund's investment objective will be achieved.

The number and variety of investment options available through PNC Directions may be limited relative to other investment programs that utilize a larger universe of investment options.

Overview: The PNC Directions Process



When you open a PNC Directions account, you'll begin by having a discussion with a PNCI financial professional. Unlike some managed account programs in the financial services industry, PNC Directions is designed to add a human element to the investment process, as opposed to relying on an online or automated experience.

Your financial professional will work with you to gain an understanding of your goals, time horizon, tolerance for risk, and other factors unique to you, and

will recommend an investment strategy that best aligns with your objectives.

From there, PNCI will work to construct your portfolio, utilizing a mix of professionally managed third-party mutual funds, or iShares if you prefer investing through ETFs. These investments are carefully screened and continuously monitored to help your portfolio avoid exposure to more risk than you're comfortable assuming.

Once your portfolio is in place, PNCI will monitor your account, making changes when necessary or rebalancing when appropriate to help keep you on track.

The Key Elements of PNC Directions

PROFESSIONAL PORTFOLIO MANAGEMENT

How do you know when a fund manager is underperforming? When is the appropriate time to rebalance your holdings? When is it suitable to simply ride out the market's ups and downs, and when should you make real changes to your approach?

Professional management means when situations like these arise, you have the full knowledge and experience of a team of professionals to help you make informed investment decisions.

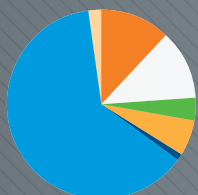
OBJECTIVE-BASED ASSET ALLOCATION

PNC Directions utilizes a proprietary set of asset allocation models² designed to help avoid exposure to more risk than necessary in pursuit of your goals.

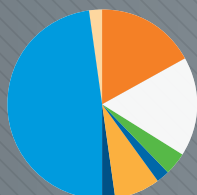
You can picture your asset allocation like a recipe — it tells you how much of each ingredient (or fund) you should include to help achieve the outcome you're looking for.

And while no one can predict how the markets are going to actually perform, your asset allocation is generally the biggest determinant of your investment returns and helps you work toward achieving your financial goals.

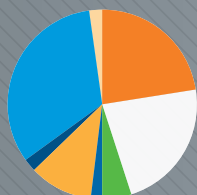
ASSET ALLOCATION



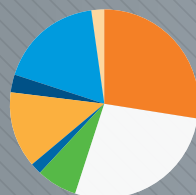
CONSERVATIVE



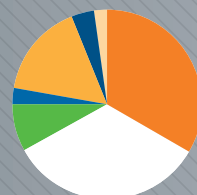
MODERATE



BALANCED



GROWTH



AGGRESSIVE

- Large Cap Growth
- Large Cap Value
- Mid Cap Blend
- Small Cap Blend
- International Equity
- Emerging Markets
- Core Bond
- Cash

² Asset allocation and diversification strategies do not assure a profit or guarantee against loss of investment.



ONGOING ACCOUNT MONITORING

Once your asset allocation is in place, PNCI will monitor the performance of your portfolio. Certain market conditions may skew your asset allocation out of your target range. At these times, PNCI will rebalance your portfolio, to help your investments continue moving you closer to your goals.

In addition, you have the ability to check in with your advisor to make sure that any changes in your financial situation are taken into consideration in your goals and asset allocation model.

MANAGEABLE FEES

A PNC Directions account includes an annual flat fee of 1% of the total assets in your account.

When taking a long-term approach to investing, a low annual fee means that more of your assets remain invested in your portfolio, helping you to potentially benefit from the power of compounding growth as your assets appreciate over time.

PNC Directions at a Glance

WHAT COMES WITH YOUR ACCOUNT?

- A team of investment professionals dedicated to helping you reach your goals by investing your money appropriately and actively managing risk
- An asset allocation model that meets your investment objective and risk tolerance, containing a carefully screened selection of mutual funds or ETFs
- Professionally managed third-party mutual funds, or ETFs managed by iShares

WHAT YOU NEED TO KNOW

- Costs: 1% annual program fee; mutual fund and ETF fees and expenses as well as certain account service fees are in addition to the program fee; please obtain and review the program brochure for more complete information
- \$10,000 minimum starting investment for mutual funds; \$5,000 minimum starting investment for ETFs
- Periodic statements and quarterly performance reports to help you track your progress toward your goals

Your Team



Get started today

Ready to take advantage of all that PNC Directions has to offer? Contact a PNCI financial professional today. Call 1-855-PNC-INVEST (762-4683), or stop by your local PNC Branch.

Investments in money market funds, like other mutual funds, are neither insured nor guaranteed by the U.S. Government, and there can be no assurance that a money market mutual fund will be able to maintain a net asset value of \$1.00 per share.

International investing involves certain risks, such as currency fluctuations, economic and political instability and potential foreign taxation. These risks may be magnified in emerging markets.

For detailed information regarding PNC Directions, a wrap program sponsored by PNCI, please review the program's Form ADV Part 2.

Investors should carefully consider the investment objectives, risks, charges, and expenses of mutual funds and ETFs before investing. This and other important information is contained in each fund's prospectus, which can be obtained from a financial professional and should be read carefully before investing.

Important Investor Information: Brokerage and insurance products are:

**Not FDIC Insured • Not Bank Guaranteed • Not A Deposit
Not Insured By Any Federal Government Agency • May Lose Value**

Securities products, brokerage services and managed account advisory services are offered by PNC Investments LLC, a registered broker-dealer and a registered investment adviser and member FINRA and SIPC.

PNC Investments does not provide legal, tax or accounting advice.

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