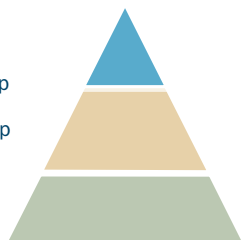


# HOW TO LEVERAGE A MULTI-CAP STRATEGY IN A TOP-DOWN PORTFOLIO MODEL

The Select Value Fund can provide a valuation hedge against market volatility.

## Top-down

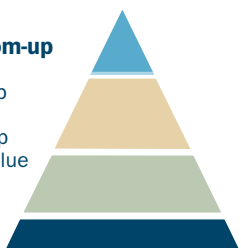
Large Cap  
Mid Cap  
Small Cap



Asset allocations among equities are often based on top-down assumptions, including the levels of risk and return potential associated with specific sizes of companies. The result is typically a structure that weights large-cap stocks most heavily, with fewer assets committed to mid- and small-cap stocks—irrespective of the actual qualities and intrinsic value of the stocks within each bracket. When the market heavily favors one area of the market, the result can be unexpected volatility.

## Top-down with Bottom-up

Large Cap  
Mid Cap  
Small Cap  
Select Value Fund



The Heartland Select Value Fund, when used as a base for this top-down structure, can introduce a useful component of bottom-up investing. The Fund's Portfolio Managers focus on identifying fundamentally sound companies that appear to be inherently undervalued, whatever their size.

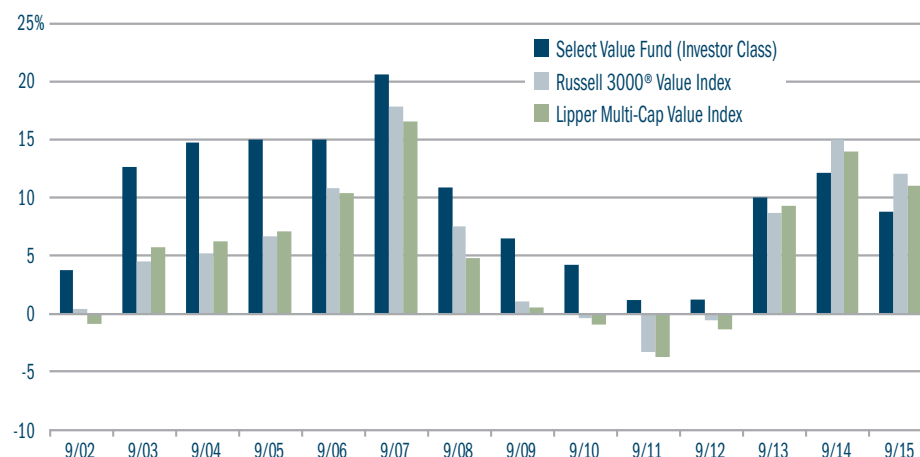
The Fund thus offers an element of dynamic rebalancing. As the Managers determine individual stocks have become fully valued, those can be sold and the proceeds invested in new positions the Managers believe offer better potential. This often involves moving through different market-cap ranges—again driven by individual company valuations and fundamentals, not top-down criteria. This may help ease volatility by managing the Fund's exposure to richly valued parts of the market.

## How Does It Work?

The Select Value Fund's rolling five-year returns, compared with those of its Lipper peer group and its benchmark, the Russell 3000® Value Index, are revealing. As of 9/30/2015, the Fund has outperformed both indices in all but two instances for each rolling five-year period since inception.

In a record that has persisted in a range of market environments, the Fund has consistently provided both upside participation and minimized downside risk.

## Outperformance Over Rolling 5-Year Periods



Source: FactSet Research Systems Inc. and Russell®. Rolling returns computed monthly using 60-month moving windows, beginning 9/30/1997 through 9/30/2015. **Past performance does not guarantee future results.**



**HEARTLAND FUNDS**  
AMERICA'S VALUE INVESTOR®

## Average Annual Total Returns as of September 30, 2015

	Since Inception*	Ten Years	Five Years	Three Years	One Year
<b>Heartland Select Value Fund – Investor Class</b>	9.67%	6.38%	8.71%	9.89%	-5.49%
Russell 3000® Value Index	8.14	5.68	12.11	11.40	-4.22
Lipper Multi-Cap Value Index	7.12	5.03	11.17	11.70	-4.05

Source: FactSet Research Systems Inc., Russell®, and Heartland Advisors, Inc. \*Inception date 10/11/1996.

Data Sourced from FactSet: Copyright 2015 FactSet Research Systems Inc, FactSet Fundamentals. All rights reserved.

***In the prospectus dated 5/1/2015, the gross expense ratio for investor class shares of the Select Value Fund is 1.20%. Through 11/30/2001, the Advisor voluntarily waived a portion of the Fund's expenses. Without such waivers, total returns may have been lower.***

***Past performance does not guarantee future results. Performance represents past performance; current returns may be lower or higher. The investment return and principal value will fluctuate so that an investor's shares, when redeemed, may be worth more or less than the original cost. All returns reflect reinvested dividends and capital gains distributions, but do not reflect the deduction of taxes that an investor would pay on distributions or redemptions. Subject to certain exceptions, shares of a Fund redeemed or exchanged within 10 days of purchase are subject to a 2% redemption fee. Performance does not reflect this fee, which if deducted would reduce an individual's return. To obtain performance through the most recent month end, call 800-432-7856 or visit heartlandadvisors.com.***

**An investor should consider the Fund's investment objectives, risks, and charges and expenses carefully before investing or sending money. This and other important information can be found in the Fund's prospectus. To obtain a prospectus, please call 800-432-7856 or visit heartlandadvisors.com. Please read the prospectus carefully before investing.**

**In addition to stocks of large companies, the Select Value Fund invests in small- and mid-sized companies that are generally less liquid and more volatile than large companies. The Fund also invests in a smaller number of stocks (generally 40 to 60) than the average mutual fund. The performance of these holdings generally will increase the volatility of the Fund's returns. Value investments are subject to the risk that their intrinsic value may not be recognized by the broad market.**

The asset allocations shown are hypothetical and represents those that may be commonly used.

Heartland Advisors considers large-cap companies to be larger than \$15 billion in market cap, mid-cap companies to be between \$2 billion and \$15 billion, small-cap companies to be between \$300 million and \$2 billion, and micro-cap companies to be less than \$300 million. The above breakdown does not include short-term investments.

### Definitions:

**Lipper Mutual Fund Indices** are created by equally weighting the 10 or 30 largest Nasdaq-listed funds in the corresponding Lipper investment objective grouping. The Lipper fund indices do not represent the Fund's benchmark. All indices are unmanaged. **Russell 3000® Value Index** measures the performance of those Russell 3000® Index companies with lower price-to-book ratios and lower forecasted growth characteristics. **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 the Russell Investment Group. All indices are unmanaged. It is not possible to invest directly in an index.

HLF4945/0116

**How may we help you?**

**888-881-0882**

**heartlandadvisors.com**



**HEARTLAND FUNDS**  
AMERICA'S VALUE INVESTOR®

Distributed by ALPS Distributors, Inc.  
789 North Water Street, Milwaukee, WI 53202