



## THE OBJECTIVE

Gyroscope's Optimized Listed Options (OLO™) are customized and designed to protect a client's concentrated stock position and preserve wealth.

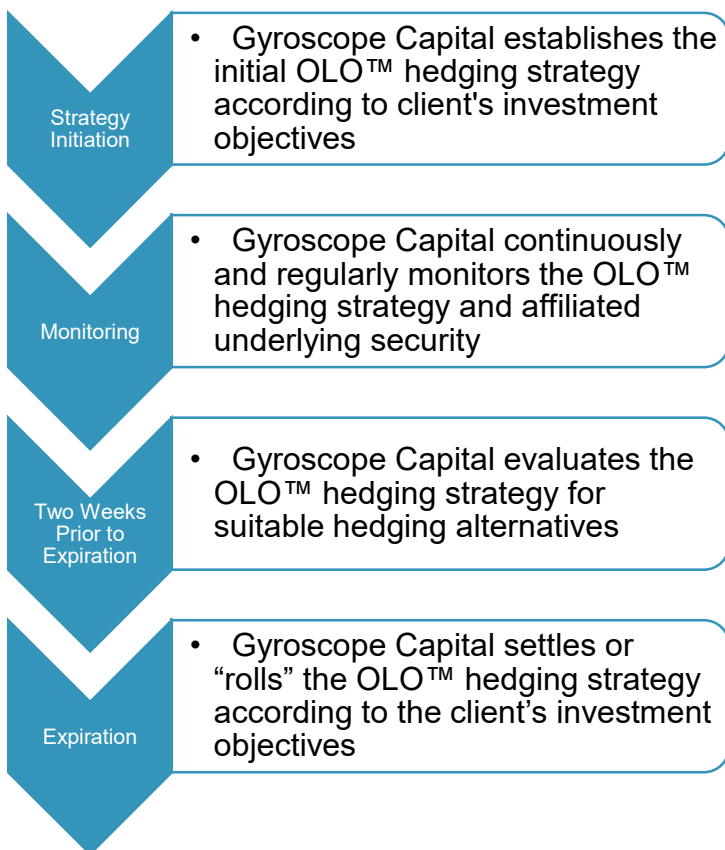
## THE STRATEGY

Gyroscope's Optimized Listed Options (OLO™) addresses a client's existing concentrated stock exposure. With the client's input, we create an account-specific Investment Policy Statement (IPS) outlining the client's objectives. Our process "optimizes" by pairing these objectives to customized FLEX options with specific maturity dates, strike prices and net credits if applicable. We analyze the client's Investment Objectives vs. the OLO™ regularly to maximize the client's benefit.

## THE FIRM

Gyroscope Capital Management Group, LLC is an Investment Advisory firm founded in 2006. The client service team is based in our Naples, FL office. ([www.gyroscopecapital.com](http://www.gyroscopecapital.com))

## THE ACTIVE MANAGEMENT PROCESS



## OLO™ CHARACTERISTICS

Minimum Transaction Size*	\$500,000
Expiration Date	Custom
Call and Put Strikes	Custom
Exercise Style	European
Dividends	Retained by Client
Custody	Fidelity, Schwab & Pershing
Option Renewal	Automatic per Investment Policy Statement
<ul style="list-style-type: none"> <li>- Portfolio or Single Stock Hedging Available</li> <li>- OLO™ options can be structured to include a credit</li> </ul> <p>*Gyroscope minimum. Platforms/custodian minimums may vary</p>	

## OLO™ COMPANY EXAMPLES

Name	Ticker
Lockheed Martin Corp.	LMT
Johnson and Johnson	JNJ
Sherwin Williams Co.	SHW
Lincoln National Corp.	LNC
3M Company	MMM
United Health Group	UNH
Altria Group Inc.	MO
McKesson Corp.	MCK
Berkshire Hathaway Inc.	BRK-A
Phillip Morris Intl. Inc.	PM



Gyroscope Capital Management Group (GCMG) is an investment adviser located in Naples, FL. GCMG only transacts business in states where it is properly registered or in compliance with applicable state regulations. Individualized responses that involve actual or contemplated securities transactions or the rendering of personal investment advice for compensation will not be made absent compliance with all applicable investment adviser regulation requirements.

Illustrations used in this document are hypothetical. The results achieved by individual clients will vary and will depend on a number of factors including the particular underlying investments and their dividend yield, option market liquidity, interest rate levels, implied volatilities, and the client's expressed return and risk parameters at the time the service is initiated and during the term. Investors should carefully consider any strategy and be aware of all the risks, including, but not limited to, receiving back less value than they invested.

This material contained herein is for informational purposes only and is not intended to serve as a substitute for personalized investment advice or as a recommendation or solicitation of any particular security, strategy, or investment product to any single investor or group of investors. Opinions expressed are based on economic or market conditions at the time this material was written. Actual economic or market events may turn out differently than as presented. The information contained herein has been prepared from sources believed to be reliable but is not guaranteed and is not a complete summary of all available data. No investor should rely upon or make any investment decisions based solely upon the contents of the materials herein. Past performance is no guarantee of future results.

Taxes, fees and commissions do have a direct and material impact on investment strategies, may reduce the effectiveness of some strategies, and may result in the investor not achieving his or her investment objectives. The examples presented above do not take into account the tax consequences or the impact on holding period. Investors should always seek professional tax advice before engaging in any of these strategies. Gyroscope, nor its investment advisor representatives, provide legal or tax advice, and nothing contained herein should be taken as such.

This presentation may be provided to current clients of Gyroscope. The securities and strategies referenced in these materials may or may not be utilized in your account or accounts managed by Gyroscope and the performance of your account or accounts managed by Gyroscope may differ materially from the performance of the reference strategies and/or securities. Please refer to your statements you receive from the custodian for your account or accounts managed by Gyroscope for complete information regarding performance and holdings.

Options trading is not suitable for all investors. Contact Gyroscope Capital Management Group, LLC ("GCMG") at 1016 Collier Center Way, Suite 206, Naples, FL 34110 or visit <http://www.cboe.com/Resources/Intro.aspx> for a current options disclosure documents, "Characteristics and Risks of Standardized Options." This document discusses potential risks with options issued by the Options Clearing Corporation ("OCC"), which are typically listed on an exchange.

The examples shown above are for illustrative purposes only and may not indicate future performance as options pricing can be affected by, but is not limited to, time, market, interest rate, and volatility fluctuations. Each pricing structure is calculated assuming certain parameters, which are subject to change. Investors should carefully consider executing any trade using options and be aware of all the risks, including, but not limited to, receiving back less value than they invested. The prices above reflect fair value pricing based upon software utilizing the Cox-Rubinstein Option pricing model and current stock information. Fair value pricing does not necessarily reflect the actual value that can be obtained in the market.

These transactions may consider the use of FLEX options. FLEX options are customized market-traded options brokered with a dealer. FLEX options can be customized for any number of shares (in 100 share increments), strike and any maturity date. FLEX options are generally European style options exercisable only at maturity by the owner. The elimination of early exercise allows option sellers to control settlement either in stock or cash (by closing out the option).

Gyroscope employs minimum account sizes for the strategy to ensure that there are sufficient shares (options are sold in 100 share lots) and that the client has a minimum sophistication regarding the market. Investors are not required to be accredited to participate in these strategies.