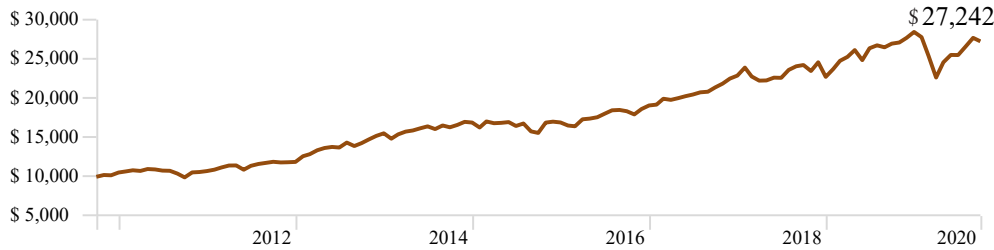


# MADISON DIVIDEND INCOME FUND

September 30, 2020

## Growth of \$10,000 Class Y Shares, Trailing 10 Years<sup>1</sup>



## Average Annual Total Returns<sup>2</sup> (%)

	Three Months	YTD	1 Yr	3 Yr	5 Yr	10 yr	Since Inception
Class I	-	-	-	-	-	-	-1.61
Class Y	6.84	-4.21	1.09	8.42	11.81	10.54	8.10
Class A	6.76	-	-	-	-	-	6.65
S&P 500 <sup>®</sup> Index	8.93	5.57	15.15	12.28	14.15	13.74	-
Russell 1000 <sup>®</sup> Value Index <sup>3</sup>	5.59	-11.58	-5.03	2.63	7.66	9.95	-
Lipper Equity Income Funds Index	5.57	-7.37	-1.35	4.88	8.91	9.92	-

## Calendar Year Returns<sup>2</sup> (%)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Class Y	8.02	1.73	10.86	30.59	8.81	0.07	12.79	19.93	-0.70	25.16
S&P 500 <sup>®</sup>	15.06	2.11	16.00	32.39	13.69	1.38	11.96	21.83	-4.38	31.49
Russell 1000 <sup>®</sup> Value	15.51	0.39	17.51	32.53	13.45	-3.83	17.34	13.66	-8.27	26.54
Lipper	14.04	2.66	13.66	28.70	10.69	-2.96	14.30	16.43	-6.62	26.38

Performance data shown represents past performance. Investment returns and principal value will fluctuate, so that fund shares, when redeemed, may be worth more or less than the original cost. Past performance does not guarantee future results and current performance may be lower or higher than the performance data shown. Visit [madisonfunds.com](http://madisonfunds.com) or call 800.877.6089 to obtain performance data current to the most recent month-end.

## 10-Yr Risk Measures (%)

	Class Y vs. S&P 500	Class Y vs. R1000V	Class Y vs. Lipper
Standard Deviation	10.85   13.25	10.85   13.87	10.85   12.32
Down Capture	82.64   100.00	70.89   100.00	82.76   100.00
Up Capture	79.78   100.00	84.79   100.00	92.84   100.00
Beta	0.78   1.00	0.74   1.00	0.85   1.00

## Experienced Management



John Brown, CFA  
Portfolio Manager  
Industry since 1983



Drew Justman, CFA  
Portfolio Manager  
Industry since 2001

## Fund Features

- ▶ Fund seeks current income with an opportunity for capital appreciation
- ▶ High conviction of approx. 50 holdings
- ▶ Relative yield strategy; buy stocks trading at high end of historic dividend yield range
- ▶ Focus on risk management

Class	Ticker	Inception Date	Exp. Ratio
A	MADAX	5/29/20	1.15%
Y	BHBFX	12/18/86	0.90%
I	MDMIX	8/31/20	0.80%

Expense ratios are based on the fund's most recent prospectus.

Distribution Frequency - Quarterly

## Distribution History

Year	Total	Yr-End Nav
2019	\$1.11	\$28.22
2018	\$2.99	\$23.46
2017	\$1.04	\$26.70
2016	\$0.87	\$23.16
2015	\$1.29	\$21.31

<sup>1</sup> Growth of \$10,000 is calculated at NAV and assumes all dividends and capital gain distributions were reinvested. It does not take into account sales charges (if applicable) or the effect of taxes.

<sup>2</sup> Average annual total returns and calendar year returns assume all distributions are reinvested and reflect applicable fees and expenses. Class A share returns without sales charge would be lower if sales charge were included.

<sup>3</sup> Russell 1000<sup>®</sup> Value was added as a secondary comparison benchmark as of 6/1/2020.

Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only, and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance.

Prior to March 1, 2012, BHBFX was known as Madison Mosaic Equity Trust Balanced Fund. At that time, the fund changed investment policies. As a result, the manner in which the fund is currently being managed is not similar to the way in which it was previously managed. Therefore, the fund's historical performance data prior to March 1, 2012 may not be relevant to current (and future) investors.



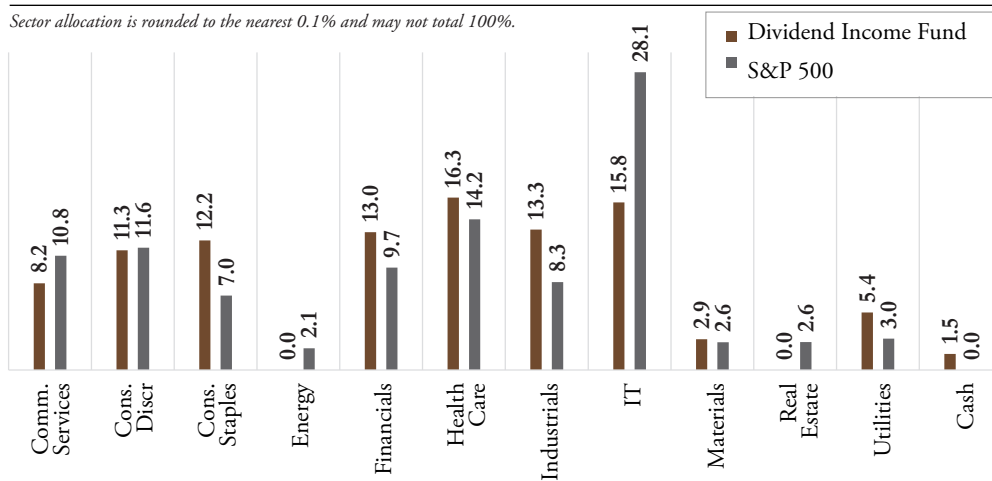


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Consultant and  
 Advisor Services  
 550 Science Drive  
 Madison, WI 53711  
 888.971.7135

## Sector Allocation (%)

Sector allocation is rounded to the nearest 0.1% and may not total 100%.



## Characteristics

TTM P/E	22.1x
P/B	3.8x
ROE	27.22%
Active Share (vs S&P)	81.6%
Dividend Yield	2.7%
30-Day SEC Yield (Class Y)	1.8%
Wtd. Avg. Market Cap (billions)	\$154.3
Portfolio Turnover	28%
Number of Holdings	41
Total Net Assets (millions)	\$277.5

If fees had not been waived and/or expenses reimbursed, the SEC yields would have been lower.

## Top Ten Stock Holdings (%)

HOME DEPOT INC	4.5
VERIZON COMMUNICATIONS INC	4.1
COMCAST CORP CLASS A	4.1
JOHNSON + JOHNSON	4.0
BLACKROCK INC	3.3
BRISTOL MYERS SQUIBB CO	3.3
CISCO SYSTEMS INC	3.3
MCDONALD S CORP	3.2
PEPSICO INC	3.1
CATERPILLAR INC	3.1

**This material is authorized for use only when preceded or accompanied by the current prospectus. Before investing, please fully consider the investment objectives, risks, charges and expenses of the fund. This and other important information is contained in the current prospectus, which you should carefully read before investing or sending money. For more complete information about Madison Funds® obtain a prospectus from your financial adviser, by calling 800.877.6089 or by visiting <https://www.madisonfunds.com/individual/prospectus-and-reports> to view or download a copy.**

Madison Asset Management, LLC does not provide investment advice directly to shareholders of the Madison Funds.

Standard Deviation: a statistical measurement of dispersion about an average, which, for a portfolio, depicts how widely the returns varied over a certain period of time. Investors may use the standard deviation of historical performance to understand the range of returns for a portfolio. When a portfolio has a higher standard deviation than its benchmark, it implies higher relative volatility. Standard deviation has been calculated using the trailing monthly total returns for the appropriate time period. The standard deviation values are annualized. Downside Capture Ratio: a fund's performance in down markets relative to its benchmark. The security's downside capture return is divided by the benchmark's downside capture return over the time period. Upside Capture Ratio: a fund's performance in up markets relative to its benchmark. The security's upside capture return is divided by the benchmark's upside capture return over the time period. Beta: a measure of the fund's sensitivity to market movements. A portfolio with a beta greater than 1 is more volatile than the market, and a portfolio with a beta less than 1 is less volatile than the market. TTM P/E (Price-to-Earnings Ratio): measures how expensive a stock is. It is calculated by the weighted average of a stock's current price divided by the company's trailing 12-month (TTM) earnings per share of the stocks in a fund's portfolio. P/B (Price-to-Book Ratio): measures a company's stock price in relation to its book value (the total amount raised if its assets were liquidated and paid back all its liabilities). ROE (Return on Equity): a profitability ratio that measures the amount of net income returned as a percentage of shareholders equity. Active Share: the percentage of a portfolio that differs from its benchmark index. It can range from 0% for an index fund that perfectly mirrors its benchmark to 100% for a portfolio with no overlap with an index. Dividend Yield: the portfolio's weighted average of the underlying fund holdings (as of 12/31/2018) and not the yield of the fund. 30-day SEC Yield (Class Y) is a standardized formula designed to approximate the Fund's annualized hypothetical current income from securities less expenses for the 30 day-period ended 12/31/18 and that date's maximum offering price. Portfolio Turnover: a measure of the trading activity in an investment portfolio—how often securities are bought and sold by a portfolio. It is calculated at the fund level and represents the entire fiscal year ending 10/31/2019. Wtd Avg. Market Cap: the size of the companies in which the fund invests. Market capitalization is calculated by number of a

company's shares outstanding times its price per share. The S&P 500® Index is a large-cap market index which measures the performance of a representative sample of 500 leading companies in leading industries in the U.S. The Russell 1000® Value (R1000V) index measures the performance of the Russell 1000's value segment, which is defined to include firms whose share prices have lower price/ to/book ratios and lower expected long-term mean earnings growth rates. 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 Russell Investment Group. The Lipper Equity Income Fund Index (Lipper) tracks funds that seek relatively high current income and growth of income by investing in at least 65% of their portfolio in dividend-paying equity securities.

An investment in the fund is subject to risk and there can be no assurance the fund will achieve its investment objective. The risks associated with an investment in the fund can increase during times of significant market volatility. The principal risks of investing in the fund include: equity risk, growth and value investing risk, special risks associated with dividend paying stocks, option risk, interest rate risk, capital gain realization risks to taxpaying shareholders, and foreign security and emerging market risk. More detailed information regarding these risks can be found in the fund's prospectus.

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