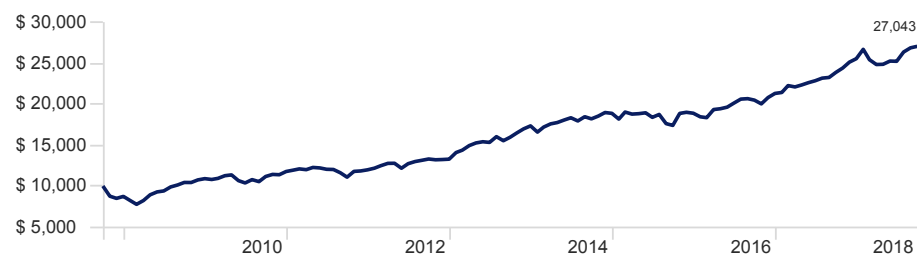


Madison Dividend Income Fund



Growth of \$10,000¹
Class Y Shares, Trailing 10-yr

The Value of Long-Term Investing



Average Annual Total Returns² (%)

	Three Months	YTD	1 Yr	3 Yr	5 Yr	10 yr	Since Inception
Class Y	7.23	5.89	13.35	15.84	11.14	10.46	8.23
S&P 500® Index	7.71	10.56	17.91	17.31	13.95	11.97	10.51
Lipper Equity Income Funds Index	5.55	4.67	10.44	13.61	10.27	9.72	9.06

Calendar Year Returns² (%)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Class Y	-19.92	24.82	8.02	1.73	10.86	30.59	8.81	0.07	12.79	19.93
S&P 500® Index	-37.00	26.46	15.06	2.11	16.00	32.39	13.69	1.38	11.96	21.83
Lipper Equity Income Funds Index	-35.33	28.85	14.04	2.66	13.66	28.70	10.69	-2.96	14.30	16.43

Characteristics

TTM P/E	20.2x
P/B	3.5x
ROE	21.5%
Active Share (vs S&P)	77.1%
Dividend Yield	2.6%
Wtd. Avg. Market Cap (Billions)	\$176.9

Risk Measures (10-year)

Class Y vs. S&P 500® Index

Standard Deviation	10.77%
Downside Capture	70.43%
Upside Capture	77.89%

¹ 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.

² 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. Index returns reflect broad measures of market performance compared the fund and reflect no deduction for sales charges, account fees, expenses or taxes. You cannot invest directly in an index.

³ Expense ratios are based on the fund's most recent prospectus.

The investment adviser has contractually agreed to waive a portion of its management fees and/or other expenses for the fund. The investment adviser is waiving 0.10% of its management fee and 0.05% of its service fee until at least February 27, 2019. Investment returns reflect the waivers, without which the results would have been lower. These fee waiver agreements may be modified or terminated at any time or for any reason, but only with fund Board approval. These fee waivers commenced June 29, 2012.

Prior to March 1, 2012 it 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.

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 or call 800.877.6089 to obtain performance data current to the most recent month-end.

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 ³
Y	BHBFX	12/18/86	0.95%

Distribution Frequency

Quarterly

Distribution History Per Share

Year	Total	Yr-End Nav
2017	\$1.04	\$26.70
2016	\$0.87	\$23.16
2015	\$1.29	\$21.31
2014	\$1.71	\$22.59
2013	\$1.00	\$22.33

Total Net Assets

\$113.6 Million

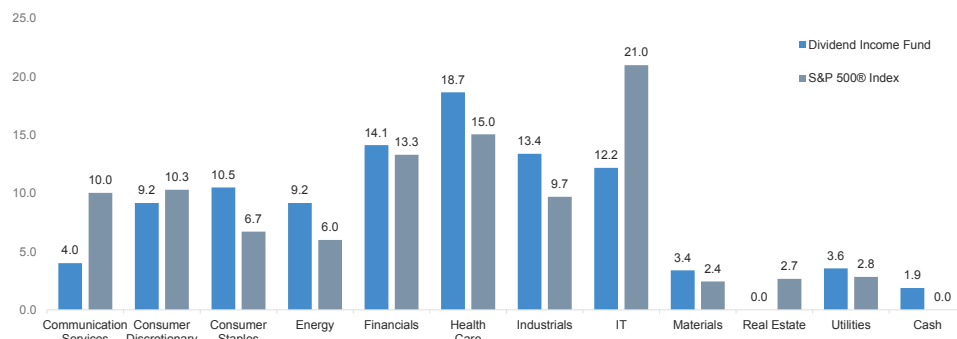
Portfolio Turnover

19%

Total Number of Holdings

42

Sector Allocation (%)



Sector allocation is rounded to the nearest 0.1%.

Complete Stock Holdings (%)

MEDTRONIC PLC	4.1	SCHLUMBERGER LTD	2.4
EXXON MOBIL CORP	3.9	NOVARTIS AG SPONSORED ADR	2.3
JOHNSON + JOHNSON	3.8	DIAGEO PLC SPONSORED ADR	2.2
MICROSOFT CORP	3.6	EMERSON ELECTRIC CO	2.2
CISCO SYSTEMS INC	3.5	STARBUCKS CORP	2.1
PRAXAIR INC	3.4	AMGEN INC	2.0
PFIZER INC	3.3	NEXTERA ENERGY INC	2.0
MERCK + CO. INC.	3.3	TRAVELERS COS INC/THE	1.9
US BANCORP	3.0	UNION PACIFIC CORP	1.9
VERIZON COMMUNICATIONS INC	3.0	DOMINION ENERGY INC	1.6
UNITED TECHNOLOGIES CORP	2.9	MCDONALD S CORP	1.5
CHEVRON CORP	2.8	ACCENTURE PLC CL A	1.4
WELLS FARGO + CO	2.8	CHUBB LTD	1.3
TJX COMPANIES INC	2.8	AUTOMATIC DATA PROCESSING	1.3
HOME DEPOT INC	2.7	BB+T CORP	1.3
UNITED PARCEL SERVICE CL B	2.7	NORTHERN TRUST CORP	1.3
FASTENAL CO	2.6	ANALOG DEVICES INC	1.2
PEPSICO INC	2.5	3M CO	1.1
PROCTER + GAMBLE CO/THE	2.5	TEXAS INSTRUMENTS INC	1.1
CME GROUP INC	2.4	COMCAST CORP CLASS A	1.1
NESTLE SA SPONS ADR	2.4	JM SMUCKER CO/THE	0.9



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Standard Deviation: the dispersion from an average, which, for a mutual fund, depicts how widely the returns varied over a certain period of time. Higher deviation represents higher volatility. **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. **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. Active Share 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 9/30/2018) and not the yield of the fund. **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 10/31/2017. **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.

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.

For more complete information about Madison Funds®, including charges and expenses, obtain a prospectus from your financial adviser, by calling 800.877.6089 or by visiting madisonfunds.com and clicking on prospectus and reports to view or download a copy. Before investing in the funds, consider the investment objectives, risks, charges and expenses. The prospectus contains this and other information about funds and should be read carefully before investing.

Madison Funds are distributed by MFD Distributor, LLC and may be purchased directly from the fund or through your investment professional. Portfolio data is as of the date of this piece unless otherwise noted and holdings are subject to change.

Not FDIC Insured | No Financial Institution Guarantee | May Lose Value