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**Highland Associates Claims Compliance
with the Global Investment Performance Standards (GIPS®)**

BIRMINGHAM, AL, September 6, 2018 – Highland Associates announces its claim of compliance with the Global Investment Performance Standards (GIPS®). The move positions Highland’s clients and prospective clients to have a consistent and transparent methodology to track, monitor, and evaluate performance.

“Highland’s boutique, client-first perspective made this decision an easy one to make,” said Trey Echols, president and chief executive officer. “Imbued in our culture is an instinctive pressure to continue adding value to the advice and counsel given to clients. Our people thought it was time to invest in a GIPS-compliant approach to performance measurement that gives clients clean lenses to evaluate positioning.”

The company also said it remains committed to leading the industry in standardized performance measurement. To that end, the firm recently explored performance discrepancies in private equity. Highland’s recent *Insights* detail the difficulties our industry is facing in evaluating private investments.

“We believe that there will be increasing pressure on managers and consultants alike to achieve a standardization in reporting,” said Derek Peterson, director and leader of Highland’s client service operations group. “It is an exciting time for us and the team is proud of the outcome.”

The firm has been independently verified by The Spaulding Group for the period February 1, 2011 through December 31, 2017 (link to verification letter). To receive a list of composite descriptions of Highland Associates and/or a presentation that complies with the GIPS standards, contact Mandy Poe at (205)933-8664 or write to Highland Associates, Inc. 2545 Highland Avenue South, Suite 200, Birmingham, AL 35205, or mpoe@highlandassoc.com.

About Highland Associates, Inc.

Highland Associates is a leading institutional investment firm that provides objective, research-driven investment counsel to not-for-profit healthcare entities and mission-based organizations. Our hyper-awareness of financial market dynamics, seasoned industry knowledge and commitment to due diligence inform our forward-looking and customized investment management programs. Highland Associates was founded in 1987 and advises clients nationwide. Highland Associates claims compliance with the Global Investment Performance Standards (GIPS®). For more information, visit www.highlandassoc.com.