The IMPACT of experience.
In our eightieth year as an employee-owned financial services company, the impact of our experience has never been more evident.

We are proud of our rich heritage. Though we remain forward-looking, our company’s history of a disciplined approach and straightforward advice remains a foundation for our promising future.

Indeed, we are in a unique position to impact and inspire our associates, our clients, and the communities in which we work and live to do extraordinary things.

EXPERIENCE:
An extraordinary partner for the future.

In my 20 years at D.A. Davidson, I still believe the firm puts our clients before our bottom line.

RAY ROUND, MISSOULA, MT
This past year was noteworthy for D.A. Davidson Companies. We are proud that, in our eightieth year of serving our clients, we excelled by delivering on our financial targets and realized success in our long-term initiatives and growth strategy. These accomplishments will help fuel our drive to create new opportunities to better serve our clients in the future.

**RECORD RESULTS**

Our achievements rest on our strong financial foundation and operating discipline. Generating our company’s highest revenues to date, we increased profitability by 46 percent. These results translated into records for shareholder equity and book value per share—figures that bode well for the company’s financial strength in years to come.

**IIG DELIVERS**

Our solid results stem in large part from a breakthrough year in our Individual Investor Group. The team’s efficiency and technology initiatives led to record pretax profits. Additionally, the completion of key back-office conversions significantly reduced costs and generated $4.1 million in revenue.

**CAPITAL MARKETS STRENGTH**

Both our investment banking and public finance groups had strong years, driven by their completion of a number of financing transactions. Within investment banking, our financial institutions team had a particularly notable performance, highlighted by exceptional M&A activity and participation in several significant public equity offerings. Our public finance team responded to the growing capital needs of state and local issuers to underwrite more bond issues and drive a 30 percent increase in annual revenues. And, importantly, our CD underwriting and trading business continued its strong growth to address the funding needs of a wide range of banks and the investment interests of many clients.

Responding to market changes and opportunities, we strengthened our fixed income institutional distribution capabilities by reorganizing our sales and trading groups, refocusing our product offerings and hiring professionals with extensive experience and deep industry relationships.

**RESPONDING TO EVOLVING NEEDS**

The firm’s web team launched our mobile app, providing on-the-go account access. To further strengthen our ability to offer holistic financial planning, we enlarged our wealth planning team. Our institutional research team added both analysts and research offerings. And to give our professionals better access to the tools and technical resources they need, we developed our Desktop Solutions Group. The bottom line: better service to investors.

**OUR ASSOCIATES**

As we begin 2016, it is important to thank our 1,300 associates and recognize each person’s contributions toward creating a stronger financial future for our clients. Because of our clients, we are driven to continue improving, demanding excellence, innovating, and challenging ourselves and each other to strive harder every day. We are grateful for the trust our clients place in us and look forward to meeting their evolving needs for years to come.
## 2015 and selected historical financial highlights.

**D.A. Davidson Companies**

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<tbody>
<tr>
<td>Total assets (millions)</td>
<td>$ 427.80</td>
<td>$ 456.20</td>
<td>$ 286.70</td>
<td>$ 239.60</td>
<td>$ 250.80</td>
</tr>
<tr>
<td>Shareholders' equity (millions)</td>
<td>$ 192.60</td>
<td>$ 176.70</td>
<td>$ 147.10</td>
<td>$ 130.80</td>
<td>$ 117.50</td>
</tr>
<tr>
<td>Assets under administration (billions)</td>
<td>$ 41.80</td>
<td>$ 44.30</td>
<td>$ 28.80</td>
<td>$ 25.90</td>
<td>$ 24.80</td>
</tr>
<tr>
<td>Net revenue (millions)</td>
<td>$ 355.90</td>
<td>$ 285.90</td>
<td>$ 248.00</td>
<td>$ 211.00</td>
<td>$ 212.00</td>
</tr>
<tr>
<td>D.A. Davidson associates</td>
<td>1,318</td>
<td>1,430</td>
<td>1,078</td>
<td>1,073</td>
<td>930</td>
</tr>
<tr>
<td>Office locations</td>
<td>93</td>
<td>85</td>
<td>65</td>
<td>65</td>
<td>53</td>
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**D.A. Davidson & Co. (Member SIPC)**

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<tbody>
<tr>
<td>Assets under administration (billions)</td>
<td>$ 34.6</td>
<td>$ 26.3</td>
<td>$ 22.1</td>
<td>$ 9.4</td>
<td>$ 19.7</td>
</tr>
<tr>
<td>Public finance volume of transactions closed (billions)</td>
<td>$ 3.1</td>
<td>$ 2.3</td>
<td>$ 2.1</td>
<td>$ 3.0</td>
<td>$ 4.1</td>
</tr>
<tr>
<td>Investment banking volume of transactions closed (billions)</td>
<td>$ 6.8</td>
<td>$ 2.4</td>
<td>$ 1.2</td>
<td>$ 1.7</td>
<td>$ 2.1</td>
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**D.A. Davidson Trust Company**

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<tbody>
<tr>
<td>Assets under management and administration (millions)</td>
<td>$ 730</td>
<td>$ 670</td>
<td>$ 429</td>
<td>$ 599</td>
<td>$ 839</td>
</tr>
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Davidson Investment Advisors assets include the combination of DIA and SeaCap Investment Advisors. For the independent auditor’s report and statement of 2015 D.A. Davidson & Co. financial condition, visit [http://www.davidsoncompanies.com/dlcs/aboutus/financials.cfm](http://www.davidsoncompanies.com/dlcs/aboutus/financials.cfm).
CORE VALUES:
The impact of integrity.

Simply put, our core values drive everything we do. As the foundation upon which our firm is built, these values shape our culture, fostering a sense of common purpose among our associates, influencing our behavior, and propelling us forward mindfully. The impact of these standards manifests itself in everything we do—evident in how we operate within our firm, serve our clients, and engage with our communities—and distinguishes D.A. Davidson within the industry.

INTEGRITY
Act with integrity; do what is right; keep the clients’ interests first; demonstrate honesty and reliability.

RESPECT
Value and respect the diversity, style, and ideas of others; treat everyone as a valued client.

PROFESSIONALISM
Work with discipline; demonstrate initiative and sound judgment; be a professional and be accountable.

COMMUNITY
Contribute to our communities; use our talent to make a difference.

Ian B. Davidson Cultural Excellence Award winners.

For exemplifying D.A. Davidson Companies’ core values, the 2014 Ian B. Davidson Cultural Excellence Award has been awarded to Chris Barone of Kalispell, Montana, and Jacquie Burchard of Great Falls, Montana.

CHRIS BARONE
Chris Barone is a Senior Vice President, Financial Advisor, and Branch Manager and is the prior recipient of two D.A. Davidson Companies leadership awards. In addition to his renowned leadership skills, Chris is also known for his sense of humor and his emphasis on teamwork to provide better service for clients.

JACQUIE BURCHARD
Jacquie Burchard is a Vice President and Public Relations Manager and is lauded for her even-tempered nature and reliable work ethic that drives her to work on and complete projects at any hour of the day or night. Jacquie’s positive influence around the office is unmistakable, as is her advocacy around the community on issues and causes that are close to her heart.
Our D.A. Davidson companies.


Individual Investor Group

Our Individual Investor Group (IIG) helps independent-minded clients achieve their financial goals by offering smart strategies and personalized solutions, including road maps for building and preserving wealth over multiple generations. With a team of almost 390 Financial Advisors and their professional staffs, IIG works from offices stretching across the West and into the Midwest.

“Arming Financial Advisors with the resources and support that clients need and deserve was one of our most important initiatives of 2015. We expanded our wealth planning departments by adding senior-level planners in Los Angeles, Seattle, and Spokane to offer more customized planning, which we believe is the core of the client experience.”

—Michael Purpura, President

Individual Investor Group

...a great company that’s with you every step of the way.

ERIC HOLBOCK, LOGAN, UT

Disclaimer: Number of associates as of 11/24/15. Unless otherwise indicated, all other information as of 12/31/15.
In 27 years of employment, there has never been a time I was not proud to say I work for D.A. Davidson & Co.

BRENT REHM, HELENA, MT

“Our taxable sales and trading business continues to be headed in a positive direction. Additionally, our public finance efforts were excellent; we were responsible for over 450 financings in 2015.”

—Samuel Doyle, PRESIDENT
Fixed Income Capital Markets

“In June of 2015, D.A. Davidson served as the lead manager of an IPO for People’s Utah Bancorp. The capital raised supports the continued growth of the largest community bank in Utah. Anytime we can match a company’s need for growth capital with a strong set of institutional and individual shareholders, it’s a win-win transaction for investors and the company.”

—Douglas Woodcock, PRESIDENT
Equity Capital Markets

“...fixed income banking, distribution, and advisory services. FICM provides a uniquely client-focused, disciplined approach for public finance, underwriting, trading, and sales services. FICM’s expertise stretches across a range of financing needs, including state and local governments, public and private utilities, higher education, public and charter schools, healthcare, housing and real estate, specialty districts and resorts, tribal financing, and more.”

—Samuel Doyle, PRESIDENT
Fixed Income Capital Markets

“...government banking, institutional sales and trading, equity research, corporate services, and brokered CD underwriting. ECM assists in raising capital for middle market and emerging businesses and provides merger and acquisition advisory services. ECM’s award-winning research offers a respected national perspective on industries with a strong regional presence, while its sales, trading, market making, and corporate services teams provide exceptional quality and breadth of distribution, and liquidity.”

Equity Capital Markets

“Our Equity Capital Markets (ECM) group’s extensive capabilities include investment banking, institutional sales and trading, equity research, corporate services, and brokered CD underwriting. ECM assists in raising capital for middle market and emerging businesses and provides merger and acquisition advisory services. ECM’s award-winning research offers a respected national perspective on industries with a strong regional presence, while its sales, trading, market making, and corporate services teams provide exceptional quality and breadth of distribution, and liquidity.”

Fixed Income Capital Markets

“...provides a uniquely client-focused, disciplined approach for public finance, underwriting, trading, and sales services. FICM’s expertise stretches across a range of financing needs, including state and local governments, public and private utilities, higher education, public and charter schools, healthcare, housing and real estate, specialty districts and resorts, tribal financing, and more.”

—Douglas Woodcock, PRESIDENT
Equity Capital Markets
...grateful to work for a firm that values its employees, clients, and the community...

JENNIFER GOSS, GREAT FALLS, MT

Davidson Investment Advisors
20 ASSOCIATES / 2 LOCATIONS
Davidson Investment Advisors (DIA) is an asset management and investment advisory company that offers several investment strategies to help clients meet their objectives. Because DIA employs a long-term outlook and a team approach in management and client relationships, its clients benefit from the aggregate expertise of a number of professionals. DIA offers money management to institutions, foundations, corporations, high-net-worth investors, and trusts.

“In 2015, SeaCap Investment Advisors was successfully integrated into Davidson Investment Advisors. The combination recognizes common approaches to fixed income management, as well as synergies in back-office processing. With the benefits of scale, an expanded team, and a broader product offering, we are excited about building on our strong investment performance and delivering a superior client experience.”

—Andrew I. Davidson, PRESIDENT
Davidson Investment Advisors

D.A. Davidson Trust Company
20 ASSOCIATES / 6 LOCATIONS
D.A. Davidson Trust Company helps each client shape a unique legacy with clear strategies, personalized solutions, and a holistic approach. It offers customized trusts, investment management, wealth planning, and retirement planning so clients can transfer wealth in a way that reflects their values. D.A. Davidson Trust Company provides access to a full suite of expert advisors, trust officers, retirement planning specialists, and estate planning professionals.

“In addition to meeting our clients’ needs, 2015 was a year of positive changes. With a new sales staff in Seattle, a new operations and trust staff in Great Falls, and a new trust accounting system, D.A. Davidson Trust Company is poised to more efficiently provide the personalized service our clients have come to expect.”

—Arthur Sims, PRESIDENT
D.A. Davidson Trust Company

Davidson Fixed Income Management
6 ASSOCIATES / 2 LOCATIONS
Davidson Fixed Income Management (DFIM) provides fixed income investment advisory services with clear strategies for public sector entities, nonprofit institutions, institutional investors, investment advisors, and high-net-worth clients. Using a disciplined approach and attention to detail, DFIM focuses on managing high-quality fixed income portfolios that balance risks and rewards.

“We are proud to have worked with some of the most respected local governments in America in 2015, and we’ll continue to work collaboratively with each client in our effort to deliver industry-leading service, risk management, and reporting.”

—Samuel Doyle, PRESIDENT
Davidson Fixed Income Management
Meet our Board of Directors.

Tapping rich experience and knowledge, the eleven professionals of D.A. Davidson Companies’ Board of Directors provide valuable insight and strategic direction for our leadership and our firm.

EXECUTIVE CHAIRMAN
William A. Johnstone
Executive Chairman, D.A. Davidson Companies and D.A. Davidson & Co.
Bozeman, Montana

DIRECTOR
Andrew E. Crowell
President, Crowell, Weedon & Co., a division of D.A. Davidson & Co.
Los Angeles, California

DIRECTOR
Douglas A. Woodcock
President, Equity Capital Markets, D.A. Davidson & Co.
Lake Oswego, Oregon

DIRECTOR
James P. Kerr
President and Chief Executive Officer, D.A. Davidson Companies
Seattle, Washington

DIRECTOR
James P. Kerr
President and Chief Executive Officer, D.A. Davidson Companies
Seattle, Washington

DIRECTOR
Samuel C. Doyle
President, Fixed Income Capital Markets and Davidson Fixed Income Management
Denver, Colorado

DIRECTOR
Andrew I. Davidson
President, Davidson Investment Advisors
Great Falls, Montana

DIRECTOR
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President and Chief Executive Officer, D.A. Davidson Companies
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President, Fixed Income Capital Markets and Davidson Fixed Income Management
Denver, Colorado

DIRECTOR
Andrew I. Davidson
President, Davidson Investment Advisors
Great Falls, Montana
We are CONFIDENT about our company’s prospects in 2016. Implementation of our growth strategy, business initiatives, and technological improvements will help us capture the potential of this past year and continue our company’s current momentum. As we look forward, we know that it is important to not only embrace change but to seek it. In an industry that faces multiple challenges, we will excel only by challenging ourselves and always keeping in mind what is right for our clients.

2016: the impact of vision.

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