



OPPENHEIMER
RISING DIVIDENDS
FUND

SEEKING DIVIDEND GROWTH OVER TIME

Oppenheimer Rising Dividends Fund

The Fund may be appropriate for investors seeking to maximize total return through both capital appreciation and income. To pursue this goal, the Fund invests mainly in common stocks of high quality companies that currently pay dividends and are expected to grow their dividends over time.

For top holdings, year-to-date performance and portfolio statistics go to oppenheimerfunds.com.

ASSET CLASS
Large Blend

INCEPTION DATE
4/30/80

TICKER SYMBOL
OARDX

The opportunity for growth and income from a stock portfolio

Historically, dividends have been an important component of total returns. The aging of the U.S. population, favorable tax treatment and changes in corporate policies have put a renewed focus on dividend-growing companies.

Oppenheimer Rising Dividends Fund aims to take advantage of this opportunity by searching for high quality companies that have reliably paid dividends in the past and may increase their dividends in the future. This strategy seeks to provide both a growing stream of dividend income and potential share price appreciation—without taking on excess risk.

POTENTIAL OUTPERFORMANCE WITH LESS RISK

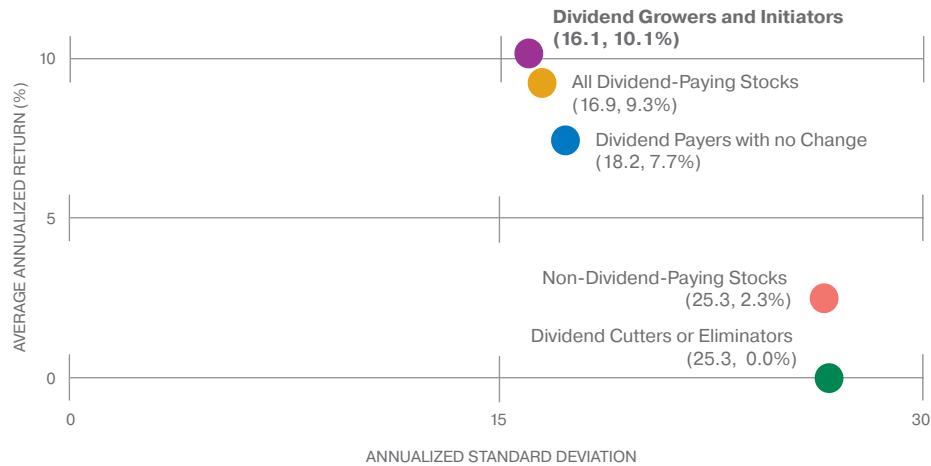
From 1926 through 2013, dividends have represented nearly 43% of the returns generated by the stock market, as represented by the S&P 500 Index.¹

The following charts illustrate that outperformance—and show how stocks of companies that grow and initiate new dividend payments, such as those the Fund seeks to own, outpaced other alternatives.

What makes these results even more compelling is that stocks with growing dividends have not only outperformed, but have done so with less risk.

CHART 1

S&P 500 Index: Dividend Growers Have Outperformed with Less Risk
Risk and Return (1972–2013)



Source: Ned Davis Research, 12/31/13. Based on equal-weighted geometric average of total return of dividend-paying and non-dividend-paying historical S&P 500 stocks, rebalanced annually. Uses indicated annual dividends to identify dividend-paying stocks and changes on a calendar-year basis. The performance shown represents the risk-return characteristics of each of the categories with annualized standard deviation (measure of risk) measured on the x-axis and average annualized return measured on the y-axis. Risk is represented by standard deviation, a statistical measure of the degree to which the performance of the portfolio varies from its average performance during a specific period. Generally the higher the standard deviation, the greater the volatility of the portfolio's performance relative to its average return. It is calculated using historical period returns around a mean. The performance shown is for illustrative purposes only and does not predict or depict the performance of the Fund. The returns indicated above are not the Fund's returns. For the performance of Oppenheimer Rising Dividends Fund, please go to oppenheimerfunds.com or call us at **800.CALL OPP (225.5677)**. **Past performance does not guarantee future results.**

HIGH QUALITY DIVIDEND GROWTH

Oppenheimer Rising Dividends Fund invests in high quality, industry-leading companies with solid financials and reasonable valuations. The managers seek to invest in companies that have a history of paying dividends and are expected to increase their dividend payments in the future. They believe this portfolio can provide a **growing income stream, price appreciation** and a **degree of downside protection**.

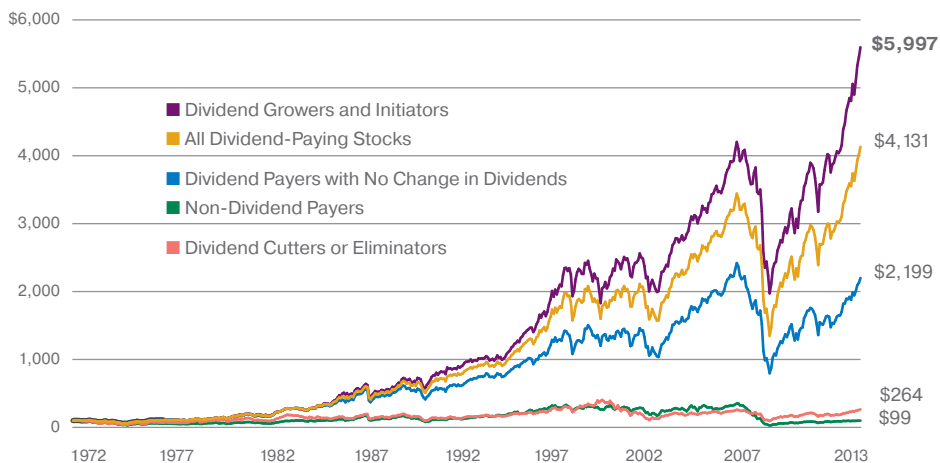
A DIFFERENTIATED STRATEGY ACROSS GROWTH AND VALUE

The Fund is one of the few dividend-focused products classified by Morningstar as Large Blend rather than Large Value. Most dividend equity fund managers are actually Value managers, and focus their attentions primarily on the Value side of the style box. Often, such funds are heavily invested in traditionally higher yielding sectors such as utilities and telecommunications. With a broad mandate and a focus on dividend growth, not dividend yield, Oppenheimer Rising Dividends Fund offers a differentiated, more flexible way to invest in dividend paying and growing companies across all sectors of the large-cap universe.

CHART 2

S&P 500 Index: Dividend Growers Have Outperformed Over Time

Hypothetical performance of \$100 invested in each of the five strategies (1972–2013)



Source: Ned Davis Research, 12/31/13. Based on equal-weighted geometric average of total return of dividend-paying and non-dividend-paying historical S&P 500 stocks, rebalanced annually. The chart uses indicated annual dividends to identify dividend-paying stocks and changes on a calendar-year basis. The performance shown is for illustrative purposes only and does not predict or depict the performance of the Fund. The returns indicated are not the Fund's returns. For the performance of Oppenheimer Rising Dividends Fund, please go to oppenheimershelfunds.com or call us at 800.CALL OPP (225.5677). **Past performance does not guarantee future results.**



NEIL M. McCARTHY

SENIOR VICE PRESIDENT AND PORTFOLIO MANAGER

Neil M. McCarthy is the senior portfolio manager of Oppenheimer Rising Dividends Fund and is head of the Oppenheimer Growth team.

Prior to joining OppenheimerFunds in 2003, Mr. McCarthy served as Founder, Chairman and Chief Executive Officer of an investment advisory firm in New York City. He is a graduate of the College of the Holy Cross and is a member of the Association for Investment Management and Research and the New York Society of Security Analysts.



JOSEPH HIGGINS

VICE PRESIDENT AND PORTFOLIO MANAGER

Joseph Higgins serves as co-portfolio manager of Oppenheimer Rising Dividends Fund and is a member of the Oppenheimer Growth team.

Prior to joining OppenheimerFunds in 2004, Mr. Higgins was a portfolio manager and held several positions as a research analyst. Mr. Higgins graduated from Manhattan College and received his M.B.A. from the Wharton School at the University of Pennsylvania. He is a member of the Association for Investment Management and Research and the New York Society of Security Analysts.

Oppenheimer Rising Dividends Fund seeks to provide a growing dividend income stream and potential share price appreciation, without taking on excess risk,

by focusing on stocks the managers believe will grow their dividend, and their price, over time.

The Fund seeks to offer shareholders:

- ◆ **Potential outperformance with less risk**
- ◆ **High quality dividend growth**
- ◆ **A differentiated strategy across Growth and Value**

Speak with your financial advisor today about the role Oppenheimer Rising Dividends Fund can play in your portfolio.

NEXT STEPS

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1. Source: Ibbotson Associates, Standard & Poor's, Haver, Robert Shiller, Morgan Stanley Research, 12/31/13.

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