



FACT SHEET

Dividend Growth Fund - Advisor Class

As of December 31, 2019



Portfolio Manager:
Thomas Huber

Managed Fund Since:
2000

Joined Firm:
1994

FUND INFORMATION

Symbol	TADGX
CUSIP	779546209
Inception Date of Fund	December 29, 2005
Benchmark	S&P 500 Index
Expense Information (as of the most recent Prospectus)	0.91%
Fiscal Year End	December 31
Total Annual Operating Expenses per \$1,000	\$9.10
12B-1 Fee	0.25%
Portfolio Holdings Turnover†	7.1%
Total Assets (all share classes)	\$14,739,901,418
Percent of Portfolio in Cash	5.3%
Beta (5 Years)	0.85

†Portfolio Turnover represents 1 year period ending 12/31/19.

INVESTMENT OBJECTIVE AND STRATEGY

The fund seeks dividend income and long-term capital growth primarily through investments in stocks.

Invests 65% of total assets in common stocks of dividend-paying companies that we expect to increase their dividends over time and provide long-term appreciation.

In selecting stocks, we favor companies with the following:

- Above-average earnings and dividend growth
- Competitive current dividend yield
- Sound balance sheet and cash flow to support future dividend increases

BENEFITS AND RISKS

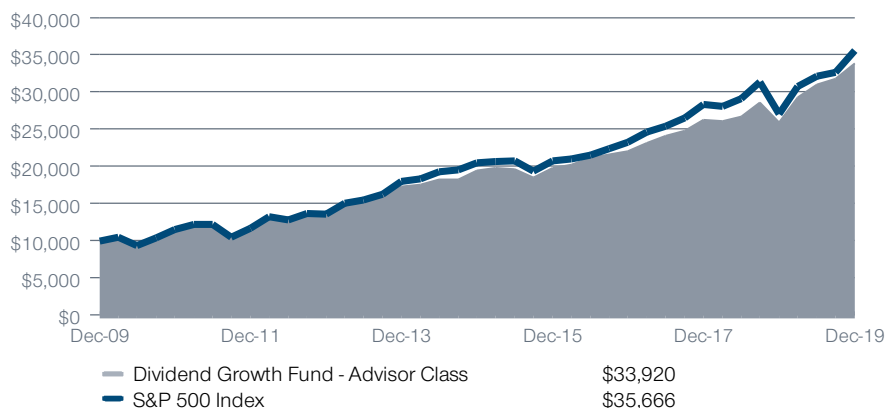
Dividend-paying stocks are generally less volatile than those paying below-average dividends or none at all.

The fund's focus on dividend-paying companies could result in significant investments in large-capitalization stocks, which may lag shares of smaller, faster-growing companies.

As with all equity funds, this fund's share price can fall because of weakness in the broad market, a particular industry, or specific holdings.

CUMULATIVE RETURNS

Growth of \$10,000



PERFORMANCE

(NAV, total return)

	Three Months	One Year	Annualized			
			Three Years	Five Years	Ten Years	Fifteen Years
Dividend Growth Fund - Advisor Class	6.59%	30.66%	15.33%	11.76%	12.99%	8.99%
S&P 500 Index	9.07	31.49	15.27	11.70	13.56	9.00

Performance data quoted represents past performance and is not a reliable indicator of future performance. Investment return and principal value will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than the performance data quoted. To obtain the most recent month-end performance, visit troweprice.com. Consider the investment objectives, risks, and charges and expenses carefully before investing. For a prospectus or, if available, a summary prospectus containing this and other information, call 1-855-405-6488 or visit troweprice.com. Read it carefully. The T. Rowe Price Dividend Growth Fund - Advisor Class shares the portfolio of an existing fund (referred to as the "investor class") that began operations on December 30, 1992. Total return figures for the class have been calculated using the performance data of the investor class up to the Advisor Class's inception date and the actual performance results of the Advisor Class since that date. Performance results of the investor class have not been adjusted to reflect the 12b-1 fee associated with the Advisor Class; had this fee been included, performance would have been lower. The average annual total return figures reflect the reinvestment of dividends and capital gains, if any. The fund(s) may have other share classes available that offer different investment minimums and fees. See the prospectus for details.

TOP 10 ISSUERS

	Industry	% of Fund	% of S&P 500 Index
Microsoft	Software	4.2%	4.5%
JPMorgan Chase	Banks	3.2	1.6
Apple	Technology Hardware, Storage & Peripherals	2.9	4.6
Visa	IT Services	2.8	1.2
Danaher	Health Care Equip & Supplies	2.1	0.4
UnitedHealth Group	Health Care Providers & Svcs	1.9	1.0
Becton, Dickinson & Company	Health Care Equip & Supplies	1.8	0.3
Thermo Fisher Scientific	Life Sciences Tools & Services	1.8	0.5
Accenture	IT Services	1.7	0.5
Wells Fargo	Banks	1.6	0.8

MORNINGSTAR™

Overall Morningstar Rating™

Morningstar Category™ Large Blend

Rated against 1,203 Large Blend funds, as of 12/31/2019, based on risk-adjusted total return. Ratings are determined monthly and subject to change. The Overall Morningstar Rating for a fund is derived from a weighted average of the performance figures associated with its 3-, 5- and 10-year (if applicable) Morningstar Rating metrics.

SECTOR DIVERSIFICATION

	Indust &										
	Info Tech	Health Care	Financials	Bus Svcs	Cons Disc	Cons Stpls	Materials	Utilities	Comm Svcs	Energy	Real Estate
Dividend Growth Fund - Advisor Class	17.0%	16.2%	15.0%	12.3%	7.4%	6.8%	5.2%	4.8%	4.5%	3.1%	2.4%
S&P 500 Index	23.2	14.2	13.0	9.1	9.8	7.3	2.6	3.3	10.4	4.3	2.9
Over/Underweight	-6.2	2.0	2.1	3.2	-2.4	-0.5	2.6	1.5	-5.8	-1.3	-0.5

Definitions

Beta: A measure of market risk of an investment option that shows how responsive the investment is to a given market index, such as the Standard & Poor's 500 Index. By definition, the beta of the benchmark is 1.00. An investment with a beta of 1.10 is expected to perform 10% better than the index in up markets and 10% worse in down markets. Usually, higher betas represent riskier investments. Figures are calculated using monthly data and are net of fees.

Additional Disclosures

Morningstar rated the fund 5, 5, and 4 stars among 1,203, 1,058 and 808 Large Blend funds for the 3-, 5-, and 10-year periods (as applicable) ending 12/31/2019, respectively. The Morningstar Rating™ for funds, or "star rating", is calculated for funds with at least a three-year history. Exchange-traded funds and open-ended mutual funds are considered a single population for comparative purposes. It is calculated based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a managed product's monthly excess performance, placing more emphasis on downward variations and rewarding consistent performance. The top 10% of products in each product category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars, and the bottom 10% receive 1 star. Source for Morningstar data: © 2020 Morningstar, Inc. All Rights Reserved. The information contained herein: (1) is proprietary to Morningstar and/or its content providers; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. **Past performance is no guarantee of future results.** Source for S&P data: S&P, "Standard & Poor's®", "S&P®", "S&P 500®", "Standard & Poor's 500", and "500" are trademarks of Standard & Poor's, and have been licensed for use by T. Rowe Price. The fund is not sponsored, endorsed, sold or promoted by Standard & Poor's and Standard & Poor's makes no representation regarding the advisability of investing in the fund.

Unless otherwise noted, index returns are shown with gross dividends reinvested.

The information shown does not reflect any ETFs that may be held in the portfolio.

T. Rowe Price uses the MSCI/S&P Global Industry Classification Standard (GICS) for sector and industry reporting. T. Rowe Price will adhere to all future updates to GICS for prospective reporting.

Diversification exhibits may not add to 100% due to exclusion or inclusion of cash.

Certain numbers in this report may not equal stated totals due to rounding. Unless otherwise stated, data is as of the report date.

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