MADISON SMALL CAP FUND

2Q 2021 Investment Strategy Letter

Tickers: BVAOX | MSCIX | MASMX

Faraz Farzam, CFA
Portfolio Manager
Industry since 1999

Aaron Garcia, CFA
Portfolio Manager
Industry since 2002

At the end of Q2 the U.S. has given 54.4% of its population at least one dose of the COVID-9 Vaccine and 43.25% are fully vaccinated. While case counts and hospitalizations plummet, in parts of unvaccinated America, the delta variant surges. There are three observations we'd like to make:

1. Vaccinations are proving effective against all variants so far;
2. The Delta Variant is ravaging the unvaccinated;
3. The longer the second persists the more likely a mutation will pose a risk to the first.

Additionally, the impact of the second round of stimulus checks is likely fading. We are looking for other aspects of fiscal stimulus, mainly the earned income tax credit to kick in. Meanwhile the Biden Administration has tentatively reached a bipartisan deal on infrastructure, and the possibility remains for an even larger package through reconciliation. We have several names in the portfolio that would benefit from the tailwind of infrastructure spending; most notably, Summit Materials, a new investment position. This company provides aggregate, cement, and ready-mix concrete into the construction industry. We think this business is quite attractive, with strong barriers to entry and high unit margins. The company has had its share of missteps since coming public, but we think these were mostly self-inflicted. We are believers in the new CEO and think she will bring a strong focus on profitable growth and Return on Invested Capital (ROIC) to the portfolio.

The reflation and reopening rally that began in Q1 continued, as economically sensitive stocks maintained their outperformance at the expense of aggressive growth stocks. However, the long end of the treasury market rallied sharply at quarter end and commodities, including copper and lumber, tumbled from multi year highs. We are not directly exposed to any basic commodity per our investment framework, but we do have some specialty materials investments that we are watching closely. Additionally, we believe these companies have idiosyncratic opportunities to improve their operations. We continue to see a tight market for these materials and a belabored supply chain. While this dynamic should ease in the upcoming quarters, the global economy is still recovering from the ravages of the global pandemic and demand has surprised to the upside.

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.

Past performance does not predict future results. Please refer to the final two pages of this piece which contain current performance information for the fund, the risks of investing in the fund and a complete list of the fund's individual portfolio holdings as of quarter end. Individual portfolio holdings are identified to illustrate our approach to investing the fund's portfolio and are not intended to represent a recommendation to buy or sell any such security.

It remains to be seen if the first quarter was the peak of inflation fears. Currently, the second quarter narrative is that we've now seen peak inflation. The markets are fickle indeed. As the 10-year Treasury yield began the quarter at 1.74% and closed at 1.45%. The JPMorgan High Yield Index is at its lowest point of the century, 4.34%; the JPMorgan Investment Grade Corporate Bond Index is about 30 basis points (bps) above its century highs. The housing market continues to boom. Bitcoin crashed and meme stocks continue to exhibit stunning volatility. In this environment, we will look to take advantage of the volatility to add to our highly convicted positions and trim winners where appropriate.

Our primary benchmark, the Russell 2000 was up 4.29% in the quarter and the Madison Small Cap Fund Class Y was up 6.27% beating our primary benchmark by 1.98%. Our secondary benchmark, the Russell 2500, returned 5.44% for the quarter. Our outperformance was relatively broad based, but mostly driven by Materials, Healthcare, Consumer Discretionary and IT sectors. The cyclical sector outperformance is in line with the broader reflation narrative as the economic recovery marches forward fueled by an accommodative central bank and fiscal stimulus. Healthcare outperformance was characterized by our relative underweight. This sector has sold off in 2021 driven by high valuations and lack of exposure to the recovery. Detractors from performance were mostly confined to Consumer Staples stocks and our zero exposure to the Energy sector. Our consumer staples investments were a significant driver of our outperformance in an uncertain 2020. While their underperformance this year is not surprising, it's also not concerning. These are durable, high quality franchises that are out of favor but have solid fundamentals. We see excellent growth in Consumer Staples that we believe most investors have overlooked.

Our top performing stock was fashion e-tailer Revolve Group (RVLV). RVLV is a digital native brand with a unique influencer driven, go to market strategy and strong brand positioning with GenZ and Millennials. The company has zero exposure to brick-and-mortar retail, is nicely profitable, debt free, cash rich and has significant opportunity to both grow its revenues and margins. The company predominantly sells women's occasion apparel, i.e. dresses. As the economy commenced reopening, Revolve's customers began to restock their closets after a year of lockdown and no occasions to dress up for. This led to significant upside in sales and profitability.

In Consumer Staples on the other hand, Scott's Miracle-Gro (SMG) was our worst performing stock, ironically after posting record results. There are a few factors at play here. SMG's lawncare business benefitted immensely from the lock down and work from home, as homeowners spent more time at home and invested in remodels and upgrades which included their lawn and gardens. Furthermore, the weather was very supportive for lawn and garden season. However, stocks are forward looking vehicles and investors are betting that the best is behind Scott's and re-opening will mean less spending on lawncare. While it's difficult to argue against a slowdown, we continue to like this dominant franchise for two reasons. First, home ownership has expanded and continues to expand, and second, Scott's owns the Hawthorne franchise. Hawthorne sells lighting, nutrients and grow media into the fast-growing commercial cannabis market. It is the country's largest and most profitable cannabis supply vendor. Over the last 6 months, laws legalizing recreational marijuana use have passed in several states including New York, Connecticut, South Dakota, and Virginia. Meanwhile the most mature legal states like Colorado and California are still growing rapidly for Hawthorne's products. The pullback in the stock has been dramatic and excessive, in our opinion. We believe a sum of the parts framework can yield great insight. The Hawthorne business is an effective duopoly with

Hydro Farm (HYFM) - also a portfolio company. The market values HYFM at 5x revenue. If we apply the same multiple to Hawthorne's revenue, this implies that the market leading Scotts' Miracle-Gro franchise, with greater than 25% Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) margins, is valued at just 5x EBITDA.

Another core position, Ferro Corp (FOE) announced its acquisition by private equity in the second quarter. Ferro was a relatively new addition to the portfolio in 2020, but a company that we have invested in multiple times over our strategy's history. The company had recently divested its least attractive division, fixed its balance sheet, and was focused on growing its core inorganic materials and pigments businesses. We had posited that there was a myriad of small M&A opportunities for the company now that the balance sheet was de-levered. While we were happy to book a solid gain for our investors, we were disappointed that the company chose to continue this strategy in private, denying us the opportunity to participate.

As we look ahead to the second half of the 2021, we are optimistic the recovery will continue gathering momentum. Key factors we are observing are the ultimate fate of the infrastructure plan, clarity from the Fed regarding monetary policy and the risk posed by the Delta variant. We are confident in our top holdings, which represent our most durable franchises. Despite the strong performance of the Russell 2000 and our outperformance, our top holdings continue to have attractive upside to our assessment of Private Market Value (PMV). The under performance of aggressive growth stocks has presented an attractive set of new investment opportunities and as always, we will look to evaluate and invest in the high quality, durable franchises, but only at attractive discounts to PMV.

Faraz Farzam *Aaron Garcia*

DISCLOSURES

"Madison" and/or "Madison Investments" is the unifying tradename of Madison Investment Holdings, Inc., Madison Asset Management, LLC ("MAM"), and Madison Investment Advisors, LLC ("MIA"), which also includes the Madison Scottsdale office. MAM and MIA are registered as investment advisers with the U.S. Securities and Exchange Commission. Madison Funds are distributed by MFD Distributor, LLC. MFD Distributor, LLC is registered with the U.S. Securities and Exchange Commission as a broker-dealer, and is a member firm of the Financial Industry Regulatory Authority. The home office for each firm listed above is 550 Science Drive, Madison, WI 53711. Madison's toll-free number is 800-767-0300.

Any performance data shown represents past performance. Past performance is no guarantee of future results.

Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only, and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance.

Russell 2000®Index measures the performance of the 2,000 smallest companies in the Russell 3000® Index, which represents approximately 11% of the total market capitalization of the Russell 3000® Index. The Russell 3000 Index measures the performance of the largest 3,000 U.S. companies representing approximately 98% of the investable U.S. equity market. The Russell 3000 Index is constructed to provide a comprehensive, unbiased and stable barometer of the broad market and is completely reconstituted annually to ensure new and growing equities are reflected. Russell Investment Group is the source and owner of the trademarks, service marks and copyrights related to the Russell Indexes. Russell® is a trademark of Russell Investment Group.

The Russell 2500 Index combines a portion of midcap stocks with small cap stocks – forming a "SMID" (small/mid) cap segment of stocks from the Russell 3000®.

The J.P. Morgan Domestic High Yield Index is designed to mirror the investable universe of the U.S. dollar domestic high yield corporate debt market.

J.P. Morgan Investment Grade Corporate Bond Index provides performance comparisons and valuation metrics across a carefully defined universe of investment grade corporate bonds, tracking individual issuers, sectors and sub-sectors by their various ratings and maturities.

Non-deposit investment products are not federally insured, involve investment risk, may lose value and are not obligations of, or guaranteed by, any financial institution. Investment returns and principal value will fluctuate.

This report is for informational purposes only and is not intended as an offer or solicitation with respect to the purchase or sale of any security.

Consider the investment objectives, risks, and charges and expenses of Madison Funds carefully before investing. Each fund's prospectus contains this and other information about the fund. Call 800.877.6089 or visit madisonfunds.com to obtain a prospectus and read it carefully before investing.

Although the information in this report has been obtained from sources that the firm believes to be reliable, we do not guarantee its accuracy, and any such information may be incomplete or condensed. All opinions included in the report constitute the authors' judgment as of the date of this report and are subject to change without notice.

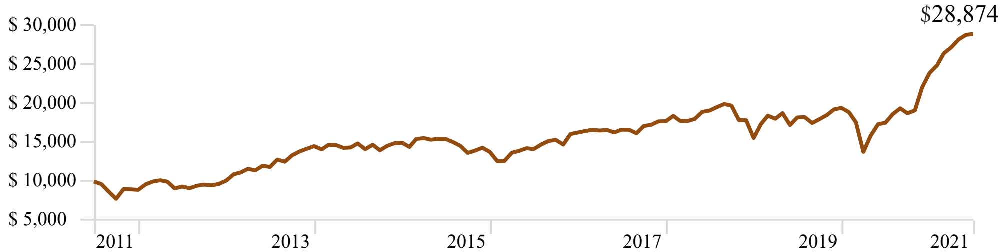
Madison Asset Management, LLC does not provide investment advice directly to shareholders of the Madison Funds. Opinions stated are informational only and should not be taken as investment recommendation or advice of any kind whatsoever (whether impartial or otherwise).

Madison Funds are distributed by MFD Distributor, LLC, member FINRA.

MADISON SMALL CAP FUND

June 30, 2021

Growth of $10,000 Class Y Shares, Trailing 10 Years[1]



Average Annual Total Returns[1,3] (%)

		Three Months	YTD	1 Yr	3 Yr	5 Yr	10 Yr	Since Inception
Class I		6.27	-	-	-	-	-	9.37
Class Y		6.27	20.86	64.98	14.84	15.34	11.19	14.43
Class A	without sales charge	6.18	20.69	64.66	-	-	-	31.15
	with sales charge	0.06	13.76	55.16	-	-	-	27.01
Russell 2000® Index		4.29	17.54	62.03	13.52	16.47	12.34	-
Russell 2500® Index		5.44	16.97	57.79	15.24	16.35	12.86	-

Calendar Year Returns[1,3] (%)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Class Y	-3.37	13.33	43.48	3.06	-7.90	18.04	8.90	-12.09	24.67	23.09
Russell 2000®	-4.18	16.35	38.82	4.89	-4.41	21.31	14.65	-11.01	25.52	19.96
Russell 2500®	-2.51	17.88	36.80	7.07	-2.90	17.59	16.81	-10.00	27.77	19.99

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.

Characteristics

Median Market Cap ($Mil)	$4.2
EPS Growth Rate (3-5 year)	21.8%
P/E (trailing 12 months)	27.4x
P/E (forward 12 months)	19.6x

5-Yr Risk Measure (%)

Class Y vs. Russell 2000® Index

Standard Deviation	20.25
Downside Capture	94.29
Upside Capture	93.79

Experienced Management

Faraz Farzam, CFA
Portfolio Manager
Industry since 1999

Aaron Garcia, CFA
Portfolio Manager
Industry since 2002

Fund Features

- Seeks long-term capital appreciation
- Generally 50-90 holdings
- Seeks to purchase companies at a perceived discount compared to potential future earnings

Class	Ticker	Inception Date	Exp. Ratio
A	MASMX	8/31/19	1.34%
Y	BVAOX	12/16/96	1.09%
I	MSCIX	2/26/21	0.99%

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

Distribution Frequency - Annual

1 The performance shown for the Small Cap Fund (the "Fund") for periods prior to August 31, 2019, for the Class Y shares are based on the performance of the Broadview Opportunity Fund (the "Predecessor Fund") which was the accounting survivor and reorganized into the Class Y shares of the Fund after market close on August 30, 2019 (the "Reorganization"). Periods prior to November 29, 2013 represents the performance of the FMI Focus Fund (the 'FMI Fund') which merged with and into the Predecessor Fund on November 29, 2013. Prior to November 29, 2013, the Adviser of the Predecessor Fund served as sub-adviser to the FMI Fund. The FMI Fund had the same investment objective and substantially similar investment strategies as the Predecessor Fund. Performance for Class A shares of the Fund is deemed to be new effective August 31, 2019 as a result of the Reorganization.

Madison lists the performance of the Predecessor Fund and accounting survivor of the Reorganization for the following reasons:

- Continuity of Fund portfolio managers through the Reorganization;
- Substantially the same investment objective and investment strategies between the Fund and the Predecessor Fund;
- Substantially similar investment policies between the Fund and the Predecessor Fund;
- A similar expense ratio (excluding acquired fund fees and expenses), as Madison has agreed that the fees and expenses attributable to Class Y shares of the Madison Small Cap Fund will be capped, pursuant to an expense limitation agreement, to the extent necessary so that expenses (exclusive of all federal, state, and local taxes, interest, brokerage commissions, acquired fund fees and expenses and other costs incurred in connection with the purchase and sale of securities, and extraordinary items) do not exceed the total annual fees and expenses of shares of the Predecessor Fund, as reflected herein, for a period of two years from the date of closing the Reorganization.

2 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 (see Note 3 below) or the effect of taxes.

3 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. Class A share returns with sales charge reflect the deduction of the maximum applicable sales charge of 5.75%. Class Y shares do not impose an up-front sales charge or a contingent deferred sales charge ("CDSC"). Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only, and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance.

Shareholder Services
Madison Funds
P.O. Box 219083
Kansas City, MO 64121-9083
800.877.6089

Consultant and
Advisor Services
550 Science Drive
Madison, WI 53711
888.971.7135

Total Net Assets

$300.5 Million

Total Number of Holdings

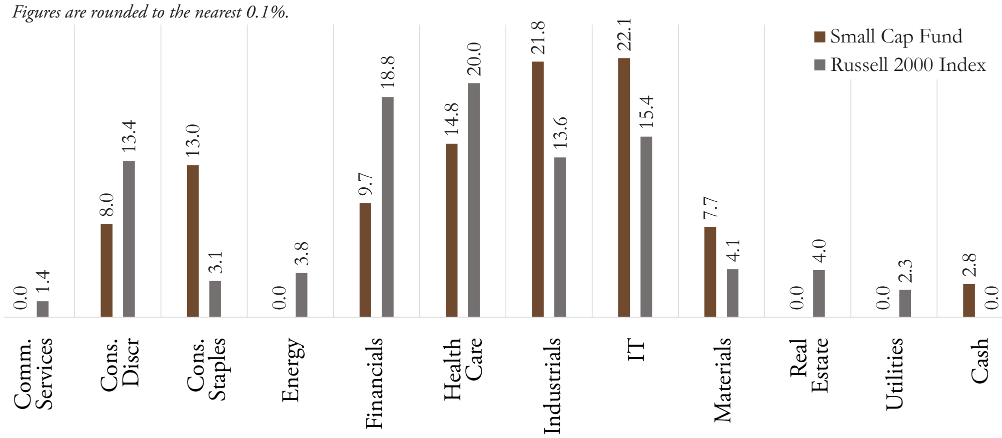
63

Portfolio Turnover

47%

Sector Diversification (%)

Figures are rounded to the nearest 0.1%.



Top Ten Holdings (%)

COMMVAULT SYSTEMS INC	3.8
HAIN CELESTIAL GROUP INC	3.4
OWENS + MINOR INC	2.6
WILLSCOT MOBILE MINI HOLDING	2.4
ENTEGRIS INC	2.3
ENCOMPASS HEALTH CORP	2.2
COVETRUS INC	2.2
GLOBUS MEDICAL INC A	2.1
PTC INC	2.1
BOX INC CLASS A	2.1

This material is authorized for use only when preceded or accompanied by the current prospectus. Before investing, please fully consider the investment objectives, risks, charges and expenses of the fund. This and other important information is contained in the current prospectus, which you should carefully read before investing or sending money. For more complete information about Madison Funds® obtain a prospectus from your financial adviser, by calling 800.877.6089 or by visiting https://www.madisonfunds.com/individual/prospectus-and-reports to view or download a copy.

Madison Asset Management, LLC does not provide investment advice directly to shareholders of the Madison Funds. Materials on this document are informational only and should not be taken as investment recommendation or advice of any kind whatsoever (whether impartial or otherwise).

Standard Deviation: a statistical measurement of dispersion about an average, which, for a portfolio, depicts how widely the returns varied over a certain period of time. Investors may use the standard deviation of historical performance to understand the range of returns for a portfolio. When a portfolio has a higher standard deviation than its benchmark, it implies higher relative volatility. Standard deviation has been calculated using the trailing monthly total returns for the appropriate time period. The standard deviation values are annualized. Downside Capture Ratio measures a fund's performance in down markets relative to its benchmark. It is calculated by taking the security's downside capture return and dividing it by the benchmark's downside capture return over the time period. Upside Capture Ratio measures a fund's performance in up markets relative to its benchmark. It is calculated by taking the security's upside capture return and dividing it by the benchmark's upside capture return over the time period. Market Cap measures the size of the companies in which the fund invests. Market capitalization is calculated by multiplying the number of a company's shares outstanding by its price per share. Growth Rate (3-5 year) is the annual rate at which a company's earnings are expected to grow. 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.

An investment in the fund is subject to risk and there can be no assurance that 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, small cap price volatility risk, small cap illiquidity risk, value investing risk, ETF risk, capital gain realization risks to taxpaying shareholders, and foreign security and emerging market risk. Investing in small, mid-size or emerging growth companies involves greater risks not associated with investing in more established companies, such as business risk, significant stock price fluctuations and illiquidity. More detailed information regarding these risks can be found in the fund's prospectus.

Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only, and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance. Russell 2000® Index measures the performance of the 2,000 smallest companies in the Russell 2000® Index, which represents approximately 11% of the total market capitalization of the Russell 3000® Index. The Russell 2500 Index combines a portion of midcap stocks with small cap stocks – forming a "SMID" (small/mid) cap segment of stocks from the Russell 3000®. Please note, the Russell 2000® Value Index was previously used as the Fund's primary benchark. Russell Investment Group is the source and owner of the trademarks, service marks and copyrights related to the Russell Indexes. Russell® is a trademark of Russell Investment Group. Madison Funds are distributed by MFD Distributor, LLC, member FINRA, 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.

"Madison" and/or "Madison Investments" is the unifying tradename of Madison Investment Holdings, Inc., Madison Asset Management, LLC ("MAM"), and Madison Investment Advisors, LLC ("MIA"), which also includes the Madison Scottsdale office. MAM and MIA are registered as investment advisers with the U.S. Securities and Exchange Commission. Madison Funds are distributed by MFD Distributor, LLC. MFD Distributor, LLC is registered with the U.S. Securities and Exchange Commission as a broker-dealer and is a member firm of the Financial Industry Regulatory Authority. The home office for each firm listed above is 550 Science Drive, Madison, WI 53711. Madison's toll-free number is 800-767-0300.

Any performance data shown represents past performance. Past performance is no guarantee of future results.

Non-deposit investment products are not federally insured, involve investment risk, may lose value and are not obligations of, or guaranteed by, any financial institution. Investment returns and principal value will fluctuate.

This report is for informational purposes only and is not intended as an offer or solicitation with respect to the purchase or sale of any security.

Upon request, Madison may furnish to the client or institution a list of all security recommendations made within the past year.