



FACT SHEET

Equity Income Fund

As of September 30, 2020



Portfolio Manager:
John Linehan

Managed Fund Since:
2015

Joined Firm:
1998

FUND INFORMATION

Symbol	PRFDX
CUSIP	779547108
Inception Date of Fund	October 31, 1985
Benchmark	Russell 1000 Value Index
Expense Information (as of the most recent Prospectus)	0.64%
Fiscal Year End	December 31
Total Annual Operating Expenses per \$1,000	\$6.40
12B-1 Fee	–
Portfolio Holdings Turnover†	17.5%
Total Assets (all share classes)	\$14,460,265,656
Percent of Portfolio in Cash	1.4%
Beta (5 Years)	1.01

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

INVESTMENT OBJECTIVE AND STRATEGY

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

Employ a value-oriented investment approach.

Focus on companies with an above-average dividend yield—always a positive component of total return.

Utilize a thorough “bottom-up” fundamental research evaluation of each holding.

Broadly diversify sector exposure to minimize volatility.

BENEFITS AND RISKS

Focus on above-average yielding value stocks:

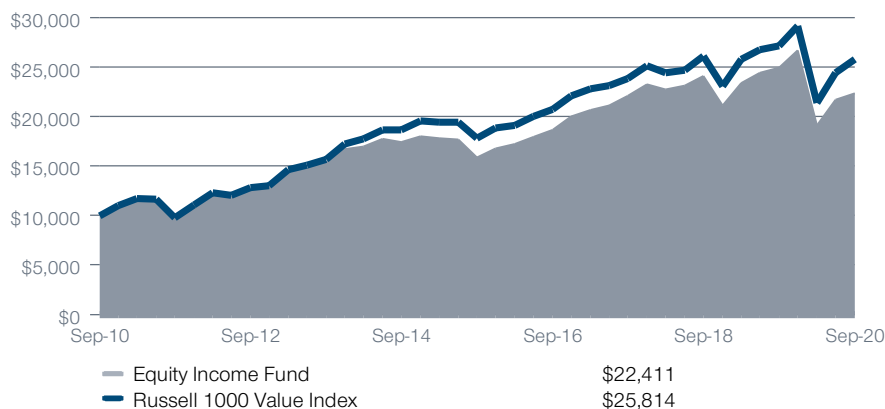
- Provide a relatively steady source of return
- Can enhance return potential over time through reinvesting and compounding
- Reduce fund volatility

By investing in common stocks, the fund is subject to declines in stock prices.

The value approach carries the risk that the market may not realize a security's value for a long time, or that a stock judged to be undervalued is actually appropriately priced.

CUMULATIVE RETURNS

Growth of \$10,000



PERFORMANCE

(NAV, total return)

	Three Months	Year-to-Date	One Year	Annualized			
				Three Years	Five Years	Ten Years	Fifteen Years
Equity Income Fund	3.15%	-16.22%	-10.39%	0.47%	7.09%	8.40%	5.85%
Russell 1000 Value Index	5.59	-11.58	-5.03	2.63	7.66	9.95	6.35
S&P 500 Index	8.93	5.57	15.15	12.28	14.15	13.74	9.19

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 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. For Sourcing Information, please see Additional Disclosures.

TOP 10 ISSUERS

	Industry	% of Fund	% of Russell 1000 Value Index
Qualcomm	Semicons & Semicon Equip	3.5%	0.0%
Southern Company	Electric Utilities	3.3	0.4
UPS	Air Freight & Logistics	2.7	0.3
Wells Fargo	Banks	2.5	0.6
DuPont de Nemours	Chemicals	2.3	0.3
Chubb	Insurance	2.1	0.4
Philip Morris International	Tobacco	2.0	0.8
Total	Oil, Gas & Consumable Fuels	1.9	0.0
Morgan Stanley	Capital Markets	1.9	0.4
Weyerhaeuser	Equity REITs	1.9	0.1

MORNINGSTAR™

Overall Morningstar Rating™

Morningstar Category™

Large Value

Rated against 1,129 Large Value funds, as of 9/30/2020, 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. **Past performance is no guarantee of future results.**

SECTOR DIVERSIFICATION

	Finan- cials	Health Care	Indust & Bus Svcs	Info Tech	Utilities	Cons Stpls	Energy	Comm Svcs	Materi- als	Real Es- tate	Cons Disc
Equity Income Fund	18.9%	14.4%	11.8%	9.6%	9.4%	8.2%	6.9%	5.9%	5.7%	4.5%	3.3%
Russell 1000 Value Index	18.1	14.3	13.1	9.7	6.0	8.4	4.0	9.6	4.7	4.6	7.6
Over/Underweight	0.8	0.1	-1.2	0.0	3.4	-0.2	2.9	-3.7	1.0	-0.1	-4.3

For Sourcing Information, please see Additional Disclosures.

Not FDIC-Insured. May lose value. No bank guarantee.

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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 2, 3, and 2 stars among 1,129, 992 and 716 Large Value funds for the 3-, 5-, and 10-year periods (as applicable) ending 9/30/2020, 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.

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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.

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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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