

## BrandLoyalties Guilty Pleasures Index

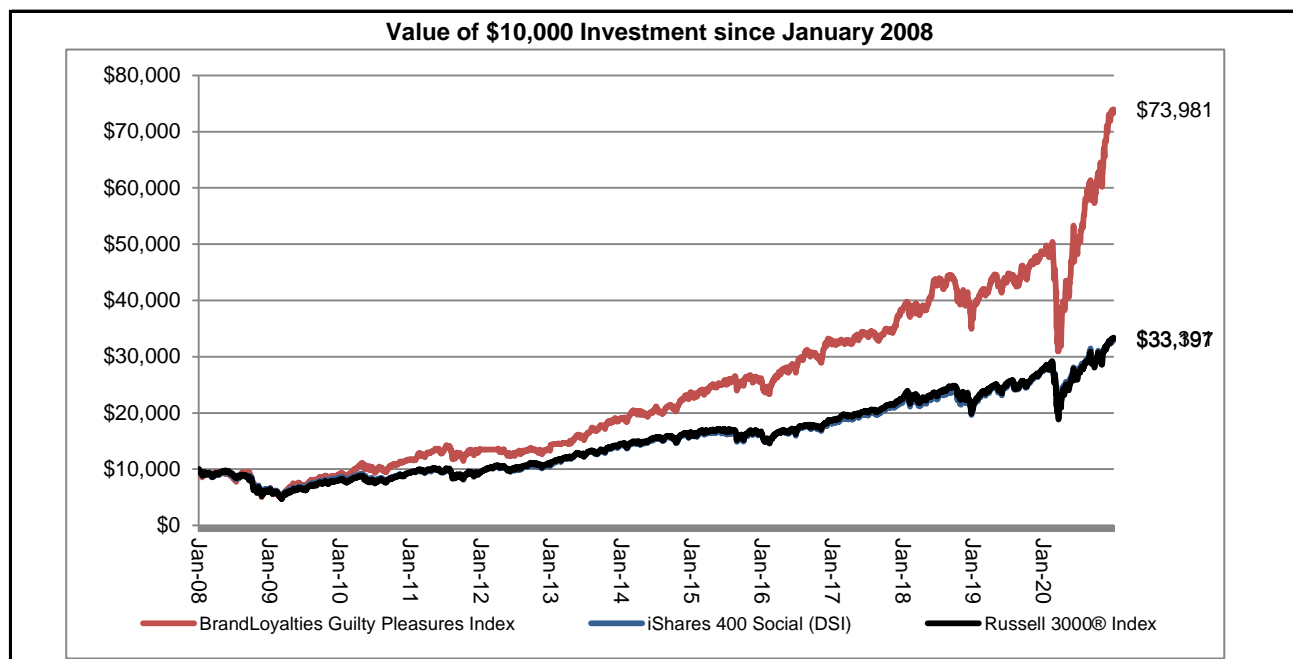
FACT SHEET

December 31, 2020

### BrandLoyalties Guilty Pleasures Index:

Legendary investor Peter Lynch of the Fidelity Magellan Fund utilized "the power of common knowledge" to select consumer equities worthy of further rigorous analysis. He initially utilized de-facto focus groups of family, friends and co-workers to find which brands consumers preferred. BrandLoyalties has expanded this approach by leveraging the world's largest focus group – the Internet – and tracking the brands that hundreds of millions of consumers refer to every single day.

The BrandLoyalties Guilty Pleasures Index is a smart beta strategy that includes equities with mid and large market capitalizations ( $\geq$  \$2 billion) that are generally not included in social, environmental or governance responsible indices, or produce non-essential high-end, luxury, leisure or entertainment goods or services, and that are also in the best 20% of BrandLoyalties, Inc. ranked corporations. This index is reallocated quarterly and rebalanced quarterly.



Historical Performance <sup>(2)</sup> :							
	Quarter <sup>(3)</sup>	YTD	1 Year	3 Years	5 Years	Inception to Date	Beta <sup>(3)</sup>
<b>BrandLoyalties Guilty Pleasures Index</b>	<b>25.51%</b>	<b>53.25%</b>	<b>53.25%</b>	<b>24.47%</b>	<b>23.24%</b>	<b>16.64%</b>	<b>1.13</b>
Russell 3000® Index	14.66%	20.55%	20.55%	14.21%	15.21%	9.79%	1.00
Excess Returns	10.85%	32.69%	32.69%	10.26%	8.03%	6.86%	
iShares 400 Social (DSI)	12.17%	20.93%	20.93%	15.09%	15.29%	9.74%	0.99

Annual Performance <sup>(2)</sup> :								
	2013	2014	2015	2016	2017	2018	2019	2020
<b>BrandLoyalties Guilty Pleasures Index</b>	<b>43.10%</b>	<b>24.36%</b>	<b>10.13%</b>	<b>24.38%</b>	<b>18.53%</b>	<b>-4.01%</b>	<b>31.10%</b>	<b>53.25%</b>
Russell 3000® Index	33.02%	12.38%	0.35%	12.63%	20.98%	-5.41%	30.66%	20.55%
Excess Returns	10.08%	11.98%	9.78%	11.75%	-2.45%	1.40%	0.45%	32.69%
iShares 400 Social (DSI)	35.46%	12.72%	0.31%	33.63%	20.89%	-3.90%	31.18%	20.93%

Confidential – for internal use to evaluate portfolio as an ETF only.

Portfolios presented by BrandLoyalties, Inc.

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Top 10 Equity Holdings:		
Ticker	Name	%
YELP	Yelp Inc.	2.51%
GT	Goodyear Tire & Rubber	2.50%
HRB	H&R Block, Inc.	2.49%
WH	Wyndham Hotels & Resorts, Inc.	2.48%
ZNGA	Zynga Inc.	2.47%
CHH	Choice Hotels International Inc.	2.47%
SEAS	SeaWorld Entertainment, Inc.	2.46%
RCL	Royal Caribbean Cruises Ltd.	2.46%
MAR	Marriott International, Inc.	2.46%
JACK	Jack in the Box Inc.	2.46%

Top 10 Industry Holdings:	
Industry	%
Advertising Agencies	9.65%
Restaurants	7.34%
Textile - Apparel Clothing	7.29%
Internet Information Providers	4.94%
Lodging	4.93%
Personal Products	4.91%
Processed & Packaged Goods	4.88%
Specialty Retail, Other	4.79%
Residential Construction	4.74%
Rubber & Plastics	2.50%

### Notes:

(1) The BrandLoyalties Guilty Pleasures Index uses the daily metrics from BrandLoyalties, Inc. to select equities for inclusion in the index. The equities are in industries that are generally not included in social, environmental or governance responsible indices, or produce non-essential high-end, luxury, leisure or entertainment goods or services, using classifications provided by NASDAQ and GICS. The equities have mid-sized and large market capitalizations ( $\geq$  \$2 billion market capitalization). The corporations included in the index are in the best 20% of BrandLoyalties, Inc. ranked corporations. All eligible equities have a mean daily on-line brand name citation rate that is greater than three times the standard deviation of their daily citation rates. All proforma performance numbers exclude transactions costs and management fees. The index's components are reselected quarterly, with assets from the discontinued positions reallocated equally to the newly created positions. The index is completely rebalanced and reconstituted quarterly to equal valuations. As of 12/31/2020 the index's proforma portfolio contained 41 equities with an average market capitalization of \$28,700 million.

(2) All performance numbers shown for the BrandLoyalties Guilty Pleasures Index are from proforma simulations of a similarly constructed hypothetical portfolio, using modeled equity selections and historical prices for those equities. No historical investments were actually made. In those models all distributions from selected equities were reinvested. All proforma performance numbers exclude transactions costs and management fees. Proforma simulated returns from hypothetical portfolios may not be indicative of actual future investment results.

(3) All performance result time periods shown for the BrandLoyalties Guilty Pleasures Index are for the indicated time span ending 12/31/2020. One quarter, year-to-date, one year, 3 year and 5 year results are for the trailing 3 calendar months, 12 calendar months, 12 calendar months, 36 calendar months and 60 calendar months ending 12/31/2020, respectively. The Inception date for the proforma simulations is January 2, 2008. Performance figures for periods of a year or less are simple percentage changes in the hypothetical proforma portfolio valuation during that time span, while those for periods greater than a year are the compound annualized total return for the full extended time span. Excess return and beta calculations are relative to the total return of the Russell 3000® Index. Beta calculations are for the inception-to-date time frame. The comparable ETF used in the chart and tables is the iShares MSCI KLD 400 Social Portfolio (Ticker DSI).

Portfolio ID: BL-189

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