

# ALPHA BRANDS LOGO ETF

Consumer Spending & Business Innovation Spending:  
The \$60+ trillion Investment Opportunity<sup>1</sup>



Investing in Today and Tomorrow's  
Most Admired, Blue Chip Brands



If Consumer Spending Drives the Economy, Shouldn't the World's Most  
Powerful Brands be Driving your Equity Portfolio?

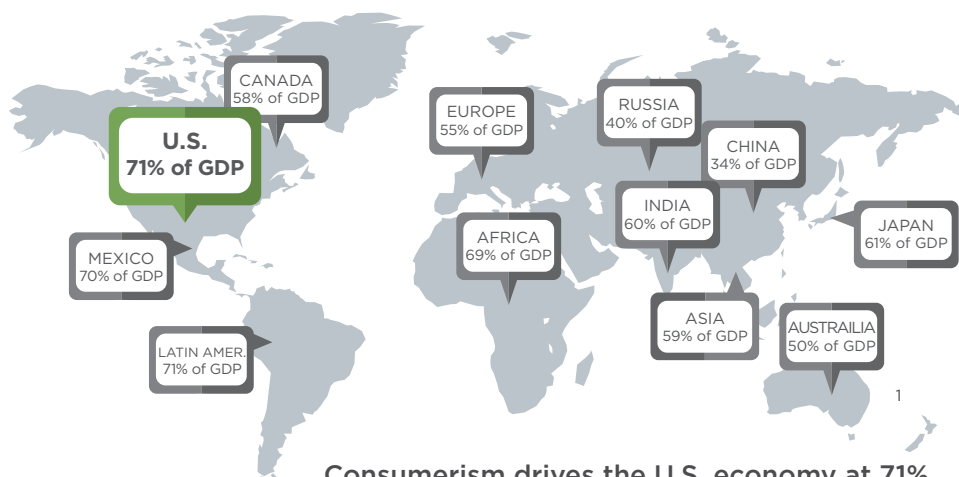
[LOGOetf.com](http://LOGOetf.com)

## Heading the \$60+ Trillion Investment Opportunity

Billions of people. Trillions in spending.



Household consumption accounts  
for roughly 60% of world GDP.  
(\$110 trillion as of 2024. Source IMF)



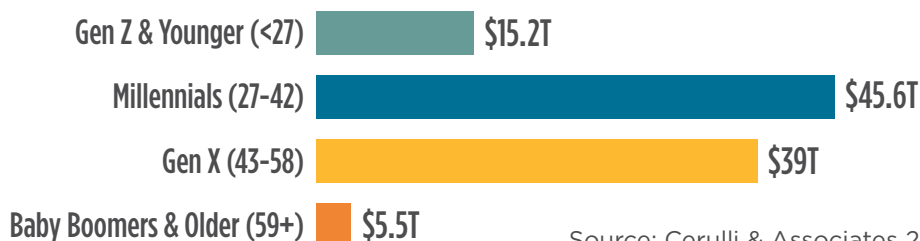
Consumerism drives the U.S. economy at 71%  
of GDP or roughly \$20 trillion each year.

## A Historic Transfer of Wealth Adds a New Catalyst For Consumption

An extra ~\$2.5 trillion per year & growing is coming to consumers

Wealth transfer has a profound effect on real estate,  
capital markets, and retail sales.

### Estimated Wealth Inheritances by Age 2024-2048



Source: Cerulli & Associates 2024

## The ALPHA BRANDS™ Tracking Global Consumption via Dominant Brands

LOGO's Investment Universe: Highly Relevant Brands

### Brands Universe Methodology...

INVESTMENT COMMITTEE DRIVEN



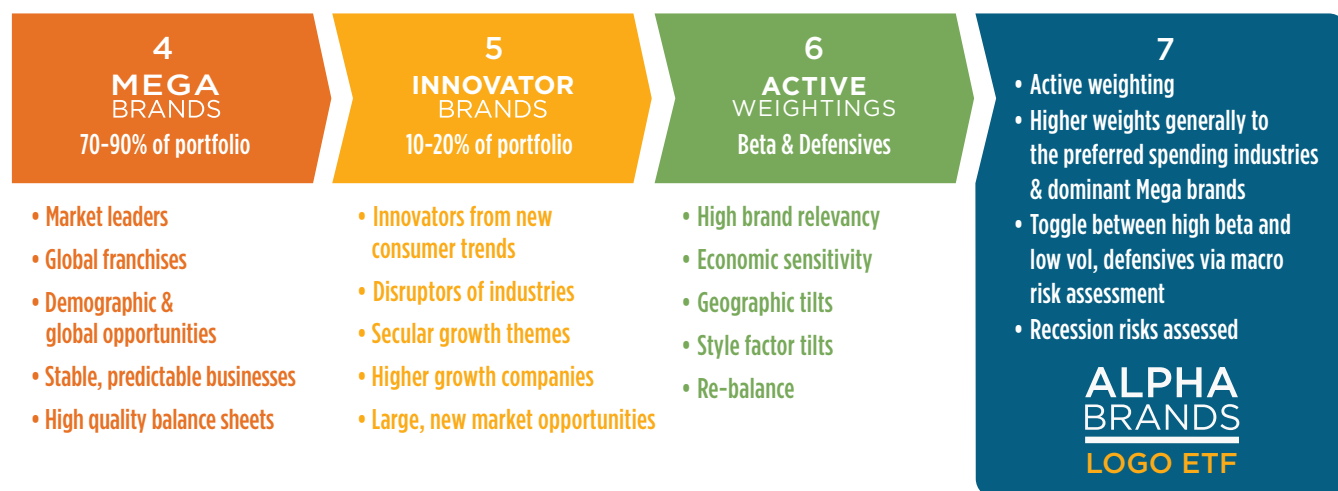
## Alpha Brands Consumption Leaders ETF: LOGO

Actively Managed, Business Cycle Informed, Global Consumption Driven

### OUR PROCESS



- How are consumers spending their time and money now?
- Are there any dominant business spending trends to include?
- Which brands are the best positioned to thrive?



## Our Macro Risk Dashboard Informs Our Risk-Taking Decisions

The goal of LOGO is to invest in dominant, blue-chip brands through a full economic cycle. Similar to going on a road trip, there can be unexpected twists and turns along the way. Our Macro Risk Dashboard measures important incoming data that helps inform us if there might be trouble ahead. Understanding this, the portfolio can attempt to adapt to whatever volatility might arise. Here are sample datapoints we assess. Each of them is a puzzle piece that when summed up, could lead to a potential portfolio positioning change. This process happens seamlessly behind the scenes, and on your behalf.

GDP & Labor Markets



Economic Growth

Fundamentals



Corporate Earnings

Contrarian Signal



Investor Sentiment

Accommodative/Restrictive



Central Bank Policy

10 Month Moving Average



Technical Price Levels

Trajectory



Interest Rates

ROC Matters



Inflation

Extremes



Equity Valuations

Warning Signs



Cross-Asset Volatility

Widening Matters



Credit Spreads

As of 9/30/2025

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## Tax-Efficient Rebalances are Embedded in the Macro Risk Process



**Recession Alert**

### Deteriorating Macro Environments

- Defensive sector exposures can rise
- Cash weights can rise up to 20% to mute volatility
- Defensive business model exposures can rise

**Add Defensives**

### Macro Risk Increasing Triggers Potential Rebalance

- Trim cyclicals, add defensives
- Rotate sector exposures
- Rotate style factor exposures

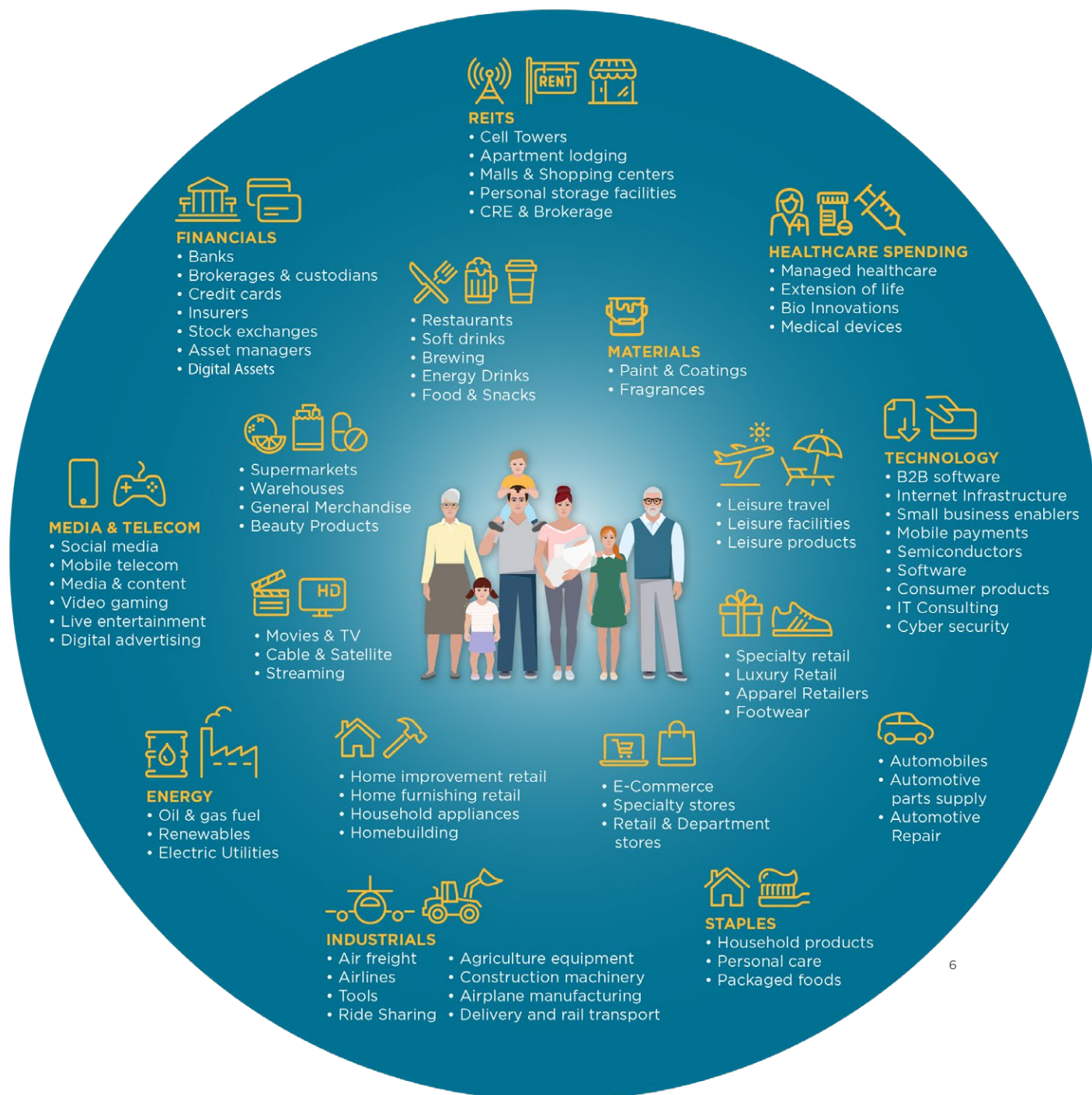
**Fully Invested**

### Bull Market Participation

- Fully invested <5% cash
- Focus on market leaders from key secular growth themes
- Offense favored over defense

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## One Portfolio, Multiple Consumption Themes via Leading Brands







**Top 10 Holdings as of 9/30/25:**

Uber 6.84%  
Netflix 4.71%  
Intuit 4.65%  
Blackstone 4.55%  
AppLovin 4.54%  
TJX 4.51%  
Walmart 4.5%  
Amazon 4.5%  
Costco 4.45%  
KKR 4.44%

Holdings are subject to change without notice.

Carefully consider the Fund's investment objectives, risks, charges, and expenses before investing. This and other information can be found in the Fund's statutory and summary prospectuses, which may be obtained at [logoetf.com](http://logoetf.com). Read the prospectus carefully before investing.

Investing involves risk, including possible loss of principal.

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**1 - Page 1 & 2:** The \$60+ trillion opportunity is calculated by taking 2024 world GDP estimates from the International Monetary Fund (IMF) at \$110 trillion and multiplying it by McKinsey's estimate of 60% of world GDP being derived from household consumption equaling \$66 trillion hence the \$60+ trillion opportunity.

**2 - Page 2:** Highly Relevant Brands Have \$Trillions of Revenue Coming Their Way - If global household spending is trillions of dollars each year and brand loyalty is a key driver of consumer purchase intent, then the largest, most relevant brands serving this global theme, by definition, have trillions of revenue coming to their balance sheets over time as the natural choice for global consumers.

**3 - Page 4:** There is no assurance that the Fund will achieve its investment objective. The Investment Committee (IC), through rigorous fundamental & technical research, identifies and chooses the holdings for the fund. Portfolio holdings are a sub-segment of the proprietary global brands universe of approximately 300 leading companies. The universe is updated as perceived brand relevancy changes and as new brands go public or are spun-off from existing brands to assure the investment universe contains a real-time list of consumption leaders..

**4 - Page 5:** The Macro Risk Dashboard metrics cited inform how the LOGO ETF allocates its capital. The ongoing risk assessments by the Investment Team will dictate to what extent more defensive holdings are warranted and which defensive companies are chosen. Each period of macro and market volatility are unique so there is no rules-based approach to attempting to protect capital. Generally, when warning signs appear, a tax-efficient rebalance will be favored and in the rebalance, more defensive companies will replace highly cyclical exposures. Company fundamentals and earnings assessments ultimately drive stock selection but when the macro risk dashboard is flashing signs of caution or outright recession warnings, a rebalance could be triggered and less economically sensitive exposures could be implemented in a tax-efficient manner. There can be no guarantee the actions taken in the fund will achieve the goals intended.

**5 - Page 5:** In the risk management and rebalance illustration: The risk management process for the fund is based on the sub-advisors macro risk dashboard and the interpretations of market risks by the investment team. The decision making process is based on the current and expected macro, corporate fundamental, and technical outlook of markets. There can be no guarantee the actions taken in the fund will achieve the goals it intended.

**6 - Page 6:** The sector & themes image is a hypothetical illustration of the potential consumption focused industries the Fund can invest in. The Fund is not required to maintain exposure to all of the categories cited in the image. The image highlights the broad nature of opportunities that are available to the Fund. There could be other consumption categories the investment team deems appropriate for inclusion that are not shown in the collage over time.

**General Disclosures:**

**Investors should consider the investment objectives, risks, charges and expenses carefully before investing. For a prospectus or summary prospectus with this and other information about the Fund, please call (855) 907-7444 or visit our website at [www.logoetf.com](http://www.logoetf.com). Read the prospectus or summary prospectus carefully before investing.**

**Equity Market Risk.** By virtue of the Fund's investments in equity securities, the Fund is exposed to common stocks which subjects the Fund to equity market risk. Common stocks are generally exposed to greater risk than other types of securities, such as preferred stock and debt obligations, because common stockholders generally have inferior rights to receive payment from specific issuers. Equity securities may experience sudden, unpredictable drops in value or long periods of decline in value.

**Foreign Securities Risk.** Investments in securities or other instruments of non-U.S. issuers involve certain risks not involved in domestic investments and may experience more rapid and extreme changes in value than investments in securities of U.S. companies. Financial markets in foreign countries often are not as developed, efficient, or liquid as financial markets in the United States, and therefore, the prices of non-U.S. securities and instruments can be more volatile.

**Economic and Market Risk.** Economies and financial markets throughout the world are becoming increasingly interconnected, which increases the likelihood that events or conditions in one country or region will adversely impact markets or issuers in other countries or regions. Securities in the Fund's portfolio may underperform in comparison to securities in the general financial markets, a particular financial market, or other asset classes, due to a number of factors, including inflation (or expectations for inflation), deflation (or expectations for deflation), interest rates, global demand for particular products or resources, market instability, financial system instability, debt crises and downgrades, embargoes, tariffs, sanctions and other trade barriers, regulatory events, other governmental trade or market control programs and related geopolitical events.

**Models and Data Risk.** The Sub-Adviser's evaluation of potential Fund portfolio holdings is heavily dependent on proprietary quantitative models as well as information and data supplied by third parties (Models and Data). When Models and Data prove to be incorrect or incomplete, any decisions made in reliance thereon may lead to the inclusion or exclusion of securities from the Fund's portfolio that would have been excluded or included had the Models and Data been correct and complete.

**New Fund Risk.** The Fund is a recently organized management investment company with no operating history. As a result, prospective investors do not have a track record or history on which to base their investment decisions.

Beta is a measure that reflects how strongly a stock's price tends to move in relation to the broader market's movements. It helps investors estimate how much a stock might amplify or dampen the market's ups and downs when added to a portfolio.

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