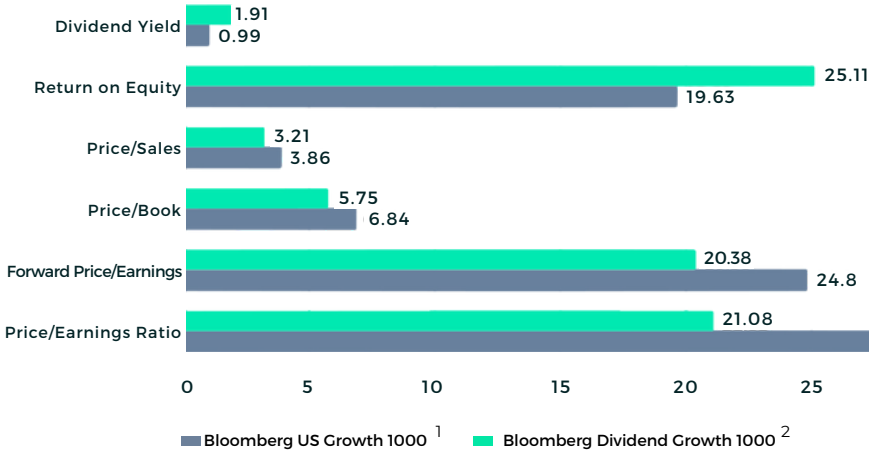


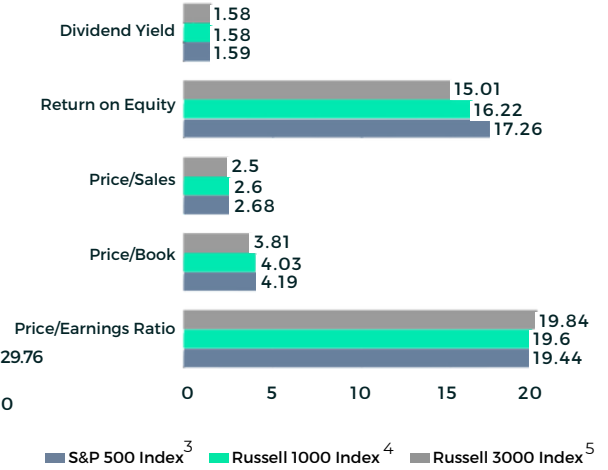
## THE CASE FOR STXD

### WHY DIVIDEND GROWTH

#### Dividend Growth Stocks - May Have More Favorable Fundamentals\*

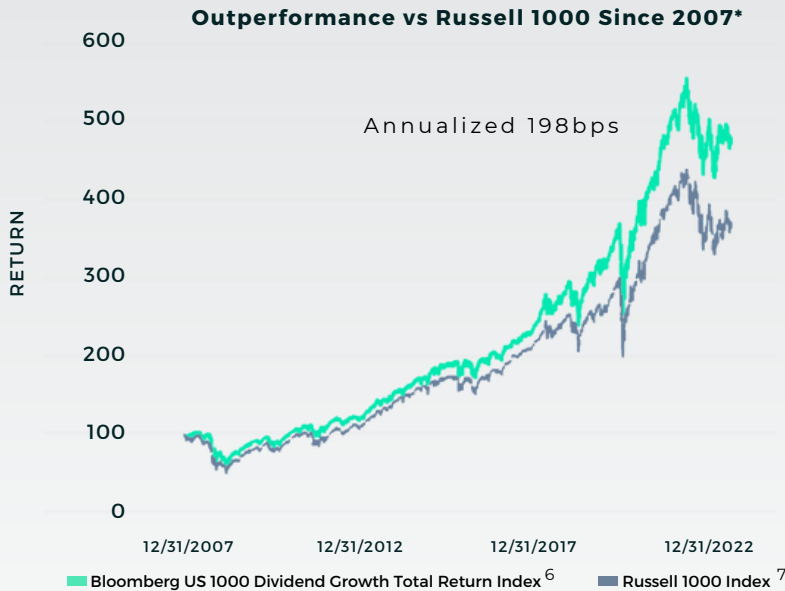


#### Standard Index Fundamentals\*



Past performance does not guarantee future results. Index performance is not illustrative of fund performance. Once cannot invest directly in an index.

### A BETTER WAY TO DO DIVIDEND GROWTH



- Most dividend growth funds tend to have higher weights in value stocks, while STXD contains growth stocks, allowing potential long term returns across various market conditions
- Dividend reinvestment helps cushion investors during market downturns, while growth stocks have the potential for strong performance during bull markets

Past performance does not guarantee future results. Index performance is not illustrative of fund performance. Once cannot invest directly in an index.

<b>Bloomberg US 1000 Dividend Growth Index**</b>	<b>1 Year</b>	<b>3 Year</b>	<b>5 Year</b>	<b>10 Year</b>
Sharpe Ratio <sup>8</sup>	0.77%	0.45%	0.43%	0.68%
Sortino Ratio <sup>9</sup>	2.36%	1.09%	0.92%	1.35%
<b>Russell 1000 Index**</b>	<b>1 Year</b>	<b>3 Year</b>	<b>5 Year</b>	<b>10 Year</b>
Sharpe Ratio	0.94%	0.41%	0.35%	0.56%
Sortino Ratio	2.67%	0.99%	0.78%	1.16%

\*\*As of 9/30/2023

\*Source for charts: Bloomberg Finance

# INDEX FUNDAMENTALS

## INVESTMENT UNIVERSE

Bloomberg  
US 1000  
Growth Index

G

Growth in Sales (SPSG)<sup>10</sup>  
Growth in Net Income (EPSG)<sup>11</sup>  
Long-term Growth (EPSLTC)<sup>12</sup>

## COMPANY SELECTION

Eligible companies have:

- Increased their trailing full year dividend payment for 5 consecutive years
- 5-year dividend growth rate greater than that of the benchmark index

## WEIGHTING & REBALANCE

Quarterly  
Index  
Rebalance

Free Float  
Market Cap  
Weighed  
(5% cap)

Avg Daily  
Traded  
Value >=\$5M

## WHY STXD

### SEEKS CONSISTENT INCOME GENERATION

- Focusing on companies that have increased their dividend over time
- Investors may benefit from reliable and growing streams of income

### ROBUST CASH FLOWS

- Growth stocks have historically tended to have higher profit margins and have room to keep growing their dividends

### CAPITAL APPRECIATION UPSIDE

- Growth stocks with a track record of strong fundamentals are likely to deliver share price appreciation

### ATTRACTIVE TOTAL RETURN POTENTIAL

- Potential for attractive total returns by combining dividend growth and reinvestment along with capital appreciation
- Potentially Benefit from Strive's proxy voting and engagement focused solely on maximizing shareholder value

## HOW TO IMPLEMENT INTO YOUR PORTFOLIO



**UPSIDE MARKET POTENTIAL WITH INCOME**  
SEEKS TOTAL RETURNS AND A HEDGE AGAINST VOLATILITY WITHIN GROWTH SLEEVE OF PORTFOLIO



**SECTOR DIVERSIFICATION**  
THE BLOOMBERG 1000 DIVIDEND GROWTH INDEX IS A DIVERSIFIED INDEX THAT OFFERS EXPOSURE TO SECTORS THAT ARE TRADITIONALLY UNDERWEIGHTED IN DIVIDEND GROWTH STRATEGIES, MAKING IT A GOOD COMPLEMENT TO VALUE INDEX-BASED DIVIDEND STRATEGIES



USE FOR CLIENTS WHO ARE LOOKING FOR **THE POTENTIAL OF GREATER UPSIDE MARKET RETURNS PLUS INCOME** INSTEAD OF TRADITIONAL INCOME-BASED STRATEGIES



USE WITH CLIENTS WHO HAVE TOO MUCH CASH ON THE SIDELINES AND **WISH TO HEDGE AGAINST INFLATION**



**POTENTIALLY BENEFIT FROM STRIVE'S PROXY VOTING AND ENGAGEMENT** FOCUSED SOLELY ON MAXIMIZING SHAREHOLDER VALUE

## IMPORTANT INFORMATION

*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 855-427-7360 or visit our website at [www.strivefunds.com](http://www.strivefunds.com). Read the prospectus or summary prospectus carefully before investing.*

Investments involve risk. Principal loss is possible.

**Dividend-Paying Common Equity Security Risk.** Investing in dividend-paying stocks involves the risk that such stocks may fall out of favor with investors and underperform the broader market. Companies that issue dividend-paying stocks are not required to pay or continue paying dividends on such stocks. It is possible that issuers of the stocks held by the Fund will not declare dividends in the future or will reduce or eliminate the payment of dividends (including reducing or eliminating anticipated accelerations or increases in the payment of dividends) in the future. **Growth Investing Risk.** The Fund invests in growth securities, which may be more volatile than other types of investments, may perform differently than the market as a whole and may underperform when compared to securities with different investment parameters. Under certain market conditions, growth securities have performed better during the later stages of economic recovery (although there is no guarantee that they will continue to do so). Therefore, growth securities may go in and out of favor over time. **Large-Capitalization Companies Risk.** Large-capitalization companies may trail the returns of the overall stock market. Large-capitalization stocks tend to go through cycles of doing better – or worse – than the stock market in general. These periods have, in the past, lasted for as long as several years. When large capitalization companies are out of favor, these securities may lose value or may not appreciate in line with the overall market. **Mid-Capitalization Companies Risk.** The securities of mid-capitalization companies may be more vulnerable to adverse issuer, market, political, or economic developments than securities of larger-capitalization companies. The securities of mid-capitalization companies generally trade in lower volumes and are subject to greater and more unpredictable price changes than larger capitalization stocks or the stock market as a whole. Some mid-capitalization companies have limited product lines, markets, and financial and managerial resources and tend to concentrate on fewer geographical markets relative to larger capitalization companies. **Equity Investing Risk.** An investment in the Fund involves risks similar to those of investing in any fund holding equity securities, such as market fluctuations, changes in interest rates and perceived trends in stock prices. The values of equity securities could decline generally or could underperform other investments. **Index Calculation Risk.** The Index relies on various sources of information to assess the criteria of issuers included in the Index, including fundamental information that may be based on assumptions and estimates. **New Fund Risk.** The Fund is a recently organized management investment company with limited operating history. As a result, prospective investors have a limited track record or history on which to base their investment decision.

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The Strive ETFs are distributed by Quasar Distributors, LLC.

1. Bloomberg US 1000 Growth Total Return Index provides exposure to companies with superior growth factor scores based on their earnings yield, valuation, dividend yield, and growth.
2. Bloomberg US 1000 Dividend Growth Total Return Index aims to track a subset of stocks in the Bloomberg US 1000 Growth Index which have increased their trailing full year dividend payment for five consecutive years and have a calculated five-year dividend growth rate greater than the benchmark index.
3. The S&P 500® is widely regarded as the best single gauge of large-cap U.S. equities and serves as the foundation for a wide range of investment products. The index includes 500 leading companies and captures approximately 80% coverage of available market capitalization.
4. The Russell 1000 Index consists of the largest 1000 companies in the Russell 3000 Index. This index represents the universe of large capitalization stocks from which most active money managers typically select. The index was developed with a base value of 130.00 as of December 31, 1986.
5. The Russell 3000 Index is composed of 3000 large U.S. companies, as determined by market capitalization. This portfolio of Securities represents approximately 98% of the investable U.S. equity market. The Russell 3000 Index is comprised of stocks within the Russell 1000 and the Russell 2000 Indices. The index was developed with a base value of 140.00 as of December 31, 1986.
6. Bloomberg US 1000 Dividend Growth Total Return Index aims to track a subset of stocks in the Bloomberg US 1000 Growth Index which have increased their trailing full year dividend payment for five consecutive years and have a calculated five-year dividend growth rate greater than the benchmark index.
7. The Russell 1000 Index consists of the largest 1000 companies in the Russell 3000 Index. This index represents the universe of large capitalization stocks from which most active money managers typically select. The index was developed with a base value of 130.00 as of December 31, 1986.
8. The Sharpe ratio divides a portfolio's excess returns by a measure of its volatility to assess risk-adjusted performance
9. The Sortino ratio differs from the Sharpe ratio in that it only considers the standard deviation of the downside risk, rather than that of the entire (upside + downside) risk.
10. SPSC: Sales per share growth
11. EPSG: Earnings per share growth
12. EPSLTG: Earnings per share long term growth