



SerenityShares Investments LLC
2 Wisconsin Circle, Suite 700
Chevy Chase, MD 20815
Tel: 202 349-3917
www.serenityshares.com

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Media Contact: Michael Stolack
SerenityShares
Tel: 202 349-3917
scott@serenityshares.com

SerenityShares Launches IMPACT Investing ETF (NYSE Arca: “ICAN”)

New ETF offers innovative strategy so that investors can not only invest, but “invest with a purpose”

New York (13 April 2017) — SerenityShares Investments has launched the SerenityShares IMPACT ETF (NYSE Arca: ICAN), an Exchange-Traded Fund (ETF) to provide institutional and individual investors with a simple solution to investing in U.S.-listed companies whose business activities operate in areas that benefit or seek to improve societal, social, and environmental concerns.

The next evolution beyond Environmental, Social, Governance (ESG) funds, the concept of Impact aims to identify firms whose activities benefit society and the planet while excluding investments in traditional areas of ESG concern such as tobacco, offensive weapons, and fossil fuel (oil, gas, and coal) exploration.

Traditional impact investments are difficult to find and most have to rely on private, smaller, or debt investments so they can be easily measured. ESG funds typically are based on a rating system that can have bias depending on the ranking methodology employed.

The key to the SerenityShares Impact ETF is the innovative methodology it developed. Based on twenty core themes identified and defined by SSI Indexes in their copyrighted report, “Investing Impact in the Public Markets.” Each theme focuses on activities that seek to benefit society or our planet—environmental stewardship, access to local healthcare, clean energy and clean water, eldercare, education, community building, and access to libraries of information. The use of an ETF structure enables SerenityShares to offer Impact Investing in a liquid, transparent, tax efficient and easily accessible manner.

“The underlying philosophy of SerenityShares is to develop products that provide investors with a simple solution that meets their core investment needs,” said Kathleen Neumann, President of SerenityShares. “A growing class of investors wants to have an Impact fund among their suite of investment options. With the launch of our Impact ETF, a single fund can enable institutions and retail clients the ability to not only invest, but invest with a purpose in a diversified basket of U.S.-listed companies.”

According to UBS, “the rising influence of the millennial generation – those born between the early 1980s and early 2000s – and their sustainability and impact-motivated beliefs are helping to drive a shift in societal expectations, and in the way capital is directed.” This belief is being backed by actions. In their 2016 survey, the Global Impact Investing Network (GIIN) reported 158 organizations raised \$77 Billion for impact investments vs. just \$10.3 billion in 2013. “SerenityShares was launched because we believe that the next evolution of exchange traded fund (ETF) products will provide solutions. Our ticker “ICAN” symbolizes the belief that when it comes to investing, we can do more than just invest—our investments can make an impact,” said Scott Sacknoff, CEO.

ICAN seeks to replicate, before fees and expenses, the price and yield performance of the SPADE Impact Index (the "Index"). To be included in the Index, companies must meet the impact theme guidelines and meet market capitalization, and daily trading activity requirements.

As of 31 December, 2016, the Index was comprised of 115 companies that were all listed on the major U.S. stock exchanges. 48% of the Index's constituents and 71.7% of the weight were large-cap companies, those with market capitalizations of more than \$6 billion, while mid- and small-caps (between \$1.5B and \$6B) made up 28.3% of the weight.

SerenityShares notes that an investment in ICAN incurs risks that include those associated with investments in equities. ICAN has an expense ratio of 0.50 percent.

About SerenityShares

Founded in 2016, SerenityShares Investments LLC is a registered investment advisor that is developing innovative core investment solutions to meet the needs of investors and simplify investing.

SerenityShares ETFs seek to outperform traditional benchmark indexes while providing advisors and investors access to focused investment opportunities. For more information, please visit us at SerenityShares.com.

SerenityShares is a trademark of SerenityShares Investments LLC, a registered investment advisor.

Important Disclosures

Carefully consider the Funds investment objectives, risks, charges, and expenses before investing. This and additional information can be found in the statutory and summary prospectus, which may be obtained by calling 202-349-3917 or visiting www.serenityshares.com. Read the prospectus carefully before investing.

Investing involves risk, including the possible loss of principal. The fund is new with limited operating history. Shares of any ETF are bought and sold at market price (not NAV), may trade at a discount or premium to NAV and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. Because the methodology of the Index selects securities of issuers for non-financial reasons, the Fund may underperform the broader equity market or other funds that do not utilize impact criteria when selecting investments. The Fund may invest in foreign securities which involve political, economic and currency risks, greater volatility and differences in accounting methods. The Fund may invest in smaller companies, which involve additional risks such as limited liquidity and greater volatility than large cap companies. To the extent the Fund invests more heavily in particular sectors of the economy, its performance will be especially sensitive to developments that significantly affect those sectors, including investments in Industrials and Technology sectors.

The SSI Impact Index employs a passive methodology designed to measure the performance of a diversified portfolio of U.S.-listed companies that operate in areas that address a variety of society, social, and environmental challenges. These include environmental stewardship, local access to healthcare, renewable energy, clean water, community building, access to information, natural organic foods, eldercare, and green technologies. It is not possible to invest directly in an index.

The SerenityShares Impact ETF is distributed by Quasar Distributors, LLC.