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**SSI Indexes LLC**

[www.ImpactIndexSolutions.com](http://www.ImpactIndexSolutions.com)

**SerenityShares Impact ETF**

Ticker: ICAN

**2017**

## **Impact Investing in the Public Markets**

*Investing with a Purpose While Still Seeking Performance  
Could Revolutionize Investing*

### **Methodology**

**(An excerpt of the aforementioned report)**

**SSI Impact Index (NYSE: ICANNDX)**

*The underlying index to:*

**SerenityShares Impact ETF (NYSE: ICAN)**

**The SSI Impact Index Methodology**

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 societal, social, and environmental challenges.

Instead of assigning scores to individual companies based on what can be subjective metrics, the methodology employed by the SSI Impact Index takes a **top-down approach**. We began by reviewing the literature base to identify what makes the world a better place to live in—the products and services that serve the common good, which improve society as a whole and the planet on which we live.

The result was the identification of 6 pillars and 20 themes.

Resource Scarcity	<ol style="list-style-type: none"> <li>1. Clean and Sustainable Water Supply</li> <li>2. Improving Farming and Agriculture Yields</li> <li>3. Renewable Energy Production</li> <li>4. Energy Efficiency</li> </ol>
Societal	<ol style="list-style-type: none"> <li>5. Information / Knowledge Access</li> <li>6. Community Building</li> <li>7. Initiatives to Bring Cultures and People Together</li> <li>8. Senior Housing and Medical Care Facilities</li> <li>9. Safety and Security</li> </ol>
Environmental Stewardship	<ol style="list-style-type: none"> <li>10. Environment and climate monitoring</li> <li>11. Forestry</li> <li>12. Ocean, seas, and marine environment protection</li> <li>13. Pollution Control and Prevention</li> <li>14. Waste Recycling and Remediation</li> </ol>
Living a Healthy Lifestyle	<ol style="list-style-type: none"> <li>15. Healthy, Organic, Natural Foods</li> <li>16. Access to Local Health Services</li> </ol>
New Initiatives	<ol style="list-style-type: none"> <li>17. Green Transportation / Technologies</li> <li>18. Assisting the Elderly and Disabled</li> </ol>
Empowerment	<ol style="list-style-type: none"> <li>19. Empowerment: Small/Micro Enterprise Loans &amp; Wealth Transfer</li> <li>20. Education and Education Infrastructure</li> </ol>

## **The SSI Impact Index Methodology**

Beginning with a universe of all 6500+ firms listed on the NYSE and NASDAQ stock exchanges, we run certain screens and then review the profiles of the remaining companies to identify whether the firms produce products or services that solve or provide a beneficial impact to the identified societal, social, or environmental challenges.

- Stage 1** To ensure that the holdings in the underlying index have ample liquidity to be used in a publicly traded fund and the asset levels it could attract, we initially eliminated from the universe all companies with a market cap less than \$1.5 billion.
- Stage 2** Companies with share prices less than \$5 per share and an average daily liquidity of less than \$1 million are also excluded.
- Stage 3** Firms operating in specific industries that have a detrimental impact to the identified societal, social, or environmental challenges—tobacco, weapons, coal and fossil fuels—are removed.
- Stage 4** The remaining firms are reviewed one-by-one to identify which challenge/theme they address. Some, like retail stores or casual dining restaurants, are excluded because they do not address one of the defined challenges or themes. Others require more detailed analysis. For example, while a pipe manufacture operates in the water industry, they do not necessarily have an impact on increasing the clean water supply or reducing water waste. They simply operate in an area of interest.

The result from this exercise produced on 1 February 2017, the live launch date for the SSI Impact Index, 115 firms which are detailed in Appendix A.

## **Constituent Weighting**

In addition to the above screening and analysis of the companies, the Index employs a weighting methodology that caps position size at 3.5% and imposes a minimum position size at the time of the rebalance. The result is a portfolio that is diversified across economic sectors and impact themes.

## **Rebalance and Reconstitution Dates**

The index undergoes a full review annually and is rebalanced quarterly at the end of each calendar quarter.

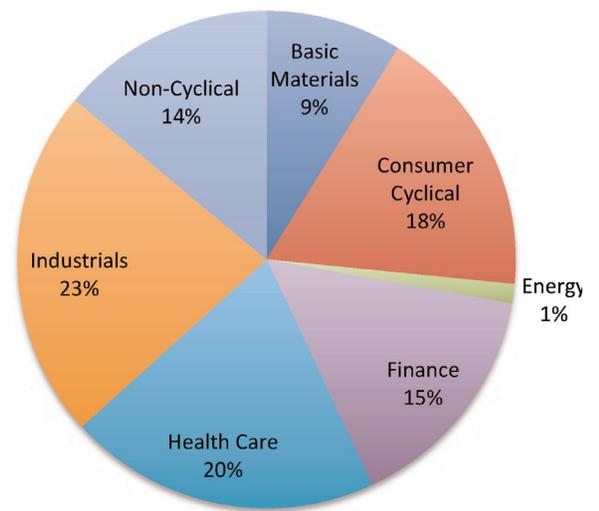
**Results**

After employing the weighting methodology, the resultant firms produce a diversified distribution across economic sectors and impact themes.

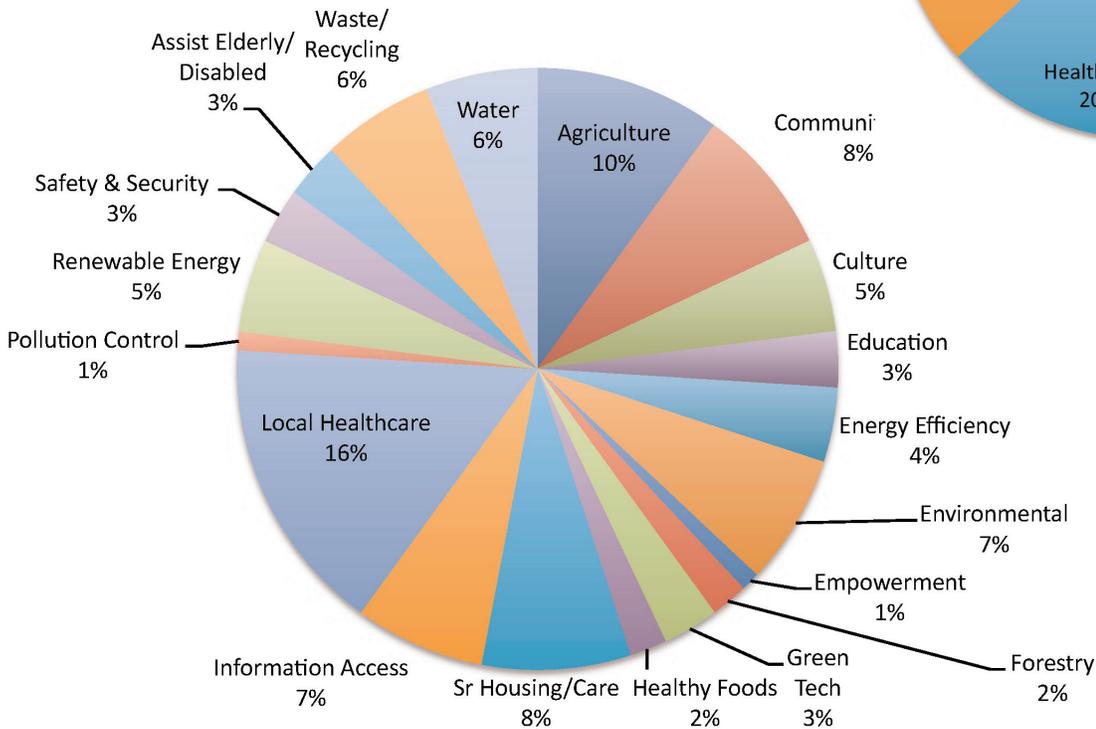
Key observations are:

- Barbell distribution between large firms greater than \$20 billion in market cap and firms below \$6 billion with a noticeable gap in firms operating in the \$6B-\$15B range.
- Most of the renewable (solar, wind) energy firms that qualified for the Index are classified as utilities instead of energy; providing us with a smaller than anticipated exposure to the energy sector.
- The portfolio represented by the Index has a 3.05% dividend yield based on current yields and position weights (as of 2/1/17).

**Sector Weights\* (As of 9/29/17))**



**Impact Categories\* (As of 9/29/17))**



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## Fund-Related 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](http://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.**

Fund holdings and sector allocations are subject to change at any time and should not be considered recommendations to buy or sell any security.

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

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.

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