



SerenityShares Impact ETF Rings Opening Bell at New York Stock Exchange



Executives and guests of SerenityShares visited the New York Stock Exchange today to commemorate the company's listing of the SerenityShares Impact ETF (NYSE Arca: ICAN). In celebration of this occasion, Scott Sacknoff, CEO of SerenityShares Investments, rings the Opening Bell. (Photo Credit: NYSE)

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NEW YORK--([BUSINESS WIRE](#))—SerenityShares®, an ETF product sponsor, today rang the Opening Bell® at the New York Stock Exchange to celebrate the company's recent listing of the SerenityShares Impact ETF, which began trading on April 13, 2017 under the ticker symbol "ICAN."

SerenityShares Impact ETF provides investors with a liquid, broadly-diversified fund employing a methodology that incorporates the United Nations Sustainable Development Goals into 20 categories that center on solutions-focused investments in clean water, green transportation, organic foods, elder care, local access to health care and other goals.

"Democratizing impact investing in public equities enables people the opportunity to have their investments do more than just seek a return, they can have an impact on society and the planet," said SerenityShares CEO, Scott Sacknoff. "ICAN empowers investors with a single-fund solution that expands the available asset classes beyond

private-equity, using an ETF structure to include a diversified portfolio of U.S-listed companies that operate in areas of impact.”

In honor of the occasion, Sacknoff, joined by members of the company’s senior leadership team and guests, rang the Bell to highlight the fund’s historic milestone.

Mr. Sacknoff stated: “We thank the NYSE for their invitation to ring the opening bell. The belief that people need to not just invest for a return but have their investments targeted toward improving the social, societal, and environmental challenges facing us is growing. More than 70% of young investors, women, and those that have achieved a high net worth recognize the need to give-back, and consider it an important factor in choosing investments. Listing an ETF on the NYSE is a truly important step in democratizing impact investing in public equities in the United States.”

The Opening Bell took place at 9:29 a.m. EST; a replay can be viewed on the NYSE website at <https://livestream.com/NYSE/SerenityShares>.

To access additional photos of the ceremony, contact SerenityShares Investments at press@serenityshares.com or call 202 349-3917

About the SerenityShares Impact ETF

The SerenityShares Impact ETF includes more than 100 companies whose products and services target societal and environmental challenges including clean water, renewable energy, elder care, local medical access, and education.

The Fund is traded on the NYSE under the ticker “ICAN”. A prospectus along with the fund holdings and methodology can be found at www.serenityshares.com

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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 visiting 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. 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.

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