

# TrueMark Investments Launches Active Yield ETF

*ERNZ aims to provide a substantially higher yield than the S&P 500 Index, prioritizing capital preservation while also offering potential for long-term capital growth.*

Chicago, May 1, 2024 - TrueMark Investments today announced the launch of TrueShares Active Yield ETF (ticker: ERNZ), trading on the Nasdaq exchange. The TrueShares Active Yield ETF seeks to deliver a meaningfully higher yield compared to the S&P 500 Index, with a secondary focus on capital preservation and the opportunity for long-term growth of capital. Trading in the new Fund is live today.

"We're extremely excited to partner with Wealth Builder Funds." said Michael Loukas, CEO of TrueMark Investments. "Their holistic approach to constructing a yield portfolio, which includes both quantitative and qualitative analysis, will be a welcome addition to the TrueShares line-up and hopefully well-received by income-seeking investors." said Michael Loukas, CEO of TrueMark Investments.

"Our investment process incorporates multiple proprietary research tools, including contextually non-generative AI optimization applications, which assist us in analyzing complex datasets and enhance our ability to optimize our investment approach." said Michael Clements, Portfolio Manager of the ERNZ ETF at Wealth Builder Funds. "This methodology is pivotal to the management of TrueShares Active Yield ETF as it seeks to capture yield-maximizing opportunities as they arise while adapting to changing market conditions."

ERNZ's expense ratio is 0.75%.

## About TrueMark Investments

At TrueMark, we serve investors with ETFs that deliver true exposure to thematic, modern economy asset classes, strategies, and industries. We pair investment expertise with industry knowledge and experience, partnering with third parties we believe are specialized, highly qualified industry experts to power investment management decisions.

## Media Contact

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**Before investing, carefully consider the TrueShares ETFs investment objectives, risks, charges and expenses. Specific information about TrueShares is contained in the prospectus and a summary prospectus, copies of which may be obtained by visiting [www.true-shares.com](http://www.true-shares.com). Read the prospectus carefully before you invest.**

The Fund may not achieve its objective and/or you could lose money on your investment in the Fund. The Fund is recently organized with no operating history for prospective investors to base their investment decision which may increase risks. Some of the Fund's key risks, include but are not limited to the following risks. Please see the Fund's prospectus for further information on these and other risk considerations.

ETF Risks. As an ETF, the Fund is exposed to the additional risks, including: (1) concentration risk associated with Authorized Participants, market makers, and liquidity providers; (2) costs risks associated with the frequent buying or selling of Fund shares; (3) market prices may differ than the Fund's net asset value; and (4) liquidity risk due to a potential lack of trading volume.

The TrueShares Active Yield ETF is also subject to the following risks:

- Authorized Participants, Market Makers, and Liquidity Providers Concentration Risk. The Fund has a limited number of financial institutions that may act as APs. In addition, there may be a limited number of market makers and/or liquidity providers in the marketplace. Shares may trade at a material discount to NAV and possibly face delisting if either: (i) APs exit the business or otherwise become unable to process creation and/or redemption orders and no other APs step forward to perform these services, or (ii) market makers and/or liquidity providers exit the business or significantly reduce their business activities and no other entities step forward to perform their functions.
- Costs of Buying or Selling Shares Risk. Due to the costs of buying or selling Shares, including brokerage commissions imposed by brokers and bid/ask spreads, frequent trading of Shares may significantly reduce investment results and an investment in Shares may not be advisable for investors who anticipate regularly making small investments.
- Shares May Trade at Prices Other Than NAV Risk. As with all ETFs, Shares may be bought and sold in the secondary market at market prices. Although it is expected that the market price of Shares will approximate the Fund's NAV, there may be times when the market price of Shares is more than the NAV intra-day (premium) or less than the NAV intra-day (discount) due to supply and demand of Shares or during periods of market volatility. This risk is heightened in times of market volatility, periods of steep market declines, and periods when there is limited trading activity for Shares in the secondary market, in which case such premiums or discounts may be significant.
- Trading Risk. Although Shares are listed for trading on the NASDAQ Stock Market, LLC (the "Exchange") and may be traded on U.S. exchanges other than the Exchange, there can be no assurance that Shares will trade with any volume, or at all, on any stock exchange. In stressed market conditions, the liquidity of Shares may begin to mirror the liquidity of the Fund's underlying portfolio holdings, which can be significantly less liquid than the Shares.

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