

TrueMark Launches Two ETFs: LRNZ and ECOZ

LRNZ, an artificial intelligence ETF, and ECOZ, an ESG ETF, seek to provide active, targeted exposure guided by expert industry specialists

New York, NY, March 2, 2020—Rosemont, IL-based asset manager TrueMark Investments today launched the first two ETFs in its True-Shares actively managed ETF lineup, the TrueMark Technology, AI and Deep Learning Fund (LRNZ) and the TrueMark ESG Active Opportunities Fund (ECOZ).

“We’re very excited to bring the True-Shares investment approach to market,” said Mike Loukas, CEO of TrueMark Investments. “We believe the nascent asset classes of the New Economy— such as Artificial Intelligence and ESG—represent generational growth opportunities that are well-suited to active management, which is exactly why we created True-Shares. We intend to provide investors with the ability to navigate these exciting new sectors of the economy utilizing ETFs helmed by highly credentialed, industry-specific investment experts.”

LRNZ seeks to provide access to a concentrated portfolio of technology companies that are significantly involved in the burgeoning application of artificial intelligence, targeting companies with leading-edge AI, machine learning, or deep learning technology platforms. “We believe AI has reached a tipping point,” said Sam Kim, the portfolio manager for LRNZ and founder of Black Hill Capital Partners, the fund's sub-advisor. “With the intersection of big data, ever increasing computational power, and more sophisticated AI algorithms, we have already started to see changes in the way businesses fundamentally operate. With LRNZ, we hope to provide investors with transparent, affordable access to this rapidly evolving landscape.”

ECOZ seeks to provide access to a diversified portfolio of large U.S. companies with attractive investment profiles that also meet certain quantitative and qualitative environmental, social, and governance (ESG) standards, with a particular emphasis on carbon footprint. The fund’s proprietary evaluation process includes an evaluation of Environmental, Social and Governance characteristics within sector context, which seeks to more accurately identify the most sensitive and relevant ESG categories in each industry.

“An increasing number of individuals and organizations are demanding investments that align with their values,” said Linda Zhang, Founder and CEO of Purview Investments, the fund’s subadvisor. “ECOZ aims to provide investors with an environmentally resilient and sustainable portfolio, offering exposure to large U.S. companies that are champions in their respective industries’ transition toward improved environmental, social and governance practices, while avoiding those enterprises that may carry long-term risks to the global community.”

LRNZ will have an expense ratio of 0.68%, and ECOZ will have an expense ratio of 0.58%.

“LRNZ and ECOZ are just the first step,” said Ralph Rudolph, CMO at TrueMark Investments. “With our True-Shares lineup, we’re looking forward to providing investors with true access to new economy asset classes for years to come.”

About TrueMark Investments

At TrueMark, we seek to provide investors with ETFs that are designed to deliver true exposure to thematic, modern economy asset classes and industries. In these nascent, quickly developing subsectors of the new economy, we believe in going beyond traditional analysis techniques, allowing us to target the businesses that we feel are most primed for success. While we believe that the inefficiencies inherent in these rapidly evolving, nuanced areas offer the opportunity to generate investment alpha, they also demand a high-touch, active approach. That’s why we pair investment expertise with industry knowledge and experience, partnering with specialized, highly qualified industry experts to power active management decisions.

About Black Hill Capital Partners

BH Asset Management LLC is a private investment company, the general partner for a hedge fund and other managed accounts, hedged or long-only, each managed under the same long term investment philosophy. We are technology focused, directional long/short equity investors, not traders. We always rely on rigorous fundamental research to identify new or disruptive technology trends. Once an investable trend is identified, we "buy and hold" the companies benefiting from the trend and take positions against the companies hurt by the trend.

Founded in 2002, we strive to achieve high absolute returns in all market conditions based on our ability to make profitable investments on both sides, long or short. Our objective is long term wealth creation for our partners, treating our partners' capital as we do our own.

About Purview Investments

Purview Investments is an independent investment management firm, a Registered Investment Advisor, a provider of actively managed Exchange Trade Fund (ETF) solutions. We specialize in global investing and impact investing. We launched Purview Impact Solutions in January 2018, a global multi-asset strategy, implemented through ETFs consistent with the Environmental, Social and Governance (ESG) principles. We

offer the strategy in Separately Management Accounts to both individuals, RIAs, family offices, endowments and other institutional investors.

As ETFs are reshaping the asset management industry, driven by investors' preference for effective and transparent investment products, Purview Investments seeks to provide research and process driven actively managed ETF solutions. Purview prides itself as a thought leader in the ESG research and impact investing through public markets.

In addition, Purview seeks to collaborate with RIAs, family offices, institutional asset owners and other distribution channels to make Purview's products available to their clients, or to develop customized ETF managed solutions for their platforms.

The firm also advises and collaborates with ETF issuers and index providers on in-depth ETF innovation research projects. Purview Investments dedicates itself to public knowledge and education of investment topics and women leadership by contributing to industry conference panels, business media and professional publications.

Purview Investments is based in New York City.

Disclosures:

Before investing, carefully consider the True-Shares ETFs investment objectives, risks, charges and expenses. Specific information about the True-Shares is contained in the prospectus and a summary prospectus, copies of which may be obtained by visiting www.true-shares.com. Read the prospectus carefully before you invest. Foreside Distributors, LLC, distributor.

*The TrueMark Technology, AI and Deep Learning Fund (AI ETF) is subject to the following risks: **Artificial Intelligence, Machine Learning and Deep Learning Investment Risk** - the extent of such technologies' versatility has not yet been fully explored. There is no guarantee that these products or services will be successful and the securities of such companies, especially smaller, start-up companies, are typically more volatile than those of companies that do not rely heavily on technology. completed an initial public offering that are unseasoned equities lacking a trading history, a track record of reporting to investors, and widely available research coverage. IPOs are thus often subject to extreme price volatility and speculative trading.*

The TrueMark ESG Active Opportunities ETF (ESG ETF) is subject to the following risk:

Environmental, Social, Governance Risk - Applying ESG and sustainability criteria to the investment process may exclude securities of certain issuers for non-investment reasons and may cause the Fund to forgo some market opportunities available to funds that do not use ESG or sustainability criteria. ESG considerations may affect its exposure to certain sectors and/or types of investments, and may adversely impact the Fund's performance depending on whether such sectors or investments are in or out of favor in the market. In addition, the Fund's investments in certain companies may be susceptible to various factors that may impact their businesses or operations, including costs associated with government budgetary constraints that impact publicly funded projects and clean energy initiatives, the effects of general economic conditions throughout the world, increased competition from other providers of services, unfavorable tax laws or accounting policies and high leverage.