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TrueMark Introduces ONEZ, Combining Uncapped Buffered ETFs, Bull/Bear Hedges and an Active Approach Driven by Seasonality Data

The TrueShares Seasonality Laddered Buffered ETF (ONEZ) is a first-of-its-kind approach to managing market volatility while seeking growth opportunities

Chicago, IL – January 27, 2025 - TrueMark Investments today announced the newest addition to its fast-growing **TrueShares** family of Exchange Traded Funds (ETFs) with the launch of **the TrueShares Seasonality Laddered Buffered ETF (ONEZ)**.

ONEZ is a powerful new tool for investors and advisors and is designed to achieve capital appreciation with reduced volatility compared to the U.S. large-cap equity market. Actively managed and built using a fund-of-funds structure, ONEZ dynamically allocates across TrueShares' innovative families of Structured Outcome ETFs and Quarterly Bull/Bear ETFs.

TrueShares pioneered the uncapped buffered ETF approach in 2020 and [has 12 funds in its uncapped buffered suite, each tied to a particular month](#), that seek upside exposure while partially mitigating losses (in the 8-12% range) through options strategies.

The firm's Quarterly Bull and Bear ETFs – tickers [QBUL](#) and [QBER](#), respectively – use options and fixed-income assets that seek to provide substantial principal protection in the face of broader market declines, while also potentially benefiting from an increase (or drawdown) in U.S. large-cap equities.

ONEZ will typically allocate 85-90% of its assets into the uncapped buffered ETF suite, with the remaining 10-15% allocated to the hedged ETFs.

Key to this strategy is that the Fund's management team will rebalance the portfolio monthly utilizing a combination of historical market seasonality performance data,

positional Delta analysis, and tactical adjustments to the QBUL/QBER directional hedge weightings.

“ONEZ is the natural next step in the growth of our ETF lineup,” said Michael Loukas, Principal and CEO of TrueMark Investments. “By leveraging our existing structured outcome and hedging strategies, this product uniquely aims to allow investors to capture meaningful uncapped upside performance while utilizing a dynamic and flexible approach to risk management, all within a single ticker. This strategy goes beyond simple laddering to bring together several volatility management factors in a single, turn-key portfolio construction tool for the first time.”

For more information about ONEZ, please visit: www.true-shares.com/onez

About TrueMark Investments

At TrueMark, we serve investors with unique portfolio solutions, in an ETF structure, that deliver true exposure to a variety of asset classes, strategies, and industries. With over \$830 million in assets under management as of January 2025, our suite of internally managed and sub-advised ETFs pair specialized investment expertise with industry knowledge to power investment management decisions. For more information on the firm's full lineup of TrueShares ETFs, please visit true-shares.com.

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. 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.

FLEX Options Risk. The Fund may invest in FLEX Options issued and guaranteed for settlement by the OCC. The Fund bears the risk that the OCC will be unable or unwilling to perform its obligations under the FLEX Options contracts. Additionally, FLEX Options may become illiquid, and in such cases, the Fund may have difficulty closing out certain FLEX Options positions at desired times and prices.

TrueShares ETFs are bought and sold through exchange trading at market price, not Net Asset Value (NAV), and are not individually redeemed from the fund. Shares may trade at a premium or discount to their NAV in the secondary market. Brokerage commissions apply and will reduce returns.

Investing involves risk, including the loss of principal.



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The TrueShares Seasonality Laddered Buffered ETF is also subject to the following risks:

Options Risk. Buying and selling (writing) options are speculative activities and entail greater investment risks.

Derivatives Risk. Derivatives may be more sensitive to changes in economic or market conditions than other types of investments.

Active Management Risk. The adviser's judgments about an investment may prove to be incorrect or fail to have the intended results, which could adversely impact the Fund's performance.

Buffered Loss Risk. There can be no guarantee that the Fund will be successful in its strategy to buffer against underlying ETF price declines. Despite the intended hedge period buffer, a shareholder may lose money by investing in the Fund.

Underlying Funds Risk. An Underlying Fund's assets may be invested in a limited number of securities which may subject the Underlying Fund, and thus the Fund, to greater risk and volatility than if investments had been made in a larger number of securities.

Equity Market Risk. Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change based on various and unpredictable factors including but not limited to expectations regarding government, economic, monetary and fiscal policies; inflation and interest rates; economic expansion or contraction; and global or regional political, economic and banking crises.

Fixed Income Securities Risk. When an underlying ETF invests in fixed income securities, the value of your investment in the Fund will fluctuate with changes in interest rates. Typically, a rise in interest rates causes a decline in the value of fixed income securities owned by the Fund. In general, the market price of fixed income securities with longer maturities will increase or decrease more in response to changes in interest rates than shorter-term securities.

TrueMark Investments, LLC is the investment advisor to the Funds and receives a fee from the Funds for its services. The fund is distributed by Paralel Distributors LLC, Member FINRA. Paralel is not affiliated with TrueMark Investments, LLC.

NOT FDIC INSURED — NO BANK GUARANTEE — MAY LOSE VALUE

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