

# TrueMark Investments Launches Quarterly Bull & Bear Hedge Strategies

*TrueShares Quarterly Bull Hedge ETF (QBUL) and TrueShares Quarterly Bear Hedge ETF (QBER) are actively managed.*

Chicago, June 28, 2024 - TrueMark Investments today announced the launch of both TrueShares Quarterly Bull Hedge ETF (ticker: QBUL) and TrueShares Quarterly Bear Hedge ETF (ticker: QBER), both trading on the Cboe BZX exchange. QBUL aims to provide the benefits of partial equity exposure while mitigating the risk posed by a decline in U.S. equity markets. QBER aims to provide substantial protection of principal while maintaining the potential to create positive returns in the event of a decline in U.S. equity markets. Trading in the new Funds is live today.

"In our opinion, both QBUL and QBER represent versatile portfolio construction solutions for risk averse investors." said Michael Loukas, CEO of TrueMark Investments. "They're a natural expansion of our risk-managed equity product suite that can be used singularly or in tandem to navigate both bull and bear market conditions with consistency." said Michael Loukas, CEO of TrueMark Investments.

QBUL aims to maintain partial upside market participation while applying investment techniques that may prevent loss of capital. This strategy potentially results in growth with lower volatility and mitigated downside equity market risk which can prove to be a useful component of risk-adverse portfolios that seek to capture a portion of the growth characteristics associated with equity investing.

QBER aims to apply investment techniques that may prevent loss of capital while potentially benefiting from a decline in U.S. large cap equities. This strategy may result in a positive total return with lower volatility and mitigated downside equity market risk (sometimes referred to as "tail risk") which can prove to be a useful component of risk-adverse portfolios that seek to capture a positive total return in the face of a sustained or periodic decline in large cap equity markets.

Both QBUL and QBER's expense ratios are 0.79%.

## **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**

For any media inquiries or more information about this press release, please contact:

Jacki Polancic  
Chief Marketing Officer  
TrueMark Investments  
[jpolancic@truemarkinvestments.com](mailto:jpolancic@truemarkinvestments.com)

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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 Funds may not achieve its objective and/or you could lose money on your investment in the Funds. The Funds are 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 each Funds prospectus for further information on these and other risk considerations.

ETF Risks. As an ETF, the Funds are 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 Quarterly Bull Hedge ETF and TrueShares Quarterly Bear ETF are also subject to the following risks:

- **Options Risk.** Buying and selling (writing) options are speculative activities and entail greater investment risks. As the buyer of a call option, the Funds risk losing the entire premium invested in the option if the Funds do not exercise the option.
- **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. **QBUL** - The adviser's tail risk strategy may not fully protect the Fund from declines in the market and will not allow the Fund to fully participate in market upside. When the adviser selects out-of-the money call options, the Fund will not participate in equity market gains until they exceed the strike price of the call option. Lower interest rates or higher call option prices will tend to increase the cost of mitigating the risk posed by a decline in U.S. large capitalization equity markets. **QBER** - The adviser's tail risk strategy is not designed for upside participation in the markets and will underperform in rising equity markets relative to traditional long-only equity strategies. While the adviser's strategy is designed to benefit from meaningful declines in the domestic large cap equity market, the Fund will not fully benefit from any given downswing in the market. When the adviser selects out-of-the money put options, the Fund will not participate in equity market declines until they exceed the strike price of the put option. Lower interest rates or higher put option prices will tend to increase the cost of attempting to benefit from meaningful declines in the U.S. large capitalization equity markets.
- **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 the Fund 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.

The funds are distributed by Paralel Distributors LLC. Paralel is unaffiliated with TrueMark Investments.