

TrueMark Expands Structured Outcome ETF Suite

JANZ is the seventh of TrueShares monthly Structured Outcome ETF lineup that provide investors uncapped upside exposure to S&P 500 with built-in downside buffers

New York, NY, January 4, 2020—Rosemont, IL-based asset manager TrueMark Investments today launched JANZ, the seventh ETF in the True-Shares structured outcome product suite. The TrueShares Structured Outcome (January) ETF is sub-advised by SpiderRock Advisors, a Chicago-based asset management firm specializing in option overlay strategies. The fund seeks to provide investors with structured outcome exposure to the S&P 500 Price Index. TrueMark believes its structured outcome ETF suite is the first of its kind to offer built-in downside buffers with uncapped upside participation.¹

JANZ's structure allows for the potential of an asymmetric return profile. The fund seeks to provide investors with returns (before fees and expenses) that track the S&P 500 Price Index, while seeking to provide a buffer of 8-12% on the first of that index's losses over the fund's one-year investment period. In practice, the fund adviser will target the buffer at 10% of index declines over the investment period following the first day of trading while also allowing for uncapped upside participation. JANZ's expense ratio is 0.79%.

"Even if a bull-market persists, equity market volatility won't be leaving the conversation at the end of 2020. We still don't fully understand the long-term economic impact of the pandemic, there will likely be meaningful changes to fiscal and tax policy, and the potential for inflation continues to lurk on the horizon. And that's just the tip of the iceberg," said Michael Loukas, CEO at TrueMark Investments, the Advisor to TrueShares. "Given the potential of uncertainty heading into 2021, the ability of JANZ to help investors stay in the U.S. equity markets while providing a game plan for managing the effects of any sharp drawdowns makes it a useful portfolio tool. But its true uniqueness lies in the ability to pair built-in downside risk management with meaningful upside participation. After all, 2020 has once again proven to investors how extraordinarily resilient U.S. Equities can be in the long run."

JANZ is the seventh of twelve monthly-series ETFs in the True-Shares Structured Outcome ETF suite. Each fund will roll over at the end of a year-long term, at which point the downside buffer and upside participation will reset based on current pricing for the options used by the strategy for each respective ETF.

"We believe that the current market environment and looming economic uncertainty have set the stage for structured outcome products to shine, and we're excited to bring to market the next ETF in our series with TrueMark Investments," said Eric Metz, fund portfolio manager and Chief Investment Officer at SpiderRock Advisors. "We're seeing growing demand for cost-effective exposure to a strategy that offers investors a measure of downside protection while allowing the opportunity to continue participating in the ongoing bull market."

Please note that the Funds have characteristics unlike many other traditional investment products and may not be suitable for all investors.

1. Due to the cost of the options used by the Fund, the correlation of the Fund's performance to that of the S&P 500 Price Index will be less than if the Fund invested directly in the S&P 500 Price Index without using options, and could be substantially less.

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 3rd parties we believe are specialized, highly qualified industry experts to power investment management decisions, all at a price comparable to passive management.

About SpiderRock Advisors

SpiderRock Advisors is a Chicago-based asset management firm specializing in option overlay strategies. We use our comprehensive derivatives expertise and world-class technology to deliver solutions to investors, advisors, and institutions.

The Fund's investment objectives, risks, charges and expenses should be considered carefully before investing. The prospectus contains this and other important information, and it may be obtained at <https://www.true-shares.com/JANZ>. Read it carefully before investing. Foreside Fund Services, LLC, distributor.

The Fund has characteristics unlike many other traditional investment products and may not be suitable for all investors. You should only consider an investment in the Fund if you fully understand the inherent risks, which can be found in the prospectus.

Investing involves risks. Loss of principal is possible. There is no guarantee the fund will achieve its investment objective.

The TrueShares Structured Outcome ETFs seek to provide investors with returns (before fees and expenses) that track those of the S&P 500 Price Return Index (the "S&P 500 Price Index") while seeking to provide a buffer against the first 8% to 12% of S&P 500 Price Index losses, over a one year period without a Cap on potential upside returns. The Fund is recently organized with no operating history for prospective investors to base their investment decision which may increase risks.

The Fund employs a buffered strategy in an attempt to buffer against losses in the S&P 500 Price Index over the course of a 1-year period. There is no guarantee the Fund will be successful in this strategy, and investors may experience losses beyond targeted levels.

Due to the cost of the options used by the Fund, the correlation of the Fund's performance to that of the S&P 500 Price Index will be less than if the fund invested directly in the S&P 500 Price Index without using options, and could be substantially less. The Funds are designed to seek to achieve their investment objective for investments made on the first day of an Investment Period and held until the last day of the Investment Period. In the event an investor purchases Shares after the date the which the options were entered into or sells Shares prior to the last day of the Investment period, the buffer that the Fund seeks to provide may not be available and there may be limited to no upside potential. The Fund does not provide principal protection and an investor may experience significant losses on its investment, including the loss of its entire investment.