

TrueMark Launches Structured Outcome ETF

JULZ is the inaugural fund in True-Shares' Structured Outcome product suite

New York, NY, July 1, 2020—Rosemont, IL-based asset manager TrueMark Investments today launched JULZ, the first ETF in the True-Shares structured outcome product suite. The TrueShares Structured Outcome (July) 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, and TrueMark believes it is the first ETF of its kind to offer a built-in downside buffer with uncapped upside participation.¹

JULZ'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 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. JULZ's expense ratio is 0.79%.

“Recent volatility surrounding the pandemic-driven economic shutdown has served as a stark example of why structured outcome ETFs are being developed for investor portfolios,” said Michael Loukas, CEO at TrueMark Investments. “In times like these, we're reminded that market returns aren't sequential, they're lumpy, which is why JULZ's built-in downside buffer can be such a game-changer. The potential to help smooth out the valleys may help investors, particularly those that are concerned about the impact of market declines on their equity investments, to stay in the stock market long enough to take advantage of any subsequent peaks that are so vital to long-term returns.”

JULZ is just the first of twelve monthly series 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 reset based on current pricing for the options used by the strategy for each respective ETF.

“At a time of heightened market uncertainty, when the potential benefits of structured outcomes are more obvious, we are thrilled to be partnering with TrueMark Investments as they bring their new line-up of ETFs to the market” said Eric Metz, fund portfolio manager and Chief Investment Officer at SpiderRock Advisors. “We believe the ability to create an attractive risk-reward investment profile in a daily-traded, cost-effective vehicle should put these ETFs squarely at the forefront for investors looking to gain prudent large-cap, U.S. equity exposure.”

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/julz>. 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.