

Powered by Artificial Intelligence

SUMMARY OF CHANGES

IN

COMPANY	TICKER
Under Armour Inc	UA
Discover Financial Services	DFS
CenturyLink Inc	CTL
Procter & Gamble Co/The	PG
AbbVie Inc	ABBV
Symantec Corp	SYMC
TripAdvisor Inc	TRIP
Caesars Entertainment Corp	CZR
Morgan Stanley	MS
ManpowerGroup Inc	MAN
Amgen Inc	AMGN
Lam Research Corp	LRCX
American Express Co	AXP
United Continental Holdings In	UAL
Regeneron Pharmaceuticals Inc	REGN
QUALCOMM Inc	QCOM
Biogen Inc	BIIB
T-Mobile US Inc	TMUS
Philip Morris International In	PM
Booking Holdings Inc	BKNG
Intuitive Surgical Inc	ISRG
UnitedHealth Group Inc	UNH
Chevron Corp	CVX
Xilinx Inc	XLNX

OUT

COMPANY	TICKER
General Electric Co	GE
Constellation Brands Inc	STZ
Lockheed Martin Corp	LMT
salesforce.com Inc	CRM
Electronic Arts Inc	EA
NIKE Inc	NKE
Costco Wholesale Corp	COST
Eli Lilly & Co	LLY
Eaton Corp PLC	ETN
Roku Inc	ROKU
FedEx Corp	FDX
Michael Kors Holdings Ltd	KORS
Comcast Corp	CMCSA
Blackstone Group LP/The	BX
Accenture PLC	ACN
Oracle Corp	ORCL
Sirius XM Holdings Inc	SIRI
Broadcom Inc	AVGO
Zendesk Inc	ZEN
Cisco Systems Inc	CSCO
United Technologies Corp	UTX
Barrick Gold Corp	ABX
Bristol-Myers Squibb Co	BMJ
Home Depot Inc/The	HD

STOCK SPOTLIGHT

General Electric

After a brutal two years, it appears investors may be throwing in the towel on General Electric (NYSE: GE). A symbol of the U.S. industrial enterprise and one of the original Dow Jones Industrial Index components, the multinational giant has struggled mightily in recent years. GE climbed out of the 2008 recession along with most US equities, recovering from a low of \$6 to trade as high as \$30 a share by mid-2017. Since then, it has been straight down for the stock, which is now trading below \$8 and approaching the lows of the great recession. Down 33% year to date, GE is the worst performing stock in the Dow Jones Industrial Index. The problems over the years have been numerous and complex: failed acquisitions, underperforming management, mismanagement of resources and poor corporate culture have all played a part in GE's decline. Investors had been positive on GE as troubles mounted, viewing the stock as a classic value opportunity. It now appears that they are giving up and that perhaps GE has instead been a classic value-trap. Sentiment declined significantly in November, and for the first time in many months, GE has dropped out of the BUZZ Index.

Under Armour

For years, when it came to sports apparel, most people thought of Nike (NYSE: NKE) or Adidas. Under Armour (NYSE: UA) made a splash in the early 2000's and began making strong impressions within the athletic community. After the 2008 recession, the company experienced tremendous growth, rapidly expanding its base of sponsored athletes and partnerships. Investor optimism was rewarded, as the stock surged to over \$50 by December 2015. Since then however, the company has been plagued by waves of negative headlines and volatile earnings. By the end of 2017, UA had dropped back below \$20 a share. So far in 2018, the stock appears to have stabilized. On several occasions, we saw investor sentiment increase enough to push UA into the BUZZ Index, albeit at a low weight. This month however, we noticed a meaningful surge in sentiment, making UA the most notable new addition into the Index, suggesting investors may be anticipating a near-term rebound for the company.

SECTOR COMPARISON

SECTOR	OCTOBER 2018 INDEX WEIGHT (%)	NOVEMBER 2018 INDEX WEIGHT (%)
Communication Services	19.4	19.9
Consumer Discretionary	12.2	12.8
Consumer Staples	5.7	4.7
Energy	2.6	4.5
Financial Services	5.5	7.6
Health Care	6.8	10.2
Industrials	10.7	5.1
Information Technology	36.4	35.1
Materials	0.0	0.0
Utilities	0.0	0.0

TOP U.S. STOCKS DISCUSSED ACROSS ONLINE PLATFORMS



TOP FIVE POSITIVELY TRENDING STOCKS IN THE INDEX

COMPANY	TICKER
Tesla Inc	TSLA
ConocoPhillips	COP
Amazon.com Inc	AMZN
PayPal Holdings Inc	PYPL
Twitter Inc	TWTR

BOTTOM FIVE NEGATIVELY TRENDING STOCKS NOT IN THE INDEX

COMPANY	TICKER
salesforce.com Inc	CRM
Lockheed Martin Corp	LMT
Constellation Brands Inc	STZ
NIKE Inc	NKE
General Electric Co	GE

INDEX FUNDAMENTALS

1.5%

Dividend Yield

16.3

P/E Ratio

\$189.6B

Average Market Cap

\$4.7B

Smallest Market Cap

\$908.3B

Largest Market Cap



BUZZ US SENTIMENT LEADERS ETF

November 2018 Monthly Index Rebalance

BUZZ
NYSE ARCA

INDEX HOLDINGS

COMPANY	WEIGHT (%)	COMPANY	WEIGHT (%)
Tesla Inc	3.00%	Pfizer Inc	1.00%
Advanced Micro Devices Inc	3.00%	Coca-Cola Co/The	0.95%
Amazon.com Inc	3.00%	Discover Financial Services	0.94%
Apple Inc	3.00%	CenturyLink Inc	0.93%
Square Inc	3.00%	Johnson & Johnson	0.91%
Microsoft Corp	3.00%	International Business Machine	0.90%
BlackBerry Ltd	3.00%	Exxon Mobil Corp	0.88%
Facebook Inc	3.00%	JPMorgan Chase & Co	0.85%
ConocoPhillips	3.00%	Procter & Gamble Co/The	0.81%
Netflix Inc	2.83%	AbbVie Inc	0.79%
Micron Technology Inc	2.54%	Symantec Corp	0.77%
PayPal Holdings Inc	2.47%	TripAdvisor Inc	0.76%
Twitter Inc	2.29%	American Airlines Group Inc	0.75%
Walt Disney Co/The	2.00%	Caesars Entertainment Corp	0.75%
Visa Inc	1.98%	Match Group Inc	0.75%
NVIDIA Corp	1.84%	Mastercard Inc	0.75%
Ford Motor Co	1.83%	CVS Health Corp	0.75%
TE Connectivity Ltd	1.74%	Morgan Stanley	0.73%
Walmart Inc	1.72%	ManpowerGroup Inc	0.72%
Intel Corp	1.69%	Amgen Inc	0.71%
Shopify Inc	1.61%	Citigroup Inc	0.70%
Alphabet Inc	1.58%	Lam Research Corp	0.70%
Starbucks Corp	1.43%	Caterpillar Inc	0.69%
AT&T Inc	1.39%	American Express Co	0.67%
Bank of America Corp	1.34%	United Continental Holdings In	0.67%
Goldman Sachs Group Inc/The	1.31%	Regeneron Pharmaceuticals Inc	0.66%
Activision Blizzard Inc	1.30%	QUALCOMM Inc	0.64%
Twilio Inc	1.29%	Biogen Inc	0.64%
Verizon Communications Inc	1.26%	T-Mobile US Inc	0.62%
Gilead Sciences Inc	1.24%	Philip Morris International In	0.62%
Take-Two Interactive Software	1.21%	Booking Holdings Inc	0.62%
Merck & Co Inc	1.21%	Intuitive Surgical Inc	0.62%
Boeing Co/The	1.17%	UnitedHealth Group Inc	0.62%
McDonald's Corp	1.11%	Chevron Corp	0.61%
KeyCorp	1.10%	Xilinx Inc	0.61%
Under Armour Inc	1.09%	Adobe Inc	0.60%
Celgene Corp	1.09%	PepsiCo Inc	0.59%
Delta Air Lines Inc	1.08%	Total:	100.00

IMPORTANT DISCLOSURES & DEFINITIONS

An investor should consider the investment objectives, risks, charges and expenses carefully before investing. To obtain a prospectus, which contain this and other information please contact your financial professional or call 1.855.215.1425. Read the prospectus carefully before investing.

BUZZ US Sentiment Leaders ETF shares are not individually redeemable. Investors buy and sell shares of the BUZZ US Sentiment Leaders ETF on a secondary market. Only market makers or “authorized participants” may trade directly with the Fund, typically in blocks of 50,000 shares.

The ability to invest based on artificial intelligence analytics is relatively new and untested. The Fund may invest a significant portion of its assets in securities issued by companies in the information technology sector in order to track the Underlying index’s allocation to that sector.

These types of funds typically have a high portfolio turnover that could increase transaction costs and cause short-term capital gains to be realized.

The Fund is not suitable for all investors. There are risks involved with investing in ETFs including the loss of money. The Fund is considered non-diversified and can invest a greater portion of assets in securities of individual issuers than a diversified fund. As a result, changes in the market value of a single investment could cause greater fluctuations in share price than would occur in a diversified fund. Funds that emphasize investment in small/mid cap companies will generally experience greater price volatility. Diversification does not eliminate the risk of experiencing investment losses. ETFs are considered to have continuous liquidity because they allow for an individual to trade throughout the day.

Defined investment universe of US stocks – in order to be eligible for inclusion in the Underlying Index, a company’s stock must be traded on one or more major U.S. exchanges, have a minimum market capitalization of at least \$5 billion, and have a 3 month minimum average daily trading volume of \$1 million.

Investing in companies based on artificial intelligence analytics involves the potential for market manipulation because online posts may be made with an intent to inflate, or otherwise manipulate, the public perception of a stock or other investment.

Text and sentiment analysis of online postings may prove inaccurate; that is, high positive sentiment may not correlate with positive change in the value of a company’s stock.

Natural language processing (NLP) deals with the application of computational models to text or speech data. NLP algorithms can be used in Sentiment analysis to identify and extract subjective information in source materials. Sentiment analysis is widely applied to reviews and other online content for a variety of applications, ranging from marketing to customer service.

Artificial intelligence (AI) is the intelligence exhibited by machines or software. One of the central problems (or goals) of AI research include natural language processing (communication).

Online Platforms, as it relates to the ETF, refers to social media, news articles and blog posts.

Some examples of social media sites may include, but are not limited to, the following: Facebook, Twitter, LinkedIn, StockTwits, blogs, Investopedia, stock forums, etc.

Online community refers to the users of the online sites.

Fundamental Analysis is a method of evaluating a security that entails attempting to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative factors

ALPS Portfolio Solutions Distributor, Inc. is the Distributor for the BUZZ US Sentiment Leaders ETF.