

American Customer Satisfaction ETF

American Customer Satisfaction ETF (ACSI)

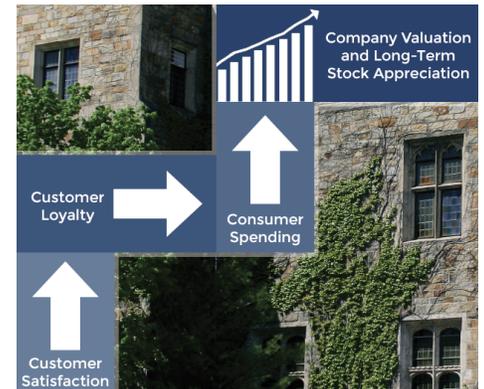


Fund Information

as of 07/08/2019

Symbol	ACSI
Price	\$34.25
Previous Close	\$34.20
Assets	\$59,941,280.56
Shares Outstanding	1,750,000

At the core of Exponential ETFs' investment thesis is the intuitive idea that companies whose customers are satisfied will outperform their peers over the long term. In an age of increasing sophistication and data availability, it is easy to become distracted from what matters most when evaluating stocks – that behind every stock is a tangible product or service. Financial statements can provide detail into how the company has operated in the recent past. Stock performance can tell us about the past trading patterns and recent direction of the company stock. Analysts can use all publicly available information to formulate their opinions about the prospects of a company. But the customers themselves – those who spend their own money and are most familiar with the good and services they are receiving – provide direct insight into the value of those goods and services which are at the core of any stock.



The idea that customer satisfaction is a driver of stock prices is substantiated through decades of academic studies and economic research. The American

Customer Satisfaction Index (ACSI) was established in 1994 by researchers at University of Michigan's Ross School of Business as a national indicator of the quality of economic output, as measured by US household consumption experience. Today, the ACSI tracks trends in customer satisfaction and provides benchmarking insights for companies, industry trade associations and government agencies. ACSI's data utilizes the groundbreaking proprietary econometric models developed by Dr. Claes Fornell, the world's leading authority on customer satisfaction, its measurement and analysis.

The American Customer Satisfaction ETF (Ticker: ACSI) provides large cap US equity exposure to investors with individual companies weighted within each sector by their ACSI customer satisfaction scores. By tracking the American Customer Satisfaction *Investable* Index, the ETF can provide Exponential ETFs' thesis as a core holding for US stock market investors, and it can do so in a transparent and systematic process. Utilizing ACSI's customer satisfaction data, the American Customer Satisfaction ETF delivers a fund that sheds light on customer satisfaction as an optimizing portfolio factor, and provides overweight exposure to the most loved products and services that are at the root of the US stock market.



“A healthy economy has satisfied consumers and a healthy company has satisfied customers”

– Claes Fornell, ACSI Chairman and Founding Partner

Risk Disclosure: The securities of large-capitalization companies may be relatively mature compared to smaller companies and therefore subject to slower growth during times of economic expansion. The Index relies heavily on proprietary quantitative models as well as information and data supplied by third parties (Models and Data). Because the Index is composed based on such Models and Data, when such Models and Data prove to be incorrect or incomplete, the Index and Fund may not perform as expected. As with all index funds, the performance of the Fund and its Index may differ from each other for a variety of reasons. For example, the Fund incurs operating expenses and portfolio transaction costs not incurred by the Index. In addition, the Fund may not be fully invested in the securities of the Index at all times or may hold securities not included in the Index. Investments involve risk. Principal loss is possible. The Fund has the same risks as the underlying securities traded on the exchange through the day. Redemptions are limited and often commissions are charged on each trade,

and ETFs may trade at a premium or discount to their net asset value. To the extent the Fund invests more heavily in particular sectors of the economy, the Fund's performance may be more sensitive to developments that significantly affect those sectors.

An investor should consider the Fund's investment objectives, risks, charges and expenses carefully before investing. The prospectus or summary prospectus contain this and other important information about the Fund and are available at acsietf.com or by calling 734.882.2401. Please read the prospectus or summary prospectus carefully before Investing.

Past performance does not guarantee future results

Shares of the American Customer Satisfaction ETF may be sold throughout the day on the exchange through any brokerage account. However, shares may only be redeemed directly from the Fund by Authorized Participants, in very large creation/redemption units. There can be no assurance that an active trading market for shares of an ETF will develop or be maintained.

Alpha measures a portfolio's risk adjusted performance and represents the difference between a portfolio's actual performance and its expected performance given its level of risk as measured by beta. **Beta** is a means of measuring the volatility of a security or portfolio of securities in comparison with the market.

The **S&P 500 Index** is a market capitalization-weighted index focused on the large-cap segment of the market. The index is comprised of 500 of the top companies in leading industries in the U.S. economy. It is not possible to invest directly in an index.

Exponential ETFs, a registered investment adviser, serves as investment adviser to the American Customer Satisfaction ETF and is paid a fee for its services.

The American Customer Satisfaction ETF is distributed by Quasar Distributors, LLC.