

GLOBAL BRANDS MATTER (/)



[LEARN MORE \(/WHY-BRANDS\)](#)

Brands inspire loyalty. Loyalty often drives repeat purchases. Repeat purchases drive superior revenue growth. Superior revenue growth often drives stock performance.

Click the animated video below & connect the dots to portfolio nirvana.

\$32 trillion per year investment opportunity



SAN DIEGO, CA, UNITED

STATES ERIC@GLOBALBRANDSMATTER.COM (MAILTO:ERIC@GLOBALBRANDSMATTER.COM)

DISCLOSURES

THE INFORMATION PRESENTED ON THIS SITE IT IS NOT INTENDED TO BE TRADING OR INVESTING ADVICE. THE GOAL IS TO PROVIDE ANALYSIS TO ASSIST IN MAKING YOUR OWN DECISIONS. THE ANALYSIS AND MARKET DATA THROUGHOUT THIS SITE IS PROVIDED 'AS-IS' AND WITHOUT WARRANTY. ALWAYS DO YOUR OWN DUE DILIGENCE AND RESEARCH BEFORE TRADING & INVESTING. THIS SITE HAS BEEN CREATED TO HIGHLIGHT INFORMATION REGARDING MANY OF THE WORLDS MOST RECOGNIZED & VALUABLE BRANDS. THIS INFORMATION IS FOR ILLUSTRATIVE PURPOSES ONLY.

Links to other websites

Globalbrandsmatter.com may establish links between this Website and one or more websites operated by third parties. GBM.com has no control over any such other websites, the contents therein or the products/services offered. The existence of any such links shall not constitute an endorsement of, or representation or warranty by GBM.com regarding such websites, the contents of the websites, the products or services of the websites or the operators of the websites. Your access to and use of such linked websites is governed by the terms of use and privacy policies of those sites, and shall be at your own risk. GBM.com disclaims responsibility for the privacy policies and customer information practices of third-party internet websites hyperlinked from our Website.

Indemnification

This Website will not be considered a solicitation for or offering of any investment product or service. The content in this website is made for illustrative purposes only. Globalbrandsmatter.com may establish links between this Website and one or more websites operated by third parties. GBM.com has no control over any such other websites, the contents therein or the products/services offered. The existence of any such links shall not constitute an endorsement of, or representation or warranty by GBM.com regarding such websites, the contents of the websites, the products or services of the websites or the operators of the websites. Your access to and use of such linked websites is governed by the terms of use and privacy policies of those sites, and shall be at your own risk. Globalbrandsmatter.com disclaims responsibility for the privacy policies and customer information practices of third-party internet websites hyperlinked from our Website.

The information provided on this site does not constitute investment advice and no investment decision should be made based on it. Neither the information contained on this site or in any accompanying oral presentation is a recommendation to follow any strategy or allocation. In addition, neither is a recommendation, offer or solicitation to sell or buy any security or to purchase of shares in any fund or establish any separately managed account. It should not be assumed that any recommendations made by GBM.com in the future will be profitable or will equal the performance of any securities discussed herein. Before making any investment decision, you should seek expert, professional advice, including tax advice, and obtain information regarding the legal, fiscal, regulatory and foreign currency requirements for any investment according to the law of your home country, place of residence or current abode.

Any account or fund advised by me involves significant risks and is suitable only for those persons who can bear the economic risk of the complete loss of their investment. There is no assurance that any account or fund will achieve its investment objectives. Accounts and funds are subject to price volatility and the value of a portfolio will change as the prices of investments go up or down. Before investing in a strategy, you should consider the risks of the strategy as well as whether the strategy is suitable based upon your investment objectives and risk tolerance.

There may be additional risks associated with international and emerging markets investing involving foreign, economic, political, monetary, and/or legal factors. International investing is not for everyone. You can lose money by investing in securities.

The **S&P 500**[®] Index is a widely used stock market index that can serve as a barometer of US stock market performance, particularly with respect to larger capitalization stocks. It is a market-weighted index of stocks of 500 leading companies in leading industries and represents a significant portion of the market value of all stocks publicly traded in the United States. It is not possible to invest directly in an index.

Investors often use these well-known and widely recognized indices as one way to gauge the investment performance of an investment manager's strategy compared to investment sectors that correspond to the strategy. However, global brands strategies are actively managed and not intended to replicate the performance of the indices: the performance and volatility of any brands strategies may differ materially from the performance and volatility of their benchmark indices, and their holdings will differ significantly from the securities that comprise the indices. You cannot invest directly in indices, which do not take into account trading commissions and costs.

Alpha Brands Consumer Spending Index Disclosure

The Alpha Brands Consumer Spending IndexTM is presented by Accuvest and is powered by the Alpha Brands Investment Committee. The Index includes the top ranked brands (200 maximum), on an equal-weighted basis, from a static number of consumer-facing sub-industries chosen by the Alpha Brands Investment Committee. The 60+ sub-industries includes those deemed vital to the consumption supply-chain. Index constituents are the highest ranked companies in their respective subindustries based on a proprietary ranking system that combines market cap, total sales, and sales growth. The Alpha Brands Consumer Spending IndexTM allows all constituents to free-float during each calendar year. The Index is re-constituted in December of every calendar year and will maintain a target of 200 leading brands going forward. The Index Committee identified a target number of sub-industries & constituents to track for the Index back-test. This approach was static over the back-tested time period for the sake of consistency. The Index offers a real-time view into consumer spending patterns on a yearly basis via the leading brands in our targeted sub-industries. The Index does not represent an investment and it is not possible to invest directly in an Index. Accuvest makes no representations regarding the advisability of investing in investment products based on the Index. Index returns do not reflect payment of certain sales charges or fees an investor may pay to purchase the securities underlying the Index of investment vehicles intended to track the performance of the Index. The imposition of these fees and charges would cause actual performance of the securities/ vehicles to be lower than the Index performance shown. Inclusion of a company in

the Index does not in any way reflect an opinion on the merits of that company. Accuvest and its affiliates do not provide tax advice. Accordingly, any discussion of U.S. tax matters contained herein (including any attachments) is not intended or written to be used, and cannot be used, in connection with the promotion, marketing or recommendation by anyone unaffiliated with Accuvest of any of the matters addressed herein or for the purpose of avoiding U.S. tax-related penalties.