



Vident Core US Bond Strategy ETF | VBND

Fund Story | 10.30.2020

Bonds: How do you make sector, issuer, and Bond decisions?

VBND seeks to track the Vident Core U.S. Bond Index (VUBDX), a principles-based, multi-factor bond index strategy that focuses on sector selection, issuer selection and bond selection factors within the U.S. fixed income market.

BUILDING A INDEX FOCUSED ON...

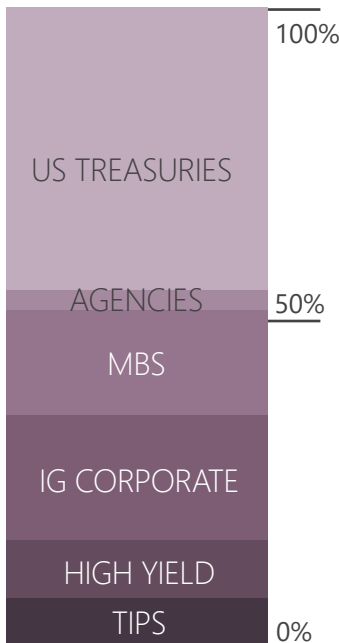
The index (VUBDX) seeks to improve risk adjusted returns by addressing the inherent weakness in a debt weighted bond portfolio: Overexposure to risk concentrations and interest rate risk, and missing Leadership, Governance and Distress criteria.

Index Construction

We believe the index's multi-factor sector selection process systematically allocates capital to better valued sectors in an attempt to capture returns and mitigate risk in "flight-to-safety" environments.

Issuer and Bond Selection

After weighting sectors, the index selects individual issues within each sector in an attempt to maximize the overall yield while considering creditworthiness, leadership, governance and distress factors.



VALUATION

Allocate toward High Yield and TIPS when valuation and momentum are favorable

DIVERSIFICATION

We distribute risks across core and non-core (high yield and TIPS) fixed income sectors

GOVERNANCE

Corporate bonds selected based on leadership, governance, and creditworthiness

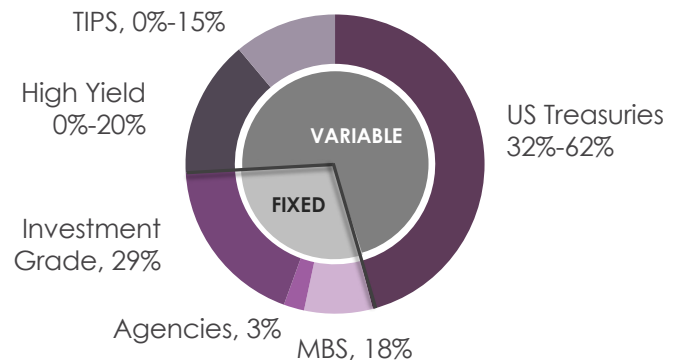
DIVERSIFYING RISK

Traditional debt-weighted bond funds lack a strong valuation methodology as well as Leadership, Governance, and Distress criteria. The index that VBND tracks (VUBDX) seeks to avoid weaker credit sectors and companies in "flight-to-safety" environments. This is accomplished by systematically allocating to sectors and companies based on their creditworthiness.

Vident Core U.S. Bond Index:

Allocations increase/decrease based on principles/relative valuation

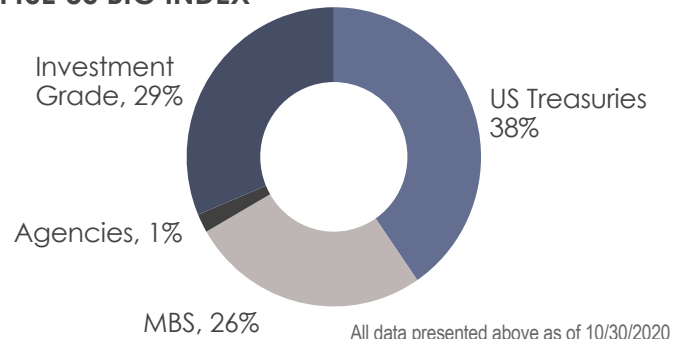
VUBDX ALLOCATION RANGES



Debt-Weighted Index:

Allocations increase/decrease based on debt outstanding

FTSE US BIG INDEX



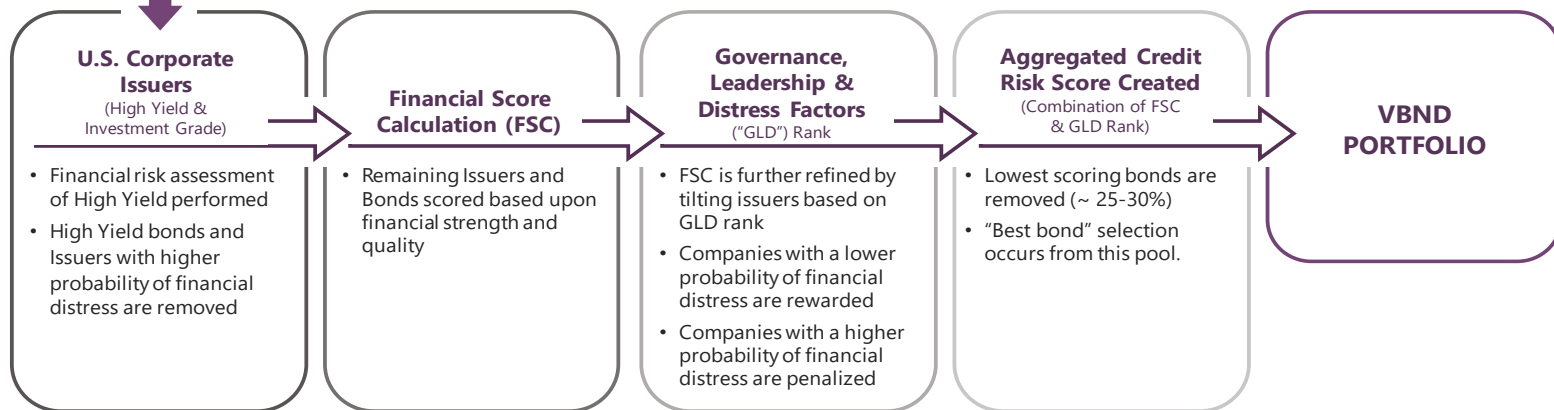
The FTSE US Broad Investment-Grade Bond Index (USBIG) measures the performance of US Dollar-denominated bonds issued in the US investment-grade bond market. The index covers US Treasury, government sponsored, collateralized, and corporate debt providing a reliable representation of the US investment-grade bond market.

High-yield bonds are bonds issued by companies that are judged likely, relative to stronger companies, to default by failing to make interest and principal payments on schedule. **Treasury Inflation-Protected Security (TIPS)** is a Treasury bond that is indexed to inflation to protect investors from the negative effects of rising prices. The principal value of TIPS rises as inflation rises. A **Treasury bond** is a government debt security that earns interest until maturity, at which point the owner is also paid a par amount equal to the principal. An **agency bond** is a bond issued by a government agency. These bonds do not include those issued by the U.S. Treasury or municipalities. A **mortgage-backed security (MBS)** is an investment similar to a bond that is made up of a bundle of home loans bought from the banks that issued them. An **investment grade (IG)** is a rating that signifies a municipal or corporate bond presents a relatively low risk of default.

Diversification does not assure a profit or protect against a loss in a declining market.

INVESTMENT PROCESS

HIGH YIELD & INVESTMENT GRADE UNIVERSE



CASE STUDY: MOHAWK INDUSTRIES, INC.

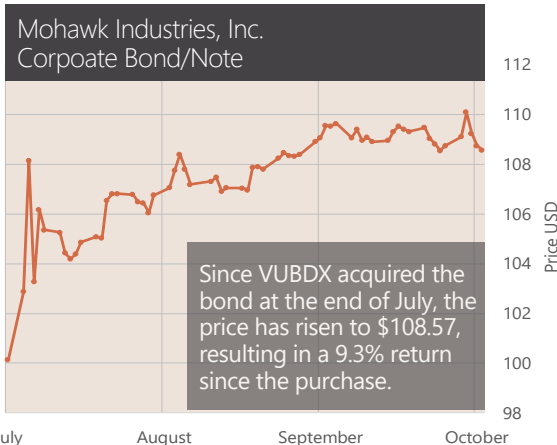
Mohawk Industries Inc. manufactures, designs, and distributes flooring products for home furnishing. VUBDX acquired the Mohawk Industries bond initially in the July 2020 rebalance at a price of \$100.14 and has continued to hold a 30-bps position since.

The VUBDX methodology looks to maximize yield while considering diversification, duration and credit risks.

- This bond was very attractive due to its 3.87% yield, especially at a BBB+ rating.
- The company also had very favorable financial creditworthiness score.

Due to COVID-19, as more people around the world spend time at home, the home remodeling sector has seen a strong upwards trend.

In Q3 2020, Mohawk Industries saw increased demand for their flooring products, particularly in international markets. The strong quarter resulted in a 52.2% earning surprise.



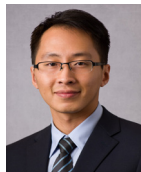
Since VUBDX acquired the bond at the end of July, the price has risen to \$108.57, resulting in a 9.3% return since the purchase.

Past performance does not guarantee future results. The fund is not actively managed and may be affected by a general decline in market segments related to the index. The fund invests in securities included in, or representative of securities included in, the index, regardless of their investment merits. As of 10.30.2020 VBND held 0.30% in MOHAWK INDS INC 3.625% 05/15/2030. Duration measures a bond's or fixed income portfolio's price sensitivity to interest rate changes. Credit risk is the possibility of losing a lender takes on due to the possibility of a borrower not paying back a loan. Yield is a return measure for an investment over a set period of time, expressed as a percentage.



Jim Iredale, CFA
Senior Portfolio Manager
Fixed Income (VIA)

With over 15 years of investment management experience, Mr. Iredale has been the portfolio manager of the Fund (VBND) since April 2015.



Austin Wen, CFA
Portfolio Manager, VIA

Mr. Wen has seven years of investment management experience, specializing in portfolio management and trading of equity portfolios and commodities based portfolios, as well as risk monitoring and investment analysis. VBND PM since December 2018.

Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. To obtain a prospectus download at www.videntfunds.com/funds/vbnd or call 800-617-0004. Please read it carefully before investing.

Investing involves risk, including the risk of loss of principal. VBND has the same risks as the underlying securities traded on the exchange throughout the day at market price. Redemptions are limited and often commissions are charged on each trade. VBND may invest in illiquid or thinly traded securities which involve additional risks such as limited liquidity and greater volatility. VBND may make investments in debt securities. The Fund's investments in high yield securities expose it to a substantial degree of credit risk. These investments are considered speculative under traditional investment standards. Debt issuers and other counterparties may not honor their obligations or may have their debt downgraded by ratings agencies. An increase in interest rates may cause the value of fixed-income securities held by the Fund to decline. VBND may also invest in asset backed and mortgage backed securities which include additional risks that investors should be aware of such as credit risk, prepayment risk, possible illiquidity and default, as well as increased susceptibility to adverse economic developments. The Fund invests in the securities included in, or representative of its Index regardless of their investment merits. The performance of the Fund may diverge from the Index. The Fund is not actively managed and its performance may be adversely affected by a general decline in the market segments relating to its Index.

The fund's investment advisor is Vident Advisory, Inc. VBND's sub-advisor is Vident Investment Advisory (VIA). Vident Financial owns the index that underlies the fund. The Vident Core U.S. Bond Strategy ETF is distributed by ALPS Distributors, Inc. ALPS is not affiliated with Vident Financial, Vident Advisory or VIA.

Investor shares are bought and sold at market price (not NAV), may trade at a discount or premium to NAV and are not individually redeemed from the Fund. Ordinary brokerage commissions apply.

Diversification does not assure a profit or protect against a loss in a declining market.