

## The Index: Alpha Architect Value Momentum Trend for Canada Index

Alpha Architect delivers indices with concentrated factor exposure by identifying unique stock characteristics that are associated with systematic mispricing.

The Index is based on three factors: value, momentum and trend-following.

**VALUE** is a strategy that focuses on the common stock of companies with low prices relative to fundamentals.

**MOMENTUM** is a strategy that focuses on the common stock of companies that have strong relative past performance.

**TREND-FOLLOWING** is a risk management technique that advocates investing in equity markets when the trend is positive and moving to lower risk assets when the trend is negative. The objectives of trend-following are to avoid down-trending equity markets and to minimize large losses.

In addition, the Index screens to avoid companies with fundamentals that indicate financial distress and fraudulent reporting.

### About SmartBe Wealth Inc.

SmartBe Wealth Inc. is a wealth management firm and the manager of the SmartBe ETF. The company partners with international and academically published index providers to construct and deliver Canadian exchange-traded funds for widespread public distribution. SmartBe is dedicated to bringing new quantitative approaches to Canadian investors interested in affordable alternatives to sophisticated investment strategies.

Read the SmartBe ETF's prospectus and consult your financial advisor before investing. Exchange-traded funds are not guaranteed; their values change frequently and past performance may not be repeated. Investors will pay management fees and expenses, will not pay commissions or trailing commissions and may experience a gain or loss.