

ETF Pioneer ASYMmetric Launches Smart Income and Smart Alpha Funds

ASYMmetric's latest passive, rules-based funds seek to bring the benefits of capital preservation to all investors by minimizing risk and volatility while maximizing income and alpha.

NEW YORK – February 1, 2023 -- Today, ASYMmetric ETFs, a modern investment adviser committed to capital preservation, compounding returns and minimizing the risks of investing, announced the launch of two new funds, ASYMmetric Smart Income ETF (NYSE: MORE) and ASYMmetric Smart Alpha S&P 500® ETF (NYSE: ZSPY). These smart category funds, built for family offices, advisors and retail investors, epitomize ASYMmetric's investment philosophy, which seeks to deliver greater returns or income with less risk by focusing on capital preservation.

The firm's flagship offering, ASYMshares™ ASYMmetric 500® ETF (NYSE: ASPY), introduced Smart Equity, solutions designed to generate market returns with a fraction of the risk. Since it began trading in 2021, ASYMshares™ ASYMmetric 500® ETF has garnered admiration, winning the 2022 Newcomer Strategic Beta ETF of the Year at With Intelligence's Mutual Fund Industry and ETF Awards.

CEO and founder **Darren Schuringa** conceptualized ASYMmetric with the goal of creating and protecting wealth for investors regardless of the overall direction of the market. After working with UHNW and institutional investors for years, Schuringa wanted to bring their sophisticated methodology to all investors. He did so by developing the firm's proprietary ASYMmetric Smart Technology, which measures overall market risk using proprietary indicators, reducing portfolio risk as market risk rises in order to preserve capital.

Today, ASYMmetric is applying its Smart Technology to two new strategies, designed to generate income and alpha, respectively.

- **ASYMmetric Smart Income ETF (NYSE: MORE)** is a passive, rules-based fund developed to produce more income with less risk. The fund seeks to generate more than 2x the income of the S&P 500 with less risk. Without using derivatives or leverage, the ASYMmetric Smart Income ETF dynamically manages investment exposure in both bull and bear markets. The fund uses smart screens and momentum indicators to identify high income equities in a bull market to maximize secure income, while protecting investors' principal in a downturn by allocating to Treasuries or cash. It is ideal for conservative investors who are seeking high current income.
- **ASYMmetric Smart Alpha S&P 500 ETF (NYSE: ZSPY)** is a passive, rules-based fund engineered to provide better returns with the same risk. The fund seeks to generate 2x the returns of the S&P 500 with no additional risk over a market cycle. The ASYMmetric Smart Alpha S&P 500® ETF maximizes alpha by using leverage in a bull market, while relying on hedging strategies to protect and potentially grow assets in a bear market. The ASYMmetric Smart Alpha S&P 500 ETF is a brand new take on leveraged ETFs

and provides investors more of what they are looking for from leverage greater upside and less of what they don't want amplified downside. The fund addresses the weaknesses of traditional leveraged products, which are often limited to *daily* returns, by offering leveraged period returns. It accomplished this by offering 2x leveraged exposure to the S&P 500 in a bull market and reducing exposure as market risk starts, to rise to protect capital and potentially profit in a bear market by being short the S&P 500.

The first day of trading for both funds is February 1, 2023.

“At ASYMmetric, we believe all investors should have the opportunity to preserve and compound their wealth, not just those with access to expensive trading tools and institutional investment teams,” said Schuringa. “Current market volatility is making investors seasick. Smoothing out returns and minimizing risk is good for everyone; investors are able to sleep better at night and advisors will have happier clients and less volatile fees.”

One of the few former hedge fund managers bringing new ETFs to market, Schuringa is serious about delivering his best solutions to Main Street investors.

“We’re not interested in watering down the approach we use for UHNW investors and institutions. Solutions that minimize volatility while maximizing returns are good for every investor,” he added. “We’re simply making “Smart Money” solutions available to everyone.”

For more information on the new funds, visit our website to read about [MORE](#) and [ZSPY](#) and join the conversation at ASYMmetric’s [upcoming webinar](#).

About ASYMmetric ETFs

ASYMmetric ETFs, LLC is an investment adviser obsessed with capital preservation, compounding returns and minimizing the risks of investing. Our innovative Smart Solutions provide investors with the tools they need to maximize returns while minimizing risks. Our award-winning investing solutions are revolutionizing the creation, protection and allocation of wealth. To learn more about ASYMmetric ETFs, visit www.ASYMshares.com.

There is no guarantee the Fund’s investment strategy will be a success or that the protection sought by the fund will be achieved. Investment loss is possible.

New Fund Risk: The Fund is a recently organized investment company with no operating history. As a result, prospective investors have no track record or history on which to base their investment decision. **Leverage Risk:** The Fund will invest in futures as a principal investment strategy. Futures and other derivative investments give rise to a form of leverage. Leverage is investment exposure that exceeds the initial amount invested. The loss on a leveraged investment may far exceed the Fund’s principal amount invested. Leverage can magnify the Fund’s gains and losses and therefore increase its volatility. **Long/Short Risk:** The performance of the Fund will depend on the difference in the rates of return between its long

positions and short positions. Unlike with a long position, losses on a short position could be much greater if the value of the security that the Fund is shorting increases because the cost of covering a short position is potentially unlimited. **Volatility Risk:** The Fund's investments are designed to respond to historical or realized volatility based on a proprietary model developed and implemented by the Index Provider, which is not intended to predict the future volatility of the S&P 500 Index. If the S&P 500 Index is rapidly rising during periods when the Index Provider's volatility model has predicted significant volatility, the Fund may be underexposed to the S&P 500 Index due to its short position, and the Fund would not be expected to gain the full benefit of the rise in the S&P 500 Index. Additionally, in periods of rapidly changing volatility, the Fund may not be appropriately hedged or may not respond as expected to current volatility. In periods of extreme market volatility, the Index's strategy, and consequently the Fund, may underperform due to the backward-looking nature of the Index's model.

Award Selection Criteria: The ETF performance awards were judged based on 2021 performance and flows. For the newcomer categories funds must be at least \$25m in AUM, for the other categories funds must be at least \$50m. Newcomer funds must have been launched in 2021.

Alpha: the portion of return from an investment that's incrementally more than a benchmark index, in this case the S&P 500.

Before investing, carefully consider the fund's investment objectives, risks, charges and expenses. This and other information is in the prospectus and a summary prospectus, copies of which may be obtained at asymhares.com. Read the prospectus carefully before investing.

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