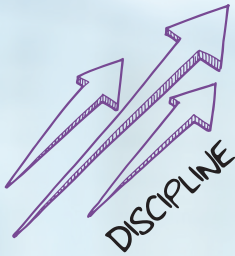
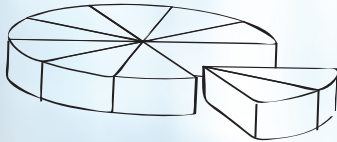


# ALPS EMERGING SECTOR DIVIDEND DOGS ETF VALUE, INCOME, DIVERSIFICATION

DIVERSIFICATION



DISCIPLINE

ANALYSIS



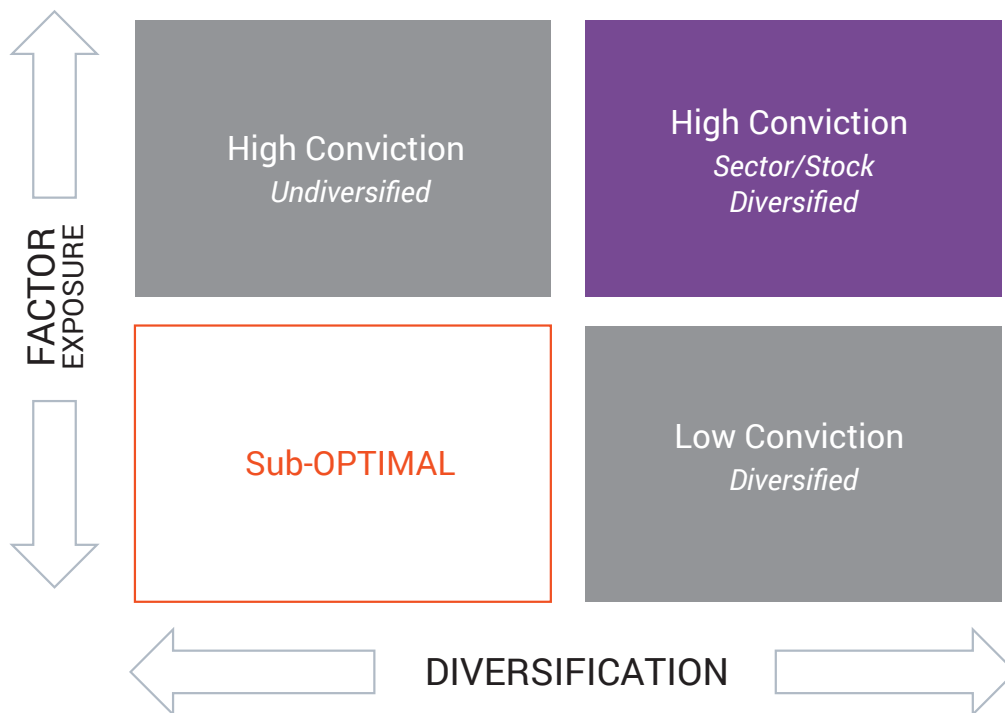
*EDOG provides the potential opportunity to capture above-market returns and high dividend income in a disciplined, diversified, and transparent structure.*

**EDOG** INVESTMENT PRIMER  
September 30, 2018

*Value & dividend strategies tend to have unintentional sector biases, creating issues with diversification.*

As of 2016, global exports of goods and services as a percentage of global gross domestic product (GDP) was approximately 29%.\* As the world economy continues to become increasingly interconnected, opportunity abounds for investors who cast a wider net and look for factor exposure abroad.

When choosing a factor based ETF, investors face a tradeoff between factor exposure and diversification:



*For illustrative purposes only.  
Diversification does not eliminate the risk of experiencing investment losses.*

We believe investors should not have to choose between dividend yield & diversification. Analysis shows that it is possible to find both value & income in every sector of the market by isolating screens on a sector-by-sector basis.

*ALPS Emerging Sector Dividend Dogs ETF (EDOG):*

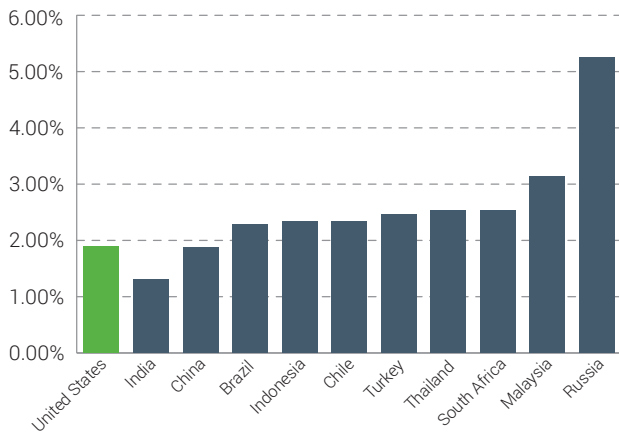
- High dividend yield relative to Emerging Markets Large Cap Dividend Indices
- Alpha potential through deep value screening
- Diversification at the stock & sector levels

\* Source: The World Bank national accounts data, 12/31/2016

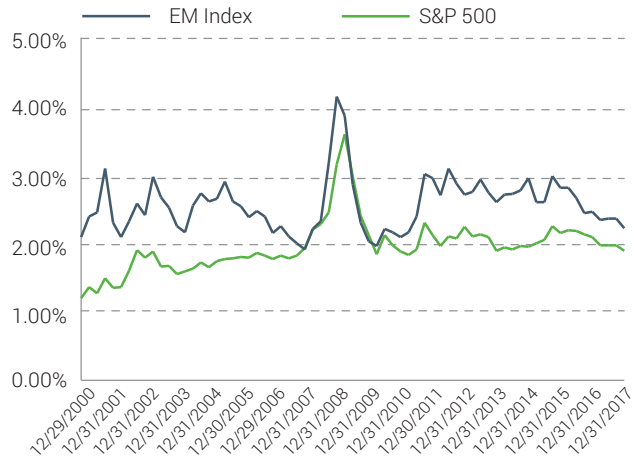
## Start with a Dividend-Rich Universe

Starting with the S-Network Emerging Markets Index means that EDOG draws from a robust universe of stocks that have passed liquidity and market capitalization screens, and whose domicile and primary exchange listings are in upper middle income & certain lower middle income countries\*, which tend to have higher yields than their U.S. peers.

*Exhibit 1: Stocks in a Number of Emerging Markets Countries Have Higher Dividend Yields than their U.S. Counterparts*



*Exhibit 2: Dividend Yield: MSCI Emerging Markets vs. S&P 500*



Note: Country Yields represented by yields of MSCI EM Index Constituents. United States represented by yield of S&P 500

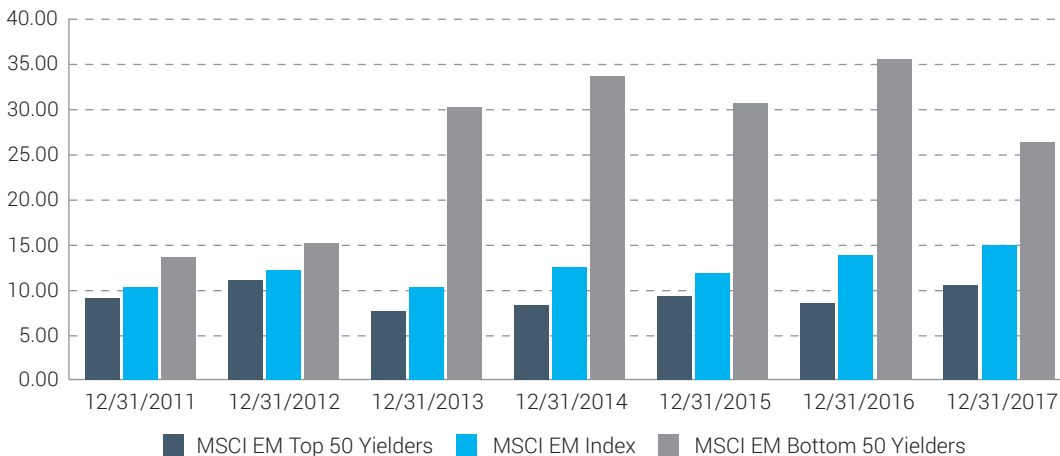
Exhibit 1 Source: Bloomberg data as of 12/31/2017 Exhibit 2 Source: Bloomberg data

Over the past 15 years, the dividend yield of the MSCI Emerging Markets Index has been, on average, roughly 30% higher than that of the S&P 500.

## Finding Dividend Yield in All Corners of the Market

Dividend yield is a proven factor to screen for value, and we believe isolating the screen on a sector-by-sector basis helps to identify value and equity income opportunities across all sectors of the market in a high conviction manner.

*Exhibit 3: Dividend Yield as a Value Screen  
Price-to-Earnings Ratios by Dividend Yield Grouping*



Note: Top/Bottom 50 Yielders are the 50 stocks in the MSCI Emerging Markets Index with the highest/lowest dividend yields as of the given date.

Source: Bloomberg data as of 12/31/17

Over the past 5 years, the MSCI Emerging Markets Index's top 50 yielders have exhibited, on average, lower price-to-earnings ratios compared to the lowest 50 yielders.

\* Upper Middle Income and Lower Middle Income classifications as defined by the World Bank.

**Past performance does not guarantee future results.**

## Equal Sector Weighting Methodology Enhances Diversification & Increases Opportunities

Equal weight methodology at both the stock and sector levels allows for participation in all market rallies, and also has the potential to lower volatility when larger sectors perform poorly.

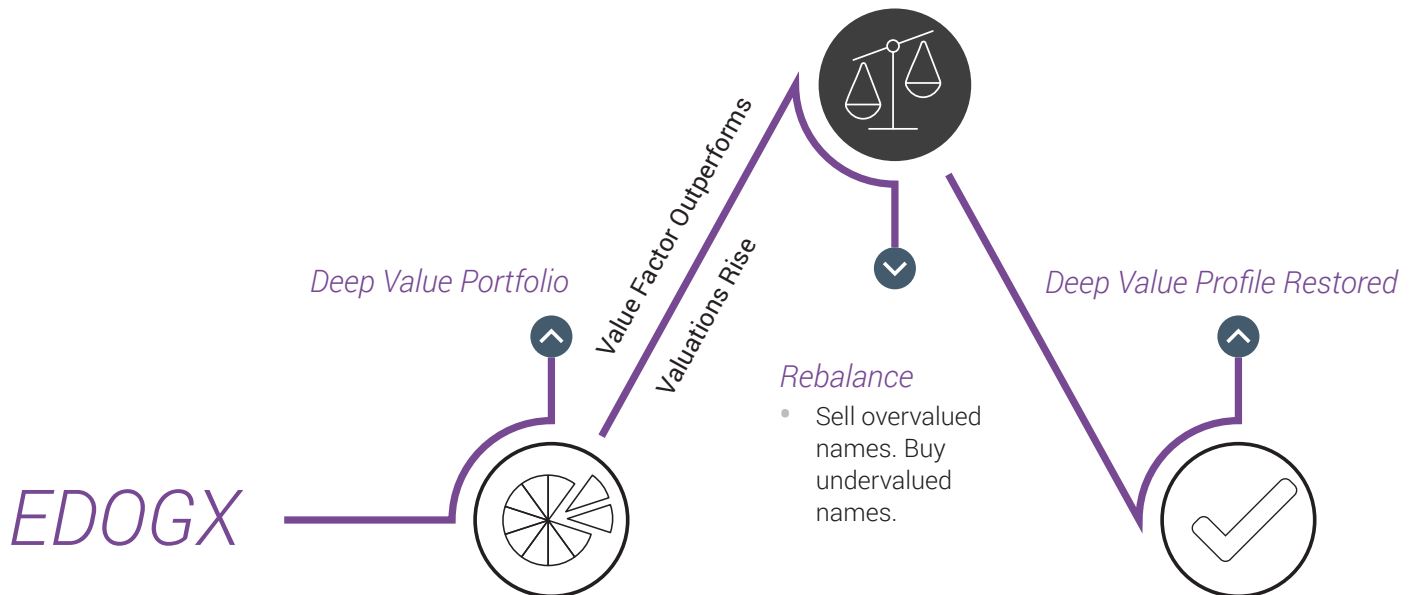


Consumer Discretionary	10%
Consumer Staples	10%
Energy	10%
Financials	10%
Health Care	10%
Industrials	10%
Information Technology	10%
Materials	10%
Telecommunication Services	10%
Utilities	10%

*For illustrative purposes only.*

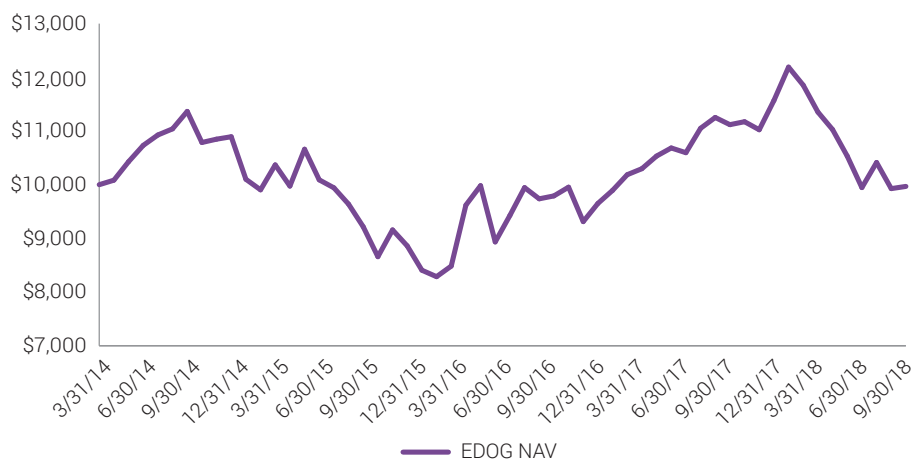
## Disciplined Rebalancing Reinforces the Integrity of the Portfolio

Rebalancing quarterly and reconstituting annually keeps the fund true to its objectives, allowing the mean reversion story to continue to play out each quarter.



*For illustrative purposes only. Diversification does not eliminate the risk of experiencing investment losses.*

## \$10,000 Hypothetical Investment



The chart above represents the total return historical performance of a hypothetical investment of \$10,000 in the Fund over the life of the Fund. Performance calculations are as of the end of each month. **Past performance does not guarantee future results.** This chart does not reflect the deduction of taxes that a shareholder would pay on Fund distributions or the redemption of Fund shares.

## Performance as of 9/30/18

Total Returns	Cumulative				Annualized		
	3 Mo.	6 Mo.	YTD	S.I.	1 Yr.	3 Yr.	S.I. <sup>1</sup>
ALPS Emerging Sector Dividend Dogs ETF (Net Asset Value)	0.22%	-12.20%	-13.82%	-0.32%	-10.35%	4.80%	-0.07%
ALPS Emerging Sector Dividend Dogs ETF (Market Price) <sup>2</sup>	0.07%	-12.89%	-14.33%	-0.98%	-11.45%	4.59%	-0.22%
MSCI EM TR Net Index (Benchmark)	-1.09%	-8.97%	-7.68%	20.14%	-0.81%	12.36%	4.15%
S-Network <sup>®</sup> Emerging Sector Dividend Dogs NTR Index (Benchmark) <sup>3</sup>	0.35%	-12.23%	-13.57%	3.58%	-9.79%	5.64%	0.78%

**Performance data quoted represents past performance. Past performance does not guarantee future results. Current performance may be higher or lower than actual data quoted. Call 1.866.675.2639 or visit [www.alpssectordividenddogs.com](http://www.alpssectordividenddogs.com) for current month end performance. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost.**

<sup>1</sup> Fund inception date of 3/28/2014.

<sup>2</sup> Market Price is based on the midpoint of the bid/ask spread at 4 p.m. ET and does not represent the returns an investor would receive if shares were traded at other times.

<sup>3</sup> The S-Network<sup>®</sup> Emerging Sector Dividend Dogs Index (Ticker: EDOGX) is a portfolio of stocks derived from a universe of mainly large capitalization stocks domiciled in emerging markets (the "S-Network Emerging Markets Index" "SNEMX"). One cannot invest directly in an index.

## ETF Stats

Ticker:	EDOG
Underlying Index:	EDOGXTR
Listing Exchange:	NYSE Arca
CUSIP:	00162Q 668
Fund Inception:	3/28/14
Dividends Paid:	Quarterly
Most Recent Dividend*:	\$0.3586
Gross Expense Ratio:	<b>0.60%</b>
NAV**:	\$21.14
Shares Outstanding:	1,700,000

\* Dividend Paid on 9/27/18

\*\* As of 9/30/18

## Investment Objective

The Fund seeks investment results that replicate as closely as possible, before fees and expenses, the performance of the S-Network<sup>®</sup> Emerging Sector Dividend Dogs Index (the "Index").

## Important Disclosures & Definitions

**An investor should consider the investment objectives, risks, charges and expenses carefully before investing. To obtain a prospectus which contain this and other information call 866.675.2639 or visit [www.alpsfunds.com](http://www.alpsfunds.com). Read the prospectus carefully before investing.**

**ALPS Emerging Sector Dividend Dogs ETF Shares are not individually redeemable. Investors buy and sell shares of the ALPS Emerging Sector Dividend Dogs ETF on a secondary market. Only market makers or “authorized participants” may trade directly with the Fund, typically in blocks of 50,000 shares.**

*There are risks involved with investing in ETFs including the loss of money. Additional information regarding the risks of this investment is available in the prospectus.*

*The Fund is subject to the additional risks associated with concentrating its investments in companies in the market sector.*

*The Fund's investments in non-U.S. issuers may involve unique risks compared to investing in securities of U.S. issuers, including, among others, greater market volatility than U.S. securities and less complete financial information than for U.S. issuers. In addition, adverse political, economic or social developments could undermine the value of the Fund's investments or prevent the Fund from realizing the full value of its investments. Financial reporting standards for companies based in foreign markets differ from those in the United States. Finally, the value of the currency of the country in which the Fund has invested could decline relative to the value of the U.S. dollar, which may affect the value of the investment to U.S. investors. An investor cannot invest directly in an index.*

*The S-Network Emerging Sector Dividend Dogs Index (Ticker: EDOGX) is designed to serve as a fair, impartial and transparent measure of the performance of emerging market large & mid cap equities with above average dividend yields.*

*MSCI Emerging Markets Index: A free float-adjusted market capitalization index that is designed to measure equity market performance in the global emerging markets.*

*Dogs of the Dow Theory: An investment strategy which proposes that an investor annually select for investment the ten Dow Jones Industrial Average stocks whose dividend is the highest fraction of their price.*

*Price to earnings ratio: An equity valuation multiple. It is defined as market price per share divided by annual earnings per share.*

*Alpha: A measure of performance on a risk-adjusted basis; often considered the active return on an investment, the ratio gauges the performance of an investment against a market index used as a benchmark.*

*Dividend yield: A dividend expressed as a percentage of a current share price.*

*ALPS Portfolio Solutions Distributor, Inc. is the distributor for the ALPS Emerging Sector Dividend Dogs ETF.*

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[Learn More](#)

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