

# ALPS WEEKLY ETF SPOTLIGHT

SDOG – ALPS Sector Dividend Dogs ETF

08.03.2018

Domestic Dividend Factors	S-Network Sector Dividend Dogs Index (SDOGXTR)	S&P 500 Total Return Index (SPXT)	Dow Jones Select Dividend Index (DJDVY)	FTSE High Dividend Yield Total Return Index (TGPVAN)
One Week Return	1.53%	0.80%	1.06%	0.14%

Source: Bloomberg, L.P., as of August 3, 2018. **Past performance is not indicative of future results.** For standardized performance of the fund please [click here](#).

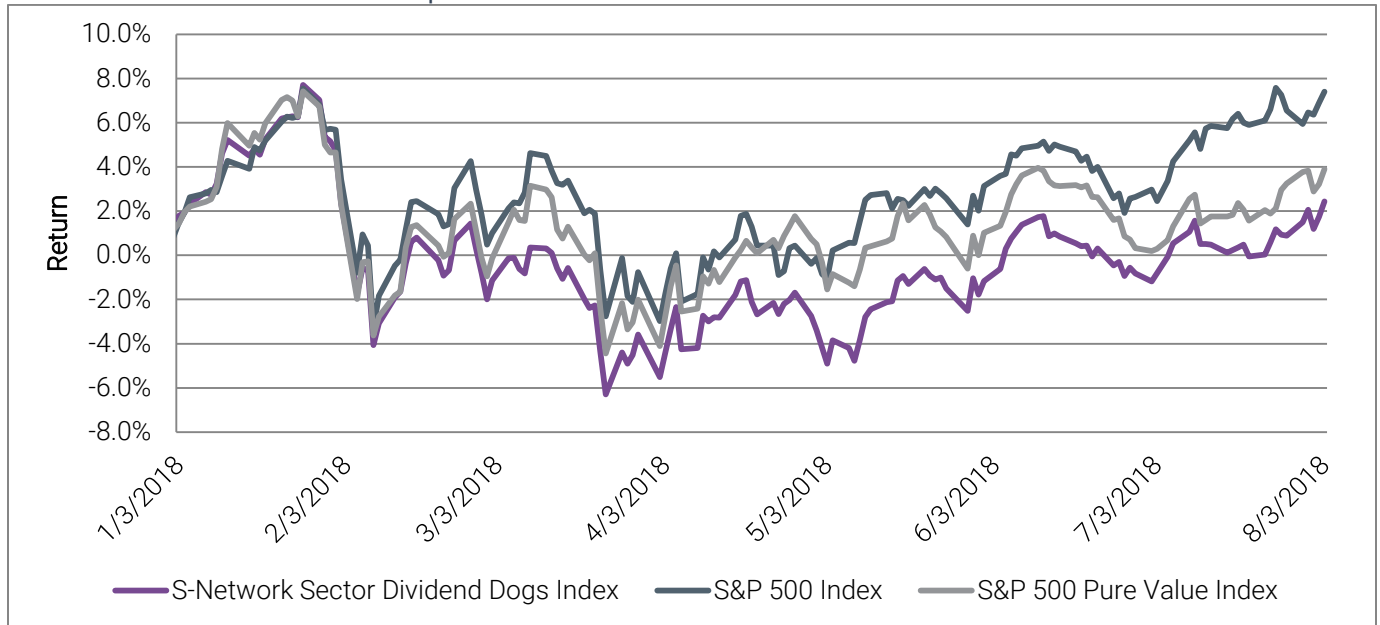
- The ALPS Sector Dividend Dogs ETF (SDOG) outpaced the major dividend indices and the S&P 500 Index this week, boosted by outperformance of value stocks.<sup>1</sup>

<sup>1</sup> Source: Bloomberg, L.P., as of August 3, 2018

*"Value has seldom been cheaper. The large valuation spread between the cheapest and most expensive parts of the market could offer a positive tailwind for value strategies as the gap narrows."*

- Ritu Vohora, Investment Director of Equities, M&G Investments

## Can Value Continue to Close the Gap on the S&P 500 Index Year-To-Date?



Source: Bloomberg, L.P., as of August 3, 2018. **Past performance is not indicative of future results.**

Weak earnings from Netflix (NFLX) and Facebook (FB), two members of FANG (Facebook-Amazon-Netflix-Google), resulted in both companies falling 19% intraday last week. That provided a catalyst for the value trade as consumer staples, health care, telecommunications, and the utilities sectors outperformed.

Value Sectors	SDOGXTR Weight	SPXT Weight	Difference
Consumer Staples	11.06%	6.87%	4.19%
Telecommunications	6.35%	1.94%	4.41%
Utilities	11.49%	2.88%	8.61%

Source: Bloomberg, L.P., as of August 3, 2018.

SDOG is largely overweight the Consumer Staples, Telecommunications, and Utilities sectors, which should continue to perform well as value gains favor.

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## Top 10 Holdings\*

WILLIAMS COS INC	2.41%
ELI LILLY & CO	2.39%
SCANA CORP	2.33%
SOUTHERN CO/THE	2.32%
PPL CORP	2.31%
PFIZER INC	2.29%
FIRSTENERGY CORP	2.29%
GILEAD SCIENCES INC	2.26%
PHILIP MORRIS INTERNATIONAL	2.25%

\* As of 8/3/2018 (subject to change)

## 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 Sector Dividend Dogs ETF Shares are not individually redeemable. Investors buy and sell shares of the ALPS 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.*

*Diversification does not eliminate the risk of experiencing investment losses.*

*An investor cannot invest directly in an index.*

*The S-Network Sector Dividend Dogs Index is designed to serve as a fair, impartial and transparent measure of the performance of US large cap equities with above average dividend yields.*

*The S&P 500® is an index of 500 stocks chosen for market size, liquidity and industry grouping among other factors. S&P 500: an index of 500 stocks chosen for market size, liquidity and industry grouping among other factors.*

*The Dow Jones Select Dividend Index aims to represent the U.S.'s leading stocks by dividend yield.*

*The S&P 500 Pure Value Index is a style-concentrated index designed to track the performance of stocks that exhibit the strongest value characteristics by using a style-attractiveness-weighting scheme.*

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

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