

ALPS SECTOR DIVIDEND DOGS ETF VALUE, INCOME, DIVERSIFICATION

SDOG

September 30, 2018

The ALPS Sector Dividend Dogs ETF [SDOG] is an Exchange Traded Fund that applies the 'Dogs of the Dow Theory' on a sector-by-sector basis using the S&P 500® as its starting universe of eligible securities. This strategy provides the following potential benefits:

- **High Dividend Yield Relative to US Large Cap Indices** – Starting with a smaller, quality universe such as the S&P 500® diminishes the likelihood of troubled and financially distressed companies entering the index and allows dividend yield to be the primary selection criterion for the index.
- **Sector and Stock Diversification** – SDOG provides high dividend exposure across all 10 sectors of the market by selecting the five highest yielding securities in each sector and equally weighting them. This provides diversification at both the stock and sector level.
- **Dogs Theory** – SDOG isolates the S&P 500® constituents with the highest dividend yield in their respective sectors providing the potential for price appreciation as market forces bring their yield into line with the overall market.

Performance as of 9/30/18

| Total Returns | Cumulative | | | | Annualized | | | |
|---|------------|-------|--------|---------|------------|--------|--------|-------------------|
| | 1 Mo. | 3 Mo. | YTD | S.I. | 1 Yr. | 3 Yr. | 5 Yr. | S.I. ¹ |
| ALPS Sector Dividend Dogs ETF (Net Asset Value) | 0.27% | 3.99% | 2.92% | 129.86% | 7.76% | 14.53% | 11.27% | 14.23% |
| ALPS Sector Dividend Dogs ETF (Market Price) ² | 0.33% | 3.71% | 2.88% | 129.91% | 7.80% | 14.54% | 11.27% | 14.24% |
| S&P 500® Total Return Index (Benchmark) | 0.57% | 7.71% | 10.56% | 143.82% | 17.91% | 17.31% | 13.95% | 15.31% |
| S-Network® Sector Dividend Dogs TR Index (Benchmark) | 0.30% | 4.11% | 3.26% | 136.80% | 8.25% | 15.10% | 11.81% | 14.78% |

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 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.

¹ Fund inception date of 6/29/12.

² 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.



Index Allocations

| | | | |
|--------------------------|--------|--------------------------|--------|
| ■ Communication Services | 6.09% | ■ Health Care | 10.78% |
| ■ Consumer Discretionary | 10.29% | ■ Industrials | 10.18% |
| ■ Consumer Staples | 10.29% | ■ Information Technology | 10.35% |
| ■ Energy | 10.75% | ■ Materials | 10.32% |
| ■ Financials | 10.31% | ■ Utilities | 10.64% |

Allocations as of 9/30/18 and are subject to change.

ETF Stats

| | |
|--------------------------------|--------------|
| Ticker: | SDOG |
| Underlying Index: | SDOGXTR |
| Listing Exchange: | NYSE Arca |
| CUSIP: | 00162Q858 |
| Fund Inception: | 6/29/12 |
| Dividends Paid: | Quarterly |
| Most Recent Dividend*: | \$0.3924 |
| Gross Expense Ratio: | 0.40% |
| NAV**: | \$45.85 |
| Shares Outstanding: | 49,309,140 |
| 30 Day SEC Yield ^{^^} | 3.72% |
| Unsubsidized 30 Day SEC Yield | 3.72% |

* Dividend paid on September 27, 2018

** As of September 30, 2018

^{^^} The 30 day SEC yield figure reflects the dividends and interest earned during the period, after the deduction of the Fund's expenses.

Investment Objective

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



4-Star Overall
Morningstar Rating™

As of 9/30/18 among 47 U.S. ETF Large Value Funds based on risk-adjusted return[†]

Index Constituents as of 9/30/18

Communication Services

| | |
|-----|----------------------------|
| T | AT&T INC |
| CTL | CENTURYLINK INC |
| VZ | VERIZON COMMUNICATIONS INC |

Consumer Discretionary

| | |
|-----|---------------|
| F | FORD MOTOR CO |
| KSS | KOHL'S CORP |
| LB | L BRANDS INC |
| M | MACY'S INC |
| TGT | TARGET CORP |

Consumer Staples

| | |
|-----|-----------------------------|
| MO | ALTRIA GROUP INC |
| ADM | ARCHER-DANIELS-MIDLAND CO |
| KO | COCA-COLA CO/THE |
| GIS | GENERAL MILLS INC |
| PM | PHILIP MORRIS INTERNATIONAL |

Energy

| | |
|-----|---------------------------|
| XOM | EXXON MOBIL CORP |
| HP | HELMERICH & PAYNE |
| OXY | OCCIDENTAL PETROLEUM CORP |
| OKE | ONEOK INC |
| WMB | WILLIAMS COS INC |

Financials

| | |
|------|---------------------------|
| IVZ | INVESCO LTD |
| MET | METLIFE INC |
| PBCT | PEOPLE'S UNITED FINANCIAL |
| PFG | PRINCIPAL FINANCIAL GROUP |
| WFC | WELLS FARGO & CO |

Health Care

| | |
|------|---------------------|
| CAH | CARDINAL HEALTH INC |
| LLY | ELI LILLY & CO |
| GILD | GILEAD SCIENCES INC |
| MRK | MERCK & CO. INC. |
| PFE | PFIZER INC |

Industrials

| | |
|------|----------------------------|
| ETN | EATON CORP PLC |
| EMR | EMERSON ELECTRIC CO |
| GE | GENERAL ELECTRIC CO |
| NLSN | NIELSEN HOLDINGS PLC |
| UPS | UNITED PARCEL SERVICE-CL B |

Information Technology

| | |
|------|-----------------------------|
| IBM | INTL BUSINESS MACHINES CORP |
| QCOM | QUALCOMM INC |
| STX | SEAGATE TECHNOLOGY |
| WU | WESTERN UNION CO |
| XRX | XEROX CORP |

Materials

| | |
|-----|----------------------------|
| CF | CF INDUSTRIES HOLDINGS INC |
| IP | INTERNATIONAL PAPER CO |
| LYB | LYONDELLBASELL INDU-CL A |
| NUE | NUCOR CORP |
| WRK | WESTROCK CO |

Utilities

| | |
|-----|------------------|
| AES | AES CORP |
| FE | FIRSTENERGY CORP |
| PPL | PPL CORP |
| SCG | SCANA CORP |
| SO | SOUTHERN CO/THE |

Source: Bloomberg.
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. 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.

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of U.S. ETF Large Value funds over the following time periods: 47 funds in the last three years and 38 funds in the last five years. With respect to these U.S. ETF Large Value funds, ALPS Sector Dividend Dogs ETF received a Morningstar Rating™ of 4 stars for the overall, 3 stars for the three-year period and 4 stars for the five-year period. Other classes may have different performance characteristics. Past performance is no guarantee of future results. ©2018 Morningstar, Inc. All Rights Reserved.

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 (Ticker: SDOGX) is designed to serve as a fair, impartial and transparent measure of the performance of U.S. large cap equities with above average dividend yields.

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.

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

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