

# ALPS SECTOR DIVIDEND DOGS ETF VALUE, INCOME, DIVERSIFICATION

# SDOG

December 31, 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 12/31/18

Total Returns	Cumulative				Annualized			
	1 Mo.	3 Mo.	YTD	S.I.	1 Yr.	3 Yr.	5 Yr.	S.I. <sup>1</sup>
ALPS Sector Dividend Dogs ETF (Net Asset Value)	-10.72%	-13.81%	-11.30%	98.10%	-11.30%	6.94%	6.36%	11.08%
ALPS Sector Dividend Dogs ETF (Market Price) <sup>2</sup>	-10.86%	-14.01%	-11.53%	97.70%	-11.53%	6.87%	6.31%	11.04%
S&P 500® Total Return Index (Benchmark)	-9.03%	-13.52%	-4.38%	110.86%	-4.38%	9.26%	8.49%	12.15%
S-Network® Sector Dividend Dogs TR Index (Benchmark)	-10.69%	-13.74%	-10.93%	104.26%	-10.93%	7.44%	6.86%	11.60%

**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 6/29/12.

<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.

## ETF Stats

Ticker:	SDOG
Underlying Index:	SDOGXTR
Listing Exchange:	NYSE Arca
CUSIP:	00162Q858
Fund Inception:	6/29/12
Dividends Paid:	Quarterly
Most Recent Dividend*:	\$0.3755
Gross Expense Ratio:	<b>0.40%</b>
NAV**:	\$39.14
30 Day SEC Yield <sup>^^</sup>	4.46%
Unsubsidized 30 Day SEC Yield	4.46%

\* Dividend paid on December 27, 2018

\*\* As of December 31, 2018

<sup>^^</sup> 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").

## Index Allocations



Communication Services	9.95%
Consumer Discretionary	9.83%
Consumer Staples	9.58%
Energy	9.55%
Financials	10.54%
Health Care	10.38%
Industrials	10.12%
Information Technology	10.19%
Materials	9.96%
Utilities	9.90%

Allocations as of 12/31/18 and are subject to change.

Index Constituents as of 12/31/18

Communication Services		Financials		Materials	
T	AT&T Inc	IVZ	Invesco Ltd	CF	CF Industries Holdings Inc
CTL	CenturyLink Inc	MET	MetLife Inc	IP	International Paper Co
IPG	Interpublic Group of Cos Inc/The	PBCT	People's United Financial Inc	LYB	LyondellBasell Industries NV
OMC	Omnicom Group Inc	PFG	Principal Financial Group Inc	PKG	Packaging Corp of America
VZ	Verizon Communications Inc	PRU	Prudential Financial Inc	WRK	Westrock Co
Consumer Discretionary		Health Care		Utilities	
F	Ford Motor Co	ABBV	AbbVie Inc	D	Dominion Energy Inc
GM	General Motors Co	BMJ	Bristol-Myers Squibb Co	EIX	Edison International
LEG	Leggett & Platt Inc	CAH	Cardinal Health Inc	ETR	Entergy Corp
M	Macy's Inc	GILD	Gilead Sciences Inc	PPL	PPL Corp
NWL	Newell Brands Inc	PFE	Pfizer Inc	SO	Southern Co/The
Consumer Staples		Industrials		<p>Source: Bloomberg. Subject to change.</p>	
MO	Altria Group Inc	CMI	Cummins Inc		
CPB	Campbell Soup Co	ETN	Eaton Corp PLC		
GIS	General Mills Inc	JCI	Johnson Controls International plc		
KHC	Kraft Heinz Co/The	NLSN	Nielsen Holdings PLC		
PM	Philip Morris International Inc	UPS	United Parcel Service Inc		
Energy		Information Technology			
HP	Helmerich & Payne Inc	IBM	International Business Machines Corp		
OXY	Occidental Petroleum Corp	QCOM	QUALCOMM Inc		
OKE	ONEOK Inc	STX	Seagate Technology PLC		
SLB	Schlumberger Ltd	WDC	Western Digital Corp		
WMB	Williams Cos Inc/The	WU	Western Union Co/The		

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 (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.