

PSET

Principal Quality ETF

Analyst Report

The Principal Quality ETF (PSET) tracks an index of large and midsize U.S. companies that can name their price through any market cycle without affecting demand. The methodology tries to identify companies with strong brands that can maintain higher profitability across market cycles. The companies are scored using a modified equal-weighting of the top 150 performers. Top holdings include e-trading firm MarketAxess, industrial supply company Fastenal and pharmaceutical maker Eli Lilly.

PSET's management fee is a bit high for passive but not unreasonable for factor ETFs. The fund has been on the market since 2016 but has been slow to gather assets, which may make for wider spreads. Investors can take a look at other multi-factor ETFs, like the Invesco S&P 500 High Dividend Low Volatility ETF (SPHD), the Goldman Sachs ActiveBeta U.S. Large Cap Equity ETF (GSLC), or the Franklin LibertyQ U.S. Equity ETF (FLQL).

ESG Themes and Scores

7.1/10

ESG Rate

73.72%

Global Percentile

93.89%

Peer Percentile

Performance Data

	PSET	ETF Database Category Average	Factset Segment Average
1 Month	1.00%	2.39%	2.49%
3 Month	5.65%	12.30%	9.67%
YTD Return	-1.20%	9.80%	9.05%
1 Year Return	7.46%	24.04%	17.56%
3 Year Return	11.54%	17.57%	9.37%
5 Year Return	8.60%	8.90%	4.68%

Top 5 Holdings

Symbol	Holding	% Assets
NVDA	NVIDIA Corporation	6.74%
AAPL	Apple Inc.	5.72%
MSFT	Microsoft Corporation	3.41%
GOOG	Alphabet Inc. Class C	3.23%
AMAT	Applied Materials, Inc.	2.78%

Vitals

Issuer	Principal
Brand	Principal
Structure	ETF
Expense Ratio	0.15%
Inception	Mar 21, 2016
Index Tracked	N/A

ETF Database Themes

Category	Large Cap Growth Equities
Asset Class	Equity
Asset Class Size	Multi-Cap
Asset Class Style	Growth
Region (General)	North America
Region (Specific)	U.S.

FactSet Classifications

Segment	Equity: U.S. - Total Market
Category	Size and Style
Focus	Total Market
Niche	Broad-based
Strategy	Active
Weighting	Proprietary

