

LOGO

Alpha Brands Consumption Leaders ETF

Fund Description

LOGO is an actively managed ETF that targets leading or attractive brands in consumption-focused industries. The fund invests in equity securities from around the world of any market capitalization.

FactSet Analyst Report

LOGO invests in leading brands in consumption-focused industries, targeting companies with high brand relevance, appeal, and market share. The fund strategy is based on the premise that household consumption and business innovation drive major economies. Focusing on industries with large concentrations of existing and potential consumption leaders, the fund blends consumer-focused and B2B brands to broaden its total market opportunity. Using a multi-factor dataset from company earnings reports, the fund determines the investible universe based on the concentration of companies meeting the consumption theme. The fund selects 25-100 companies based on fundamental analysis, with technical analysis guiding buy/sell decisions. Higher weights are assigned to securities with strong upside potential or defensive qualities. As an actively managed ETF, the fund manager has the discretion to adjust the portfolio at any time and may take temporary defensive positions as market conditions warrant.