

PP

Meet Kevin Pricing Power ETF

Fund Description

PP is an actively managed portfolio of 25 to 60 innovative US companies that have more pricing power relative to their peers. The fund may use targeted ETFs as a potential macro-hedge against anticipated market risks.

FactSet Analyst Report

PP is the first ETF tied to YouTuber Kevin Paffrath, a.k.a Meet Kevin. The actively managed fund invests in US companies of any size the sub-adviser perceives to be innovative and have greater pricing power than their peers. Using a proprietary methodology, the fund identifies firms involved in the development of new products or services, technological advancements, consumer engagement, physical or digital infrastructure for new technologies, and disruptive approaches for business growth. These companies are assessed based on price elasticity, which is the ability to increase prices for products and services without a corresponding drop in demand. The fund uses a bottom-up analysis to select firms with above-average growth potential. At times, the fund may invest up to 30% of its assets in targeted ETFs to provide a macroeconomic hedge against anticipated market risks such as geopolitical and extreme weather events as well as Federal Reserve monetary interest rate movements.

