

RKNG

Defiance Retail Kings ETF

Fund Description

RKNG is an actively managed fund that invests in a narrow portfolio of US-listed equities with high retail investor sentiment as measured by digital sentiment analysis. The fund does not invest primarily in retailers as part of its principal investment strategy.

FactSet Analyst Report

RKNG is an actively managed ETF that invests in US-listed equities, including ADRs with elevated retail investor sentiment in online retail investor communities, platforms, and forums focused on stock market investing. The fund does not primarily invest in retailers as part of its principal investment strategy and can invest in small- to large-cap companies. The Adviser utilizes a proprietary retail investor sentiment model to select companies and further evaluates them for future vendor relevance, fundamental resilience, and competitive moat and intellectual property advantage. The selected companies are ranked based on a momentum score that evaluates price trend persistence, relative strength ranking, volatility-adjusted returns, and breadth and confirmation metrics. The resulting portfolio consists of 30-50 equally-weighted stocks, rebalanced at least quarterly.