

ROCI

ROC ETF

Fund Description

ROCI is an actively managed fund of 75 to 150 large-cap US companies that are led by Chief Executive Officers (CEOs) considered to be of high-character as defined by the Issuer.

FactSet Analyst Report

ROCI is the first ETF to select companies based on the perceived character of their Chief Executive Officers (CEOs). The fund manager believes that exceptional character in a CEO can positively affect a company's return on assets and workforce engagement while reducing overall business risk. Starting with the largest 1,000 US companies, the fund manager assigns an Integrity Score based on disclosure materials, such as shareholder letters and management discussion sections from public shareholder reports. The highest ranking 150 to 250 names are then assessed based on behavioral aspects and controversies to determine a Supplemental Assessment Score. Using a statistical methodology, these initial scores are consolidated to form a Composite Character Score. The top 75 to 150 companies, as measured by CEOs with the highest composite score, are selected for inclusion. Holdings are weighted based on their general corporate attributes (e.g., market-cap) and are reviewed on an annual basis.

