

VPOP

Simplify Volt Pop Culture Disruption ETF

Fund Description

VPOP is an actively managed fund that concentrates the portfolio to stocks globally positioned to benefit from changes in media. The fund uses options to potentially enhance performance.

FactSet Analyst Report

The fund is closing. The last day of trading will be June 24, 2022. VPOP focuses on companies that are perceived to benefit the most from changes in pop culture. The funds advisor feels pop culture relies heavily on artificial intelligence and interconnectedness. The investment theme emphasizes media content, how it is developed and delivered. As such, pop culture disruption companies are defined as those who develop new products or services related to innovation in social media, streaming media, or Internet of Things. Stocks selected for the portfolio must derive significant revenue from these areas or have products or services tied to the investment theme. Once selected, the funds advisor uses put and call options to leverage upside potential and/or hedge downside risk.