

HECO

INVESTMENT OBJECTIVE

The EcoLogical Strategy ETF seeks capital appreciation through an actively managed portfolio of ecologically-focused companies.

REASONS TO INVEST



Seeks Capital Appreciation



Ecologically Focused

INVESTMENT STRATEGY

- The Fund is an actively managed exchange-traded fund ("ETF") and, under normal conditions, will invest at least 80% of its net assets in the exchange-listed equity securities of ecologically-focused companies.
- The Fund will invest at least 65% of total assets in common stocks of ecologically-focused companies organized in the U.S.
- The Fund may also invest up to 35% of total assets in common stocks and American Depository Receipts of ecologically-focused companies organized outside the U.S.
- The Advisor applies ecologically-focused criteria to identify U.S. and foreign companies that have positioned their business to respond to increased environmental legislation, cultural shifts towards environmentally conscious consumption, and capital investments in environmentally oriented projects. These companies include all companies that are components of recognized environmentally-focused indices.

SHARE CLASS INFORMATION

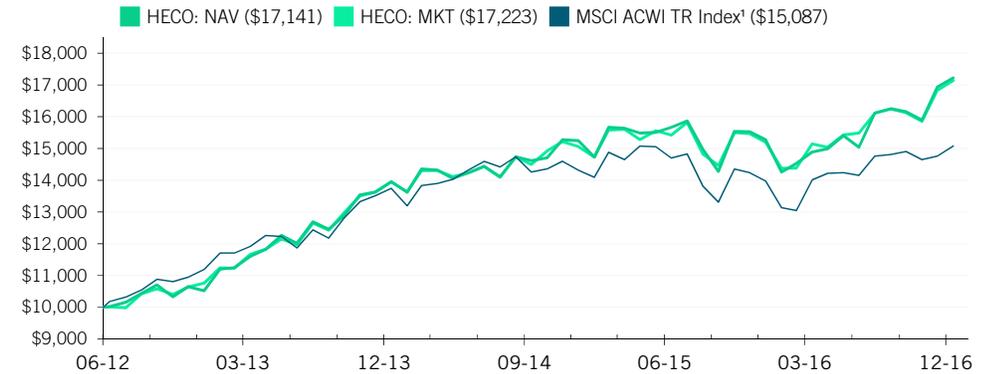
Ticker	Net Exp.*	Gross Exp.	Distributions
HECO	0.95%	3.57%	Annual

*Contractual waivers in effect until August 31, 2017.

Inception	CUSIP**	Exchange
6/18/2012	86280R 209	NYSE Arca

**Effective as of February 22, 2016.

Growth of \$10,000 Investment



Performance (%): Ending December 31, 2016

Annualized if greater than 1 year

	3 months	Year-to-date	1 year	3 years	Since Inception*
HECO: NAV	6.29	12.76	12.76	7.11	12.61
HECO: Market	6.61	12.75	12.75	7.26	12.72
MSCI ACWI TR Index ¹	1.19	7.86	7.86	3.13	9.47
MSCI KLD 400 Social Index ²	2.62	10.22	10.22	7.41	13.64

* Inception: 06/18/2012

The performance quoted represents past performance and does not guarantee future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost. Current performance may be lower or higher than the performance quoted. Performance data current to the most recent month end may be obtained by calling 855-HSS-ETFS or visiting StrategySharesETFs.com. Market returns are based on the composite closing price and do not represent the returns you would receive if you traded the shares at other times. The first trading date is typically several days after the fund inception date. Therefore, NAV is used to calculate market returns prior to the first trade date.

Performance & Risk Statistics Since Inception

	HECO:NAV	HECO:MKT	MSCI ACWI TR Index ¹
Cumulative Return	71.41%	72.23%	50.78%
Annualized Return	12.61%	12.72%	9.47%
Standard Deviation	10.04%	11.28%	10.32%
Sharpe Ratio	1.16	1.04	0.82
Alpha (vs. MSCI ACWI)	4.88%	4.45%	-
Beta (vs. MSCI ACWI)	0.81	0.87	-
Correlation (vs. MSCI ACWI)	0.84	0.81	-
% of Positive Months	63%	63%	63%
Maximum Drawdown	-9.15%	-10.13%	-13.45%

Standard Deviation: A measure of the dispersion of monthly returns from its mean return, also known as historical volatility. **Sharpe Ratio:** A risk-adjusted measure of a fund's performance that indicates a fund's return per unit of risk, defining risk as volatility (standard deviation). **Alpha:** A measure of performance on a risk-adjusted basis. **Beta:** A measure of a fund's sensitivity to market movements. **Correlation:** A statistical measure of how two securities move in relation to each other. **Maximum Drawdown:** A measure of the maximum loss from a peak to a trough of a portfolio or index, before a new peak is attained.

EcoLogical Strategy ETF

4Q 2016 Fact Sheet

Ticker: HECO

strategyshares

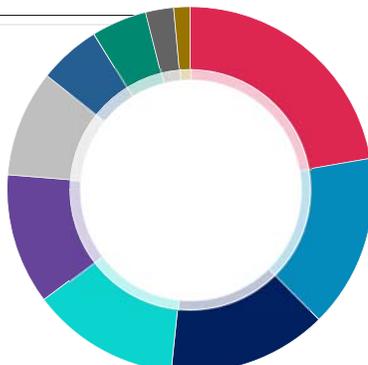
Top Ten Holdings

NVIDIA Corp	4.43%	Unum Group	2.69%
Siemens AG	3.05%	Unitedhealth Group, Inc.	2.62%
Best Buy Co., Inc.	3.05%	Unilever NV	2.62%
Telecom Italia	2.96%	Waste Management, Inc.	2.60%
Texas Instruments, Inc.	2.81%	The Hershey Company	2.56%

Fund holdings are subject to change and should not be considered investment advice.

Sector Weightings

Financials	22.26%
Consumer Staples	15.32%
Consumer Discretionary	14.08%
Industrials	13.08%
Information Technology	11.56%
Health Care	9.41%
Telecomm. Services	5.47%
Real Estate	4.90%
Materials	2.48%
Cash	1.44%



Portfolio composition is subject to change.

Portfolio Statistics

	EcoLogical Strategy ETF	MSCI ACWI Index ¹
Total Net Assets (\$ millions)	6.36	-
Number of Holdings	41	2486
Top 10 Holdings (%)	29.4	9.2
Mean Total Market Cap (\$ millions)	66,966	15,131
P/E Ratio ³	18.52	20.78

RISK CONSIDERATIONS:

Past performance is not a guarantee of future results.

Investors should carefully consider the investment objectives, risks, charges and expenses of the EcoLogical Strategy ETF. This and other important information about the Fund is contained in the full or summary prospectus, which can be obtained by calling (855) HSS-ETFs (855-477-3837) or at www.StrategySharesETFs.com. The Strategy Shares are distributed by Foreside Fund Services, LLC, which is not affiliated with Rational Advisors, Inc., or any of its affiliates.

There are risks involved with investing, including possible loss of principal. The ETF may trade securities actively, which could increase its transaction costs (thereby lowering its performance) and could increase the amount of taxes you owe by generating short-term gains, which may be taxed at a higher rate. The ETF's ecological investment criteria limit the types of investments the ETF may make. This could cause the ETF to underperform other funds that do not have an ecological focus. In addition to the normal risks associated with investing, international investments may involve risk of capital loss from unfavorable fluctuation in currency values, from differences in generally accepted accounting principals or from social, economic or political instability in other nations. If the ETF invests more than 25% of its net assets in a particular asset class, or securities of issuers within a particular business sector, it is subject to increased risk.

Shares are bought and sold at market price (not NAV) and are not individually redeemed from the ETF. Brokerage commissions will reduce returns

HECO

FUND MANAGEMENT

Investment Advisor

Rational Advisors, Inc.

David Miller

Portfolio Manager

- Co-Founder, Catalyst Capital Advisors
- Portfolio Manager of Fund since 2016
- B.S. in Economics, University of Pennsylvania Wharton School; MBA in Finance, University of Michigan Ross School of Business

Michael Schoonover

Portfolio Manager

- Portfolio Manager of Fund since 2016
- BS from the University of Michigan and an MBA with high distinction from the University of Michigan Ross School of Business

1. The **MSCI All Country World Total Return Index ("MSCI ACWI")** is based on the MSCI Global Investable Market Indexes (GIMI) Methodology and captures large- and mid-cap companies across 23 Developed Markets and 23 Emerging Markets countries. Indices are unmanaged and, unlike the Fund, are not affected by cash flows and do not reflect fees or expenses. An investor cannot invest directly in an index.

2. The **MSCI KLD 400 Social Index ("KLD 400 Social")** is based on the MSCI USA Investable Market Index (IMI), its parent index, which includes large-, mid-, and small-cap constituents in the U.S. The KLD 400 Social index includes companies in the parent index with high Environmental, Social and Governance (ESG) ratings, while excluding companies whose products have negative social or environmental impacts. Indices are unmanaged and, unlike the Fund, are not affected by cash flows and do not reflect fees or expenses. An investor cannot invest directly in an index.

3. The **Price-to-Earnings Ratio ("P/E Ratio")** measures the current share price relative to the per-share earnings.

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