



Strategy Shares and Rareview Capital Launch the Monopoly ETF (MPLY)

ETF Manager Adds a Thematic Strategy Focused on Companies that Exhibit “Monopolistic Attributes”

(May 16, 2025) – Strategy Shares, a provider of alternative investment solutions, and Rareview Capital LLC, an experienced ETF manager focused on goals-based investment strategies, announced the launch of the Monopoly ETF. The Fund is now trading under the symbol “MPLY.”

MPLY seeks to achieve long-term capital appreciation by primarily investing in the common stock of companies that demonstrate “Monopolistic Attributes.” This includes companies with recognized brand dominance, regulatory exclusivity, and substantial market share, among other factors. MPLY expects to typically hold 75 to 125 companies in its portfolio across various sectors and market capitalizations. The Fund’s approach represents an opportunity for investors to capitalize on differentiated market dynamics through a core exposure to multiple companies.

MPLY’s defined focus on companies with Monopolistic Attributes extends to organizations that either individually dominate a market with limited to no competition for its products or services or dominate a market collectively with one or more other companies that sell similar products or services with limited to no competition. The Fund will not invest in federal or state regulated utilities that have price controls.

Strategy Shares is an innovative investment manager whose mission is to help investors achieve their financial goals through alternative ETF strategies that can meet the challenges of an ever-changing global financial market. Strategy Shares seeks to be the market leader in providing strategies with a decidedly different approach to meeting the objectives of our investors.

“We are very excited to announce this partnership between Strategy Shares and Rareview Capital,” said David Miller, Chief Investment Officer of Strategy Shares. “MPLY’s focus on companies with monopolistic attributes makes it a strong option for investors looking to diversify and strengthen their equity portfolios. This is another example of our commitment across our brands to lower the gates of entry into the investment world for clients seeking intelligent ways to generate alpha.”

Neil Azous, Chief Investment Officer of Rareview Capital, added, “MPLY can be a core solution and a potential replacement for a portion of a portfolio’s stock market exposure. The Fund seeks to capture market upside, but may act more defensive on the downside. The companies the Fund invests in generally have sustainable competitive advantages, tangible barriers to entry, and defensive earnings streams. As a result, they typically have the potential to generate high returns on invested capital that may compound over long periods.”

For more information, please visit www.strategysharesetfs.com.

For media inquiries on this announcement, please contact Deborah Kostroun of Zito Partners at 201-403-8185.

About Strategy Shares

Strategy Shares is a family of exchange traded funds (ETFs) focused on bringing alternative strategies to the ETF marketplace. The firm strives to provide innovative strategies that support investors in meeting the challenges of an ever-changing global market environment. For more information on Strategy Shares and its various offerings, please visit: www.strategysharesetfs.com.

About Rareview Capital LLC

[Rareview Capital LLC](http://www.rareviewcapital.com) is a registered investment adviser and ETF sponsor. Rareview builds goals-based investment management strategies that can be accessed through ETFs, sub-advisory/dual contract, model portfolios, or by opening an account directly. [Rareview Capital LLC](http://www.rareviewcapital.com) is headquartered in Las Vegas, NV, and can be reached at 212-475-8664. For additional information, please visit www.rareviewcapital.com.

Risk Considerations:

Past performance is not a guarantee of future results.

Investors should carefully consider the investment objectives, risks, charges and expenses of the Strategy Shares Monopoly 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., Rareview Capital LLC, or any of their affiliates.

Equity Securities Risk. *The price of common stock in the Fund's portfolio will fluctuate based on actual or perceived changes in a company's financial condition and on market and economic conditions. Investor perceptions are based on various and unpredictable factors, including expectations regarding government, economic, monetary and fiscal policies; inflation and interest rates; economic expansion or contraction and global or regional political, economic and banking crises.*

Foreign Securities Risk. *Since the Fund's investments may include ADRs, the Fund is subject to risks beyond those associated with investing in domestic securities. The value of foreign securities is subject to currency fluctuations.*

Management Risk. *The investment strategies and models employed by the Sub-Advisor in selecting investments and asset allocations for the Fund may not result in an increase in the value of your investment or in overall performance equal to other similar investment vehicles having similar investment strategies.*

New Fund Risk. *The Fund is a relatively new fund with limited history of operations as an ETF for investors to evaluate. If the Fund is unable to achieve an economic size, expenses will be higher than expected and the Fund might close, which could produce adverse tax consequences for shareholders.*