

Brandometry™ Rings NYSE Closing Bell for Brand Value ETF (BVAL)

BVAL offers exposure to leading brands with unrealized value

NEW YORK – (June 19, 2018) – [Brandometry](#), in partnership with Exponential ETFs, will be ringing The Closing Bell® at the New York Stock Exchange today, Tuesday, June 19, 2018, to celebrate the first anniversary of the [Brand Value ETF \(NYSE Arca: BVAL\)](#).

“BVAL helps investors know when to own strong brands. We use qualitative and financial signals to identify and invest in strong, but undervalued brands, which we find to be highly resilient,” says Larry Medin, Brandometry’s Founder and CEO. “Qualitative measures like brand value are not included in financial statements, yet they are proven leading indicators of future growth.”

Tracking the EQM Brand Value Index, BVAL is designed to invest in companies with well-known brands whose value has not yet been realized by their stock price.

“We are thrilled to have CoreBrand Data underpinning the BVAL Index,” says Hampton Bridwell, CEO of Tenet Partners. “Over our 28 years of measuring more than 1,000 corporate brands, our team at Tenet has illustrated the magnitude of intangible value not accounted for with traditional financial analysis. A company’s brand power and brand equity are the least understood assets in publicly traded companies, yet its brand can be the greatest tool for unlocking shareholder value and sustainable cash flow.”

BVAL was collaboratively launched a year ago by Brandometry and Exponential ETFs on [June 13, 2017](#).

“Businesses build brands because ‘Brand’ generates demand. Now investors can mine the value created,” says Susan Avarde, Co-Founder of Brandometry and former Head of Global Brand, Citigroup Inc.

About Brandometry

Brandometry provides research for advisors and clients striving for excess returns by signaling when to own leading brands. Brandometry has pioneered a new, non-traditional index based on “Brand.” The EQM Brand Value Index (Index Ticker: .BVAL), combines qualitative brand signals with financial data to show the full picture of a company’s investment potential.

About Exponential ETFs

Exponential ETFs offers exchange traded funds that utilize differentiated approaches to investing and seeks to provide superior results for investors. Backed by over 30 years of ETF industry expertise, Exponential ETFs are built and managed using the industry’s best practices, and are overseen by an experienced product management team and an industry leading capital markets infrastructure.

About Tenet Partners

The underlying analysis of the BVAL Index includes a cross reference to historical brand value metrics provided by Tenet Partners, a highly recognized authority on brand evaluation and brand valuation that currently analyzes over 1,000 US publicly traded companies comprising the TenetSM CoreBrand[®] Index. The CoreBrand methodology is aligned to ISO standards and reviewed by the Marketing Accountability Standards Board (MASB) MMAP auditors.

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An investor should consider the Fund's investment objectives, risks, charges and expenses carefully before investing. The prospectus or summary prospectus contain this and other important information about the Fund and are available at acsietf.com or by calling 1-800-617-0004. Please read the prospectus or summary prospectus carefully before investing.

Investing involves risk. Principal loss is possible. The Index relies heavily on proprietary quantitative models as well as information and data supplied by third parties (Models and Data). Because the Index is composed based on such Models and Data, when such Models and Data prove to be incorrect or incomplete, the Index and Fund may not perform as expected. As with all index funds, the performance of the Fund and its Index may differ from each other for a variety of reasons. For example, the Fund incurs operating expenses and portfolio transaction costs not incurred by the Index. In addition, the Fund may not be fully invested in the securities of the Index at all times or may hold securities not included in the Index. The Fund has the same risks as the underlying securities traded on the exchange through the day. Redemptions are limited and commissions are charged on each trade, and ETFs may trade at a premium or discount to their net asset value.

Shares of the Brand Value ETF may be sold throughout the day on the exchange through any brokerage account. However, shares may only be redeemed directly from the Fund by Authorized Participants, in very large creation/redemption units. There can be no assurance that an active trading market for shares of an ETF will develop or be maintained.

Alpha, often considered the active return on an investment, gauges the performance of an investment against a market index used as a benchmark.

Cash flow is the net amount of cash and cash-equivalents moving into and out of a business.

The **EQM Brand Value Index** has a proprietary method of analyzing unrealized value to identify companies whose share value has not been fully recognized by the U.S. markets. The index is rules-based and equally weights constituent companies exhibiting a discount of brand and intangible asset value to market cap and show operational efficiency. The Index measures the performance of up to 50 publicly-traded U.S. companies based on a proprietary analysis of the value of their brand relative to their market capitalization.

It is not possible to invest directly in an index.

Exponential ETFs, a registered investment adviser, serves as investment adviser to the Brand Value ETF, and is paid a fee for its services.

The Brand Value ETF is distributed by Quasar Distributors, LLC.