



# Many of LEAD's holdings have raised dividends this year

Two quarters into the year, many of the companies in the Reality Shares DIVCON Leaders Dividend ETF (ticker: LEAD) have already raised their dividend. Stocks with high rates of dividend growth—not yield—have historically outperformed in rising rate environments<sup>2</sup>. The LEAD ETF invests in the companies with the highest dividend growth potential over the next 12 months as indicated by DIVCON, our dividend health rating system.

**Objective**  
The Fund's investment objective is to seek long-term capital appreciation by tracking the performance, before fees and expenses, of the Reality Shares DIVCON Leaders Dividend Index.

Listed below are LEAD holdings and their dividend changes, in order of ETF weight, as of June 30, 2018.

Company name	Ticker	Previous dividend (as of Dec. 1, 2017)	Current dividend (as of June 30, 2018)	% change	LEAD ETF weight <sup>1</sup>
PPG Industries Inc	PPG	1.80	1.92	6.67%	1.58%
Starbucks Corp	SBUX	1.20	1.44	20.00%	1.53%
UnitedHealth Group Inc	UNH	3.00	3.60	20.00%	1.99%
Marsh & McLennan Cos Inc	MMC	1.50	1.66	10.67%	1.69%
Tractor Supply Co	TSCO	1.08	1.24	14.81%	1.96%
Expeditors International of Wa	EXPD	0.84	0.90	7.14%	2.12%
Marriott International Inc/MD	MAR	1.32	1.64	24.24%	1.79%
Apple Inc	AAPL	2.52	2.92	15.87%	1.88%
Avery Dennison Corp	AVY	1.80	2.08	15.56%	1.61%
Amphenol Corp	APH	0.76	0.92	21.05%	1.81%
Comerica Inc	CMA	1.20	1.36	13.33%	1.97%
Ameriprise Financial Inc	AMP	3.32	3.60	8.43%	1.56%
Colgate-Palmolive Co	CL	1.60	1.68	5.00%	1.55%
Altria Group Inc	MO	2.64	2.80	6.06%	1.45%
Home Depot Inc/The	HD	3.56	4.12	15.73%	2.00%
Steel Dynamics Inc	STLD	0.62	0.75	20.97%	2.10%
KLA-Tencor Corp	KLAC	2.36	3.00	27.12%	1.74%
Zoetis Inc	ZTS	0.42	0.50	20.00%	2.09%
T Rowe Price Group Inc	TROW	2.28	2.80	22.81%	2.00%
Activision Blizzard Inc	ATVI	0.30	0.34	13.33%	2.24%
Allstate Corp/The	ALL	1.48	1.84	24.32%	1.59%
Microchip Technology Inc	MCHP	1.45	1.45	0.14%	1.84%

Source: Ned Davis Research, Inc. Past Performance is no guarantee of future results. Based on the average performance after all rate hikes since 1972 which occurred on the following dates: 1/15/73, 8/31/80, 4/9/84, 9/4/87, 2/4/94, 3/25/97, 6/30/99, 6/30/99, 6/30/04.

Company name	Ticker	Previous dividend (as of Dec. 1, 2017)	Current dividend (as of June 30, 2018)	% change	LEAD ETF weight <sup>1</sup>
S&P Global Inc	SPGI	1.64	2.00	21.95%	2.25%
Mastercard Inc	MA	0.88	1.00	13.64%	2.50%
Visa Inc	V	0.78	0.84	7.69%	2.27%
Anthem Inc	ANTM	2.80	3.00	7.14%	1.80%
Amdocs Ltd	DOX	0.88	1.00	13.64%	1.78%
3M Co	MMM	4.70	5.44	15.74%	1.42%
Maxim Integrated Products Inc	MXIM	1.44	1.68	16.67%	2.00%
Comcast Corp	CMCSA	0.63	0.76	20.63%	1.52%
Rollins Inc	ROL	0.46	0.56	21.74%	2.05%
AO Smith Corp	AOS	0.56	0.72	28.57%	1.70%
SEI Investments Co	SEIC	0.56	0.60	7.14%	1.70%
Amgen Inc	AMGN	4.60	5.28	14.78%	1.85%
Broadcom Ltd	AVGO	4.08	7.00	71.57%	1.63%
CDW Corp/DE	CDW	0.84	0.84	0.00%	2.12%
CVS Health Corp	CVS	2.00	2.00	0.00%	1.55%
Estee Lauder Cos Inc/The	EL	1.52	1.52	0.00%	2.09%
Expedia Inc	EXPE	1.20	1.20	0.00%	1.72%
Huntington Ingalls Industries	HII	2.88	2.88	0.00%	1.64%
Honeywell International Inc	HON	2.98	2.98	0.00%	1.63%
Harris Corp	HRS	2.28	2.28	0.00%	1.78%
Ingredion Inc	INGR	2.40	2.40	0.00%	1.40%
Intuit Inc	INTU	1.56	1.56	0.00%	2.36%
Illinois Tool Works Inc	ITW	3.12	3.12	0.00%	1.57%
McDonald's Corp	MCD	4.00	4.00	0.00%	1.58%
Motorola Solutions Inc	MSI	2.08	2.08	0.00%	2.22%
NIKE Inc	NKE	0.80	0.80	0.00%	2.35%
NVIDIA Corp	NVDA	0.60	0.60	0.00%	2.30%
ResMed Inc	RMD	1.40	1.40	0.00%	2.18%
Snap-on Inc	SNA	3.28	3.28	0.00%	1.71%
Tyson Foods Inc	TSN	1.20	1.20	0.00%	1.55%
Texas Instruments Inc	TXN	2.48	2.48	0.00%	2.24%

34 out of LEAD's 54 equity holdings have already reported dividend increases this year, while no holdings have reported cuts to their dividend. (as of 6/30/2018) is 1.59%.

Visit [www.theleadetf.com](http://www.theleadetf.com) or call 855.595.0240 to learn more about the potential benefits of investing with LEAD.

## Performance vs. Benchmark Since Fund Inception\*

Performance (As of 6/30/2018)	3M	YTD	1Y	Inception Cumulative*	Inception Annualized*
LEAD NAV Returns	1.59%	2.15%	15.66%	38.61%	14.06%
LEAD Market Price Returns	1.90%	2.52%	15.92%	39.55%	14.37%
Reality Shares DIVCON Leaders Dividend Index	1.72%	2.39%	16.23%	40.69%	14.74%
S&P 500 Total Return <sup>1</sup>	3.43%	2.65%	14.37%	41.87%	15.13%

\*Inception date is 1/6/2016. <sup>1</sup> As of 6/30/2018.

**Performance data quoted represents past performance. Past performance is no guarantee of future results and investment return, and principal value of the Fund will fluctuate so that shares when sold may be worth more or less than their original cost. Current performance may be higher or lower than the performance quoted. Market price returns are based on the midpoint of the bid/ask spread at 4 pm ET and do not represent the returns an investor would receive if shares were traded at other times. Returns over one year are annualized. ETF shares are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Visit [realityshares.com](http://realityshares.com) for performance data current to the most recent month end. Gross expenses: 0.43%.**

## ABOUT REALITY SHARES

At Reality Shares, we strive to deliver ETFs based on innovative investment methodologies. Ranging from disruptive fintech to a proprietary dividend health rating system called DIVCON®, Reality Shares is focused on offering investors a real way to innovative market segments. Our ETFs include BLCN, investing in companies involved in blockchain technology, DIVY, an alternative ETF actively targeting long-term capital appreciation generated by dividend growth expectations, and a series of rules-based DIVCON ETFs that seek to analyze and rank companies' dividend growth prospects. It is our view that these rules-based methodologies set us apart in the market and allow investors to potentially access the power of innovation.

### Definitions

DIVCON Leaders Dividend Index: An index composed of the large-cap U.S. stocks most likely to raise their dividend, as rated by DIVCON.

S&P 500 Index: A broad stock market index based on the market capitalization of 500 large companies having common stock listed on the NYSE or NASDAQ. The S&P 500 was developed and continues to be maintained by Standard & Poor's Financial Services LLC, and is considered to be a bellwether for the US economy.

**Carefully consider the investment objective, risks, charges and expenses before investing in Reality Shares ETFs. This and other important information can be found in the Fund's prospectus, which may be obtained by calling 855-595-0240 or by visiting us at [realityshares.com](http://realityshares.com). Please read the prospectus carefully before investing.**

\* These are ETFs and there is no guarantee that their investment goals and strategies will be successful. The Funds are not designed to deliver substantial dividend income, and may not be appropriate for investors seeking dividend income.

Please read the prospectus carefully before investing. This is an exchange traded fund and there is no guarantee that their investment goals and strategies will be successful.

There are risks involved with investing including the possible loss of principal. The Fund's emphasis on dividend-paying stocks involves the risk that a company may cut or eliminate its dividend which may affect the Fund's returns. Investments in swaps, options, and futures and forward contracts are subject to a number of risks, including correlation risk, market risk, leverage risk and liquidity risk, which may negatively impact the Fund's investment strategy and could cause the Fund to lose money. Please review the prospectus for important risks regarding the Fund, as each of these factors could cause the value of an investment in the Fund to decline over short- or long-term periods.

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Dividends are not guaranteed. Companies can cease paying dividends without notice.

ETF shares are bought and sold at market price, not NAV, and are not individually redeemable. Owners may acquire shares from the Fund and tender shares for redemption to the Fund in creation units only. Brokerage commissions will reduce returns.

Reality Shares Advisors, LLC is the Investment Advisor. ALPS Distributors, Inc. is the Distributor for the Fund. ALPS Distributors, Inc. is not affiliated with Reality Shares Advisors, LLC.