

INVEST LOVE IN KPOP

WHY INVEST IN KPOP?

“Hallyu”, or the “Korean wave”, describes the incredible spread of Korean music (known as K-Pop), media and culture into mainstream markets across the globe. The growth of Hallyu includes successful music groups such as BTS and Black Pink, hit shows and movies include Squid Game and Parasite, and many other notable musicians, entertainers and global successes.

As K-Pop and the Korean wave’s influence continues on this trajectory and finds record breaking success on a global scale, investors may seek to participate, via the NYSE Arca-listed fund, in the growth of this industry through Korea-Exchange listed companies led by a team that understands the reach and success of Korea culture.

FUND DESCRIPTION:

The KPOP and Korean Entertainment ETF (the “Fund”) seeks to provide investment results that, before fees and expenses, correspond generally to the total return performance of the KPOP Index (the “Index”).

The KPOP Index is a 30-stock equity index comprised of companies in the Entertainment Industry and Interactive Media & Services Industry that are listed on the Korea Exchange with a minimum capitalization of ₩100 billion South Korean won (approximately \$74.0 million as of August 25, 2022). To construct the Index, companies are selected based on a combination of float-adjusted market capitalization and KPOP relevance score criteria.

Index constituents are weighted by free float-adjusted market capitalization, subject to a target aggregate weight of 70% to 80% of constituents in the Entertainment Industry and 20% to 30% in the Interactive Media & Services Industry, and also subject to a 9.85% cap for any individual company at time of rebalance.

The Index is rebalanced on a quarterly basis, and security weights and aggregate industry weights are allowed to fluctuate in between rebalances.

The Index is designed by CT Investments, Inc. (the “Index Provider”) that is a wholly owned subsidiary company of South Korea’s Contents Technologies Co., Ltd., a content IP company builder.

FUND DETAILS

Subject	Description
Ticker	KPOP
CUSIP	301505 491
Exchange	NYSE Arca
Inception Date	August 31, 2022
Expense Ratio	0.75%
AUM	\$2,801,175
Shares	140,000
Holdings	30
Advisor	Exchange Traded Concepts, LLC
Administrator	SEI Investments Global Fund Services
Distributor	SEI Investments Distribution Co.
Benchmark	The KPOP Index
Index Calculator	Moorgate Benchmarks
Index Provider	CT Investments, Inc.
Rebalance	Quarterly

TOP 10 HOLDINGS

No.	Name	Industry	Weight
1	JYP ENTERTAINMENT	Entertainment	16.13%
2	HYBE	Entertainment	14.22%
3	SM ENTERTAINMENT	Entertainment	10.94%
4	NAVER	Interactive Media	8.64%
5	KAKAO	Interactive Media	7.46%
6	YG ENTERTAINMENT	Entertainment	6.20%
7	AFREECATV	Interactive Media	4.06%
8	WYSIWYG STUDIOS	Entertainment	3.65%
9	GIANTSTEP	Entertainment	3.60%
10	STUDIO DRAGON	Entertainment	3.58%

Holdings are subject to change and current and future holdings are subject to risk (see Disclosure Section).



PERFORMANCE:

MONTH END OF 06/30/2023

	1 Month	3 Months	YTD	1 Year	3 Years	5 Years	ITD
Fund NAV	-5.75%	1.73%	2.41%	TBD	TBD	TBD	-2.39%
Market Price	-6.39%	2.75%	3.22%	TBD	TBD	TBD	-1.46%

QUARTER END OF 06/30/2023

	1 Month	3 Months	YTD	1 Year	3 Years	5 Years	ITD
Fund NAV	-5.75%	1.73%	2.41%	TBD	TBD	TBD	-2.39%
Market Price	-6.39%	2.75%	3.22%	TBD	TBD	TBD	-1.46%

Performance data quoted represents past performance and is no guarantee of future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than the original cost. Current performance may be lower or higher than the original cost. Returns for periods of less than one year are cumulative.

Shares are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. The returns shown do not represent the returns you would receive if you traded shares at other times. Brokerage commissions will reduce returns. The market price returns are based on the official closing price of an ETF share or, if the official closing price isn't available, the midpoint between the national best bid and national best offer ("NBBO") as of the time the ETF calculates current NAV per share. NAVs are calculated using prices as of 4:00 PM Eastern Time.

Inception to date (ITD)

DISCLOSURES:

Investors should consider the investment objectives, risks, charges and expenses carefully before investing. For a prospectus or summary prospectus with this and other information about the Fund, please visit our website at kpopetf.com. Read the prospectus or summary prospectus carefully before investing.

Exchange Traded Concepts, LLC. serves as the investment advisor to the Fund. The Fund is distributed by SEI Investments Distribution Co., (SIDCO) 1 Freedom Valley Drive, Oaks, PA 19456. SIDCO is not affiliated with Exchange Traded Concepts, LLC. or CT Investments, Inc.

RISK DISCLOSURE:

Investing involves risk, including possible loss of principal. There is no guarantee the Fund will achieve their stated objectives. In addition to the normal risks associated with investing, international investments may involve the risk of capital loss from unfavorable fluctuation in currency values, differences in generally accepted accounting principles or social, economic or political instability in other nations. Emerging markets involve heightened risks related to the same factors as well as increased volatility and lower trading volume. The Fund's concentration in an industry or sector can increase the impact of, and potential losses associated with, the risks from investing in those industries/sectors.

The Fund's concentration in a single country or a limited number of countries will increase the impact of, and potential losses associated with, the risks from investing in those countries.

The Fund is non-diversified. The Fund is new and have limited operating histories for investors to evaluate. A new and smaller fund may not attract sufficient assets to achieve investment and trading efficiencies. In addition to the normal risks associated with investing, investments in smaller companies typically exhibit higher volatility.

The Fund may invest in securities denominated in foreign currencies. Because the Fund's NAV is determined in U.S. dollars, the Fund's NAV could decline if currencies of the underlying securities depreciate against the U.S. dollar or if there are delays or limits on repatriation of such currencies. Currency exchange rates can be very volatile and can change quickly and unpredictably.

Index information does not reflect any management fees, transaction costs or expenses. Indexes are unmanaged, and one cannot invest directly in an index.

