

KNGS

S&P[®] Dividend Monarchs ETF

Investment Case September 2024



Investors should consider the investment objectives, risk, charges and expenses carefully before investing. For a prospectus or summary prospectus with this and other information about the Roundhill S&P[®] Dividend Monarchs ETF please call 1-877-220-7649 or visit the website at roundhillinvestments.com/etf/kngs.

Read the prospectus or summary prospectus carefully before investing.



Table of Contents

Dividend Monarchs Overview

Why Dividend Monarchs?

- Elite Dividend Growth
- Blue Chip Leaders
- Defensive Qualities

Introducing KNGS



Dividend Monarchs Overview

What is the S&P Dividend Monarchs Index?

The S&P Dividend Monarchs Index measures the performance of companies that have followed a policy of consistently **increasing dividends every year for at least 50 years**.

Dividend Monarchs encompass a **wide range of household names across a variety Sectors**, such as:

- Consumer Staples
- Industrials
- Utilities
- Health Care
- Materials

Notably, the index skews towards traditionally Defensive sectors and has no exposure to either the Information Technology or Communication Services sectors.

Dividend Monarchs Top 5 Sector Breakdown



Consumer Staples



Industrials



Utilities



Health Care



Materials



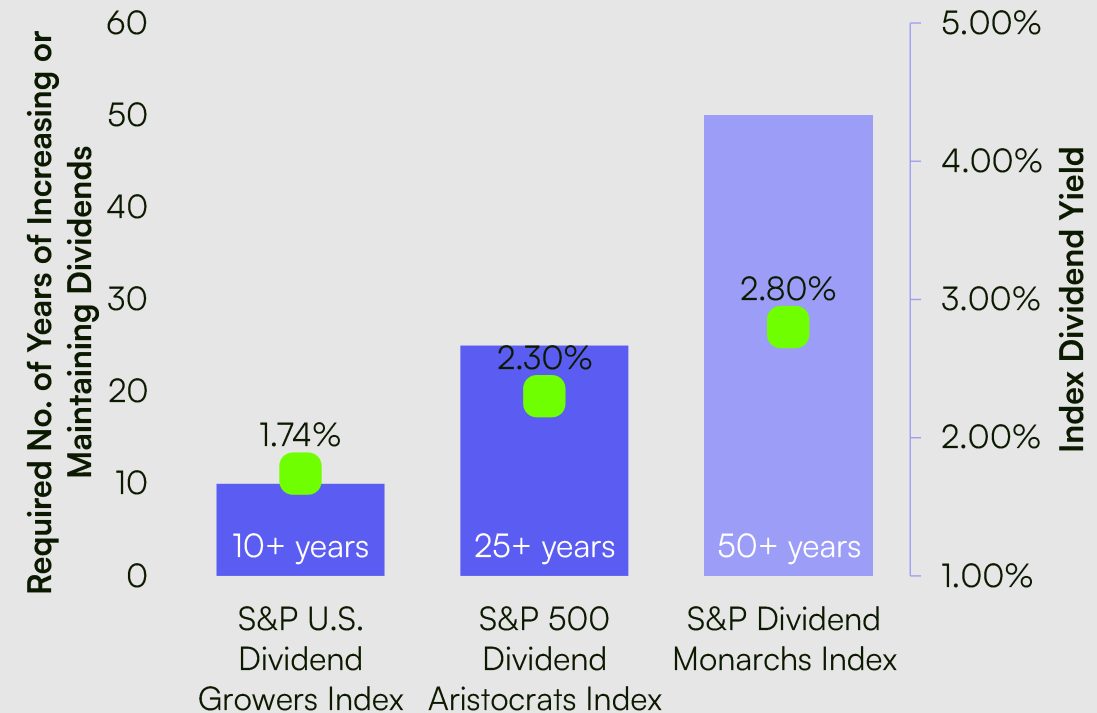
Why Dividend Monarchs? Elite Dividend Growth

We believe the **Dividend Monarchs (50+ years of dividend growth)** may represent the next evolution in dividend growth indices, building upon the successful heritage of the Dividend Aristocrats (25+ years) and Dividend Growers (10+ years).

Dividend Monarchs also offer attractive current income. As of September 2024, the S&P Dividend Monarchs Index yielded **2.80%**, above that of its dividend growth peers and broad market benchmarks.

KNGS is the first U.S. listed ETF ever to target this select group of high-quality dividend growers.

Dividend Index Comparison



Source: Bloomberg, as of September 30, 2024. **Past performance is not indicative of future results. You cannot invest directly in an index. Index performance does not represent actual fund or portfolio performance. A fund or portfolio may differ significantly from the securities included in the index. Index performance assumes reinvestment of dividends but does not reflect any management fees, transaction costs, brokerage commissions on transactions. Such fees, expense and commissions would reduce returns.** Note: Index Dividend Yield is Index Estimated Dividend Yield which is defined as Estimated Dividends FY1 divided by last price. The Index Dividend Yield was calculated on October 10, 2024.

The **S&P Dividend Monarchs Index** measures the performance of S&P 1500 companies that have increased dividends every year for the last 50 consecutive years. The S&P Dividend Monarchs Index inception date is 4/23/2023. The **S&P 500 Dividend Aristocrats Index** is designed to measure the performance of S&P 500 index constituents that have followed a policy of consistently increasing dividends every year for at least 25 consecutive years. The S&P 500 Dividend Aristocrats Index inception date is 5/3/2005. The **S&P U.S. Dividend Growers Index** is designed to measure the performance of U.S. companies that have followed a policy of consistently increasing dividends every year for at least 10 consecutive years. The index excludes the top 25% highest-yielding eligible companies from the index. The S&P U.S. Dividend Growers Index inception date is 6/1/2021.



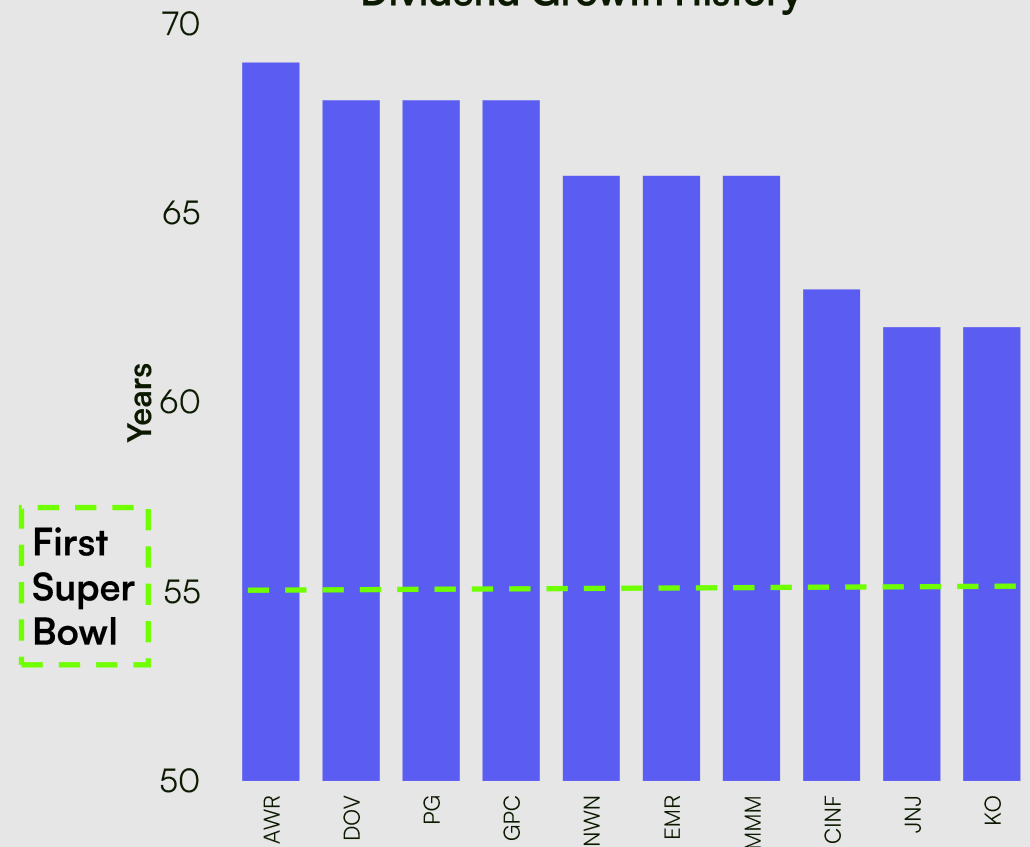
Why Dividend Monarchs? Blue Chip Leaders

Companies in the S&P Dividend Monarchs Index have showcased steadfast **dividend dedication**, with several boasting over **65 years** of consecutive dividend increases.

Renowned names like **Procter & Gamble, 3M, and Coca Cola** highlight the blue-chip nature of the index constituents.

The long-standing history of dividend payouts from these firms underscores their financial strength and resilient business models. They have successfully weathered economic challenges, market pullbacks, wars, and various other market shocks, all whilst continuing to deliver for shareholders.

Dividend Growth History



Source: Dividend.com, Roundhill Investments as of 10/11/2023. Past performance does not guarantee future results. Dividends are not guaranteed and may fluctuate. For current fund holdings [click here](#).



Why Dividend Monarchs? **Defensive Qualities**

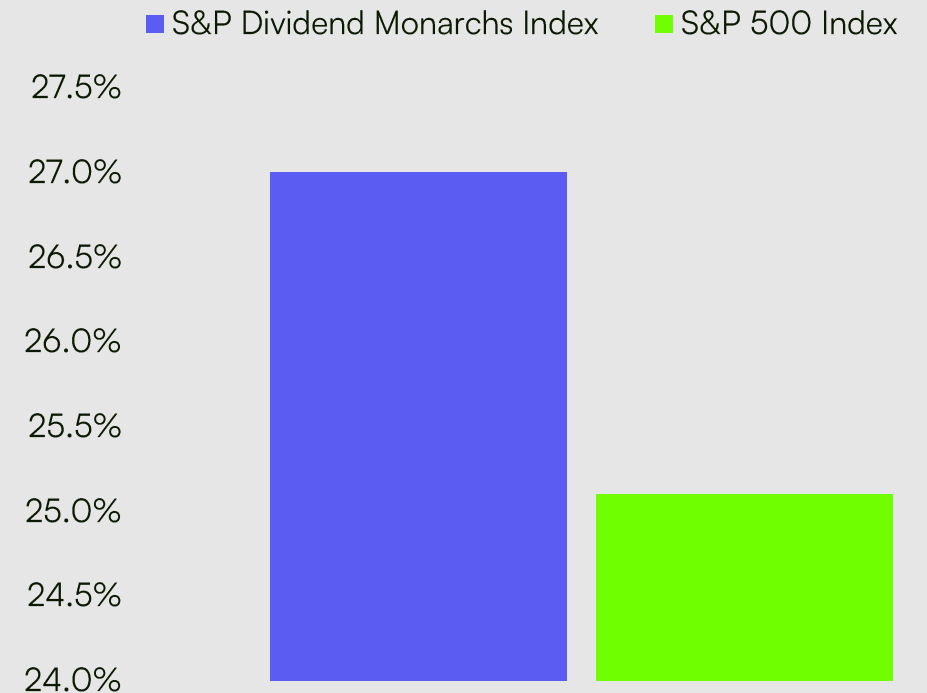
Dividend Monarchs exhibit higher return on equity (ROE) than the broader market. Above average ROEs may indicate that the Dividend Monarchs are more efficient at generating profits from shareholders' equity, which in turn may prove to be a **defensive quality**.

The Dividend Monarchs **may help to mitigate risk** during market downturns due to, historically, strong cash flows and low earnings variability, which has driven consistent dividend growth and moat-like business qualities.

The above factors may contribute to **lower volatility** than the broad market, as evidenced by the S&P Dividend Monarchs beta of 0.70 versus the S&P 500.

Source: S&P Dow Jones Indices LLC. Bloomberg. Data as of October 25, 2023. Note: Raw (historical) beta measures the volatility of the stock price relative to the volatility in the market index. Beta is the percent change in the price of the stock given a 1% change in the market index. Return on Common Equity is the measure of a corporation's profitability by revealing how much profit a company generates with the money. The beta was calculated on September 30, 2024.

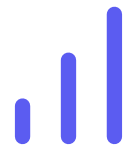
Return on Equity





Introducing **KNGS**: The Roundhill S&P® Dividend Monarchs ETF

3 Reasons to consider the KNGS ETF:



Elite Dividend Growth

KNGS is the only ETF to invest in Dividend Monarchs, an elite group of over 30 companies with 50+ years of increasing dividends.



Blue Chip Leaders

Dividend Monarchs are amongst the most well-known and established companies in their respective industries.



Defensive Qualities

Historically, Dividend Monarchs have exhibited smaller drawdowns and lower volatility compared to the broader market.

Ticker	Primary Exchange	Inception Date	Expense Ratio	CUSIP	Index Ticker (TR)
KNGS	NYSE Arca	11/2/2023	0.35%	77926X106	SPHYDMUT



For more information:

Website: roundhillinvestments.com

Twitter: @roundhill

LinkedIn: Roundhill Investments

Risk Disclosure:

Investors should consider the investment objectives, risk, charges and expenses carefully before investing. For a prospectus or summary prospectus with this and other information about the KNGS ETF please call 1-877-220-7649 or visit the website at [https:// www.roundhillinvestments.com/etf/kngs/](https://www.roundhillinvestments.com/etf/kngs/). Read the prospectus or summary prospectus carefully before investing.

Read the prospectus or summary prospectus carefully before investing. Investing involves risk, including possible loss of principal. Investing in dividend-paying stocks involves the risk that such stocks may fall out of favor with investors and underperform the broader market. Companies that issue dividend-paying stocks are not required to pay or continue paying dividends on such stocks. It is possible that issuers of the stocks held by the Fund will not declare dividends in the future or will reduce or eliminate the payment of dividends (including reducing or eliminating anticipated accelerations or increases in the payment of dividends) in the future. Investments made in small and mid-capitalization companies may be more volatile and less liquid due to limited resources or product lines and more sensitive to economic factors. Fund investments will be concentrated in an industry or group of industries, and the value of Fund shares may risk and fall more than diversified funds. Foreign investing involves social and political instability, market illiquidity, exchange-rate fluctuation, high volatility and limited regulation risks. Emerging markets may be more volatile and less liquid than more developed markets and therefore may involve greater risks. Depository Receipts involve risks similar to those associated investments in foreign securities, but may not provide a return that corresponds precisely with that of the underlying shares. Please see the prospectus for details of these and other risks. The fund is passively managed and attempts to mirror the composition and performance of the S&P Dividend Monarchs Index. The Fund's returns may not match due to expenses incurred by the Fund or lack of precise correlation with the index.

Roundhill Financial Inc. serves as the investment advisor. The Funds are distributed by Foreside Fund Services, LLC which is not affiliated with Roundhill Financial Inc., U.S. Bank, or any of their affiliates.

The S&P Dividend Monarchs Index is a product of S&P Dow Jones Indices LLC or its affiliates ("S&P DJI") and has been licensed for use by Roundhill Investments Inc. S&P®, S&P 500®, Dividend Aristocrats® and Dividend Monarchs™ are trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones") and has been licensed for use by S&P Dow Jones Indices; and these trademarks have been licensed for use by S&P DJI and sublicensed for certain purposes by Roundhill Investments Inc. The Roundhill S&P Dividend Monarchs ETF is not sponsored, endorsed, sold or promoted by S&P DJI, Dow Jones, S&P, their respective affiliates, and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the S&P Dividend Monarchs Index.