



Hoya Capital Housing ETF

Investment Case – January 2025

Questions About How to Invest?

(833) HOYA-CAP

Invest@HoyaCapital.com

HOMZ

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NYSE ARCA

How to Learn More About HOMZ

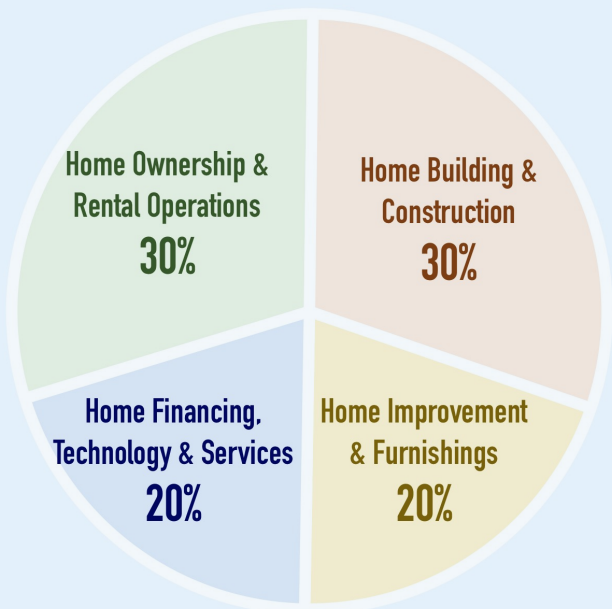
Visit Our Website

www.TheHousingETF.com

Hoya Capital Housing 100 Index Overview

HOMZ tracks the Hoya Capital Housing 100 Index, a rules-based index composed of the 100 companies that collectively represent the performance of the US Housing Industry. The index was designed to be the new barometer for the US Housing Sector.

Breakdown of GDP Spending on Housing



US Census Bureau. Gross Domestic Product, 2024. Hoya Capital Real Estate Estimates

US Housing Industry Business Segments

Hoya Capital Housing 100 Index	Weight	Companies
Home Ownership & Rental Operations Residential REITs & Real Estate Operators	30%	20
Home Building & Construction Homebuilders Home Building Products & Materials	30%	30
Home Improvement & Furnishings Home Improvement Retailers Home Furnishings & Home Goods	20%	20
Home Financing, Technology & Services Mortgage Lenders & Servicers Property, Title & Mortgage Insurance Real Estate Technology & Brokerage	20%	30

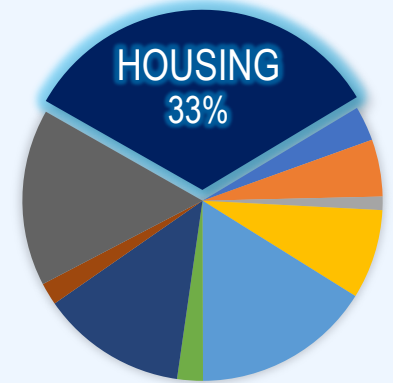
Representative Index Holdings



Fund holdings subject to change and are not a recommendation to buy or sell any security. Please visit www.TheHousingETF.com/HOMZ for complete list of holdings and weights. It's not possible to invest in an index.

Designed to track total spending on housing and housing-related services, the Index is composed of four US Housing Industry Business Segments, each weighted based on their relative contribution to US Gross Domestic Product.

The Investment Case for U.S. Housing



1) One of the Largest Asset Classes in the World

One Third of Annual Spending, But Generally Underrepresented in Stock Indexes

Federal Reserve Board: Survey of Consumer Finances, 2024. Bureau of Labor Statistics: Consumer Expenditure Survey, 2024. S&P Dow Jones, 2024.

2) Housing Shortage & Favorable Demographics

Underinvestment in Housing Despite Projected Growth in Critical Age Cohorts

US Census Bureau: Civilian Non-institutional Population, 2000-2024. Bureau of Labor Statistics: Housing Inventory Estimates, 2000-2024.



3) Deferred Home Improvement Spending

Average Age of American Home is Nearly 40 Years Old, Oldest on Record

US Census Bureau. Physical Characteristics of Occupied Housing Units. 2024. NAHB Remodeling Index, 2024.



4) Continued Rise in Home Values & Rents

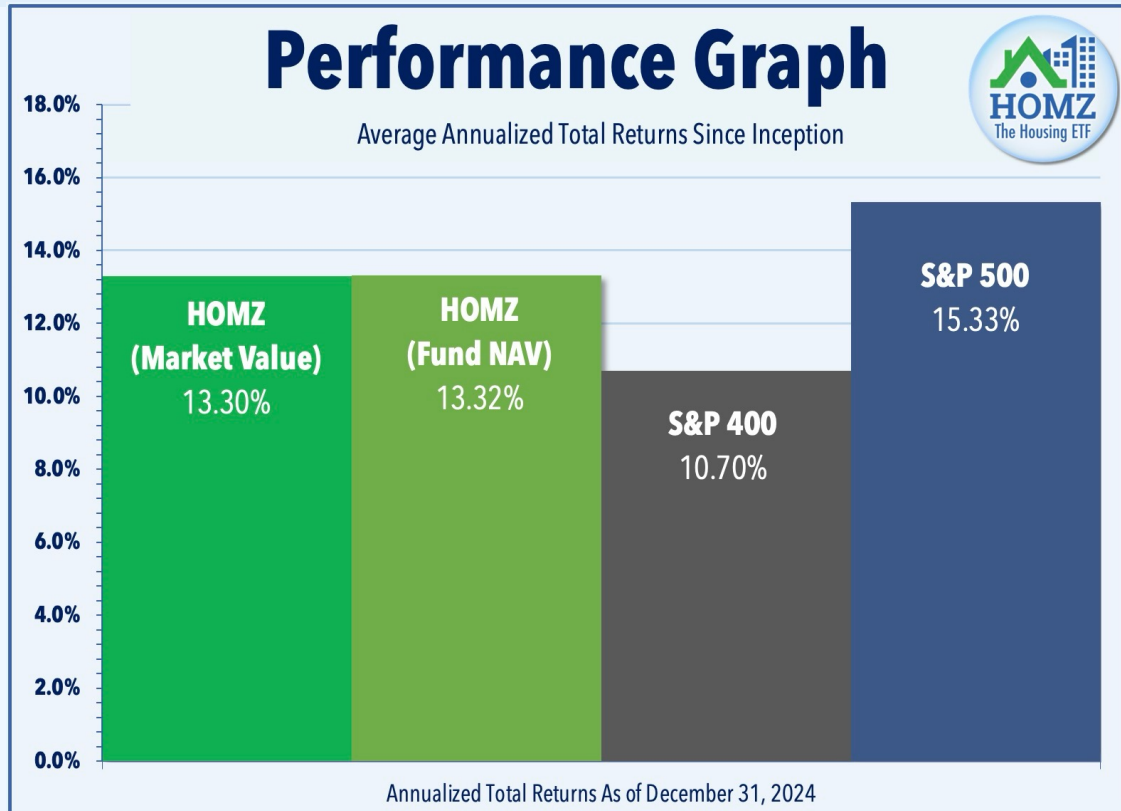
Supply/Demand Imbalance Has Led To Growing Share of Spending on Housing

US Bureau of Labor Statistics. Consumer Price Index, 1995-2024. Current Employment Statistics, 1995-2024.



A Compelling Growth Case for HOMZ

We believe that capturing diversified exposure across the entire US Housing Industry is the most effective way to capture the compelling thematic growth trends of this critical asset class.



MONTH-END PERFORMANCE				Month end returns as of 12/31/2024			
	Month	Quarter	Year-to-Date	AVG. ANNUALIZED			
				1-Year	3-Year	5-Year	Since Inception
HOMZ Market Value	-11.20%	-10.42%	9.49%	9.49%	2.40%	11.89%	13.30%
HOMZ Fund NAV	-11.10%	-10.24%	9.68%	9.68%	2.45%	11.94%	13.32%
S&P 400 Index	-7.12%	0.34%	13.93%	13.93%	4.87%	10.34%	10.70%
S&P 500 Index	-2.38%	2.41%	25.02%	25.02%	8.94%	14.53%	15.33%

QUARTER-END PERFORMANCE				Quarter end returns as of 12/31/2024			
	Month	Quarter	Year-to-Date	AVG. ANNUALIZED			
				1-Year	3-Year	5-Year	Since Inception
HOMZ Market Value	-11.20%	-10.42%	9.49%	9.49%	2.40%	11.89%	13.30%
HOMZ Fund NAV	-11.10%	-10.24%	9.68%	9.68%	2.45%	11.94%	13.32%
S&P 400 Index	-7.12%	0.34%	13.93%	13.93%	4.87%	10.34%	10.70%
S&P 500 Index	-2.38%	2.41%	25.02%	25.02%	8.94%	14.53%	15.33%

Expense ratio: 0.30%. Inception Date: 3/19/2019

The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost and current performance may be lower or higher than the performance quoted. You cannot invest directly in an index.

Short term performance, in particular, is not a good indication of the fund's future performance, and an investment should not be made based solely on returns.

The S&P 500 Index is a broad-based unmanaged index of approximately 500 large-capitalization stocks, which is widely recognized as representative of the U.S. equity market in general.

The S&P Mid-Cap 400, also known as the S&P 400, is a broad-based unmanaged index of approximately 400 mid-capitalization stocks which is widely recognized as representative of the mid-cap segment of the U.S. equity market.

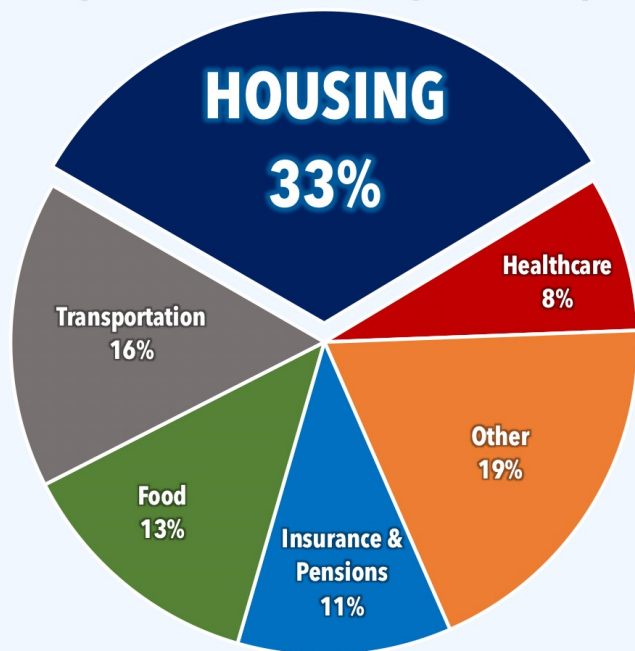
We believe that the secular growth trends of historically low housing supply and strong demographic-driven demand has provided a favorable macroeconomic backdrop for the US housing industry over the next decade and beyond.

The Need for Housing Exposure

U.S. Residential Real Estate is One of the Largest Asset Classes in the World.

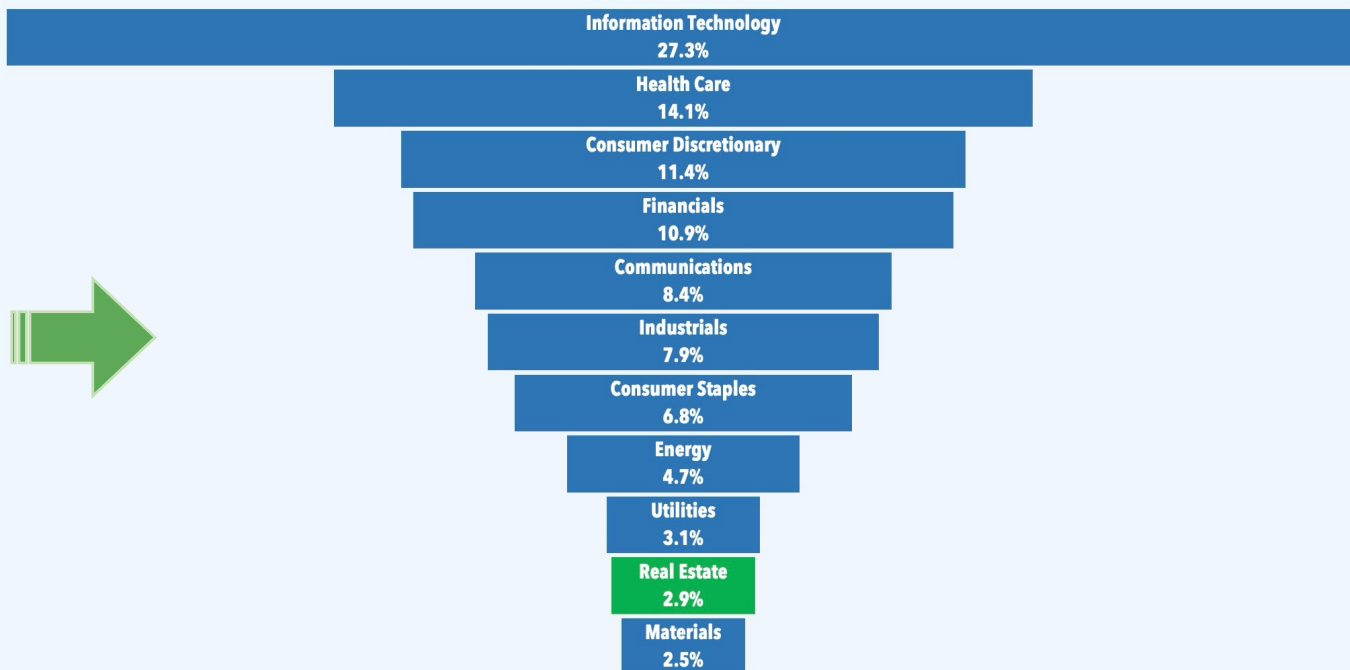
Housing Costs Account For **33%** of Consumer Spending, But Real Estate Accounts for **Less than 5%** of Weight of S&P 500

Housing As A Percent of Average Annual Spending



US Bureau of Labor Statistics.
Consumer Expenditure Survey, 2024

S&P 500 Sector Weights



Source: S&P Dow Jones. Data As of August 31, 2022

Due to High Degree of Private Ownership, Real Estate Is Significantly Underrepresented in Many Stock Portfolios

The S&P 500 is a broad-based unmanaged index of 500 stocks, which is widely recognized as representative of the equity market in general. You cannot invest directly in an index.

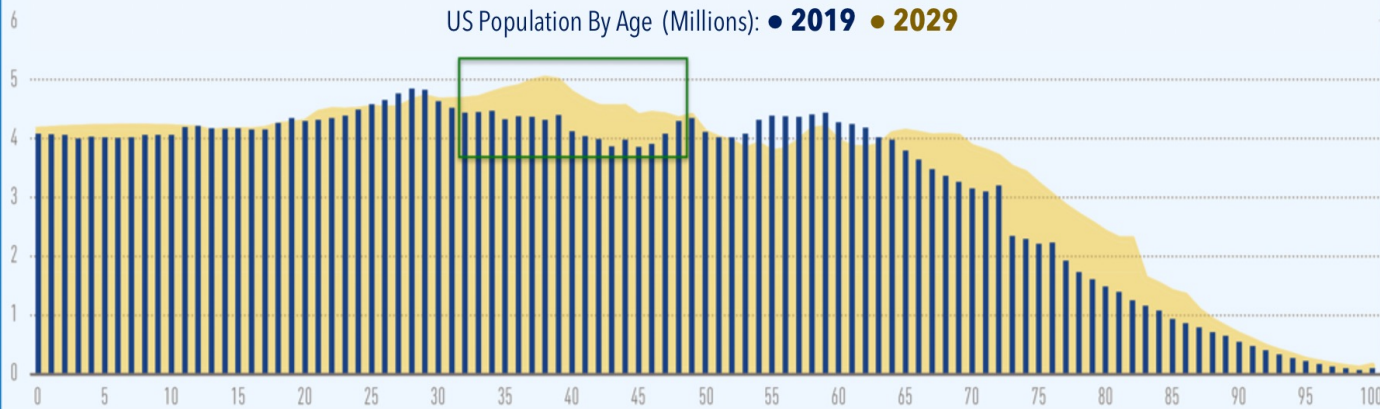
Capturing Thematic Growth Trends

US Housing Industry Is Poised To Benefit From Key Demographic Growth Trends Over Next Decade

“Demographic trends should support a vibrant housing market over the coming decade” –Harvard Joint Center for Housing Studies (2019)

Over the Next Decade, Millennial & Baby-Boom Generations Will Swell Population in Key Age Groups

“The number of households in their mid-30s to mid-40s will increase by 2.9 million over the next decade.” -JCHS (2019)

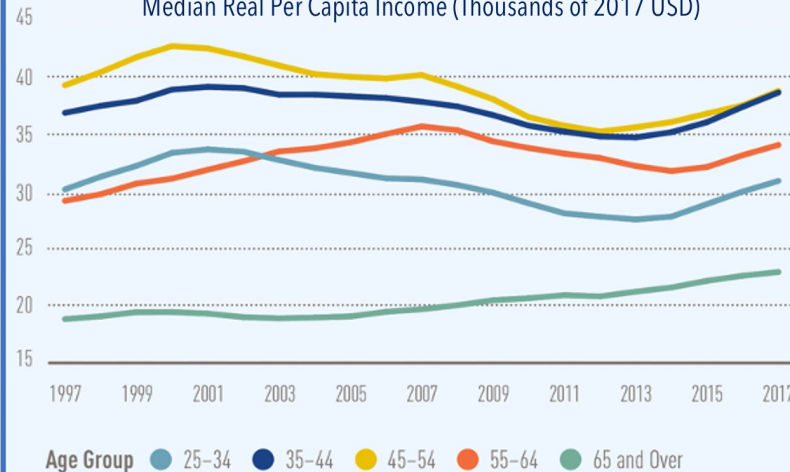


“Household growth projections imply baseline demand for new housing of 15.1 million units in 2018-2028” -JCHS (2019)

Source: JCHS Tabulations of US Census Bureau, 2017 National Population Projections

Income Growth Among Younger Adults Has Been Particularly Strong

Median Real Per Capita Income (Thousands of 2017 USD)



Source: JCHS Tabulations of US Census Bureau Current Population Surveys

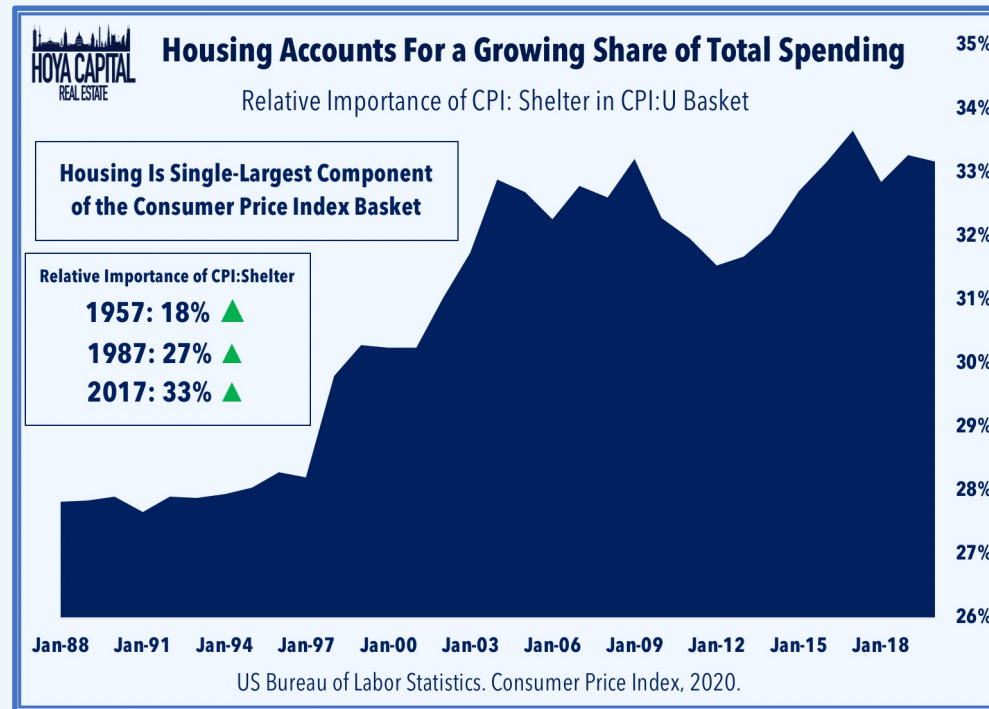
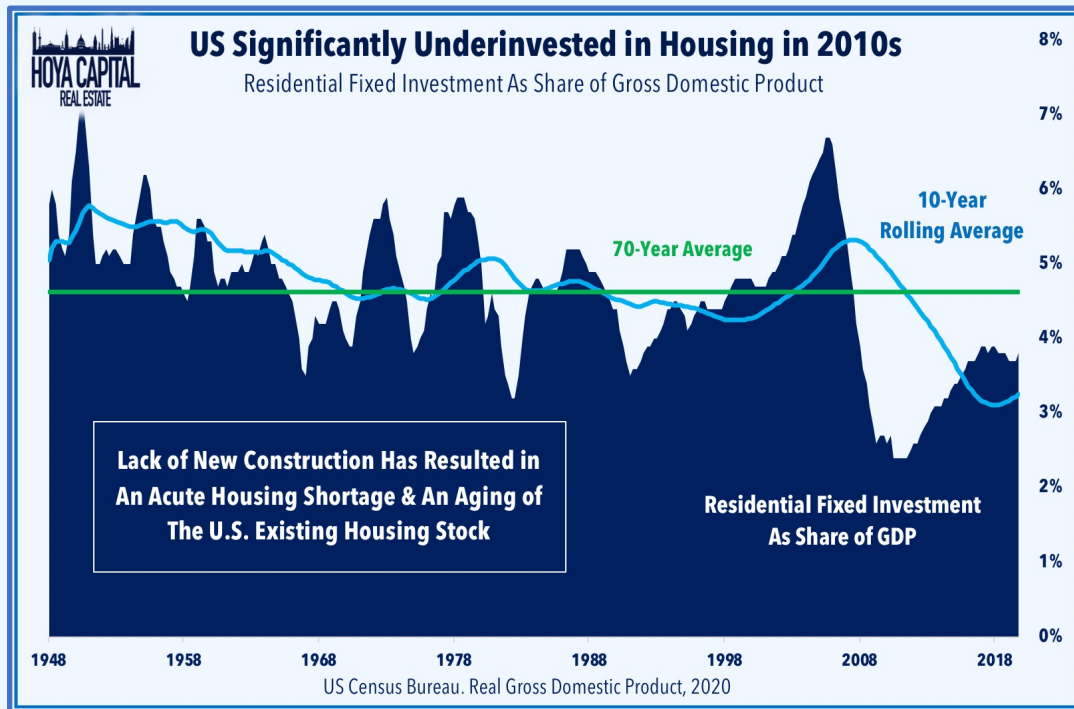
“Harvard Joint Center for Housing projections put average annual household growth in 2018–2028 at 1.2 million households.”

Annual Household Growth Rate More Than 35% Above Prior 20-Year Average

Capturing Thematic Growth Trends

We believe that many investors may lack the exposure to capture these compelling thematic growth trends.

The U.S. Has Been Underinvesting in Housing, Leading To Rising Costs & Growing Share of Spending



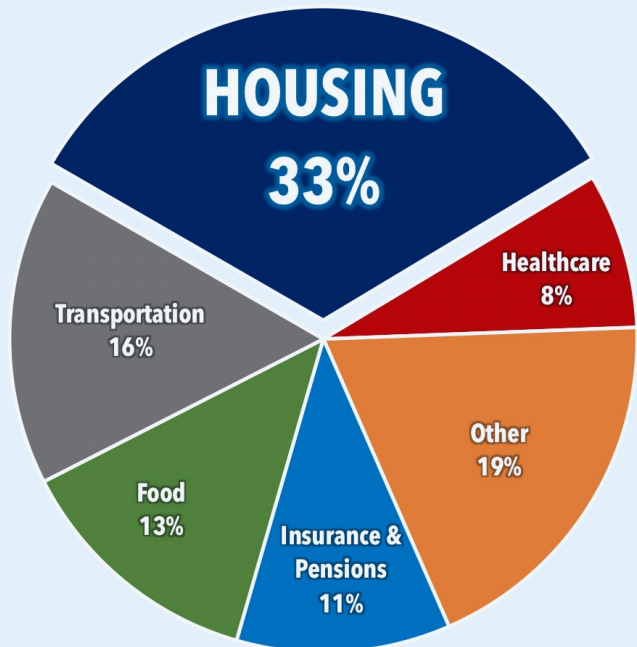
We believe that this underbuilding has led to an acute housing shortage across many major housing markets and has resulted in persistent housing inflation. A secondary effect is the aging of the U.S. housing stock and the accumulation of deferred home improvement spending.

Gross domestic product (GDP) is the monetary value of all the finished goods and services produced within a country's borders in a specific time period. The Consumer Price Index (CPI) is a measure of the average change over time in the prices paid by urban consumers for a market basket of consumer goods and services. Residential Fixed Investment consists of new construction of permanent-site single-family and multi-family units, improvements to housing units, expenditures on manufactured homes, brokers' commissions on the sale of residential property, and net purchases of used structures from government agencies.

HOMZ Addresses A Core Investment Need

HOMZ was created to address a core investment need. Considering the importance of housing within an investors typical *spending allocation*, we believe that **HOMZ** could be a core component of millions of household's *asset allocation*.

Housing As A Percent of Average Annual Spending



US Bureau of Labor Statistics.
Consumer Expenditure Survey, 2022



Hoya Capital Housing ETF	
Ticker	HOMZ
Advisor	Hoya Capital Real Estate
Subadvisor	Penserra
Expense Ratio	0.30%
Inception Date	3/19/19
Primary Exchange	NYSE
Distribution Frequency	Monthly*
CUSIP	26922A 230
ISIN	US26922A2309
Index Bloomberg Ticker	HOUSING Index
Index Reuters Ticker	.HOUSING
*Distributions Not Guaranteed	

In addition to capturing the thematic growth trends associated with the housing sector, we believe that HOMZ is especially compelling for renters and homeowners seeking to "hedge" the negative impacts of rising housing costs.

Media & Analyst Coverage of HOMZ

A large graphic of the year '2019' where the numbers are composed of a grid of small white dots on a dark blue background.

Most Interesting ETF Launches This Year



Housing ETF - HOMZ
Featured on Bloomberg's ETF IQ



Want to Profit from the Housing Shortage?
There's A New ETF For That



HOMZ: Dynamic Exposure to a
Changing Real Estate Market



Get a Bigger Picture of the US
Housing Market With This New ETF



Welcome HOMZ, A Look At The
New Housing ETF



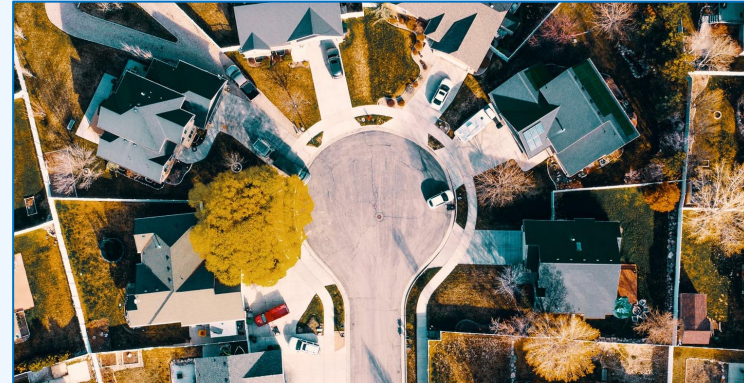
Media & Analyst Coverage of HOMZ



How Hoya Capital's Housing ETF Aims to Benchmark the Entire U.S. Housing Universe



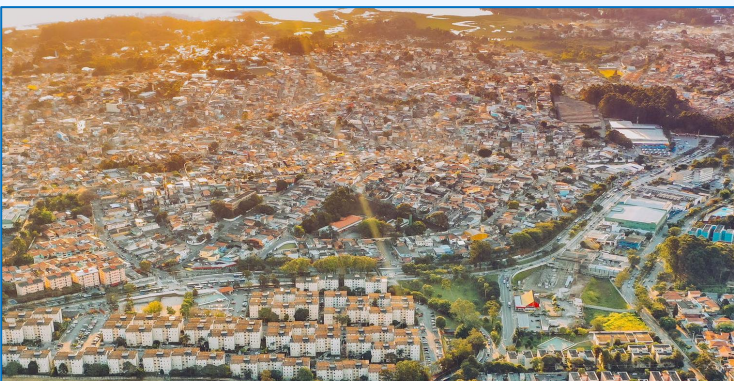
Hoya Capital Real Estate Open Housing Sector to Younger Investors



Insights on U.S. Housing Market From Alex Pettee, President of Hoya Capital Real Estate



Real Estate Alum's Fund Listed On New York Stock Exchange



New ETF Puts Different Spin On Housing Sector



HOMZ: A Real Estate ETF With A New Twist



Hoya Capital Housing ETF Team

Advisor



Fund Administration & Custodian



Sub-Advisor



Listing Exchange



Lead Market Maker



IOPV & Index Calculation



Index Provider



Marketing & PR Support



Authorized Participants



Cantor Fitzgerald
Citadel
Citigroup
Credit Suisse
Deutsche Bank

Goldman Sachs
JP Morgan
Merrill Lynch Professional
Merrill Lynch, Pierce, Fenner & Smith
Morgan Stanley

Nomura
RBC Capital Markets
Societe Generale
UBS Securities
Virtu Americas

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Hoya Capital Real Estate Executive Team

Hoya Capital Real Estate is a research-focused Registered Investment Advisor based in Rowayton, Connecticut. We were founded on the commitment to make real estate more accessible to all investors.



Sheila Pettee, CFA

Sheila Pettee, CFA is Chief Executive Officer and CCO at Hoya Capital Real Estate. Sheila Pettee founded Pettee Investors in 1989, an SEC-registered investment advisor and the parent firm of Hoya Capital Real Estate. She has led the firm over the past 30 years since its founding in 1989. Sheila graduated from Rollins College and is a CFA Charterholder.



Alex Pettee, CFA

Alex Pettee, CFA is President & Director of Research and ETFs at Hoya Capital Real Estate. Alex founded Hoya Capital in 2015 and has established the firm into a leading voice in the commercial and residential real estate industry. Alex is also a Portfolio Manager at Pettee Investors. He earned an undergraduate and master's degree from Georgetown University and is a CFA Charterholder.



David Auerbach

David Auerbach is Chief Investment Officer of Hoya Capital & serves as a Research Advisor to Pettee Investors. David was most recently the former managing director of Armada ETF Advisors. He is the publisher of "The Daily REITBeat Newsletter", a widely-followed industry publication that covers the publicly-traded REIT sector



Jonathan Morris

Professor Jonathan Morris is a Research Advisor to Hoya Capital Real Estate. He is a seasoned commercial real estate executive with deep expertise in the multifamily and office industry and is an Adjunct Professor at Georgetown University.

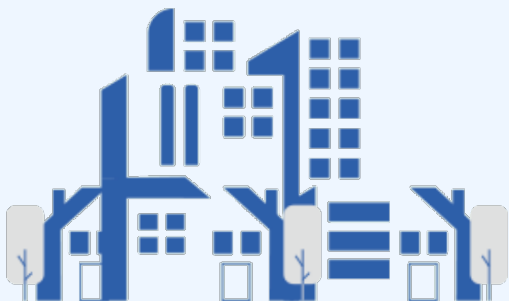


Tim Pettee

Tim Pettee is Chief Investment Officer of Pettee Investors & serves as a Research Advisor to Hoya Capital. Tim was Chief Investment Officer at AIG SunAmerica Asset Management from 2003 – 2021 and oversaw \$50 billion in '40 Act mutual funds in retail and annuity channels.

Why Invest in HOMZ?

The US Housing Sector, one of the largest asset classes in the world, is now in an ETF. **HOMZ** offers diversified exposure to the entire US Housing Sector.



Diversification*

Exposure to companies owning more than a million homes.



Income Potential**

HOMZ expects to make dividend distributions on a monthly basis.

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Professional Management

HOMZ invests in many of the largest housing companies in the US.



Thematic Growth Trends

HOMZ aims to capture the "thematic growth" trends of this critical asset class.

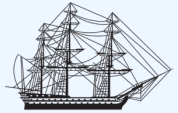
*Diversification does not assure a profit or protect against a loss in a declining market. **Distributions are not guaranteed.

How To Invest in HOMZ

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The Hoya Capital Housing ETF Is Listed on the New York Stock Exchange and Is Available Through Major Brokerage Platforms under Ticker Symbol: **HOMZ**

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Vanguard



BNY MELLON | PERSHING



RAYMOND JAMES



Questions About How to Invest?

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Invest@HoyaCapital.com



How to Learn More About HOMZ

Visit Our Website

www.TheHousingETF.com

Disclosures

It is not possible to invest directly in an index. It is not intended that anything stated in this investment case should be construed as an offer or invitation to buy or sell any investment. Constituent weights displayed are the weights at semi-annual rebalance on the first trading day in December and June of each year. An investment in the fund is subject to fees and expenses. Distributions are not guaranteed. Diversification does not assure a profit nor protect against loss in a declining market. The Hoya Capital Housing 100 Index serves as the underlying benchmark to the Hoya Capital Housing ETF which seeks to track the Index before fees and expenses. Hoya Capital Real Estate is the advisor to HOMZ and is distributed by Quasar Distributors, LLC.

The fund's investment objectives, risks, charges and expenses must be considered carefully before investing. The prospectus contains this and other important information about the investment company, and it may be obtained by calling (833) HOYA-CAP or visiting www.TheHousingETF.com. Read it carefully before investing.

Investing involves risks. Principal loss is possible. The Fund is not actively managed. The Fund's investments will be concentrated in housing and real estate-related industries. Investments in real estate companies and the construction and housing industry involve unique risks. Real estate companies, including REITs, may have limited financial resources, may trade less frequently and in limited volume, and may be more volatile than other securities. Many factors may affect real estate values, including the availability of mortgages and changes in interest rates. Real estate companies are also subject to heavy cash flow dependency, defaults by borrowers, and self-liquidation. The construction and housing industry can be significantly affected by the real estate markets. Compared to large cap companies, small and mid-capitalizations companies may be less stable and their securities may be more volatile and less liquid. As with all ETFs, Shares may be bought and sold in the secondary market at market prices and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. Although it is expected that the market price of Shares will approximate the Fund's NAV, there may be times when the market price of Shares is more than the NAV intra-day (premium) or less than the NAV intra-day (discount) due to supply and demand of Shares or during periods of market volatility.