

Concinnity Conscious Founders Index Description

The Concinnity Conscious Founders Index (the "Index") is designed to provide exposure to U.S.-listed companies that Concinnity Advisors LP, (the "Index Provider") believes appear to achieve financial performance in a sustainable and responsible manner, as well as having the company founder in the CEO position. Concinnity believes the presence of company founders increases the likelihood a multi-stakeholder mindset will be preserved and corporate culture will be safeguarded.

Companies are determined to be sustainable and responsible if they are members of the Concinnity Multi-Stakeholder Operating Companies Index (CONCPR/CONCTR). This is an index of approximately 300-350 stocks updated annually (see Concinnity Multi-Stakeholder Operating Companies Index Description for details). Its strategy asserts that "well-managed" companies are those that adopt a multi-stakeholder operating system ("MsOS") as the nucleus for their long-term value creation process. Concinnity Advisors LP believes that these companies understand that successful performance in today's marketplace largely depends on the quality of their relationships with the following stakeholders:

- Customers
- Employees
- Suppliers
- Stock and Debt Holders
- Communities in which the Company Operates

Companies are then screened to determine if the company founder is still in the CEO position.

The universe of companies eligible for inclusion in the Index is comprised of US-listed firms with a market capitalization greater than \$2 billion. The Index is concentrated, with only 20 to 40 stocks typically in the index. Companies from all sectors of the economy are eligible for inclusion. The names in the Index are equal weighted. The Index is reconstituted annually and rebalanced back to equal-weight quarterly.