

SEVENS REPORT

alpha

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In Today's Issue

- Our goal with this report is to shine the light on large-cap U.S. stocks that have been re-priced or re-rated the hardest in this global risk asset selloff.
- **Idea #1: Netflix (NFLX).** NFLX has dropped more than 70% from the recent highs and now trades at a 16X P/E, the lowest valuation in years. **ETF Alternative: Global X Cloud Computing ETF (CLOU).**
- **Idea #2: PayPal Holdings (PYPL).** PYPL has dropped more than 70% from peak to trough and now trades at a 26X PE which is a decade low. **ETF Alternative: ETFMG Prime Mobile Payments ETF (IPAY).**
- **Idea #3: Ford Motor Co (F) and General Motors (GM).** F and GM don't have the same size drops as other stocks included, but their P/Es have imploded, down to 4X for Ford and 6X for GM. They are deep, deep value stocks. **ETF Alternative: KraneShares Electric Vehicles & Future Mobility ETF (KARS).**
- **Idea #4: Etsy Inc (ETSY).** ETSY has dropped more than 70% from the highs and now trades at a five-year low P/E of 26X.
- **Idea #5: Penn National Gaming (PENN).** PENN has fallen more than 70% and now trades at 14X earnings, a multi-year low. **ETF Alternative: Roundhill Sports Betting & iGaming ETF (BETZ).**
- **Table of Re-Rated S&P 500 Stocks.** We have included a table of 61 S&P 500 stocks that are trading below 10X earnings. We also included other metrics such as Market Cap, Dividend Yield, YTD Total Return.

Stocks Re-Rated the Hardest

The stock market has finally reached the demarcation of an official bear market as measured by the S&P 500 Index falling 20% from its highs. That inauspicious classification is little solace to those of us who have been navigating the choppy financial markets for the last six months. The combination of surging inflation, geopolitical conflict in Eastern Europe, and slowing economic output have been the primary culprits that have redefined the landscape for investors in 2022.

While many talking heads are now urging caution at the recent lows (where were they at the highs?), other strategic minds are starting to look at this selloff for what it is: **An opportunity to go shopping for quality stocks at extreme fundamental discounts.**

If you were to look solely at the drop of major indexes such as the S&P 500 or Dow Jones Industrial Average, you are met with a sterile picture of aggregate market performance. A 20% drop is certainly nothing to sneeze at and has temporarily disrupted the wealth-compounding efforts we employ for our clients. However, it's also very common throughout history and doesn't necessarily represent an outsized discount opportunity on its own.

It's when you peel back the onion of these indexes and dig deeper into the individual stocks that make up their components that you start to get a sense of how steep many beloved names have fallen. There are numerous blue-chip stocks that have fallen as much as 50, 60, or even 70% or more from recent 52-week highs that now are trading at fundamental levels investors haven't seen in years.

Our goal with this report is to shine the light on large-cap U.S. stocks that have been re-priced or re-rated the hardest in this global risk asset selloff. That way you can start tracking individual companies or the industry-level ETFs with high concentrations in these names as part of your buy list to discuss with clients.

Ultimately, there are going to be opportunities to create enormous relative alpha over the next several years as you ease capital into the market to ride the recovery wave.

That may include deploying cash that has been patiently sitting on the sidelines or shifting existing conservative holdings towards more attractive investments on the risk versus reward spectrum.

Investment Idea

1: Netflix Inc (NFLX)

Netflix Inc (NFLX) has been one of Wall Street's darling stocks over the last decade as the poster child for new-age tech and media streaming growth. Its explosion in price during the pandemic far exceeded investors' expectations as subscriber demand for digital content blossomed and many of its exclusive entertainment offerings became cult favorites. Fast forward to 2022 and Netflix has seen its share price fall precipitously due to missed growth expectations, contentious content, and rumored roadblocks to prevent subscription sharing.

That equity price correction has resulted in a 73% decline from high to low over the span of approximately six months. While that price action may be indicative of a

company in a certain death spiral, there are numerous things to like about the stock's current fundamentals when you strip away the media-driven narrative.

Let's start by looking at the absolute characteristics of this global entertainment giant. Netflix currently trades with an \$82 billion market capitalization and

generated almost \$30 billion in sales in 2021. That culminated in a net income of \$5.12 billion or a profit margin of 17.32%. In its most recent quarter, NFLX generated nearly \$8 billion in sales with \$1.6 billion in profit.

Those positive financial statistics and the recent fall in share price have

managed to cooperatively dismantle the insanely high valuation of this stock to levels not seen in more than a decade. The P/E ratio of NFLX has only fallen below triple digits a handful of times over the last 10 years and it's currently trading at a mouth-watering 16x ratio.

While growth may be slowing, the financial operating performance of this entertainment giant con-

tinues to demonstrate impressive returns for shareholders. For the sake of comparison, the aggregate P/E ratios of the S&P 500 Index and NASDAQ-100 Index are trading at 20x and 25x, respectively ([source](#)). That means NFLX is trading at a 40% valuation discount to the

heavily pummeled NASDAQ-100 tech benchmark.

We want to be clear that the purpose of this research isn't to call an absolute bottom in the share



price of NFLX where it stands today. However, if you are looking at opportunistic divergences in large-cap growth stocks that have fundamental and technical advantages, you should be keeping an eye on this stock. It's already shown a propensity for historical outperformance and could easily double or triple in price from these levels with investors having lowered the bar for future financial expectations.

If investing in NFLX outright seems overly risky, you could consider owning an ETF with out-sized exposure to this position. The fund with the highest concentration is the **Global X Cloud Computing ETF (CLOU)** with more than 4.25% of the portfolio dedicated to NFLX. It's the fourth-largest holding in the concentrated basket of 35 stocks that make up the portfolio. CLOU has nearly \$700 million in assets dedicated to a diverse mix of cloud streaming, infrastructure, and technology services stocks. It also sports a net expense ratio of 0.68% and has fallen 31.3% so far this year.

Investment Idea

2: PayPal Holdings (PYPL)

PayPal Holdings (PYPL) is another stock that investors have heavily exited over the last 52 weeks as growth expectations and e-commerce volumes have slowed. The stock also is being discounted in conjunction with the sharp selloff in cryptocurrencies this year. This has been an area that digital payments companies such as

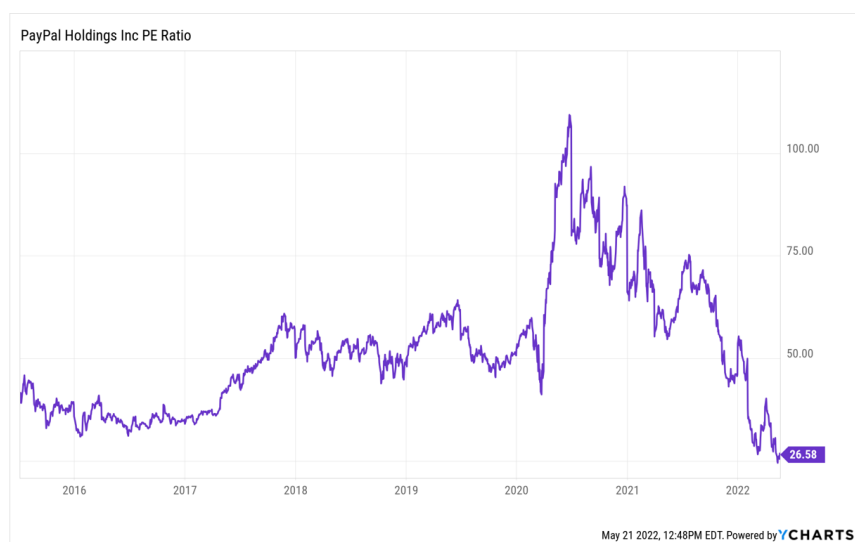
PayPal and Block Inc (formerly Square) have forged a trail in and are likely to experience concomitant industry-adjacent volatility.



PYPL managed to generate \$26 billion in sales last year and \$4.1 billion in net income (16.30% margin). The most recent quarterly earnings for PYPL showed a leveling off in growth across numerous comparable financial metrics, but it still managed to net a half-billion dollars in profit in the first three

months of the year. Its market capitalization currently stands at a stalwart of \$93 billion.

The growth disappointment has clearly been reflected in the share price of this stock as it has declined more than 70% from peak to trough. However, that momentum on the downside appears to have overshot the internal fundamentals and is now flashing advantageous signs for new investors.



PayPal has rarely been one of those growth stocks that trades at astronomical multiples, but instead has consistently ridden the upper percentile among its peer group. It now trades at a decade-low price-to-earnings ratio of 26x given the meaningful decline in share price

this year. That's admittedly not cheap on an absolute basis. However, given its historical trajectory

and competitive advantages, there is much to like about PYPL at these levels.

The company is one of the blue-chip names in the digital/mobile payment ecosphere and is likely to be a fintech picks-and-shovels play on cryptocurrency adoption in real-world transactional functions. Being one of the largest companies in this space means that they have the capital and resources to acquire new startups and expand their footprint globally as well. There is little doubt PayPal will experience a significant momentum surge as the market trend begins to stabilize and ultimately transition to the recovery phase.

In terms of seeking out a more diversified fund for owning this stock, the **ETFMG Prime Mobile Payments ETF (IPAY)** owns the largest slice of PYPL with 5.25% of its portfolio. It's the sixth-largest holding in the basket of 53 stocks dedicated to mobile and electronic payments. We have profiled IPAY in past issues of *Seven's Report Alpha* as a best-of-breed solution in the fintech space. The fund is down 19.9% so far this year and sports a net expense ratio of 0.75%.

Investment Idea 3: Ford Motor Co (F) and General Motors (GM)

If you are in the market for value stocks, then we have two exciting names that you will immediately recognize. We are lumping them together because they are demonstrating many similar characteristics and are direct competitors within their industry group.



Ford Motor Company (F) and General Motors (GM) have both had their share prices cut in half over the last five months as concerns over economic factors such as inflation, supply chain disruptions, higher financing rates, and slowing consumer spending weigh on investors'

minds. Nevertheless, both companies are forging ahead successfully in their transition towards electric vehicle production, battery technology, and a host of new connected services for their customers.



The good news is that the supply chain constraints have created a historic backlog of demand for new vehicles and these companies stand to benefit for years in restoring a semblance of balance in the marketplace. They continue to raise the price of new vehicles as

cost of goods pressures mount, but so far there doesn't appear to be much pushback by consumers. Buyers are purchasing vehicles as fast as these companies can produce them and investments in new technology will only improve their product offerings versus overseas competitors.

Both stocks are currently trading with a market capitalization of around \$50 billion and are back down to ultra-low valuations on both an absolute and relative basis. Ford is sporting a P/E in the low 4x, while General Motors is just under 6x. Furthermore, income investors will love the 3% indicated annual dividend yield that Ford pays its shareholders (GM doesn't pay a dividend).

Both stocks continue to demonstrate consistent financial performance despite the challenging economic conditions. It's reasonable to correlate the outsized drop in share price as

attributable to "risk-off" behavior throughout the consumer discretionary sector than directly related to operational factors in these vehicle manufacturers. Prices have likely overshot the mark in terms of fair valuations in the P/E ratio.

The biggest near-term risk of owning these stocks is that supply chain constraints, particularly from overseas manufacturers, lead to production delays and revenue misses. Nevertheless, they should be on all value investors' watch lists as alpha-generating catalysts when the market begins to stabilize. Both companies are making the right moves to expand their product portfolios into next generation vehicles and are financially secure enough to weather this bear market downturn.

Those that want to own both stocks in a single wrapper among the broader auto industry should evaluate the **KraneShares Electric Vehicles & Future Mobility ETF (KARS)**. The fund owns approximately 4% in each of F and GM (8% combined)

amongst 75 total holdings. It's a \$250 million portfolio of auto manufacturers, battery technology, and mobility services stocks. The fund is down 22.2% so far this year as the broader market selloff hammers the underlying holdings.

Investment Idea 4: Etsy Inc (ETSY)

Etsy Inc. (ETSY) has positioned itself as the premier destination for crafty individuals to sell creative goods and services globally. The stock became wildly popular during the pandemic as work-from-home and DIY trends became necessary components of our daily lives. However, its share price peaked late last year and has fallen precipitously in 2022 as a

function of slowing user growth and e-commerce volumes plateauing.

ETSY is now off some 70% from its all-time high and has recently hit a new 52-week low. That selloff should be exciting for prospective shareholders that are looking to pounce on steep-

ly discounted opportunities.

The chart of this stock doesn't tell the whole story as relatively stable financial performance has al-

ETSY 1-Year Total Return



Etsy Inc PE Ratio



lowed valuations to come back down to reasonable levels. Etsy generated \$2.33 billion in sales last year with \$493 million in profit (21% margin). Furthermore, its most recent quarterly earnings report indicated that sales had continued to increase marginally y-o-y.

ETSY now trades with a \$10 billion market capitalization and a 26x price-to-earnings ratio. That P/E ratio represents the lowest valuation at any point over the last five years. The stock also is heavily shorted right now with 11% of the outstanding float betting that the downtrend will continue.

The combination of these structural factors makes ETSY ripe for a meaningful short-covering rally should the market begin to show signs the bear is moving back into hibernation. In fact, this stock could easily double or triple from these levels and still be well below its 2021 peak.

The smaller market capitalization and higher short interest on ETSY should suggest that this is a more speculative holding for clients with aggressive risk tolerances. Nevertheless, it is representative of an S&P 500 stock with consistent profitable earnings capability trading at its most attractive valuation in a half-decade. The growth story still has more chapters to be written for ETSY and this may

well represent one of the best points of capitulation in this decade.

Investment Idea 5: Penn National Gaming (PENN)



Penn National Gaming (PENN) is a stock that has stayed relatively under the radar as a smaller component of the S&P 500 Index. This 50-year-old company operates or has ownership interests in gaming and racing facilities across the United States. They also manufacture video game terminals

and slot machine entertainment in addition to holding a minority ownership interest in Barstool Sports.

Last year PENN generated almost \$6 billion in sales with \$420 million in net profit. Its most recent quarterly earnings report also beat expectations on the top and bottom lines as the company offered optimistic guidance for the remainder of 2022. This has led to several analyst upgrades and renewed interest in the gaming and sports betting operator as an emergent growth story.

What's interesting about this optimism is how it comes after a 78% fall in the share price over the last fifteen months. PENN now trades at its lowest levels in the last two years with a total market capitalization of just over \$5 billion. Investors have likely fled the gambling sec-



tor in anticipation of economic headwinds eroding financial performance.

That's great news for fresh capital seeking value opportunities in fundamentally sound stocks that have been re-priced to extreme levels. PENN has witnessed its price-to-earnings ratio fall to multi-year lows near 14x as this share slide developed. Furthermore, nearly 7% of the outstanding share float is short the stock in anticipation of extending these recent declines.

Like ETSY, Penn National Gaming is on the smaller side among S&P 500 stocks and is likely to be more volatile in its price patterns. However, that factor also works in the favor of investors who are seeking to own high-quality, mid-cap companies with the potential for massive upside. This type of holding would be best suited for more aggressive clients who are comfortable owning a slice of the gambling and entertainment sector. Its probabilities for success represent one of the strongest relative value opportunities in this industry group.

Those that want to consider a more diversified view of this sector may be interested in the **Roundhill Sports Betting & iGaming ETF (BETZ)**. This \$175 million ETF owns 44 holdings with PENN sitting as the fifth largest with 4.5% of the portfolio. The fund owns a variety of publicly traded companies around the globe engaged in traditional gambling, online sports wagers, and gaming entertainment. It charges a 0.75% expense ratio and has fallen 31.3% YTD.

Table of S&P 500 Stocks

This service has always taken pride in arming you with selective and carefully researched investment opportunities to navigate the market's distinctive phases. However, we also realize that many advisors like to do their own due diligence using proven analytical methods. The attached excel file contains a table that should assist in your efforts to build out a high-quality shopping list of stocks currently trading at attractive valuations.

The screening parameters for the table start with the universe of the S&P 500 Index. We then filtered

by stocks sporting a forward price-to-earnings ratio of less than 10x and a market capitalization of greater than \$10 billion.

Before we prepared this table, we expected to find maybe 10 or 20 stocks that fit our parameters. Yet quite surprisingly, we found three times that high-end estimate (some 60 stocks) that fit our screening criteria. Be sure to check the attached excel spreadsheet for your own sortable data file that you can A) Share directly with clients, or B) use in your own research efforts.

Conclusion

It's always difficult to consider making new purchases during the darkest days of any bear market. You are assaulted with worries over stocks falling much farther and clients are typically wary of further losses. However, it's during these times that the best deals and market dislocations are available. The opportunity cost of not purchasing some of these discounted names and then watching as they soar during the next recovery can be even more excruciating.

Our recommendation is to begin having these conversations with clients as soon as possible. Recognizing and transparently acknowledging that you aren't going to perfectly time the market low. No one is that good, and if they do manage to "buy at the bottom," it's simply a function of luck.

Regardless, it's important to communicate a framework for the next steps that put new money to work in quality sectors over time. Even stepping in with small positions that you can add to and average your cost basis will create a responsible strategy for compounding your client's wealth in the years to come.

Best,

Tom

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Sevens Report Alpha Fund & Stock Ideas

<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Index Rebal</u> KWEB (KraneShares CSI China Internet ETF)	<p>KWEB is an index rebalance play based on major Chinese internet and ecommerce companies (China N-shares) being added to FTSE Emerging Market Indices between Sep 2017 and June 2018. KWEB is our conduit to front-run huge index funds that will be forced to buy its underlying holdings.</p> <p>What to do now: We closed KWEB on June 15th (last leg of rebal). It's still viable as a long-term holding.</p>	<p>Issue 1: 8/17/17 8/24/17</p>	<p>KWEB: 21.46% (closed)</p>	<p>ACWX: 6.93% (through KWEB close date)</p>
<u>Smart Beta Pioneer</u> RSP (Invesco S&P 500 Equal Weight ETF)	<p>From an index standpoint, S&P 500 Equal Weight has massively outperformed S&P 500 (cap weight) over the long term (392% vs. 158% over the last 18 years). RSP has lagged recently due to tech sector outperformance. That presents a short-term dislocation and opportunity to buy RSP at a discount to SPY.</p> <p>What to do now: Buy.</p>	<p>Issue 2: 9/7/17</p>	<p>RSP: 74.44%</p>	<p>SPY: 82.25%</p>
<u>Self-Driving Car Basket</u> SNSR (Global X Internet of Things ETF) ROBO (ROBO Global Robotics & Automation Index ETF) AMBA (Ambarella) QCOM (Qualcomm)	<p>Massive changes to the auto industry, including self-driving technology, are closer to the mainstream than most investors think. The foundational changes to the auto industry could be the next "Megatrend" in investing to provide outperformance for years to come.</p> <p>There is no pure play "self-driving" ETF yet, but SNSR and ROBO offer exposure to many tech companies that are best-positioned in the space. AMBA and QCOM are two of the better stocks with unique exposure to the growing self-driving car industry.</p> <p>What to do now: Buy the ETFs. We closed QCOM a month and a half after the Broadcom takeover announcement for a quick, sizable gain.</p>	<p>Issue 3: 9/21/17</p>	<p>SNSR: 61.66% ROBO: 33.26% AMBA: 90.90% QCOM: 23.20% (closed)</p>	<p>SPY: 79.20% SPY: 19.93% (through QCOM close date)</p>
<u>Electric Car Battery Plays</u> LIT (Global X Lithium & Battery Tech ETF) ALB (Albemarle)	<p>The trend towards the widespread adoption of electric cars is accelerating, with U.S. auto companies planning massive roll outs and several countries putting end dates on the internal combustion engine.</p> <p>From an investment angle, the key here is better technology, specifically lithium. LIT is a lithium ETF. ALB is one of the leading lithium plays in the market.</p> <p>What to do now: Long-term investors can buy now. But, as we said in the issue, LIT and ALB ran up big following China's electric car decision. Both have sold off since. The growth opportunity is years, if not decades, ahead.</p>	<p>Issue 3: 9/21/17</p>	<p>LIT: 112.70% ALB: 105.40%</p>	<p>SPY: 79.20%</p>
<u>Dividend Growth</u> DIVY (Reality Shares DIVS ETF) REGL (ProShares S&P MidCap 400 Dividend Aristocrats ETF) SMDV (ProShares Russell 2000 Dividend Growers ETF)	<p>Historically, dividends are responsible for half of the market's total return. They are an essential component of long-term outperformance. While most investors choose high-yielding dividend stocks, our research shows dividend growth stocks can generate better long-term returns.</p> <p>DIVY is the only ETF that isolates pure dividend growth. This ETF is a fixed income alternative that should provide steady single-digit returns with low volatility and true diversification. REGL and SMDV are ETFs that provide exposure to the "Dividend Aristocrats" of tomorrow.</p> <p>What to do now: Buy.</p>	<p>Issue 4: 10/4/17</p>	<p>REGL: 51.28% SMDV: 20.06%</p>	<p>AGG: 4.93% MDY: 47.47% IWM: 30.99%</p>
<u>Merger Arbitrage</u> GABCX (Gabelli ABC Fund) MNA (IQ Merger Arbitrage ETF)	<p>Merger arbitrage is a time-tested hedge fund strategy. It seeks to profit from the timely completion of mergers, takeovers and corporate re-orgs. The strategy has produced solid absolute returns with low correlations to stocks and bonds.</p> <p>GABCX and MNA are the two best-performing—and cheapest—options to invest in this space.</p> <p>What to do now: Buy.</p>	<p>Issue 5: 10/17/17</p>	<p>GABCX: 11.42% MNA: 4.61%</p>	<p>AGG: 4.78%</p>

Sevens Report Alpha Fund & Stock Ideas

<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Special Dividends</u> List of 24 stocks	Screened 17,070 stocks to arrive at 24 stocks that have consistently paid large special dividends. Investors can't see the true yields on these stocks because they're missing from financial websites. Our elite list has yields ranging from 50% to 600% higher than the S&P 500's yield. What to do now: Buy (multiple ways to implement in issue).	Issue 6: 10/31/17	Basket of stocks (avg.): 7.37%	50% SPY/50% AGG: 3.77%
<u>Global Value</u> GVAL (Cambria Global Value ETF)	A fundamentally-focused deep value strategy that uses a cyclically-adjusted valuation composite to evaluate 45 global countries for investment. GVAL captures the cheapest countries and the cheapest stocks in those specific countries, too. What to do now: Buy.	Issue 9: 12/12/17	GVAL: -3.50%	ACWX: 12.99%
<u>"Backdoor" Hedge Fund Investing</u> List of 10 stocks	It's almost impossible for investors to access the world's best hedge fund managers. Either their funds are closed, the minimums are too steep (in the millions), or the fees are outrageously high ('2 & 20'). We found 10 little-known ways to access ace managers who have produced Buffett-like returns. What to do now: Buy (multiple ways to implement in issue).	Issue 10: 12/27/17	Basket of stocks (avg.): -5.09%	50% SPY/50% AGG: 1.30%
<u>EM & FM Bonds</u> EMB (iShares JPM USD Emerging Markets Bond ETF) EMLC (VanEck JPM EM Local Currency Bond ETF) EBND (SPDR Bloomberg Barclays Emerging Markets Local Bond ETF) AGEYX (American Beacon Global Evolution Frontier Markets Income Fund)	Most investors have no allocation to fixed income outside the U.S., but we think it's worth serious consideration. Emerging and frontier debt funds have yields 2X, 3X, and 4X the yields of traditional fixed income investments... low correlations to major asset classes... and healthier fundamentals (lower debt-to-GDP ratios, faster-growing economies, and better demographics) from a country perspective. EMB (emerging market debt hard currency), EMLC/EBND (emerging market debt local currency), and AGEYX (actively-managed frontier market debt) are all attractive options. What to do now: Buy.	Issue 11: 1/9/18	EMB: -4.31% EMLC: -14.60% EBND: -13.95% AGEYX: 9.41%	AGG: 5.20%
<u>"Blockchain" Investing</u> BLOK (Amplify Transformational Data Sharing ETF) BLCN (Reality Shares Nasdaq NexGen Economy ETF)	Blockchain, the technology behind cryptos, has the potential to change many industries. Having the right exposure to companies using or pioneering the use of blockchain, offers substantial long-term growth opportunities. Not only did we break the story on the first two blockchain ETFs (BLOK and BLCN) ahead of every financial media outlet, we also provided a sneak peek at their top holdings and a blockchain primer. What to do now: Buy (multiple ways to implement in issue).	Issue 12: 1/16/18	BLOK: 36.55% BLCN: 29.14%	SPY: 60.12%
<u>"Active" Bond ETFs</u> BOND (PIMCO Active Bond ETF) TOTL (SPDR DoubleLine Total Return Tactical ETF) FTSL (First Trust Senior Loan Fund)	Studies show actively-managed fixed income funds have been much more successful at beating benchmarks than actively-managed equity funds. In addition, the "Agg" has changed for the worse over time: higher duration, lower yield, and less diversification. These three active bond ETFs—with better statistics and all-star portfolio management teams—stand a good chance at beating the Agg going forward. What to do now: Buy.	Issue 14: 2/20/18	BOND: 6.86% TOTL: 3.42% FTSL: 10.96%	AGG: 6.85%

Sevens Report Alpha Fund & Stock Ideas

<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Cash Alpha</u> FPNIX (FPA New Income)	<p>FPNIX has generated positive returns for 33 straight years. No other non-government bond fund can boast of an equivalent track record. We also featured "MaxMyInterest," which produces 140 to 150 basis points of alpha versus traditional cash vehicles (MMAs, MMFs, and CDs). Max also increases FDIC insurance and can give advisors visibility to held-away cash.</p> <p>What to do now: Buy (Max is also an excellent cash management solution).</p>	<p>Issue 15: 3/6/18</p>	<p>FPNIX: 7.03%</p>	<p>BIL: 3.93%</p>
<u>Index Rebal</u> KBA (KraneShares Bosera MSCI China A Share ETF)	<p>KBA is an index rebalance play based on the inclusion of Mainland Chinese equities (A-shares) into MSCI Global Standard Indexes. The first two steps will take place on June 1st and September 1st. KBA is our gateway to front-run massive index funds that will be forced to buy its underlying holdings.</p> <p>What to do now: Buy.</p>	<p>Issue 16: 3/20/18</p>	<p>KBA: 10.85%</p>	<p>ACWX: 10.84%</p>
<u>Anti-Trade War</u> QABA (First Trust Nasdaq ABA Community Bank Index Fund)	<p>QABA is a play to protect against trade war ramifications (97% of its sales are U.S.-sourced). Additionally, it should also be a beneficiary of U.S. tax reform, in that, smaller U.S. companies should capture most of the 35% to 21% corporate tax cut. We also featured three more ETFs (AMCA, AIRR, KRE) and two exclusive stock screens—run through Cap IQ—for advisors to share with clients who have trade war concerns.</p> <p>What to do now: Buy.</p>	<p>Issue 18: 4/17/18</p>	<p>QABA: 8.61%</p>	<p>SPY: 63.40%</p>
<u>Foreign Small Caps</u> VSS (Vanguard FTSE All-World ex-US Small-Cap ETF) DLS (WisdomTree International Small-Cap Dividend Fund)	<p>Most advisors don't allocate to international small caps. But, we think they should reconsider. This hidden asset class holds several advantages over its U.S. equivalents: cheaper valuations, less volatility, lower correlations, higher dividend yields, and past outperformance. We highlight multiple individual ETFs, ETF combinations, and actively-managed mutual funds that do the trick.</p> <p>What to do now: Buy.</p>	<p>Issue 19: 5/1/18</p>	<p>VSS: 8.35%</p> <p>DLS: -2.62%</p>	<p>EFA: 12.54%</p>
<u>Disruptive Innovation</u> ARKK (ARK Innovation ETF)	<p>Investing in the "cornerstone themes of disruptive innovation" has resulted in huge profits over time (think Amazon, Apple, and Netflix). ARK sees current investment opportunities in innovation platforms, such as automation, energy storage, DNA sequencing, next generation internet, blockchain technology, etc. ARK's top innovation-based themes are all represented in ARKK. In 2017, ARKK was the #1 performing ETF (excluding leveraged and inverse ETFs) with a return of 87%!</p> <p>What to do now: Buy.</p>	<p>Issue 20: 5/15/18</p>	<p>ARKK: 13.04%</p>	<p>SPY: 62.91%</p>
<u>Buybacks</u> PKW (Invesco Buy-Back Achievers ETF)	<p>Companies with meaningful share count reduction have outperformed over the long term with lower volatility. Currently, U.S. companies are flush with cash due to tax cuts and repatriation. In turn, share repurchases broke a new record in Q1 2018 and they're on pace to set a new record for 2018. PKW is the premier ETF to profit from buybacks (largest asset base and longest history). We also featured four alternative ETFs (SPYB, TTFS, DIVB, SYLD) and some individual stock lists.</p> <p>What to do now: Buy.</p>	<p>Issue 21: 5/29/18</p>	<p>PKW: 61.81%</p>	<p>SPY: 64.34%</p>
<u>"FANG and Friends" of Emerging Markets</u> EMQQ (Emerging Markets Internet & Ecommerce ETF)	<p>"By 2025, annual consumption in emerging markets will reach \$30 trillion—the biggest growth opportunity in the history of capitalism."—McKinsey & Company. The combination of four major forces in emerging markets make this a great investment setup: favorable demographics, increasing smartphone availability, surging wireless broadband and Wifi access, and the globalization of the capital formation process. EMQQ is the best ETF to invest in this great confluence. We also featured three alternative ETFs (ECON, KWEB, KEMQ).</p> <p>What to do now: Buy.</p>	<p>Issue 23: 6/26/18</p>	<p>EMQQ: -13.31%</p>	<p>EEM: 7.90%</p>

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Micro Caps</u> <u>IWC (I-Shares Micro-Cap ETF)</u>	<p><i>Small caps outperformed until this most recent pullback, but while allocations to that sector of the market are rising, micro-caps, a sub-set of small caps, remain generally overlooked.</i></p> <p><i>Micro caps remain an overlooked, under-researched, and under-allocated part of the small cap universe that can offer diversification and outperformance (micro caps are perennial takeover candidates).</i></p>	7/10/18	IWC: 10.91%	IWM: 15.68%
<u>The Future of Consumer Spending</u> <u>IBUY (Amplify Online Retail ETF)</u> <u>FINX (Global X FinTech ETF)</u> <u>IPAY (ETFMG Prime Mobile Payments ETF)</u>	<p><i>The way U.S. consumers purchase goods is changing—rapidly. And, getting “pure play” exposure to the rise to on-line retailers and to the growth of mobile payments could be similar to investing in credit cards back in the mid-80’s. There are few other established corners of the market that offer this type of growth potential.</i></p>	7/24/18	IBUY: -5.71% FINX: -1.42% IPAY: 14.04%	SPY: 56.92%
<u>Floating Rate Funds</u> <u>FLOT (I-Shares Floating Rate Bond ETF)</u> <u>USFR (Wisdom Tree Floating Rate Treasury Fund)</u> <u>SRLN (SPDR Blackstone / GSO Senior Loan ETF)</u> <u>EFR (Eaton Vance Floating Rate Trust)</u>	<p><i>Despite stubbornly high bonds/low yields, bonds are still now in a longer term bear market, and there exist few non-inverse bond alternatives that can produce absolute gains in a falling bond environment.</i></p> <p><i>Floating rate ETFs rise as bond yields fall and offer absolute return potential in bond portfolios, and are an important tool in constructing client bond portfolios in a rising rate environment.</i></p>	8/6/18	FLOT: 4.84% USFR: 3.75% SRLN: 10.72% EFR: 11.45%	AGG: 6.17%
<u>Content Is King</u> <u>PBS (Invesco Dynamic Media ETF)</u> <u>IEME (Ishares Evolved U.S. Media & Entertainment ETF)</u> <u>XLC (Communications services SPDR)</u> <u>DIS (Disney)</u>	<p><i>How generational changes in the cable TV industry are presenting massive long-term growth potential (think NFLX’s 4000% return since 2012).</i></p> <p><i>Industry Primer: How the cable industry is changing from a service-based business, to a content-based business.</i></p>	8/20/18	PBS: 23.39% IEME: 14.09% XLC: 27.89% DIS: -0.33%	SPY: 54.03%
<u>Momentum & Value</u> <u>PSCH (PowerShares S&P SmallCap Health Care Portfolio)</u> <u>SBIO (ALPS Medical Breakthroughs ETF)</u> <u>FXG (First Trust Consumer Staples AlphaDex ETF)</u>	<p><i>In our first of a recurring series, each quarter we’ll profile some of the best ETFs from a momentum and value standpoint.</i></p> <p><i>Most investors and prospects can be grouped into those two investing styles, and we want to provide consistent, value-add idea generation for each type of investor, so you’re always armed with compelling ideas and stories for clients and prospects, regardless of their investment style.</i></p>	9/4/18	PSCH: -3.53% SBIO: -30.69% FXG: 44.28%	SPY: 52.66%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Commodities</u> PDBC (Invesco Optimum Yield Diversified Commodity Strategy No K-1) GNR (SPDR S&P Global Natural Resources ETF) RLY (SPDR SSGA Multi-Asset Real Return ETF)	<i>Commodities have typically outperformed during late expansion and early recession phases of the economic cycle. Many economic indicators imply we are entering (or are already in) the late expansion phase of the economic cycle. As such, commodities have outperformed so far this year, and we expect that to continue.</i>	9/18/18	PDBC: 71.96% GNR: 45.38% RLY: 45.91%	DBC: 73.07%
<u>Short Duration Bond ETFs</u> MEAR (iShares Short Maturity Municipal Bond ETF) LDUR (PIMCO Enhanced Low Duration Active ETF) MINT (PIMCO Enhanced Short Maturity Active ETF)	<i>The downtrend in bonds accelerated in September and October of 2018, and it was a reminder that advisors face challenges in the fixed income markets over the coming years.</i> <i>One of the best ways to protect investors in a bond bear market is by shortening duration of bond holdings, so we presented three short duration bond ETFs that have yields that are close to the 10 year Treasury, but that have much shorter average maturities.</i>	10/16/18	MEAR: 3.03% LDUR: 5.61% MINT: 3.40%	BIL: 2.85%
<u>Bear Market Strategies</u> USMV (iShares Edge MSCI Minimum Volatility USA ETF) PTLC (Pacer Trendpilot US Large Cap ETF)	<i>The October 2018 equity market decline sparked fears of an end to the multi-year bull market. So, we wanted to provide some suggestions on practical "bear market" strategies for advisors that wouldn't involve market timing or deviating from keeping clients in the markets over the longer term.</i>	10/30/18	USMV: 42.99% PTLC: 34.76%	SH: -47.50%
<u>Special Dividends</u> List of 19 stocks	<i>Screened 17,070 stocks to arrive at 19 stocks that have consistently paid large special dividends. Investors can't see the true yields on these stocks because they're missing from financial websites. Our elite list has yields ranging from 50% to 600% higher than the S&P 500's yield.</i> <i>What to do now: Buy (multiple ways to implement in issue).</i>	11/6/18		
<u>Momentum & Value 4th Quarter Edition</u> WTMF (Wisdom Tree Managed Futures ETF) MLPA (Global X MLP ETF) DCP (DCP Midstream LP) SHLX (Shell Midstream Partners LP)	<i>In our Q4 installment of our Momentum and Value series we focused on strategies for the volatile and difficult market.</i> <i>Our momentum strategies were focused on non-correlated ETFs to provide diversification.</i> <i>Our value strategy focused on the MLP space, which had compelling yields in an environment where the oil price should stabilize.</i>	12/4/18	WTMF: 8.59% MLPA: 17.17% DCP: 45.99% SHLX: 8.94%	SPY: 62.92% AMLP: 17.29%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Growth into Value Rotation</u> RPV (Invesco S&P 500 Pure Value ETF) DVP (Deep Value ETF)	<p><i>Recognizing the switch in outperformance from value to growth in 2014 was one of the easiest ways to help clients outperform.</i></p> <p><i>Now, there are signs markets might be switching back, to an era where value outperforms growth. The ETFs included in this report serve as a "one stop shop" to add quality value exposure to client portfolios.</i></p>	12/18/18	RPV: 48.98%	VTV: 55.88%
<u>Contrarian Ideas to Start 2019</u> IEMG/EEMV (Emerging Market ETFs) ITB/VNQ (Homebuilders/Real Estate ETFs) DFE (WisdomTree Europe SmallCap Dividend Fund)	<p><i>The start of a new year means new money needs to be put to work, so we wanted to provide some unique and interesting contrarian ideas that can outperform in 2019.</i></p>	1/2/19	IEMG/EEMV: 21.68%/12.81% ITB/VNQ: 101.1%/51.21% DFE: 34.22%	SPY: 74.13%
<u>Identifying High Quality Stocks</u> COWZ (Pacer U.S. Cash Cows 100 ETF)	<p><i>Free Cash Flow Yield (FCFY) and Return On Equity (ROE) are two factors that produce long term outperformance.</i></p> <p><i>We compiled a list of nearly two dozen large cap stocks that have a FCFY over 8%, along with another list of the top 10% companies with highest Return on Equity. We think the stocks on these lists present opportunities to buy quality names on market dips.</i></p> <p><i>We also identified an ETF that screens based on FCFY, and it provides outperformance with lower drawdowns.</i></p>	1/15/19	COWZ: 96.93%	SPY: 67.95%
<u>Preferred Stock ETFs</u> PGF (Invesco Financial Preferred ETF) VRP (Invesco Variable Rate Preferred ETF) PFXF (VanEck Vectors Preferred Securities ex Financials ETF)	<p><i>Preferred stocks have massively outperformed the S&P 500 during the October—December correction and barely lagged bonds. With yields of 5% and higher we think preferred stock ETFs present a unique long term opportunity to generate income and reduce volatility in portfolios, while keeping upside exposure.</i></p>	1/29/19	PGF: 20.37% VRP: 23.90% PFXF: 32.00%	PFF: 25.38%
<u>Utilities For Income</u> VPU (Vanguard Utilities ETF) NRG (NRG Energy) CNP (CenterPoint Energy)	<p><i>We continued our focus on safety and income as we show why "boring" utilities can offer substantial outperformance in a volatile market.</i></p> <p><i>Utilities outperformed during the Oct-Dec correction, and owning utilities hasn't meant giving up long term performance as XLU has the same five year total return as the S&P 500.</i></p> <p><i>If you think the markets will stay volatile, utilities are a good place for capital to weather the storm and keep upside exposure.</i></p>	2/12/19	VPU: 43.97% NRG: 19.85% CNP: 16.36%	XLU: 48.01%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Cybersecurity: Threats & Opportunities</u> HACK (ETFMG Primce Cyber Security ETF) CIBR (First Trust NASDAQ Cybersecurity ETF) FTNT (Fortinet) CYBR (CyberArk)	<i>Cyber security and privacy on-line are two clearly defined growth areas of tech, as tech adoption progresses towards consumer demanding security and convenience.</i>	2/26/2019	HACK: 23.99% CIBR: 57.26% FTNT: 236.0% CYBR: 30.42%	QQQ: 81.44%
<u>Cannabis Industry Investment.</u> MJ (ETFMG Alternative Harvest ETF) ACB (Aurora Cannabis) CGC (Canopy Growth Corporation) APHA (Aphria)	<i>Through March of 2019, the cannabis sector was the best performing sector in the market, as that performance reflected the growing adoption of medical cannabis, as well as the unrivaled growth potential.</i> <i>Investors and clients are asking about this industry, so we wanted to present a "Cannabis Primer" along with three different investment strategies to get responsible exposure to this market segment.</i>	3/12/19	MJ: -77.91% ACB: -98.22% CGC: -89.33%	SPY: 55.85%
<u>Socially Responsible Investing</u> ESGV (Vanguard ESG US Stock ETF)	<i>Studies and AUM trends have shown that while clients still care about the bottom line (returns) there is growing popularity among investors to not only generate a solid return, but also for their investments to reflect their core beliefs and values.</i> <i>So, we've updated our research to focus on a few core ESG areas that have seen AUM explode over the past two years. These stylistic ETFs can not only outperform, but also help strengthen the client/advisor bond, via directing some investments to issues important to your client.</i>	3/26/19	ESGV: 54.68%	SPY: 54.75%
<u>Hedged Equity ETFs</u> DMRL (DeltaShares S&P 500 Managed Risk ETF) CCOR (Cambria Core Equity ETF) JHEQX (JP Morgan Hedged Equity Fund Class)	<i>Stocks have started 2019 with a bang, rising sharply in Q1. But, major macro risks remain present and there is undeniable proof the economy is late cycle.</i> <i>Hedged equity ETFs can help advisors and investors maintain long exposure while also providing protection from another 2018 style correction.</i>	4/9/19	DMRL: 37.20% (Closed) CCOR: 17.23% JHEQX: 27.67%	SPY: 51.59%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>ARK Invest Family of ETFs</u> ARKW (ARK Next Generation Internet ETF) ARKG (ARK Genomic Revolution ETF) XITK (SPDR Fact Set Innovative Tech ETF)	<i>We are re-introducing the ARK Family of ETFs. Alpha recommendation ARKK is up 26% YTD and it's outperformed the S&P 500 since our recommendation.</i> <i>ARK ETFs offer "one-stop shopping" exposure to the disruptive technologies of tomorrow—technologies that can not only produce outsized long-term returns, but that also are compelling stories for clients and prospects.</i>	4/23/19	ARKW: 10.87% ARKG: 2.45% XITK: 11.44%	QQQ: 64.78%
<u>The Alpha Opportunity in Healthcare</u> IHI (iShares Medical Device ETF) XBI/SBIO/ARKG (The Quality Bio-tech ETFs) IHF (iShares U.S. Healthcare Providers ETF)	<i>The healthcare sector has badly lagged the S&P 500 thanks to political concerns (Medicare for all). But, future political risks aside, fundamentals for the healthcare industry are compelling.</i> <i>We covered this broadly in the Sevens Report two weeks ago, but in today's Alpha issue we wanted to do a "deep dive" into the space and provide a broader healthcare sector primer, as opportunities to invest in healthcare at the relative value to the market don't come along very often.</i>	5/7/19	IHI: 48.04% XBI: -17.23% IHF: 63.88%	XLV: 57.17%
<u>Minimum Volatility ETFs</u> USMV (iShares Total Return MSCI USA Minimum Volatility ETF) SPLV (S&P 500 Low Volatility Index ETF) EEMV (iShares MSCI Minimum Volatility Emerging Markets ETF) EFAV (iShares Edge MSCI Minimum Volatility EAFE ETF)	<i>Minimum volatility ETFs have proven effective alternatives for core market holdings over both the short and long term, and will help ensure investors don't give back YTD gains in the event of a correction while still maintaining upside exposure.</i>	5/21/19	USMV: 29.46% SPLV: 28.35% EEMV: 11.39% EFAV: 2.92%	SPY: 52.15%
<u>Ageing of America Primer</u> WELL (Welltower Inc) OHI (Omega Healthcare Investors) SCI (Service Corp International)	<i>There is a coming massive demographic shift in the U.S. as within the next 20 years one in every five Americans will reach retirement age, and that aging of Americans will have profound impacts on different market sectors.</i>	6/4/19	WELL: 24.55% OHI: 5.76% SCI: 62.72%	SPY: 54.34%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<p><u>Rate Cut Playbook</u></p> <p>We wanted to provide both an asset class and stock market sector “playbook” so advisors will know what outperformed, and what underperformed during the last two rate cut cycles.</p> <p>The important part of our research is that we let the numbers, not our assumptions, do the talking and the results were surprising!</p>	<p><u>Inside the issue you’ll find:</u></p> <ul style="list-style-type: none"> Return tables that show the performance of the major S&P 500 sectors over the last two rate cut cycles. (Returns 12 months following the first cut, and Returns from the first cut to the last cut). Return tables for the major bond market segments over the last two rate cut cycles. We identify the sectors and bond segments that lagged in both cutting cycles (again, the results were surprising) and the sectors that outright outperformed and that relatively outperformed. Finally, we also identified the sectors and segments that were the biggest “losers” during the last two rate cut cycles. 	6/18/19		
<p><u>How to Responsibly Allocate to Gold</u></p> <p>GLD (SPDR Gold Trust)</p> <p>SGOL (Aberdeen Standard Physical Gold ETF)</p> <p>GDX (VanEck Vectors Gold Miners ETF)</p> <p>KL (Kirkland Lake)</p> <p>FNV (Franco Nevada Corp)</p>	<p>Gold was one of the top performers in our “Rate Cut Playbook” and it recently just hit a six year high.</p> <p>So, in this issue, we wanted to focus on how advisors can responsibly allocate to gold, because again if this trend continues, gold will continue to outperform the S&P 500, and undoubtedly you will field questions from clients about owning gold.</p> <p>Beyond servicing clients, from an alpha standpoint, gold trends incredibly well, and if we are at the start of a multi-year uptrend, the returns can be substantial (gold returned more than 800% from 2001-2011 and outperformed stocks during the last two rate cutting cycles).</p>	7/2/19	<p>GLD: 28.87%</p> <p>SGOL: 29.72%</p> <p>GDX: 25.66%</p> <p>KL: 4.26%</p> <p>FNV: 68.69%</p>	
<p><u>Momentum Factor Investing</u></p> <p>MTUM (iShares Edge MSCI USA Momentum Factor ETF)</p> <p>SPMO (Invesco S&P 500 Momentum ETF)</p> <p>FDMO (Fidelity Momentum Factor ETF)</p>	<p>Factor investing has proven to be an effective strategy for medium and long term investors. One of the strategic factors that consistently rises to the upper half of the performance matrix is “momentum” as a driver of out-sized returns.</p> <p>Momentum factor ETFs have provided positive excess returns in seven of the last 11 years.</p>	7/16/19	<p>MTUM 20.58%</p> <p>SPMO: 37.91%</p> <p>FDMO: 25.61%</p>	<p>SPY: 38.43%</p>

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Profit from the Sharing Economy</u> MILN (The Global X Funds/Millennials Thematic ETF) GIGE (The SoFi Gig Economy ETF)	<p><i>Inspiration for the issue came from this comment, which I believe is a profound statement on the next evolution of the economy.</i></p> <p><i>“Uber, the world’s largest taxi company, owns no vehicles. Facebook, the world’s most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world’s largest accommodation provider, owns no real estate. Something interesting is happening.” Tim Goodwin The Batter Is For The Consumer Interface.</i></p> <p><i>Each of those companies are part of the new “sharing economy.”</i></p> <p><i>In addition to profiling two ETFs, we also created our own “Watch List” of sharing economy companies that describes 1) What they do and 2) How they make money, so you have a clear view of the entire “Sharing Economy” universe.</i></p>	7/30/19	MILN: 14.33% GIGE: -19.72%	SPY: 37.71%
<u>The Case for REITS</u> VNQ (Vanguard Real Estate ETF) VNQI (Vanguard Global ex-U.S. Real Estate ETF) REZ (iShares Residential Real Estate ETF) REM (iShares Mortgage Real Estate ETF)	<p><i>Over the past month, only one sector SPDR had a positive return, and it was Real Estate (XLRE) as it rose 1.75%. And, that underscores what has been a great year for the sector, as XLRE has gained more than 22% YTD and only trails tech (XLK) on a YTD performance basis.</i></p> <p><i>This strong performance shouldn’t come as a surprise.</i></p> <p><i>The current environment is very positive for REITs, given we’re likely looking at 1) More Fed rate cuts and 2) A potentially slowing economy.</i></p> <p><i>More directly, with greater than 3% yields, positive correlation to rising inflation, and a very solid historical track record through growth slowdowns (with one glaring exception), REITs remain an attractive destination for capital in the current environment.</i></p>	8/16/19	VNQ: 8.75% VNQI: -15.86% REZ: 9.51% REM: -26.62%	SPY: 43.57%
<u>Seizing Opportunity in the Defense Industry</u> ITA (iShares U.S. Aerospace & Defense ETF) PPA (Invesco Aerospace & Defense ETF) UFO (The Procure Space ETF)	<p><i>The defense sector has been one of the best performing market sectors for over a decade. Consider Over the past 10 years the defense stock sector has posted an 18.57% annualized return and a 446% cumulative return That compares to a 12.96% annualized return for the S&P 500 and a cumulative return of 238%.</i></p> <p><i>That’s significant outperformance that should impress any client.</i></p> <p><i>But, right now, we think there’s even more opportunity in this sector due to the presence of a potentially major growth catalyst—the space industry.</i></p>	8/27/19	ITA: -5.25% PPA: 9.63% UFO: -6.76%	SPY: 44.66%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Japanization Playbook</u> PTCIX (PIMCO Long Term Credit Bond Fund) VYM (Vanguard High Dividend Yield ETF) PDI (PIMCO Dynamic Income Fund)	<p>Given the slowing of the global economy, we are now at a fork in the road, where global economic stimulus will either work, like it did in 2016 and spur a big rally, or it will not, like what happened in Japan in the 1990s.</p> <p>We spent an entire <i>Alpha</i> issue detailing a what will outperform and underperform in that scenario, so that if it happens, we know what to do.</p>	9/10/19	PTCIX: -7.04% VYM: 37.34% PDI: -7.78%	SPY: 45.70%
<u>Reflation Playbook</u> Reflation Strategy 1: A better tech ETF. Reflation Strategy 2: Momentum Factor. Reflation Strategy 3: The Consumer. Reflation Strategy 4: Emerging Markets. Reflation Strategy 5: Floating Rate Funds.	<p>This issue is the final piece of our four-part series on the longer-term outcome for this market: Japanization or Reflation?</p> <p>Reflation issue goes deeper into the sectors and assets that will outperform if we get another successfully engineered economic reflation – driven in part by a weaker dollar – like we did in 2016-2018.</p>	9/24/19	Various ETFs listed in the Issue	
<u>Investing in Green Energy</u> TAN (Invesco Solar ETF) FAN (First Trust Global Wind Energy ETF) ICLN (iShares Global Clean Energy ETF) PBW (Invesco Wilderhill Clean Energy ETF)	<p>Advisors today need to know funds and ETFs that can help clients invest for a greener future, as doing so will align client investments with their interests and build more trust between the advisor and client.</p> <p>In this <i>Alpha</i> issue, we cover some of the best ETFs for direct alternative energy exposure, and the results may surprise you <u>as some of the best alternative energy ETFs share a lot of characteristics with tech ETFs and multinational industrial ETFs.</u></p>	10/8/19	TAN: 148.30% FAN: 50.79% ICLN: 89.25% PBW: 97.59%	SPY: 49.51%
<u>Investing in the Water Industry</u> PHO (Invesco Water Resources ETF) FIW (First Trust Water ETF) TBLU (Tortoise Global Water ESG Fund)	<p>We are continuing the theme from the last issue of 1) Making money (generating alpha) and 2) Doing good (appealing to clients focused on the environment), and we're doing it by taking a deep dive into the water industry.</p> <p>The water industry remains a quasi-niche, but it shouldn't, as water industry investment can:</p> <p>Generate alpha as major water industry ETFs have outperformed the S&P 500 over the past several years and</p> <p>It can strengthen client relationships as water investment is closely tied to ESG investing, and water demand is a concept that clients can easily relate to.</p>	10/22/19	PHO: 33.73% FIW: 35.91%	SPY: 44.10%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<p><u>Outperforming in A Declining Dollar Environment</u></p> <p>VGT (Vanguard Information Technology ETF)</p> <p>IHI (iShares U.S. Medical Devices ETF)</p> <p>EMLC (VanEck Vectors J.P. Morgan EM Local Currency Bond ETF)</p> <p>PDBC (Invesco Optimum Yield Diversified Commodity Strategy No K-1 ETF)</p>	<p>If there's going to be a global deflation, then it will likely come with a weaker U.S. Dollar. From early 2017 through early 2018 the dollar declined from over 100 to below 90 (so more than 10%) and that had a significant impact on stocks:</p> <p>The 2017 decline in the dollar resulted in a 31% gain for the S&P 500 from December 2016 through January 2018.</p> <p>But, the dollar decline also created opportunities for specific sectors and assets classes to handily outperform the S&P 500, and we want to identify those opportunities in three strategies:</p> <ul style="list-style-type: none"> • Targeted sector exposure via a focus on U.S. Exporters • International ETF Exposure • Commodities Allocations. 	11/5/19	Various ETFs Listed in the Issue	
<p><u>Closed End Funds</u></p> <p>ETG (EV Tax Adv. Global Dividend Inc)</p> <p>HTD (JH Tax-Advantaged Dividend Inc)</p> <p>PDI (PIMCO Dynamic Income)</p> <p>NZF (Nuveen Municipal Credit Income)</p> <p>FFC (Flaherty & Crumrine Preferred & Income Sec.)</p> <p>RQI (Cohen & Steers Quality Income)</p>	<p>Closed End Funds (CEFs) are under-utilized compared to ETFs (we explain why in the issue) but CEFs have advantages over ETFs both on a yield and tactical basis – and we think that CEFs can be an effective tool, when integrated into a broader portfolio strategy, that can boost yield and create opportunities to generate alpha.</p>	12/3/19	<p>ETG: 22.60%</p> <p>HTD: 13.29%</p> <p>PDI: -12.66%</p> <p>NZF: -5.95%</p> <p>FFC: 1.56%</p> <p>RQI: 19.15%</p>	<p>SPY: 38.73%</p>
<p><u>Cash Management</u></p> <p>FPNIX (FPA New Income Fund)</p> <p>MINT (PIMCO Enhanced Maturity Active ETF)</p> <p>BBBIX (BBH Limited Duration I)</p>	<p>In this issue, we identify three funds that provide market-beating returns on cash with very low duration and good liquidity, and we rank them depending on preference: More aggressive (and higher yield), Conservative, and "In Between."</p>	12/17/19	<p>BBBIX: 2.56%</p>	<p>BIL: 0.41%</p>

Sevens Report Alpha Fund & Stock Ideas

<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Contrarian Ideas 2020</u> MJ (ETFMG Alternative Harvest ETF) XOP (SPDR S&P Oil & Gas Exploration and Production ETF) LQDH (iShares Interest Rate Hedged Corporate Bond ETF)	<p>Contrarian Idea: Cannabis Sector. Cannabis stocks got crushed in 2019, but underlying demand for medical cannabis, along with public acceptance of the idea, continued to grow.</p> <p>Contrarian Idea: Energy. The energy sector lagged in 2019, but if there is a rebound in growth, combined with a protracted dollar decline, energy could handily outperform in 2020.</p> <p>Contrarian Idea: Rising Rates. Bonds surged in 2019 and the broad consensus is for perma-low rates. But the Fed is now targeting higher inflation, and if growth rebounds, rates could easily move higher.</p>	12/31/19	MJ: -54.68% XOP: 74.93% LQDH: 0.45%	SPY: 32.40%
<u>International Exposure</u> IQLT - iShares Edge MSCI International Quality Factor ETF. VIGI - Vanguard International Dividend Appreciation ETF GSIE - Goldman Sachs ActiveBeta International Equity ETF	<p>We all know that proper diversification is essential to both risk management and long-term outperformance, and while the outlook for the U.S. markets remains strong, proper diversification must be maintained for investors with long-term time horizons.</p> <p>So, we've done a deep dive into the very overpopulated world of international ETFs and selected the few ETFs that we believe offer a superior combination of 1) Exposure to quality international companies, 2) Focus on developed economies (so this isn't about emerging markets) and 3) Are trading at an attractive valuation.</p>	1/14/2020	IQLT: 10.17% VIGI: 10.98% GSIE: 7.32%	ACWX: 5.58%
<u>Opportunities in Small Caps</u> IJR: iShares Core S&P Small-Cap ETF VBK: Vanguard Small-Cap Growth ETF XSLV: Invesco S&P SmallCap Low Volatility ETF	<p>The stock market has become extremely "top-heavy" with a few mega-cap tech stocks like AAPL, AMZN, MSFT, GOOGL largely driving market performance and being the difference maker in annual performance.</p> <p>While that's been a good thing for the last several years for many investors, the reality is that now they are also not as diversified as they should be on a market-cap basis.</p> <p>Proper diversification across multiple criteria (including market cap) is essential to long term outperformance and portfolio optimization, so it's always something we need to be focused on. But, to get a bit more tactical, after years of underperformance, there's a credible macro set up where small-caps can outperform in 2020.</p>	1/28/2020	IJR: 26.08% VBK: 7.28% XSLV: -3.92%	IWM: 15.76%
<u>Finding Actionable Opportunities in the Biotech Sector</u> IBB (iShares Biotechnology ETF) SBIO (ALPS Medical Breakthroughs ETF) XBI (SPDR S&P Biotech ETF)	<p>What outperforms during a global health emergency like the Wuhan virus?</p> <p>Historically, the biotech sector does, which rose 40% compared to 25% for the SPY following SARS in the early 2000s.</p> <p>But, investing in biotech is tough for an advisor.</p> <p>So, our goal for this Alpha issue was clear: Find the best biotech ETFs that today's advisors can actually allocate to.</p>	2/11/2020	IBB: -4.65% SBIO: -39.40% XBI: -28.14%	SPY: 23.04%

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Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
<u>Hedged Equity ETFs</u> DMRL: DeltaShares S&P 500 Managed Risk ETF. CCOR: Cambria Core Equity ETF. JHEQX: JPMorgan Hedged Equity Fund Class I.	<p>We want to highlight hedged ETF strategies that can help advisors protect gains if we are at the start of a 2018 style correction, or worse, our first bear market in over a decade, while at the same time maintaining long exposure if/when the correction ends.</p> <p>Hedged ETFs outperformed the S&P 500 in 2018, and if this current correction turns into a lengthy pullback, hedged ETFs will help preserve client gains.</p>	3/10/2020	DMRL: 28.99% (Closed) CCOR: 7.77% JHEQX: 21.71%	SPY: 43.80%
<u>Sector Opportunities from the Coronavirus Decline</u> Tech Sector (Three ETFs) Financials (Three ETFs) Energy (Three ETFs)	<p>This will be the first part of a two-part series that addresses potential longer-term opportunities from this crisis.</p> <p>For today's issue, we selected three sectors: Tech, Financials and Energy, and we provided three ETF options in each sector depending on whether you are looking for broad-based exposure (and diversification) or want a more targeted strategy (higher risk/higher return).</p>	3/24/2020	Multiple ETFs selected for each sector depending on risk tolerance.	
<u>Longer Term Industry Opportunities from the Coronavirus</u> Health & Wellness (Three ETFs) Mobility As A Service (IBUY: Amplify Online Retail ETF) Cord Cutting (JHCS: John Hancock Multifactor Media and Communications ETF). Stay At Home (XITK: SPDR FactSet Innovative Technology ETF)	<p>In this issue, we build on the theme of a return to optimism by identifying specific stocks, ETFs, and industries likely to experience long-term tailwinds from this historic coronavirus pandemic black swan.</p> <p>This trend will shift the spending and habits of millions of Americans over the course of the next decade.</p>	4/7/2020	PTH: 43.94% IBUY: 13.21% JHCS: 25.31% XITK: 22.37%	SPY: 56.63%
<u>Three Industries That Will Benefit from Changes in Corporate Behavior</u> Cloud Computing (SKYY: First Trust Cloud Computing ETF) E-Commerce (SHOP: Shopify & GDDY (GoDaddy)) Online Payment Processing (IPAY: ETFMG Prime Mobile Payments ETF)	<p>Each part of our "What To Buy" series have become more granular, and that trend is continuing today with the final installment of the series.</p> <p>Part One focused on broad sectors. Part Two identified larger industries that should benefit over the longer term from changes in consumer behavior from the coronavirus experience.</p> <p>Now, Part Three will go even deeper and rely on our own anecdotal experiences to identify sub-indices that should benefit over the longer term from changes in business behavior in a post-coronavirus world.</p>	4/21/2020	SKYY: 20.50% SHOP: -35.29% GDDY: 16.88% IPAY: 19.12%	SPY: 51.27%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Three Strategies for a "U" Shaped Recovery</u> Preferreds: PGF (Invesco Financial Preferred ETF) Dollar Stores/Fast Food: DG: (Dollar General), DLTR: (Dollar Tree), MCD: McDonalds Consumer Staples: RHS (Invesco S&P 500 Equal Weight Consumer Staples ETF).	<p>Markets are pricing in a pretty high chance of a "V-shaped" economic recovery, but we think it's prudent to have a playbook for a less optimistic, "U-shaped" economic recovery that has the U.S. economy mired in slow growth for some time.</p> <p>So, in this issue, we wanted to identify proven sectors and stocks that are likely to thrive if the economic recovery is more restrained, i.e. U-shaped. The following research achieves that goal by identifying areas that have proven resilient under previous recessions and periods of slow growth, and are likely to continue to thrive in that environment.</p>	5/5/2020	PGF: -9.60% DG: 26.37% DLTR: 111.70% MCD: 41.03% RHS: 28.43%	SPY: 44.56%
<u>Finding the Sweet Spot of Yield, Duration and Quality in Today's Bond Market</u> JPST (J.P. Morgan Ultra-Short Income ETF) FTSD (Franklin Liberty Short Duration U.S. Government ETF) IGSB (iShares Short-Term Corporate Bond ETF)	<p>Global bond yields have collapsed since the coronavirus crisis began in earnest in mid-February, and that leaves advisors with a difficult situation of where to find adequate yield without taking on too much duration risk.</p> <p>Case in point, the 10-year yield is yielding about 0.70%. A .70% annual coupon for locking up money for 10 years!</p> <p>Absolute yield levels are obviously historically low, but we've still got to do the best we can in this environment, and that means finding the best yield possible while limiting duration risk and credit quality risk.</p>	5/19/2020	JPST: -0.47% FTSD: -3.88% IGSB: -4.84%	SHY: -3.81%
<u>Finding Sustainable Dividends In An Uncertain Environment</u> NOBL (ProShares S&P 500 Dividend Aristocrats ETF), DGRO (iShares Core Dividend Growth ETF). TDIV (First Trust NASDAQ Technology Dividend ETF).	<p>This issue is all about finding sustainable dividends that income investors can count on in all market conditions, because the simple reality is that most bond yields just aren't high enough to generate the required income for clients.</p> <p>That means identifying companies that have sound balance sheets, track records of methodical dividend growth, and business models that are likely to survive even the worst pandemic scenarios.</p>	6/2/2020	NOBL: 35.45% DGRO: 34.79% TDIV: 36.99%	SPY: 34.29%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Three Strategies to Gain Exposure to 5G</u> Strategy 1: The Chip-makers. QCOM (Qualcomm), MRVL (Marvel Technologies). Strategy 2: Radio Frequency Providers. QRVO (Qorvo). Strategy 3: The 5G ETF. FIVG (Defiance Next Gen Connectivity ETF).	<p>The focus of today's issue came from a subscriber request: 5G.</p> <p>5G is one of the biggest secular growth trends in the market, and by that, I mean trends that will continue in a positive direction regardless of what happens in the economy in the near term.</p> <p>Additionally, 5G is one of the most popular investing topics among regular investors, so we thought now would be a good time to do a "deep dive" in 5G and detail:</p>	6/30/2020	QCOM: 58.31% MRVL: 69.73% QRVO: 0.71% FIVG: 31.77%	SPY: 36.88%
<u>Finding Value in European Equities</u> VGK (Vanguard Europe ETF). FEZ (SPDR Euro STOXX 50 ETF)	<p>Coronavirus has finally <u>caused the Europeans to aggressively stimulate the economies, and as long as that continues, that should provide a needed spark to help European equities outperform.</u></p> <p>Because of that positive change, we think European ETFs offer more attractive risk/reward than U.S. sectors that are considered "values," specifically financials, energy, and industrials. That's especially true given U.S. value styles have underperformed growth by as much as 66% over the past five years!</p> <p>We think a better choice is to look to Europe to fulfill the value component of a portfolio.</p>	7/14/2020	VGK: 20.27% FEZ: 11.82%	VTV: 47.63%
<u>Actionable Strategies to Own COVID 19 Vaccine Producers</u> PPH: The VanEck Pharmaceutical ETF. GERM: The ETFMG Treatments Testing and Advancements ETF.	<p>In today's Alpha issue, we are going to go in-depth on actionable investment strategies to gain exposure to the companies that are leading the COVID-19 vaccine race.</p> <p>Specifically, in today's issue we take the broad research we covered in Thursday's webinar, enhance it, <u>and get much more tactical (looking at investment strategies to get exposure to vaccine players).</u></p> <p>Specifically, we cover two actionable strategies that we think are appropriate for advisors and their clients:</p> <p>Strategy 1: Owning the Pharma Companies Leading the Vaccine Race.</p> <p>Strategy 2: Diversified Exposure via ETFs.</p>	7/28/2020	PPH: 28.55% GERM: -24.06%	SPY: 31.81%

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Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
<p><u>What Outperforms in a Declining Dollar Environment</u></p> <p>Falling Dollar Strategy 1: International Stocks. XSOE (WisdomTree Emerging Markets ex-State-Owned Enterprises Fund).</p> <p>Falling Dollar Strategy 2: Currencies. FXE. (CurrencyShares Euro Trust).</p> <p>Falling Dollar Strategy 3: Gold Miners. GDX (VanEck Vectors Gold Miners ETF).</p>	<p>A sustained period of dollar weakness doesn't come along often (it last occurred in 2017) but when it does, it can create substantial outperformance in certain sectors and indices.</p> <p>We want to make sure you have a comprehensive "falling dollar" playbook for both general and tactical asset allocations, because the fundamentals for a sustained period of dollar weakness are as strong as they've been in years (surging U.S. debt/deficits and rebounding growth overseas).</p>	8/11/2020	<p>XSOE: -5.23%</p> <p>FXE: -10.22%</p> <p>GDX: -15.87%</p>	SPY: 27.58%
<p><u>Ideas for When There's a COVID Vaccine Announcement</u></p> <p>JETS (U.S. Global JETS ETF)</p> <p>PEJ (Invesco Dynamic Leisure and Entertainment ETF)</p> <p>KBE (SPDR S&P Bank ETF)</p> <p>REZ (iShares Residential REITS ETF)</p>	<p>I believe today's issue demonstrates why Alpha is the perfect complement to the daily Sevens Report, because early last week in the regular Sevens Report, we discussed broad sectors that would benefit and outperform if there is a positive announcement on a COVID-19 vaccine. But, in today's Alpha issue, we follow up on that research and go much more in-depth to identify specific ETFs and stocks that:</p> <ul style="list-style-type: none"> • Are <u>outsized beneficiaries of a "return to normal"</u> that likely will follow a successful vaccine • That are <u>trading at historic discounts</u> due to COVID 19 fallout and • Were <u>good businesses before COVID 19</u>, and likely will again be good businesses after the vaccine. 	8/25/2020	<p>JETS: 18.11%</p> <p>PEJ: 29.11%</p> <p>KBE: 58.42%</p> <p>REZ: 42.83%</p>	SPY: 23.57%
<p><u>Opportunities in the Electric Vehicle Battery Industry</u></p> <p>ALB (Albemarle)</p> <p>SQM (Sociedad Quimica y Minera De Chile S.A. ADR)</p> <p>LIT (Global X Lithium & Battery Tech ETF)</p>	<p>So, given this event, the anticipated media coverage of it, and the recent focus on TSLA, Nikola (the EV truck company), and other EV companies, <u>we wanted to revisit the EV space and specifically the battery market, because it is undeniable the growth potential here is still very, very substantial.</u></p> <p>We explored the EV market three years ago when we first launched Alpha but much has changed in the industry since then, and with Battery Day looming, we wanted to revisit the industry, again with a specific focus on battery technology and the companies and ETFs associated with battery advancement – <u>because battery capacity remains the key to the growth of the EV market.</u></p>	9/9/2020	<p>ALB: 1.82%</p> <p>SQM: 7.91%</p> <p>LIT: 10.21%</p>	SPY: 0.43%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>Election Preview</u> Trump Wins Biden Wins No Clear Winner (Multiple ETFs Listed)	<p>We had long planned to release our Alpha Election Preview issue this week, as we knew that with the first debate a week away, investors focus would turn towards politics and we wanted to ensure you had a post-election roadmap, along with specific ETF ideas, for any election-related discussions with clients.</p> <p>But, that interest in the election will now be turbo-charged with the surprise passing of Supreme Court Justice Ruth Bader Ginsberg.</p> <p>So, with six weeks to go until the election, we wanted to explore the three possible scenarios (Trump wins/ Biden wins/No one wins right away) and <u>provide a tactical roadmap and identify ETFs that should outperform in each scenario.</u></p>	9/22/2020	N/A	N/A
<u>Finding Sustainable Growth in the Wellness Sector</u> PTON (Peloton) LULU (Lululemon) BRBR (BellRing Brands) BFIT (Global X Health & Wellness Thematic ETF) MILN (Global X Millennials Thematic ETF)	<p>Today's issue explores one of the sectors that we think will benefit from long-term changes in behavior from the pandemic: The wellness sector.</p> <p>Hopefully (and the data and history back this up) we are now closer to the end of the COVID-19 pandemic than we are the beginning, and once the pandemic ends, we believe life will return mostly to a pre-coronavirus normal. And we think that return to normal will disappoint very optimistic projections on some of the sectors that have outperformed due to COVID, like telemedicine, videoconferencing, wide-spread delivery, etc.</p> <p>But one sector we think can continue to see growth long after the world return to normal is the wellness sector, because this sector was experiencing substantial growth before the pandemic hit. And, the pandemic has just turbocharged that growth.</p>	10/6/2020	PTON: -87.21% LULU: -10.23% BRBR: 25.42% BFIT: -5.51% MILN: -5.79%	SPY: 26.21%
SPACS PSTH (Pershing Square Tontine Holdings) CCIV (Churchill Capital IV) SPAQ (Spartain Energy Acquisition Corp) SPAK (Defiance NextGen SPAC ETF)	<p>This issue was partially driven by client demand, as we've started to field an increasing number of questions about SPACs from friends and colleagues (who are all clients of advisors), and given that, we believe that soon you may be asked by your clients about how to invest in a SPACs.</p>	11/3/2020	N/A	N/A

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Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
<u>Cyclical Rotation to Value</u> RSP (Invesco S&P 500 Equal Weight ETF) VTV (Vanguard Value ETF) RPV (Invesco S&P 500 Pure Value ETF)	We scoured the universe of value ETFs and mutual funds to identify those that we think are “best of breed” and represent a cost-effective, alpha generating solution for any advisors who wants to rotate to value after the election. And, we were surprised by our findings – namely that higher fee, actively managed ETFs and mutual funds lagged the more traditional, passive value ETFs – <u>and that keeping it simple in the value space yielded the best returns over the past several years.</u>	11/3/2020	RSP: 32.72% VTV: 35.67% RPV: 62.36%	SPY: 23.05%
<u>Four Post Election Tactical Strategies</u> Idea #1: Electric Vehicles & Clean Energy (LIT/ICLN/ESGV) Idea #2: Industrials & Infrastructure Spending (VIS/PAVE) Idea #3: Healthcare & Marijuana (VHT/MJ) Idea #4: Emerging Markets & China (XSOE)	<i>What Specific Sectors and ETFs Can Outperform in a Biden Presidency/Divided U.S. Government?</i> That question was the inspiration for today’s <i>Alpha</i> issue, because while election results have not been certified yet (that will start to happen in states later this week) the likelihood is that we will have a Biden Presidency and divided government in 2021 (with Republicans holding a small majority in the Senate). Reflecting that fact, I’ve been asked multiple times over the past week what would outperform in this political environment, so I imagine this topic has been coming up in client conversations – and I want to make sure that you have the strategies and talking points you need to turn those conversations into opportunities to strengthen relationships.	11/17/2020	Eight Different ETFs Listed.	
<u>Bitcoin</u> GBTC (Grayscale Bitcoin Trust) BLOK (Amplify Transformational Data Sharing ETF) ARKW (ARK Next Generation ETF)	This Alpha issue is focused on a suddenly popular topic: Bitcoin. Our goal with this issue isn’t to sway you one way or the other to invest in Bitcoin. Instead, we want to help you guide responsible conversations about: 1. What it is and 2. Who it’s for, and 3. How you can potentially own it within a conventional portfolio. Put more frankly, many of us “know” about bitcoin – but are we prepared to really discuss the inner workings of the cryptocurrency and thoroughly list and explain the responsible ways clients can gain exposure to it? The point of this Alpha issue is to make sure we are all ready to do just that, so you can turn any bitcoin conversation into an opportunity to strengthen client relationships and grow your business.	12/1/2020	GBTC: -13.52% BLOK: -24.42% ARKW: -57.15%	SPY: 12.70%

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Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
<p><u>Four Strategies That Outperformed in 2020 and Can Do It Again in 2021</u></p> <p>Long Term Pandemic Tech Opportunities (IBUY/XITK)</p> <p>New Wave of Online Payments/E-Commerce (IPAY)</p> <p>5G Revolution (FIVG)</p> <p>EV Batteries (LIT)</p>	<p>2020 has created fantastic growth in certain sectors and industries, and stocks and ETFs linked to them have produced huge YTD returns. But, while looking back on what worked is helpful, especially at year-end, we wanted to identify those sectors that not only have outperformed, <u>but that can continue to outperform in 2021.</u></p> <p>So, in this Alpha issue, we highlight four Alpha strategies that have massively outperformed, but that we believe have long-term staying power and can continue to outperform in 2021 and beyond.</p>	12/15/2020	<p>IBUY: -56.49%</p> <p>XITK: -41.89%</p> <p>IPAY: -27.89%</p> <p>FIVG: 5.99%</p> <p>LIT: 32.48%</p>	SPY: 12.15%
<p><u>Two Playbooks for 2021</u></p>	<p>As our focus now turns from 2020 and towards 2021, I believe we <u>always</u> must be prepared for two outcomes – the expected, and the unexpected.</p> <p>So, in this Alpha issue, we wanted to provide two ETF playbooks: The expected “Return to Normal” trade, and the Contrarian Scenario.</p> <p><u>Playbook 1. What’s Expected: The “Return To Normal” Trade.</u> The perfect storm being high economic confidence, vaccines rolling out to vulnerable groups, low-interest rates, and further government stimulus in the first quarter. That paints the perfect picture for capitalizing on beaten-down areas of the economy that are ripe for further expansion.</p> <p><u>Playbook 2: The Unexpected: A Contrarian Scenario.</u> A scenario where things just don’t work as planned. Perhaps inflation exceeds all norms, Treasury yields shoot up unexpectedly, geopolitical disruption intercedes, or the economic recovery just simply falls short of expectations.</p>	12/29/2020	Multiple ETFs across both strategies	
<p><u>Energy Transmission (The Picks and Shovels of the EV Gold Rush)</u></p> <p>First Trust NASDAQ Clean Edge Smart Grid Infrastructure Index Fund (GRID)</p> <p>NextEra Energy (NEE)</p> <p>EV Charging Basket: Tesla (TSLA), ABB Ltd (ABB), Eaton Corp (ETN), Blink Charging (BLNK)</p>	<p>Energy (and the transmission of energy) are the proverbial “picks and shovels” of this modern-day EV gold rush.</p> <p>Electricity demand is likely going to skyrocket for households that will be transitioning to electric and hybrid vehicles in the next decade. More advanced battery systems constantly needing to be plugged in and recharged are going to tax the current electric utility network capacity while growth in EV sales will also propel a nationwide surge in charging stations, similar to the rollout of gas stations in the early 20th century.</p>	1/12/2021	<p>GRID: 0.47%</p> <p>NEE: 0.09%</p>	SPY: 11.45%

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<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>How the “Old Economy” Can Help Us Outperform</u> Invesco Dow Jones Industrial Average Dividend ETF (DJD) First Trust Morningstar Dividend Leaders Index Fund (FDL) Invesco S&P 500 Pure Value ETF (RPV)	<p>Looking for value in “Old Economy” stocks is a strategy that prioritizes stocks that are still well off their all-time highs, have proven and sustainable business models, and many of which pay hefty dividends.</p> <p>Additionally, these industries are as familiar and comfortable as a warm blanket to your mature, high net worth client base and these investment ideas are perfect for the tech skeptics that prioritize value characteristics, low leverage, and high dividends.</p>	1/26/2021	DJD: 22.93% FDL: 35.95% RPV: 33.97%	SPY: 9.99%
<u>Market Myth Busting</u>	<ul style="list-style-type: none"> Investment Myth 1: Investing and Politics Go Hand in Hand. Investment Myth 2: Modern Monetary Theory Is A Reason to Get Out Now. Investment Myth 3: Getting Out Because the Market is in a Bubble. Investment Myth 4: Rising Rates Are Going to Wreck My Portfolio. Investment Myth 5: The Falling U.S. Dollar Is Eroding My Purchasing Power. 	2/9/2021		
<u>Inflation Playbook</u> Core Inflation Plays (SGOL/PDBC/GNR/RLY) U.S. Sector Opportunities (RTM/RGI) Income Opportunities (BKLN/JAAA/STIP)	<p>Today’s issue is focused on inflation because suddenly accelerating inflation could be a game-changer for many investors and advisors, and we want to arm you with the best-in-class tools to combat inflationary effects in your portfolios.</p> <p>Point being, higher inflation is almost certainly coming in the future, and I wanted to take this Alpha issue to provide a clear, decisive “Inflation Playbook” that we can keep and reference for when statistical inflation starts to accelerate.</p>	2/23/2021	PDBC: 1.53% GNR: 1.41% RTM: 2.54% JAAA: 0.03%	SPY: -0.50%
<u>ARK Invest ETFs</u> ARKK (ARK Innovation ETF) ARKG (ARK Genomic Revolution ETF) ARKW (ARK Next Generation Internet) ARKF (ARK Fintech Innovation ETF) ARKQ (ARK Autonomous Technology & Robotics ETF).	<p>I wanted this Alpha issue to provide an updated “deep dive” into the ARK Invest ETF offerings, because even considering their huge returns over the past few years, I still believe now what I believed when we first recommended them:</p> <p>That these ETFs are “one-stop shopping” for investors get targeted exposure to the leading edge of the technology growth curve, and that investors should have exposure to the technologies in which ARK ETFs invest because the long term return potential is extreme.</p>	3/9/2021	ARKK: 2.47% ARKG: 5.01% ARKW: 2.13% ARKF: 2.91% ARKQ: 2.98%	QQQ: 2.44%

Sevens Report Alpha Fund & Stock Ideas

<u>Fund/Stock</u>	<u>Strategy</u>	<u>Date</u>	<u>Total Return</u>	<u>Benchmark Performance Since Issue Date</u>
<u>What Should I Buy on This Tech Decline?</u> Invesco S&P 500 Equal Weight Technology ETF (RYT). VanEck Vectors Semiconductor ETF (SMH). First Trust NASDAQ Technology Dividend Index Fund (TDIV).	If a client comes to you and asks, "What Should I Buy on this Tech Decline?" we want to make sure you have a set of ETFs that provide exposure to solid, proven tech companies that aren't trading at sky-high valuations because for the last several decades buying core, large cap tech stocks on any sustained underperformance has been a very profitable long-term strategy.	3/23/2021	RYT: 5.55% SMH: 8.79% TDIV: 4.16%	SPY: 2.84%
<u>Sector Winners and Losers from the Democratic Policy Agenda</u> Global X Millennials Thematic ETF (MILN) Vanguard Tax-Exempt Bond ETF (VTEB) Global X U.S. Infrastructure Development ETF (PAVE) First Trust NASDAQ Clean Edge Green Energy Index Fund (QCLN)	Throughout most of the first quarter, markets embraced Democrat control of the government because it meant massive stimulus, and that expectation has been met. However, now the focus is turning to less growth-friendly policies, including potentially higher taxes and increased regulation. While these policies will impact the markets broadly, they'll also impact specific sectors even more than the broad markets. So, we want to arm you with the tools for identifying and deploying to areas of the market that should experience positive effects during this political environment, and know which sectors stand to get hurt given potential policies from Washington.	4/6/2021	MILN: 1.08% VTEB: 0.77% PAVE: 0.67% QCLN: -6.88%	SPY: 2.08%
<u>Four Small Cap ETFs for the Economic Recovery</u> Invesco S&P Small Cap Consumer Discretionary ETF (PSCD) First Trust Consumer Staples AlphaDex Fund (FXG) Invesco S&P SmallCap 600 Revenue ETF (RWJ) iShares Morningstar Small-Cap Value ETF (ISCV)	Much of the "economic reopening trade" has been focused on large travel and leisure companies, and many of those names have seen huge gains over the past year. But they are now saddled with massive debts and ballooning capital structures that could be headwinds on investor returns going forward. Many smaller stocks, however, were able to utilize government programs (PPP and others) to recapitalize healthily over the past year and those that have survived to this point are now in an extremely favorable position to capture future opportunities as the economy reopens. So, we want to make sure you know which ETFs can give you exposure to quality small-cap companies that are 1) Financially sound, 2) Exited the pandemic with their business intact, 3) Stand to benefit from an acceleration in the economy, and 4) Could see earnings surge as the economic reopening continues.	4/20/2021	PSCD: 6.43% FXG: -0.23% RWJ: 6.18% ISCV: 5.29%	IWM: 3.44%

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<u>The Crypto Craze Updated</u> Grayscale Bitcoin Trust (GBTC) Grayscale Ethereum Trust (ETHE) Coinbase Global (COIN) Voyager Digital (VYGVF)	<p>If you are like me, you have seen interest in the entire crypto space increase over the past several months.</p> <p>So, we wanted to take this Alpha issue to provide an updated primer on the crypto industry and ensure you have got the advisor-focused research you need to turn any crypto-related client or prospect conversations into opportunities to grow your business.</p>	5/18/2021	GBTC: -40.45% ETHE: -60.91% COIN: -66.83% VYGVF: -85.37%	SPY: 1.60%
<u>Fixed Income Playbook in Today's Environment</u> Strategy 1: Inflation Protection. Quadratic Interest Rate Volatility and Inflation Hedge ETF. (IVOL). Strategy 2: Variable Rate Preferreds (VRP). Strategy 3: Floating Rate Notes (Two ETFs). Strategy 4: Shorten Duration (Four ETFs).	<p>How do clients, especially elderly clients, achieve safety and modest real returns in an environment where yields and inflation are rising and most real bond returns over the coming years will be negative?</p> <p>We want to tackle this problem and provide ETF solutions that can help clients achieve the dual goals of 1) Safety and 2) Real returns over the coming years.</p> <p>To do that, we've divided this Alpha issue into two parts.</p> <p>Part One (today's issue) is focused solely on solutions in the fixed income markets.</p>	6/2/2021	IVOL: -10.80% VRP: -11.15%	SPY: -1.32%
<u>Equity Playbook in Today's Environment</u> Strategy 1: "One-Stop Shop" Inflation Hedge. Horizon Kinetics Inflation Beneficiaries ETF (INFL). Strategy 2: Focus on Dividend Growth. Proshares S&P 500 Dividend Aristocrats ETF (NOBL). iShares Core Dividend Growth ETF (DGRO). Strategy 3: Commodities and Natural Resources. Global X MLP ETF (MLPA). SPDR SSGA Multi-Asset Real Return ETF (RLY).	<p>Today's Alpha issue is part two of our two-part series on how elderly clients can achieve safety and modest real returns in an environment where yields and inflation are rising and most real bond returns over the coming years will be negative.</p> <p>Today's issue provides ETF solutions for the <u>equity portion of elderly clients' portfolios – ideas that are designed to provide income and ensure positive correlation to rising inflation</u></p>	6/15/2021	INFL: 5.25% NOBL: -0.38% DGRO: 1.45% MLPA: 3.38% RLY: 7.20%	SPY: -2.45%
<u>Cybersecurity</u> ETFMG Prime Cyber Security ETF and the CIBR: First Trust NASDAQ Cybersecurity ETF (HACK) Global X Cybersecurity ETF (BUG) First Trust Cloud Computing ETF (SKYY)	<p>This issue is focused on Cybersecurity. First, we want to give you an updated primer on the cybersecurity sector, and make sure you know the best ETFs to gain exposure to the likely explosive growth cyber security companies will experience over the coming quarters.</p> <p>Second, we wanted to identify strategies that you, the advisor, can use to minimize the chances your business is attacked and provide solutions if an attack does occur, so you know what to do, and what not to do.</p>	6/29/2021	HACK: -21.91% CIBR: -9.56% BUG: -9.68% SKYY: -34.41%	SPY: -3.38%

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<u>Capitalizing on mRNA and Other Medical Tech</u> ARK Genomic Revolution ETF (ARKG) Global X Telemedicine & Digital Health ETF (EDOC) ROBO Global Healthcare Technology & Innovation ETF (HTEC) Genomic Revolution Global X Genomics & Biotech ETF (GNOM)	Because of the success of mRNA in producing an effective COVID-19 vaccine at a record pace, along with the demonstrated effectiveness of anti-viral treatments like Remdesivir, we're likely to see a major acceleration in funding, research, and adoption of other cutting edge medical technologies and that means potentially substantial returns for companies with the right exposure.	7/13/2021	ARKG: -5.33% EDOC: -5.08% HTEC: -2.29% GNOM: -6.17%	SPY: 0.82%
<u>Five ETFs That Can Make Your Life As An Advisor Easier</u> Vanguard Total World Stock ETF (VT). iShares MSCI ACWI ETF (ACWI). iShares MSCI Global Min Vol Factor ETF (ACWV). iShares MSCI ACWI Low Carbon Target ETF (CRBN).	So how do you bridge the gap between an seven-figure trust and that clients nephew's tiny Roth IRA? Both are important to the overall relationship. You start by syncing up some of the foundational core holdings that make up the bulk of your asset allocation. Specifically, we identify foundational "own everything" ETFs you can use across account sizes to simplify smaller account administration and reduce variety among core ETF holdings, thereby making you more efficient:	7/27/2021	VT: 2.14% ACWI: 1.32% ACWV: 0.52% CRBN: 1.18%	SPY: 0.72%
<u>Stagflation Playbook</u> First Trust Dow Jones Internet Index Fund (FDN). Invesco S&P 500 Equal Weight Consumer Staples ETF (RHS). VanEck Vectors Investment Grade Floating Rate ETF (FLTR). Aberdeen Standard Bloomberg All Commodities Strategy K-1 Free ETF (BCI).	This Alpha issue is focused on something we sincerely hope never happens: Stagflation. That's because a stagflationary environment is a very difficult one to successfully invest in as, broadly speaking, it's negative for most stocks, most bonds, and idle cash (purchasing power is eroded through inflation). Positively, stagflation is not the most likely macro-economic scenario going forward (a stock positive reflation scenario is the most likely future macro set-up). But, stagflation risks are still at multi-decade highs, so the risks can't be totally ignored, either.	8/24/2021	FDN: -42.33% RHS: 7.23% FLTR: -1.03% BCI: 40.90%	SPY: -6.64%
<u>Learning to Live with COVID</u> Vaccine Markers (Multiple Stocks & ETFs) Global X Telemedicine & Digital Health ETF (EDOC). Amplify Online Retail ETF (IBUY). VanEck Vectors Morning Star Durable Dividend ETF (DURA).	In this Alpha issue, we examine the strategies and sectors that will benefit from society learning to "live" with COVID over the medium and longer-term, and the inspiration for this issue came from real life. We believe that reality will cause more permanent adoption of some "temporary" pandemic era behaviors, and we believe that should lead to some attractive investment opportunities.	9/8/2021	MRNA: -65.08% BBH: -30.11% EDOC: -36.03% IBUY: -57.48% DURA: 3.62%	SPY: -6.99%

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<p>Hydrogen—The Next Stage of the Green Energy Revolution</p> <p>Plug Power (PLUG)</p> <p>Cummings (CMI)</p> <p>Defiance Next Gen Hydrogen ETF (HDRO)</p>	<p>Hydrogen has long been touted as a source of cleaner fuel for transportation and commercial uses. But it has always seemed like the decades-long play that just needs a little more technology or a breakthrough process to truly realize its untapped potential.</p> <p>But, over the past several months I've been digging into this space, and it started to make more sense from an investment perspective. I quickly realized just how much opportunity is at stake and why this moment in time is pivotal to the hydrogen development cycle.</p>	9/21/2021	<p>PLUG: -27.91%</p> <p>CMI: -3.15%</p> <p>HDRO: -31.74%</p>	SPY: -3.61%
<p>Buying Opportunities in "New Tech"</p> <p>Idea 1: Winning Streaming Wars (ROKU/SPOT)</p> <p>Idea 2: Next Evolution in Genetics (NVTA/CRSP)</p> <p>Idea 3: Future of Money (Z/COIN)</p> <p>Idea 4: Work from Anywhere (ZM)</p>	<p>Tech companies in the fields of robotics, fintech, biotech, clean tech, electric vehicles, cryptocurrencies, etc. have seen steep declines from the highs this year. With some of these stocks down more than 55% from the highs, they are now trading at far more attractive valuations than they have in years (and this is even more true following the weakness in the tech sector over the past week!)</p> <p>As such, we wanted to produce an Alpha issue that identifies potential opportunities in this "New Tech" space, as given the declines and the growth potential of some of these firms, the risk is now worth the reward for longer-term focused investors:</p>	10/05/2021	<p>ROKU: -68.10%</p> <p>SPOT: -49.21%</p> <p>NVTA: -85.34%</p> <p>CRSP: -42.26%</p> <p>Z: -53.39%</p> <p>COIN: -65.54%</p> <p>ZM: -57.28%</p>	SPY: -3.55%
<p>Tapping the Wisdom of Financial Celebrity</p> <p>DoubleLine Total Return Fund (DBLTX)</p> <p>DoubleLine Shiller Enhanced CAPE (DSEEX)</p> <p>Guggenheim Total Return Bond Fund Institutional Class (GIBIX)</p> <p>Guggenheim Strategic Opportunities Fund (GOF)</p> <p>WisdomTree U.S. Quality Dividend Growth Fund (DGRW)</p> <p>WisdomTree Emerging Markets State-Owned Enterprises Fund (XSOE)</p> <p>O'Shares U.S. Quality Dividend ETF (OUSA)</p> <p>O'Shares Global Internet Giants ETF (OGIG)</p>	<p>The dual goal of Sevens Report Alpha is to 1) Furnish you with interesting investment ideas and strategies you can share with clients and prospects and 2) Identify funds and ETFs that can outperform, so with that dual goal in mind we analyzed the fund offerings of some of the most well-known "Market Mavens" that appear in the financial media so that you can turn any mention of these celebrities into an opportunity to impress clients with your knowledge, and possibly find an actionable investment idea.</p> <p>After a thorough search, we found four of these "Mavens" that had funds or ETFs that: 1, Could be attractive to clients and 2. Consistently beat the market.</p> <p>The four "Mavens" we profiled were: Jeffrey Gundlach (Doubleline Capital), Scott Minerd (Guggenheim Investments), Jeremy Siegel (WisdomTree), and Kevin O'Leary (O'Shares).</p> <p>In today's issue, profile two funds from each "Maven."</p>	10/19/2021	<p>DBLTX: -6.92%</p> <p>DSEEX: -10.91%</p> <p>GIBIX: -9.97%</p> <p>GOF: -5.92%</p> <p>DGRW: 1.42%</p> <p>XSOE: -20.96%</p> <p>OUSA: -1.55%</p> <p>OGIG: -50.29%</p>	SPY: -7.23%

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<u>Capitalizing on A New Era of Energy Investment</u> SPDR S&P Oil & Gas Exploration and Production ETF (XOP) Invesco S&P Small Cap Energy ETF (PSCE) First Trust Natural Gas ETF (FCG) Global X MLP ETF (MLPA)	<p>Today's Alpha issue is essentially a "follow up" to our recent Alpha webinar, where we focused on the energy industry and explained, in part because of environmental concerns, that energy prices could be sustainably higher for the foreseeable future.</p> <p>So, in this issue, we profile several energy ETFs that we believe have the most targeted exposure and stand to outperform in this new era of energy, one where a lack of increased production should keep prices high, and where Natural Gas sees sustained increases in demand due to the desire to burn the most "clean" fossil fuel while the world moves further towards renewables.</p>	11/2/2021	XOP: -0.25% PSCE: 0.24% MLPA: -1.41%	SPY: 1.20%
<u>Metaverse Primer</u> Meta Platforms Inc (FB) Roblox Corp (RBLX) NVIDIA Corp (NVDA) Amazon (AMZN) Microsoft (MSFT) Roundhill Ball Metaverse ETF (META)	<p>Many analysts believe the "Metaverse" is the next evolution of the internet, and if that's true the long-term return potential is significant.</p> <p>So, we want to make sure you have the information you need to 1) Discuss the metaverse with any clients or prospects and 2) Identify the stocks and ETFs that stand to benefit from the continued growth of the Metaverse</p>	11/16/2021	FB: -42.41% RBLX: -73.03% NVDA: -37.13% AMZN: -32.54% MSFT: -18.82% METV: -45.26%	SPY: -10.92%
<u>REITS As An Inflation Hedge</u> Vanguard REIT ETF (VNQ) Pacer Benchmark Data and Infrastructure Real Estate SCTR ETF (SRVR) Pacer Benchmark Industrial Real Estate SCTR ETF (INDS) iShares Residential and Multisector Real Estate ETF (REZ)	<p>According to a study we cited in today's issue, from 1972-2020, during periods considered moderate to high inflation, REITs actually outperformed the S&P 500!</p> <p>And, we're seeing that proved out so far this year, as VNQ, the largest and most diverse REIT ETF, is outperforming the S&P 500 (VNQ is up 26.6% YTD, while the S&P 500 is up 23% YTD).</p> <p>More specialized REITs have performed even better so far in 2021, and that's why, in addition to VNQ, in today's issue we focused on what we consider "REITs for the 21st Century."</p> <p>Here's what I mean: Because of uncertainty regarding future mall traffic and office demand (due to the ongoing pandemic) we are focused today's Alpha issue on REITs that have exposure to infrastructure and technology including data centers, communication hubs, industrial warehouse distribution centers, and medical-related industries:</p>	11/30/2021	VNQ: 4.74% SRVR: 2.72% INDS: 5.08% REZ: 5.12%	SPY: 2.42%

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<u>Best Performing COVID Strategies</u> Strategy One: Mega-Cap Tech. XLK/VGT/FDN. Strategy Two: Online Spending. SHOP/IBUY. Strategy Three: Blockchain. BLOK (Amplify Transformational Data Sharing ETF). Strategy Four: Smart-Beta Industrials. PAVE (Global X U.S. Infrastructure Development ETF).	Today's issue focuses on strategies that have outperformed since the pandemic started in March of 2020 and should continue to outperform as the market realizes it's got to "live" with COVID. More specifically, the Omicron variant has again reminded people and markets that COVID is not going away and that we will have flare-ups from variants for the foreseeable future.	12/14/2021	XLK: -16.17% VGT: -18.10% FDN: -36.38% SHOP: -71.54% IBUY: -44.03% BLOK: -42.12% PAVE: -7.50%	SPY: -9.85%
<u>Annual Contrarian Issue</u> Contrarian Investment Idea 1: The China Growth Story Re-Emerges. KraneShares CSI China Internet ETF (KWEB) and WisdomTree China ex-State-Owned Enterprises Fund (CXSE). Contrarian Investment Idea 2: Gold & Silver Miners Dig Up Profits. VanEck Vectors Gold Miners ETF (GDX) and Global X Silver Miners ETF (SIL). Contrarian Investment Idea 3: Investors Flock To Low Volatility Sectors. Utilities Select Sector SPDR (XLU) and PowerShares S&P 500 Low Volatility ETF (SPLV).	Today's Alpha is our annual Contrarian Issue, where we identified some of the worst-performing sectors and factors for 2021 and analyzed them to identify three sectors that we think could be poised for a big turnaround in 2022. We have produced this annual Contrarian Issue for the last several years to serve two primary functions. First, I'm a contrarian investor at heart, and I always enjoy scouring what "didn't" work during an investment year to determine whether these relatively cheap sectors or factors present an attractive opportunity, as contrarian investing can lead to outperformance. Second, we like to provide these contrarian ideas so that if a client asks you "What's cheap right now?" or "Are there any opportunities from last year?" you have interesting, well-founded ideas that can impress clients and prospects.	12/28/2021	KWEB: -22.34% CXSE: -20.61% GDX: 3.02% SIL: -16.84% XLU: 5.14% SPLV: -5.00%	SPY: -13.39%
<u>Practical Crypto Strategies for Clients</u> Greyscale Bitcoin Trust (GBTC) Amplify Transformational Data Sharing ETF (BLOK) ProShares Bitcoin Strategy ETF (BITO)	The push of cryptos into the cultural mainstream in 2022, along with substantial investment gains over the past several years, has resulted in a surge in interest in crypto exposure from investors. And, while there remains a lot of risks associated with crypto trading, the bottom line is that an advisor can only dissuade a client from cryptos for so long before it hurts the relationship. Given that, our goal in today's Alpha issue is to highlight some of the best and most responsible strategies to provide clients with crypto exposure without taking an overabundance of risk.	1/11/2022	GBTC: -32.91% BLOK: -38.22% BITO: -26.32%	SPY: -11.72%

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<u>Weathering Market Volatility with "Quality" ETFs.</u> Quality Idea 1: Financials. First Trust Financials AlphaDex Fund (FXO). Quality Idea 2: Qualitative Value. ValueShares U.S. Quantitative Value ETF (QVAL). Quality Idea 3: Shareholder Yield. Cambria Shareholder Yield ETF (SYLD). Quality Idea 4: Core Value. Invesco S&P 500 Pure Value ETF (RPV).	<p>This Alpha issue is an important complement to what we've been discussing in the regular Sevens Report, namely that we believe the best way to weather this increased volatility in markets is by allocating to "Quality" stocks, sectors, and ETFs.</p> <p>For us, "quality" means those stocks and ETFs with lower relative price-to-earnings (P/E) and price-to-book (P/B) ratios, strong free cash flow, and solid shareholder yield. We believe these stocks and sectors will be the most insulated from the effects of interest rate hikes, possibly slowing growth and other headwinds, and find themselves as high-quality landing spots for investment capital.</p>	1/25/2022	FXO: 4.28% QVAL: 0.66% SYLD: 1.25% RPV: 3.52%	SPY: 2.73%
<u>Finding Value and Opportunity in International ETFs</u> Schwab Fundamental International Large Company Index ETF (FNDF). iShares Edge MSCI Intl Quality Factor ETF (IQLT). Vanguard International High Dividend Yield ETF (VYMI).	<p>We've been talking a lot in the Sevens Report about wanting to allocate towards lower P/E sectors, and the fact is that quality international stocks in developed markets are currently trading at heavy discounts to the S&P 500. We think the combination of low valuations and less-aggressive central banks makes international exposure an important part of a diversified investment strategy going forward.</p>	2/8/2022	FNDF: -2.29% IQLT: -3.06% VYMI: -1.92%	SPY: -4.74%
<u>What Would Outperform If Markets Turn Around?</u> SPDR FactSet Innovative Technology ETF (XITK) Vanguard Consumer Discretionary ETF (VCR) iShares Broad USD High Yield Corporate Bond ETF (USHY) SPDR Blackstone Senior Loan ETF (SRLN)	<p>Today's issue was inspired by this thought: <i>What if everything works out alright?</i></p> <p>Many analysts (including me) are concerned about numerous headwinds hitting the U.S. markets and a potentially volatile trading year. That opinion has been correct so far in 2022, and it's well-reasoned. But it's also a very popular view on the Street right now.</p> <p>So, in today's issue, we identify a playbook to outperform if, simply speaking, everything works out great!</p>	2/23/2022	XITK: -17.52% VCR: -8.82% USHY: -3.85% SRLN: -4.07%	SPY: -1.93%

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<u>Bear Market Playbook (What Worked Last Time)</u> MINT (PIMCO Enhanced Short Term Maturity Active ETF) SGOL (Aberdeen Physical Swiss Gold Shares ETF) VNQ (Vanguard REIT ETF) FXG (First Trust Consumer Staples AlphaDEX Fund)	<p>In today's Alpha issue, we are going to examine what assets and sectors outperformed the last time we had a sustained, multi-year bear market (in the early 2000s).</p> <p><u>Now, to be clear, we do not think a bear market is the most likely outcome for this market.</u> If we thought that, we'd be advocating for much more defensive positioning in the Sevens Report.</p> <p>But, at the same time, the current bull market is facing formidable headwinds, and the path for the Fed to successfully remove accommodation without harming the recovery is becoming increasingly narrower.</p> <p>Given that reality, we think it's prudent to review the strategies that worked the last time we had a sustained, multi-year bear market so that we all have a playbook of how to protect client assets, should this unwanted outcome occur.</p>	3/8/2022	MINT: -1.16% SGOL: -10.36% VNQ: -3.92% FXG: 6.26%	SPY: -0.94%
<u>Russia/Ukraine Ceasefire Playbook</u> EMB (iShares J.P. Morgan USD Emerging Markets Bond ETF) HYEM (VanEck Emerging Markets High Yield Bond ETF) EUFN (iShares MSCI Europe Financials ETF) JETS (U.S. Global Jets ETF) FXE (CurrencyShares Euro Trust)	<p>What happens to markets if there's peace in Russia/Ukraine?</p> <p>That was a question that was emailed to me this morning by a subscriber, and it was incredibly well timed because today's Alpha issue is focused on identifying potential opportunities in the market for when there is a ceasefire declared in the Russia/Ukraine war.</p> <p>More broadly, the Russia/Ukraine war is devolving into a stalemate and at some point, there will be a ceasefire. And, given the intense market reactions to the conflict from certain sectors and regions, we think that a ceasefire announcement, whenever it comes, will create potentially substantial medium-and longer-term opportunities in some of the most beat down sectors of the market.</p>	3/22/2022	EMB: -3.71% HYEM: -2.03% EUFN: -4.53% JETS: -0.10% FXE: -2.95%	SPY: -7.85%
<u>Finding Opportunities in the New Energy Reality</u> FCG (First Trust Natural Gas ETF) URA (Global X Uranium ETF) BOAT (Sonic Shares Global Shipping ETF) LNG (Cheniere Energy) FLNG (Flex LNG Ltd)	<p>The Russia/Ukraine war has fundamentally altered the flow of energy around the world, as European countries wean themselves off Russian energy imports. This transition will take time and create opportunities across the energy sector, so today's Alpha issue is focused on identifying the strategies, sectors, and stocks that stand to benefit from this seminal shift.</p>	4/5/2022	FCG: 19.98% URA: -12.97% BOAT: 9.70% LNG: -1.78% FLNG: -4.14%	SPY: -8.01%

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<u>Staying Long With Lower Volatility ETFs.</u> USMC (Principal U.S. Mega Cap ETF). SPHD (Invesco S&P 500 High Dividend Low Volatility ETF) XYLD (Global X S&P 500 Covered Call ETF)	<p>I've made it no secret that I'm concerned about the longevity of the rally given the looming Fed tightening, yield curve inversions, high inflation, etc. But, history has shown us clearly that markets can rally, on average, 15% after a yield curve inversion, and that rally can last more than a year.</p> <p>Minimum volatility ETFs can provide general long exposure while also reducing the pain of sudden pull-backs, like we experienced several times in the first quarter.</p>	4/19/2022	USMC: -5.44% SPHD: -2.01% XYLD: -9.64%	SPY: -6.75%
<u>Contrarian Bond Strategy</u> Vanguard Intermediate Term Bond ETF (BIV) iShare iBoxx Investment Grade Corporate Bond ETF (LQD) iShares Preferred and Income Securities (PFF)	<p>This Alpha issue is one of the most contrarian issues we've produced since I started Alpha because we examine long opportunities in bond ETFs.</p> <p>The "bearish bond" thesis is well founded and widely adopted given high inflation and looming rate hikes.</p> <p>But there is another outcome that's possible where the economy slows quickly, inflation peaks and recedes, the Fed doesn't hike as much as expected, and today's bond yields become attractive over the medium and longer term.</p> <p>We wanted to provide a bond ETF playbook for that contrarian scenario.</p>	5/3/2022	BIV: 0.68% LQD: -0.53% PFF: -0.33%	AGG: 0.37%
<u>Assisting Clients Through a Potential Bear Market</u> Bear Market Statistics Bear Market Psychology Specific Tips for a Bear Market	<p>Recently I've had a clear increase in the number of friends and acquaintances asking if we're entering a bear market and if they should get out of the market.</p> <p>I told them this: History is very clear - Abandoning a long-term investment plan even in bear markets is not the right long-term decision.</p> <p>So, we wanted to arm you with independent and unique research, talking points, and historical analysis that reinforces that staying the course through volatility is the right solution for long-term outperformance.</p>	6/1/2022	No recommendations given.	