


LUXX

The Luxury ETF

Investment Case August 2023





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

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Global Luxury Overview

What is Luxury?

Luxury represents goods and services that go beyond fulfilling basic needs. They are often considered discretionary rather than essential, commanding a premium price due to their brand reputation, craftsmanship, innovation, and the exceptional experience they provide.

Luxury companies are **engaged in the production or distribution of luxury goods or the provision of luxury services.**

Luxury encompasses a **wide range of industries**, such as:

- Apparel, Accessories & Luxury
- Automobile Manufacturers
- Hotels, Resorts & Cruise Lines
- Distillers and Vintners
- Personal Care Products
- Footwear

Luxury Industry Breakdown



Apparel, Accessories & Luxury



Automobile Manufacturers



Hotels, Resorts & Cruise Lines



Distillers and Vintners



Personal Care Products



Footwear



Market Opportunity: **Market Growth**

The global luxury market size is expected to grow **roughly 50% between 2022 and 2030**, resulting in a total market size of more than \$600 billion.¹

Generation Y, Z, and Alpha are expected to be key drivers of this growth, with their spending set to grow three times faster than other generations. By 2030, these younger generations are expected to account for one-third of the market.

Meanwhile, technological advancements are expected to contribute an additional \$65 billion to \$130 billion in sales.

Source: ¹Bain-Altgamma Luxury Goods Worldwide Market Study as of 1/17/2023.
Investment Case, August 2023





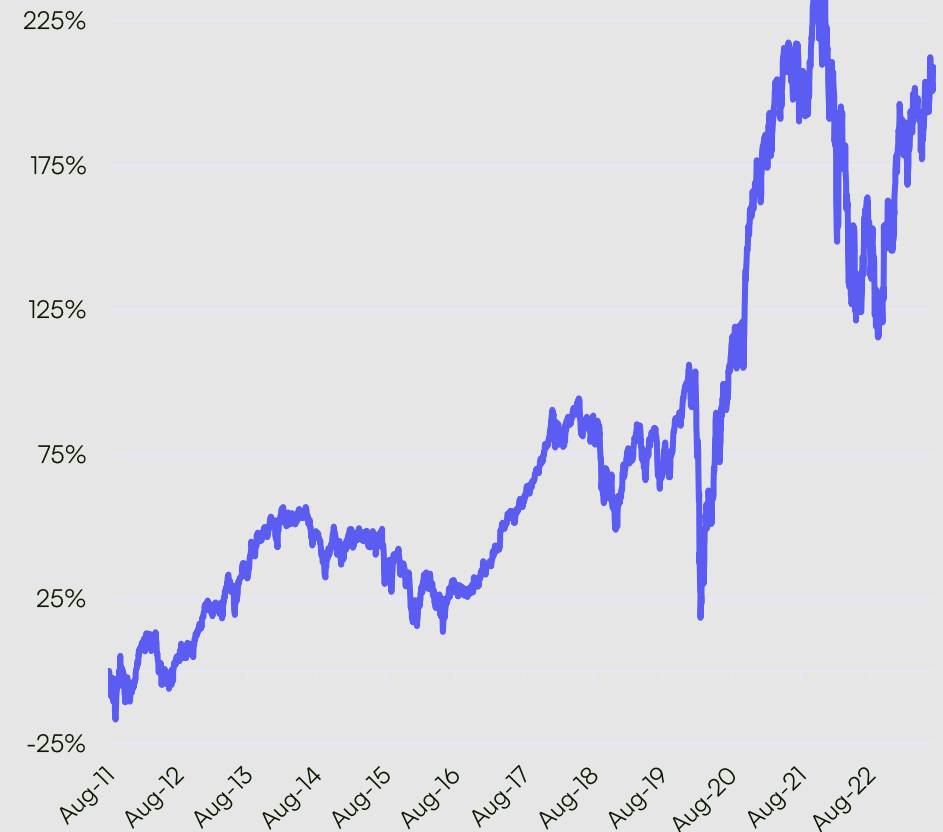
Market Opportunity: Resiliency

Luxury companies like LVMH, Kering, Hermes, and Richemont have shown remarkable **resiliency during market downturns**, such as the Great Recession.

Since its **launch in 2011**, the S&P® Global Luxury Index has generated robust total returns of 11.8% annualized. In our view, this long-term performance further illustrates the strength of luxury brands, achieved via superior pricing power and free cash flow generation.

S&P® Global Luxury Index Performance

CAGR: 11.8%



Source: Bloomberg S&P® Global Luxury Index PR, 8/31/2011 to 7/31/2023.

Note: Free cash flow is a measure of financial performance calculated as operating cash flow minus capital expenditures. Free cash flow (FCF) represents the cash that a company is able to generate after laying out the money required to maintain or expand its asset base.

Note: Compound annual growth rate, or CAGR, is the mean annual growth rate over a specified period longer than one year.



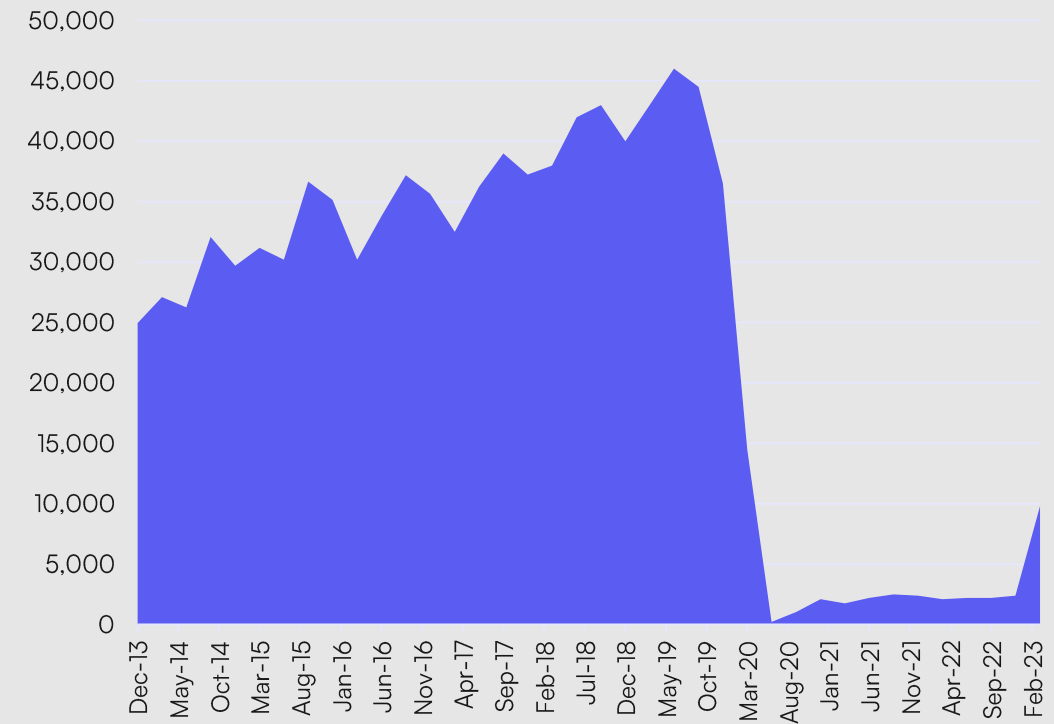
Market Opportunity: **Tourism Rebound**

All eyes are on the rebound in Chinese outbound tourism to fuel growth spending on luxury goods in 2023 and beyond.

While China's outbound flight traffic remains well below its pre-pandemic highs, outbound flights from China began to pick up slowly in January 2023, up 380% year-over-year.

Meanwhile, further upside to Chinese tourism remains, as some believe flight traffic could exceed previous highs.

China Quarterly Outbound Tourism (000's of Tourists)



Source: Bloomberg CHTUTL Index as of 3/31/2023.
Investment Case, August 2023



Introducing **LUXX**: The Roundhill S&P® Global Luxury ETF

3 Reasons to consider the LUXX ETF:



Market Growth

The global luxury goods market is expected to grow ~50% between 2022 and 2030 to a total market size of more than \$600 billion.¹



Resiliency

Luxury stocks have historically proved resilient, due to pricing power which contributes to high margins and free cash flow generation.



Access

LUXX offers investors access to a portfolio of 80 leading global luxury companies listed across Europe, Asia, and more.

Ticker	Primary Exchange	Inception Date	Expense Ratio	CUSIP	Index Ticker (TR)
LUXX	NYSE Arca	08/23/2023	0.45%	53656G431	SPGLGUN



LUXX — Roundhill S&P® Global Luxury ETF

For more information:

Website: roundhillinvestments.com

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Risk Disclosure:

Investing involves risk, including possible loss of principal. Luxury companies face intense competition, both domestically and internationally, may have products that face rapid obsolescence, and are heavily dependent on the protection of patent and intellectual property rights. Such factors may adversely affect the profitability and value of luxury goods companies. Investments made in small and mid-capitalization companies may be more volatile and less liquid due to limited resources or product lines and more sensitive to economic factors.

Fund investments will be concentrated in an industry or group of industries, and the value of Fund shares may risk and fall more than diversified funds. Foreign investing involves social and political instability, market illiquidity, exchange rate fluctuation, high volatility and limited regulation risks. Emerging markets involve different and greater risks, as they are smaller, less liquid and more volatile than more developed countries.

The fund is passively managed and attempts to mirror the composition and performance of the S&P Global Luxury Index. The Fund's returns may not match due to expenses incurred by the Fund or lack of precise correlation with the index.

Depository Receipts involve risks similar to those associated investments in foreign securities, but may not provide a return that corresponds precisely with that of the underlying shares. Please see the prospectus for details of these and other risks. Roundhill Financial Inc. serves as the investment advisor.

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