

Why Invest in MEME?



Emergence of Social Investing: Platforms such as Twitter, Reddit, Discord, and Stocktwits have become a home for millennial investors .



User Growth: According to Bloomberg Intelligence, retail has accounted for 21.3% of total equity volume in 2021, more than doubling its market share since 2010.



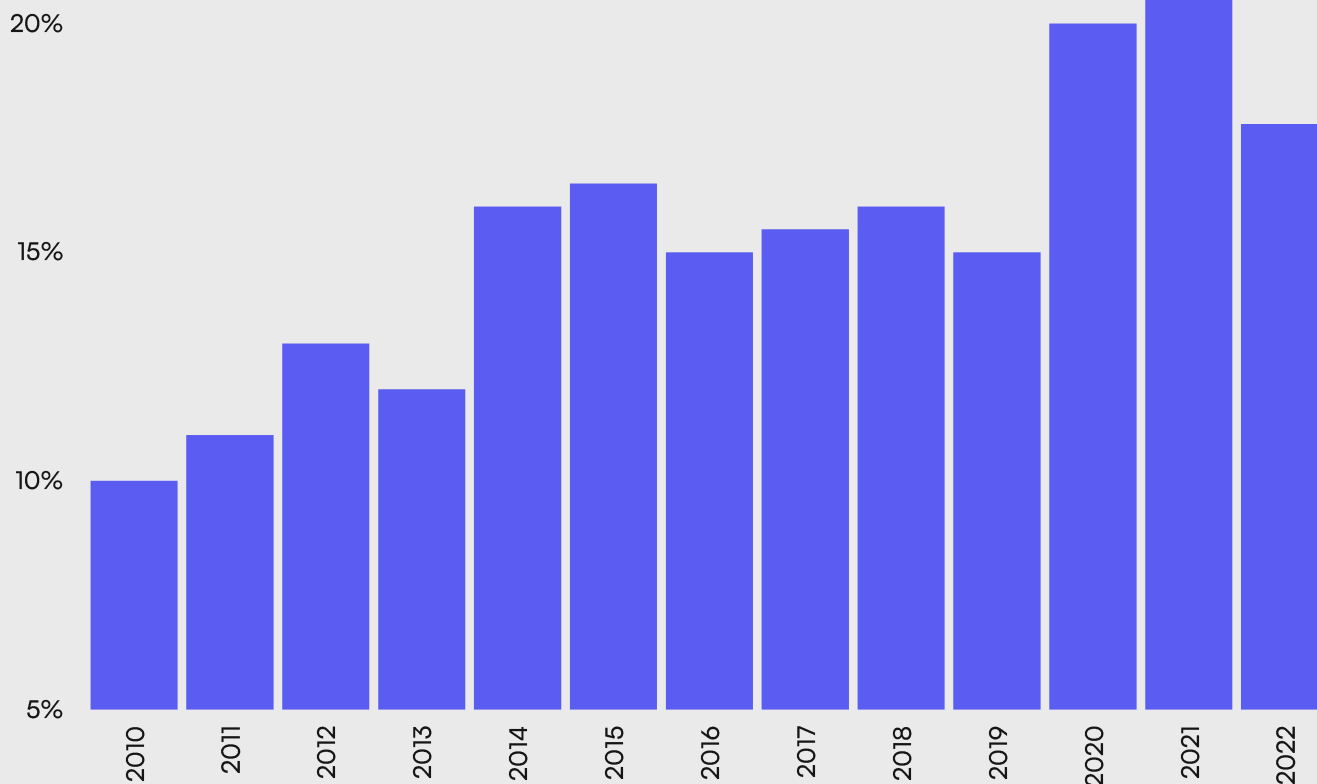
Simple: One ETF that is rebalanced to equal weight every two weeks.

Fund Details

Fund Ticker	MEME
Exchange	NYSE Arca
CUSIP	53656F136
Expense Ratio	0.69%
AUM	\$1.1MM
Shares Outstanding	1,150,000
Inception Date	12 / 08 / 2021
ETF Options Available	Yes
# of Holdings	25

The Meme Stock Phenomena

Retail Trading Volume as a % of Total Equity Trading Volume



Source: Bloomberg Intelligence. Data as of 12/31/2022.

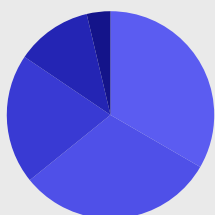
Top Ten Holdings (as of 06/30/23)

Coinbase Global Inc	5.08%	Super Micro Computer Inc	4.25%
Carnival Corp	4.70%	Rocket Lab USA Inc	4.22%
Rivian Automotive Inc	4.41%	NIO Inc	4.07%
Delta Air Lines Inc	4.38%	Carvana Co	4.04%
Dave & Buster's Entertainment Inc	4.38%	Tesla Inc	3.95%

ETF holdings are subject to change at any time and should not be interpreted as an offer of these securities.

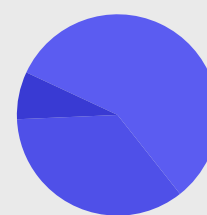
GICS Sector Breakdown

Consumer Distretionary	33.3%
Information Technology	30.8%
Financials	20.3%
Industrials	11.9%
Communication Services	3.7%



Market Capitalization Breakdown

Large Cap (>\$10B)	57.3%
Mid Cap (\$2-10B)	34.9%
Small Cap (<\$2B)	7.6%



Overview

The MEME ETF is the first and only ETF explicitly designed to track the performance of 'meme stocks'. The Solactive Roundhill Meme Stock Index consists of 25 equal-weighted U.S. stocks that exhibit a combination of elevated social media activity and high short interest, which may be signs of potential meme stocks.

Geographic Breakdown

United States	91.9%
China	4.1%
Canada	3.9%

MEME Performance (as of 06/30/23)

	1-Year	Since Inception (12/08/2021)
NAV	17.55%	-38.24%
Market Price	18.09%	-38.15%

Performance for periods greater than one year shown annualized.

The performance data quoted represents past performance. Past performance does not guarantee future results. Current performance may be lower or higher than the performance data quoted. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost. Returns less than one year are not annualized. For the most recent month-end performance, please call (855) 561-5728. You cannot invest directly in and index. Shares are bought and sold at market price (closing price), not net asset value (NAV), and are not individually redeemed from the Fund. Market performance is determined using the bid/ask midpoint at 4:00pm Eastern Time when the NAV is typically calculated. Brokerage commissions will reduce returns. Short-term performance, in particular, is not a good indication of the fund's future performance, and an investment should not be made based solely on returns.

Expense Ratio	0.69%
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Investors should consider the investment objectives, risks, charges, and expenses carefully before investing. This and additional information can be found in the Fund's prospectus or summary prospectus. Read the prospectus or summary prospectus carefully before investing.

Investing involves risk, including possible loss of principal. Meme stocks are stocks whose trading volume increases not necessarily because of a company's performance, but because of social media attention which may result from a variety of factors unrelated to the company's performance, financial position, or other business fundamentals. As a result, meme stocks are prone to high volatility which may be a result of panic selling. Because meme stocks are heavily dependent on investor sentiment and opinion, they may be overpriced in comparison to the company's fundamentals, resulting in losses to the Fund. The Fund's investment strategy relies heavily on social media analytics, which are relatively new and untested. "Social media" is an umbrella term that encompasses various activities that integrate technology, social interaction and content creation. Investing in companies based on social media analytics involves the potential risk of market manipulation because social media posts may be made with an intent to inflate, or otherwise manipulate, the public perception of a company stock or other investment. 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 be more risky and fall more than diversified funds. Depositary receipts, including ADRs, involve risks similar to those associated with investments in foreign securities, such as changes in political or economic conditions of other countries and changes in the exchange rates of foreign currencies and may not provide a return that corresponds precisely with that of the underlying shares. The Fund may invest in equity securities of SPACs, which raise assets to seek potential acquisition opportunities. Unless and until an acquisition is completed, a SPAC generally invests its assets in U.S. government securities, money market securities, and cash. Because SPACs have no operating history or ongoing business other than seeking acquisitions, the value of their securities is particularly dependent on the ability of the entity's management to identify and complete a profitable acquisition. There is no guarantee that the SPACs in which the Fund invests will complete an acquisition or that any acquisitions that are completed will be profitable. As an ETF, the fund may trade at a premium or discount to NAV. Shares of any ETF are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Due to the costs of buying or selling Shares, including brokerage commissions imposed by brokers and bid/ask spreads, frequent trading of Shares may significantly reduce investment results and an investment in Shares may not be advisable for investors who anticipate regularly making small investments. The Fund is a recently organized investment company with no operating history. Please see the prospectus for details of these and other risks.

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

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