

ALPS Sector Dividend Dogs ETF

Fact Sheet | September 30, 2021

VALUE, INCOME, DIVERSIFICATION

The ALPS Sector Dividend Dogs ETF [SDOG] is an Exchange Traded Fund that applies the 'Dogs of the Dow Theory' on a sector-by-sector basis using the S&P 500® as its starting universe of eligible securities. This strategy provides the following potential benefits:

- **High Dividend Yield Relative to US Large Cap Indices** – Starting with a smaller, quality universe such as the S&P 500® diminishes the likelihood of troubled and financially distressed companies entering the index and allows dividend yield to be the primary selection criterion for the index.
- **Sector and Stock Diversification** – SDOG provides high dividend exposure across all 10 sectors of the market by selecting the five highest yielding securities in each sector and equally weighting them. This provides diversification at both the stock and sector level.
- **Dogs Theory** – SDOG isolates the S&P 500® constituents with the highest dividend yield in their respective sectors providing the potential for price appreciation as market forces bring their yield into line with the overall market.

Performance as of 9/30/21

Total Returns	Cumulative				Annualized			
	1 Mo.	3 Mo.	YTD	S.I. ¹	1 Yr.	3 Yr.	5 Yr.	S.I. ¹
ALPS Sector Dividend Dogs ETF (Net Asset Value)	-2.71%	-2.67%	17.45%	187.65%	39.93%	7.76%	8.15%	12.09%
ALPS Sector Dividend Dogs ETF (Market Price) ²	-2.71%	-2.71%	17.48%	187.59%	39.94%	7.75%	8.14%	12.09%
S&P 500® Total Return Index (Benchmark)	-4.65%	0.58%	15.92%	280.53%	30.00%	15.99%	16.90%	15.53%
S-Network® Sector Dividend Dogs TR Index (Benchmark)	-2.70%	-2.61%	17.85%	200.10%	40.68%	8.22%	8.62%	12.61%

Performance data quoted represents past performance. Past performance does not guarantee future results. Current performance may be higher or lower than actual data quoted. Call 1.866.675.2639 or visit www.alpssectordividenddogs.com for current month end performance.

The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost.

¹ Fund inception date of 6/29/12.

² Market Price is based on the midpoint of the bid/ask spread at 4 p.m. ET and does not represent the returns an investor would receive if shares were traded at other times.

ETF Stats

Ticker:	SDOG
Underlying Index:	SDOGXTR
Listing Exchange:	NYSE Arca
CUSIP:	00162Q858
Fund Inception:	6/29/12
Dividends Paid:	Quarterly
Most Recent Dividend*:	\$0.4841
Gross Expense Ratio:	0.40%
NAV**:	\$51.07
30 Day SEC Yield^^	3.94%
Unsubsidized 30 Day SEC Yield	3.94%

* Dividend paid on September 30, 2021

** As of September 30, 2021

^^ The 30 day SEC yield figure reflects the dividends and interest earned during the period, after the deduction of the Fund's expenses.

Investment Objective

The Fund seeks investment results that replicate as closely as possible, before fees and expenses, the performance of the S-Network® Sector Dividend Dogs Index (the "Underlying Index").

Index Allocations



Communication Services	10.17%
Consumer Discretionary	9.47%
Consumer Staples	9.67%
Energy	10.92%
Financials	10.46%
Health Care	9.86%
Industrials	9.74%
Information Technology	9.95%
Materials	10.25%
Utilities	9.51%

Allocations as of 9/30/21 and are subject to change.

SDOG

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Index Constituents as of 9/30/21

Communication Services		Financials		Information Technology	
T US	AT&T INC	CMA US	COMERICA INC	HPE US	HEWLETT PACKARD ENTERPRISE
IPG US	INTERPUBLIC GROUP OF COS INC	HBAN US	HUNTINGTON BANCSHARES INC	IBM US	INTL BUSINESS MACHINES CORP
LUMN US	LUMEN TECHNOLOGIES INC	PBCT US	PEOPLE'S UNITED FINANCIAL	JNPR US	JUNIPER NETWORKS INC
OMC US	OMNICOM GROUP	PRU US	PRUDENTIAL FINANCIAL INC	STX US	SEAGATE TECHNOLOGY HOLDINGS
VZ US	VERIZON COMMUNICATIONS INC	UNM US	UNUM GROUP	WU US	WESTERN UNION CO
Consumer Discretionary		Health Care		Materials	
GPC US	GENUINE PARTS CO	ABBV US	ABBVIE INC	AMCR US	AMCOR PLC
HBI US	HANESBRANDS INC	CAH US	CARDINAL HEALTH INC	CF US	CF INDUSTRIES HOLDINGS INC
HAS US	HASBRO INC	GILD US	GILEAD SCIENCES INC	DOW US	DOW INC
LEG US	LEGGETT & PLATT INC	MRK US	MERCK & CO. INC.	IP US	INTERNATIONAL PAPER CO
NWL US	NEWELL BRANDS INC	PFE US	PFIZER INC	LYB US	LYONDELLBASELL INDU-CL A
Consumer Staples		Industrials		Utilities	
MO US	ALTRIA GROUP INC	MMM US	3M CO	D US	DOMINION ENERGY INC
K US	KELLOGG CO	EMR US	EMERSON ELECTRIC CO	EIX US	EDISON INTERNATIONAL
KHC US	KRAFT HEINZ CO/THE	GD US	GENERAL DYNAMICS CORP	FE US	FIRSTENERGY CORP
PM US	PHILIP MORRIS INTERNATIONAL	HII US	HUNTINGTON INGALLS INDUSTRIE	PPL US	PPL CORP
WBA US	WALGREENS BOOTS ALLIANCE INC	LMT US	LOCKHEED MARTIN CORP	SO US	SOUTHERN CO/THE
Energy					
XOM US	EXXON MOBIL CORP				
KMI US	KINDER MORGAN INC				
OKE US	ONEOK INC				
VLO US	VALERO ENERGY CORP				
WMB US	WILLIAMS COS INC				

Source: Bloomberg. Subject to change.

Important Disclosures & Definitions

An investor should consider the investment objectives, risks, charges and expenses carefully before investing. To obtain a prospectus which contain this and other information call 866.675.2639 or visit www.alpsfunds.com. Read the prospectus carefully before investing.

Shares are not individually redeemable. Investors buy and sell shares on a secondary market. Only market makers or "authorized participants" may trade directly with the Fund, typically in blocks of 5,000, 25,000 or 50,000 shares.

There are risks involved with investing in ETFs including the loss of money. Additional information regarding the risks of this investment is available in the prospectus.

The Fund is subject to the additional risks associated with concentrating its investments in companies in the market sector.

Diversification does not eliminate the risk of experiencing investment losses.

An investor cannot invest directly in an index.

The S-Network® Sector Dividend Dogs Index (Ticker: SDOGX) is designed to serve as a fair, impartial and transparent measure of the performance of U.S. large cap equities with above average dividend yields.

Dogs of the Dow Theory: an investment strategy which proposes that an investor annually select for investment the ten Dow Jones Industrial Average stocks whose dividend is the highest fraction of their price.

The S&P 500® is an index of 500 stocks chosen for market size, liquidity and industry grouping among other factors.

ALPS Portfolio Solutions Distributor, Inc. is the distributor for the ALPS Sector Dividend Dogs ETF.

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