

# TrimTabs Free Cash Flow Investment Research

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## *The Power of Free Cash Flow*

Why should you consider Free Cash Flow Investing? | August 2020

Free Cash Flow Investing



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# TrimTabs Free Cash Flow Investment Research

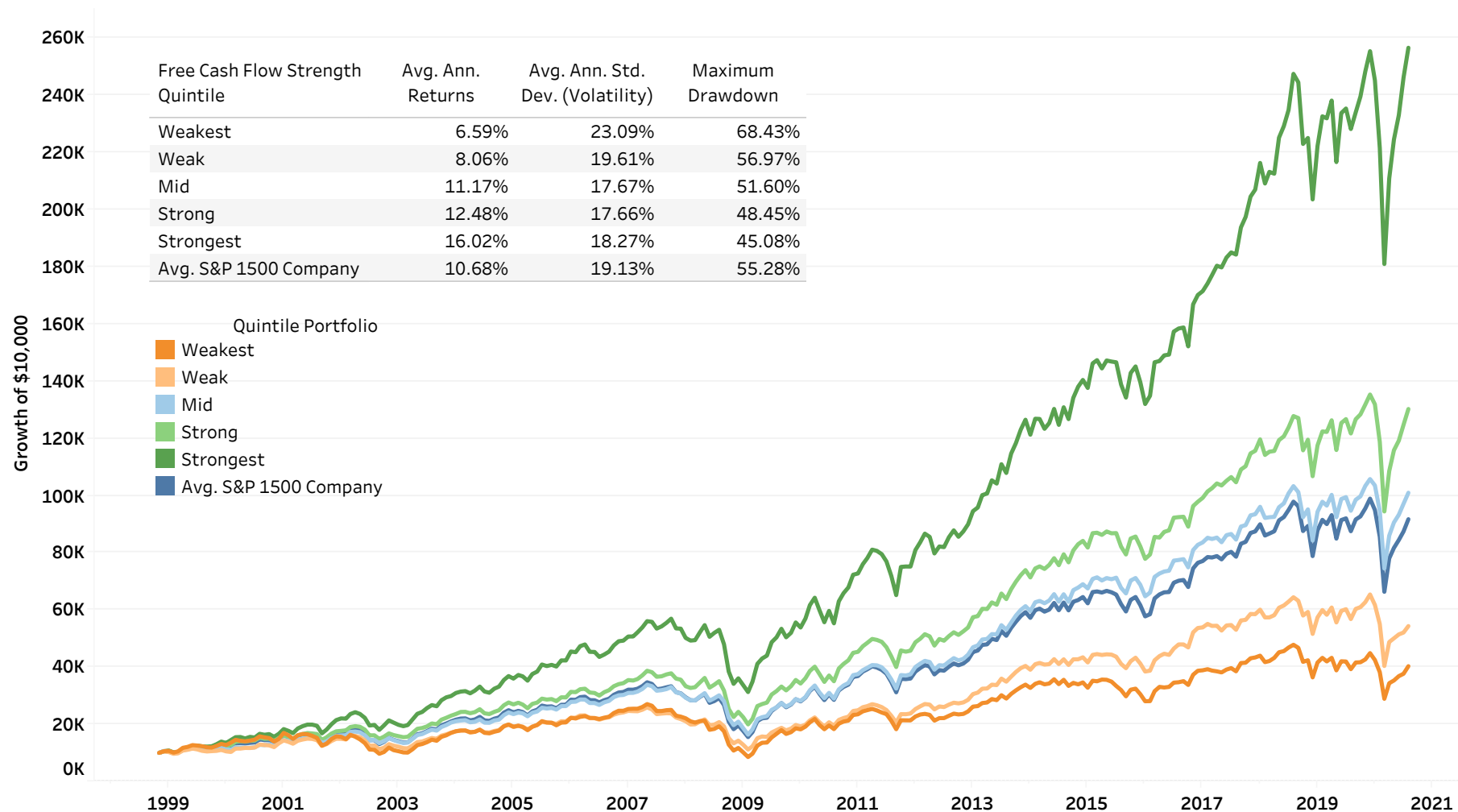


## The Power of Free Cash Flow: Why should you consider Free Cash Flow Investing?

Our proprietary research suggests that Free Cash Flow has historically produced superior investment returns

### Cumulative Growth of \$10K based on relative Free Cash Flow Strength Quintiles

S&P 1500 Universe, 11/30/1998 to 08/31/2020



Source: TrimTabs Asset Management, FactSet, S&P Global

Free Cash Flow Strength is a proprietary indicator developed by TrimTabs Asset Management to measure a company's free cash flow conditions. The hypothetical portfolios are constructed in an equally weighted, monthly rebalanced approach. They do not represent actual fund or portfolio performance. **Past performance does not guarantee future returns.**

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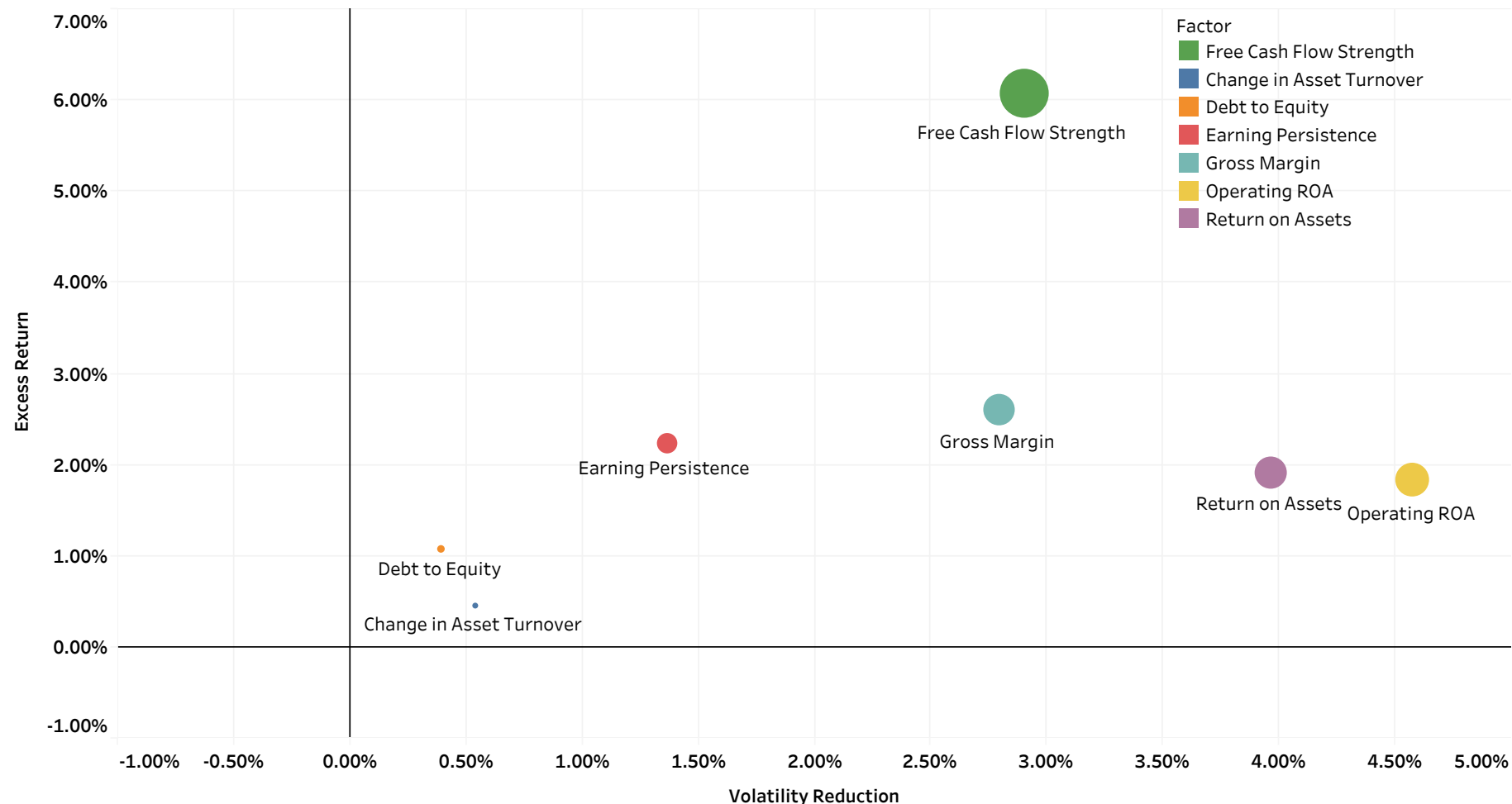
## The Power of Free Cash Flow: Why should you consider Free Cash Flow Investing?

There are many definitions for quality investing, but we believe Free Cash Flow is the key



### Top-Bottom Quality Factor Performance Spread

S&P 1500 Universe, 11/30/1998 to 08/31/2020



Source: TrimTabs Asset Management, FactSet, S&P Global

Free Cash Flow Strength is a proprietary indicator developed by TrimTabs Asset Management to measure a company's free cash flow conditions. Return on Assets, Gross Margin, Debt to Equity are calculated with trailing twelve-month data. Earnings persistence is the trailing three-year earning volatility. Asset Turnover is the year over year growth in asset turnover. The top/Bottom portfolios are constructed by equally weighted top/bottom 50% stocks ranked by factor exposure on a monthly rebalance approach. They do not represent actual fund or portfolio performance. **Past performance does not guarantee future returns.**

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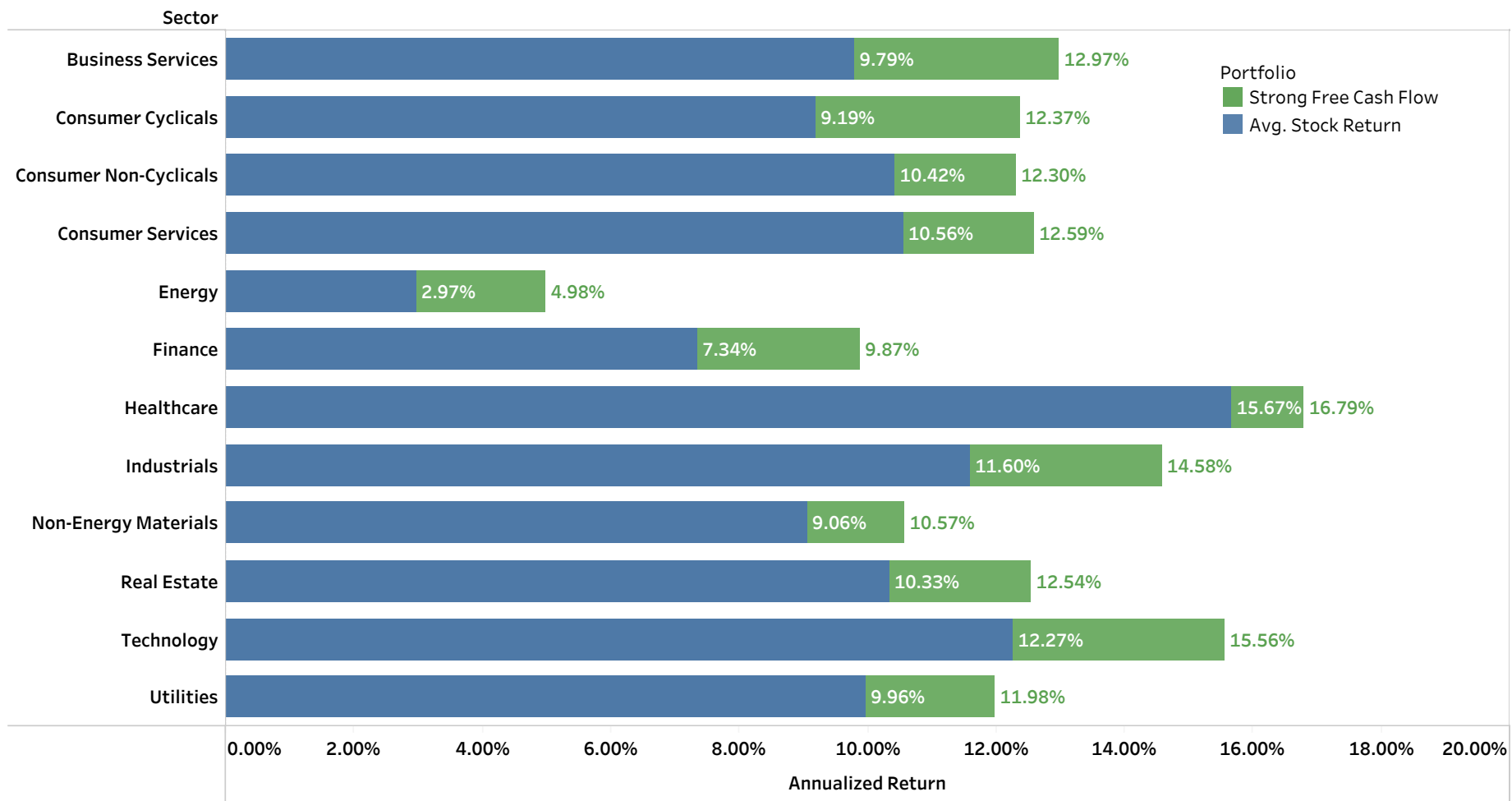
## The Power of Free Cash Flow: Why should you consider Free Cash Flow Investing?

The outperformance of Free Cash Flow is widely spread across different sectors



### Annualized Return of Stocks with Strong Free Cash Flow by Sector

S&P 1500 Universe, 11/30/1998 to 08/31/2020



Source: TrimTabs Asset Management, FactSet

Free Cash Flow Strength is a proprietary indicator developed by TrimTabs Asset Management to measure a company's free cash flow conditions. High Free Cash Flow Strength is the portfolio with the top 50% stocks in each sector. Benchmark is the equally weighted portfolio for each sector. For sector classification please refer to FactSet RBICS sector classification system. The hypothetical portfolios are constructed in a monthly rebalanced approach. They do not represent actual fund or portfolio performance. **Past performance does not guarantee future returns.**

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### The Power of Free Cash Flow: Why should you consider Free Cash Flow Investing?

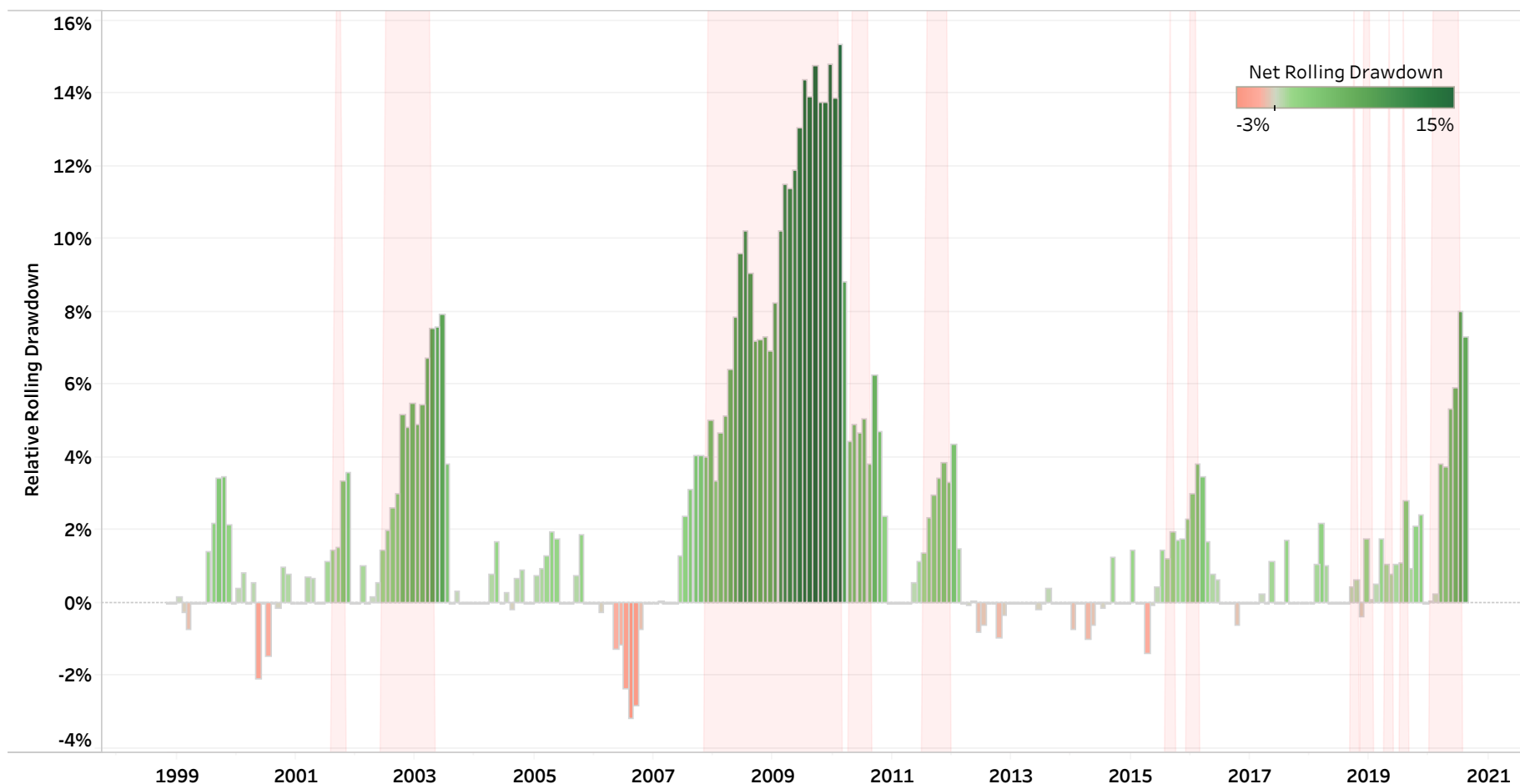
A Focus on Free Cash Flow may provide a downside cushion during stressful market conditions



#### Rolling Drawdown of Strongest Free Cash Flow Quintile Portfolio Relative to Average S&P 1500 Company

S&P 1500 Universe, 11/30/1998 to 08/31/2020

For Average S&P 1500 Company, >10% Rolling Drawdown Periods are Shaded



Source: TrimTabs Asset Management, FactSet, S&P Global

Free Cash Flow Strength is a proprietary indicator developed by TrimTabs Asset Management to measure a company's free cash flow conditions. A rolling drawdown is the maximum observed loss from a peak to a trough of a portfolio before a new peak is attained on an accumulated basis. Net rolling drawdown reflects the difference in rolling drawdown between a portfolio and the benchmark. The hypothetical portfolios are constructed in an equally weighted, monthly rebalanced approach. They do not represent actual fund or portfolio performance. **Past performance does not guarantee future returns.**

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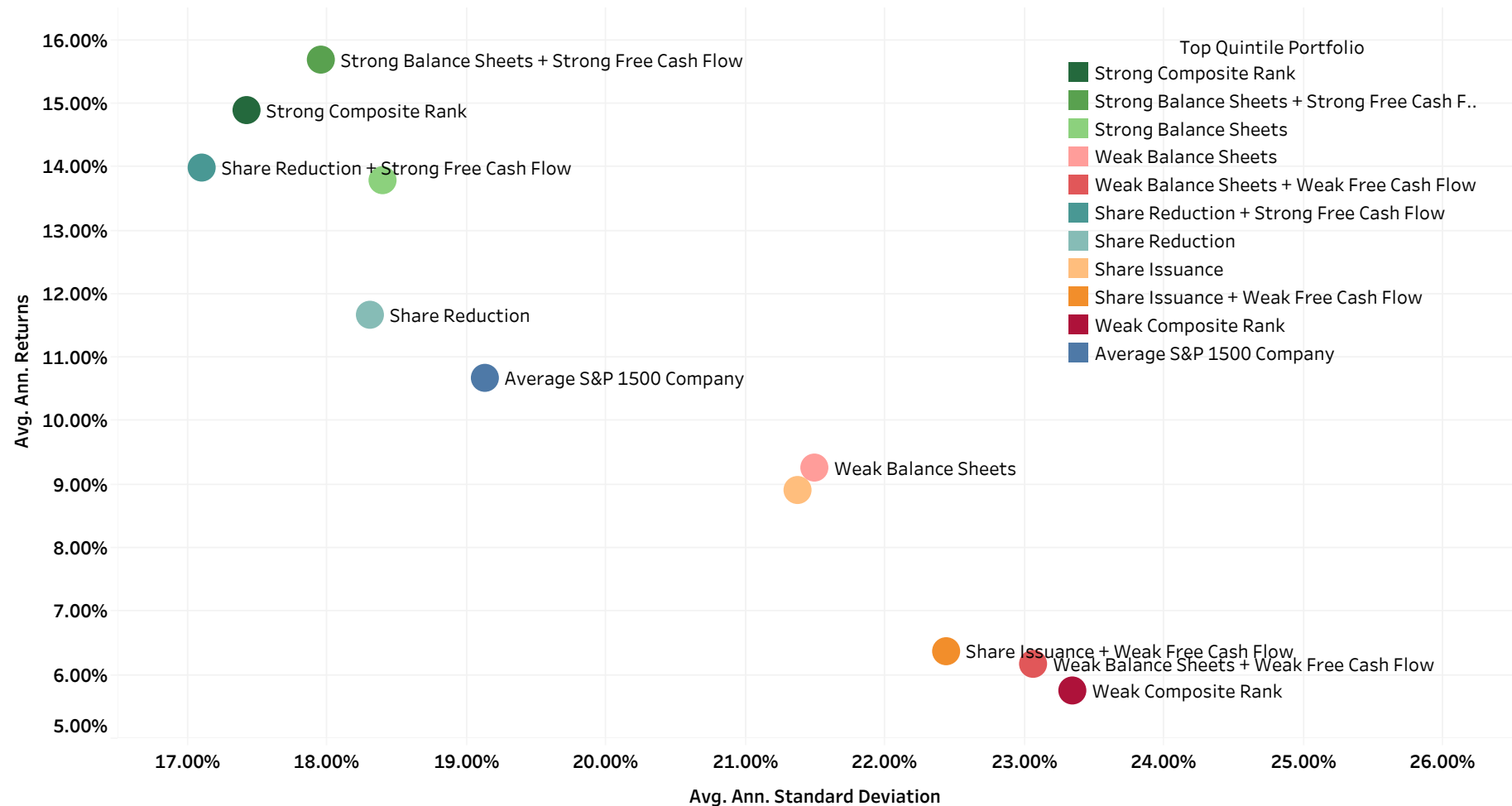


## The Power of Free Cash Flow: Why should you consider Free Cash Flow Investing?

We developed our multifactor approach combining Free Cash Flow with share count reductions and strong balance sheets

### Our Multifactor Quintile Portfolio Return & Risk Metrics

S&P 1500 Universe, 11/30/1998 to 08/31/2020



Source: TrimTabs Asset Management, FactSet, S&P Global

Free Cash Flow Strength is a proprietary indicator developed by TrimTabs Asset Management to measure a company's free cash flow conditions. Balance Sheets Strength is a proprietary indicator developed by TrimTabs Asset Management to measure a company's leverage dynamics. Share Reduction is an indicator that measures the historical reduction of the company's common shares outstanding. The hypothetical portfolios are constructed in an equally weighted, monthly rebalanced approach. They do not represent actual fund or portfolio performance. **Past performance does not guarantee future returns.**

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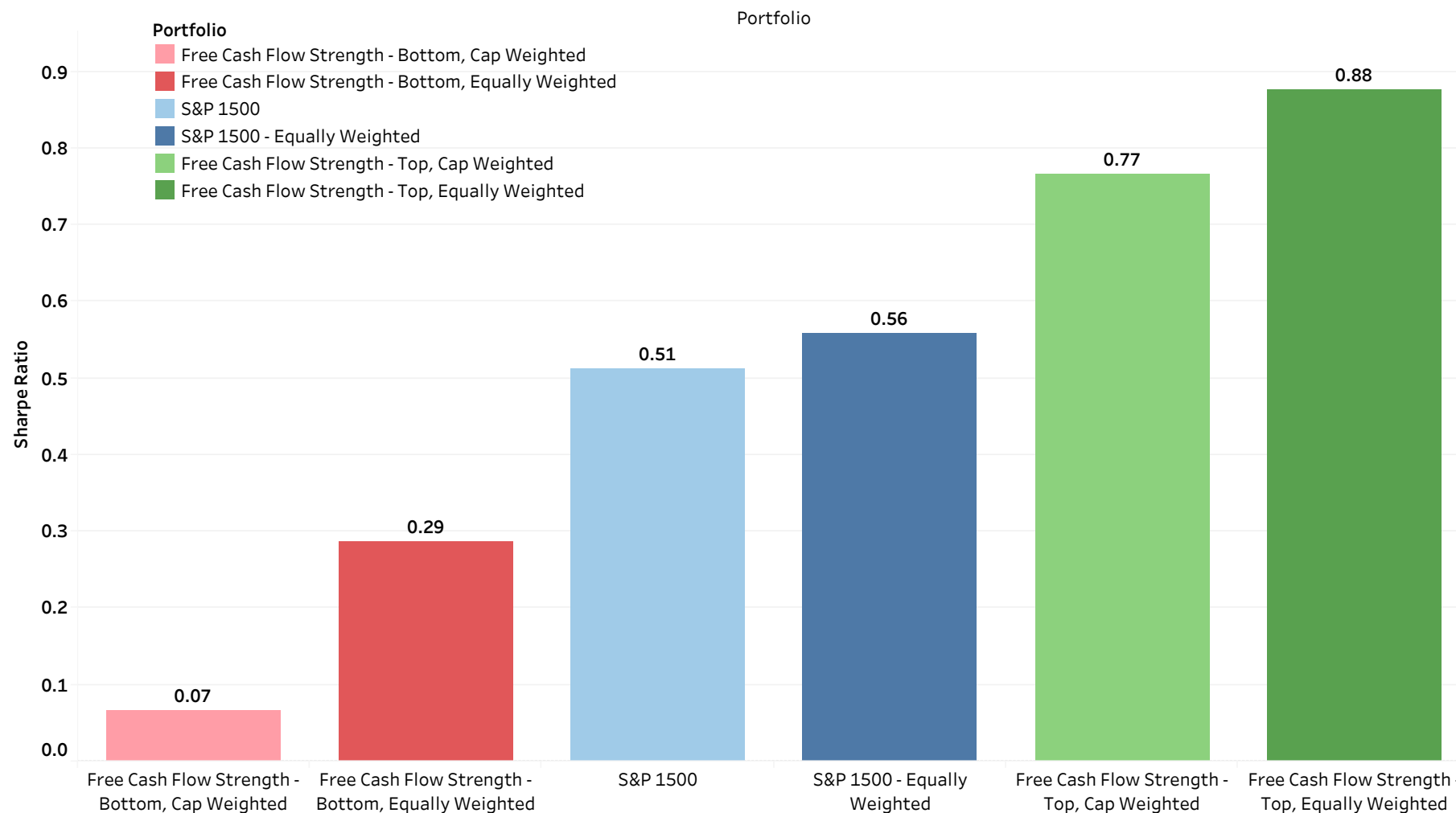
## The Power of Free Cash Flow: Why should you consider Free Cash Flow Investing?

Equally weighted portfolio construction may enhance Free Cash Flow Investing



### Risk Adjusted Return - Equally Weighted and Cap Weighted Quintile Portfolio by Free Cash Flow Strength

S&P 1500 Universe, 11/30/1998 to 08/31/2020



Source: TrimTabs Asset Management, FactSet, S&P Global

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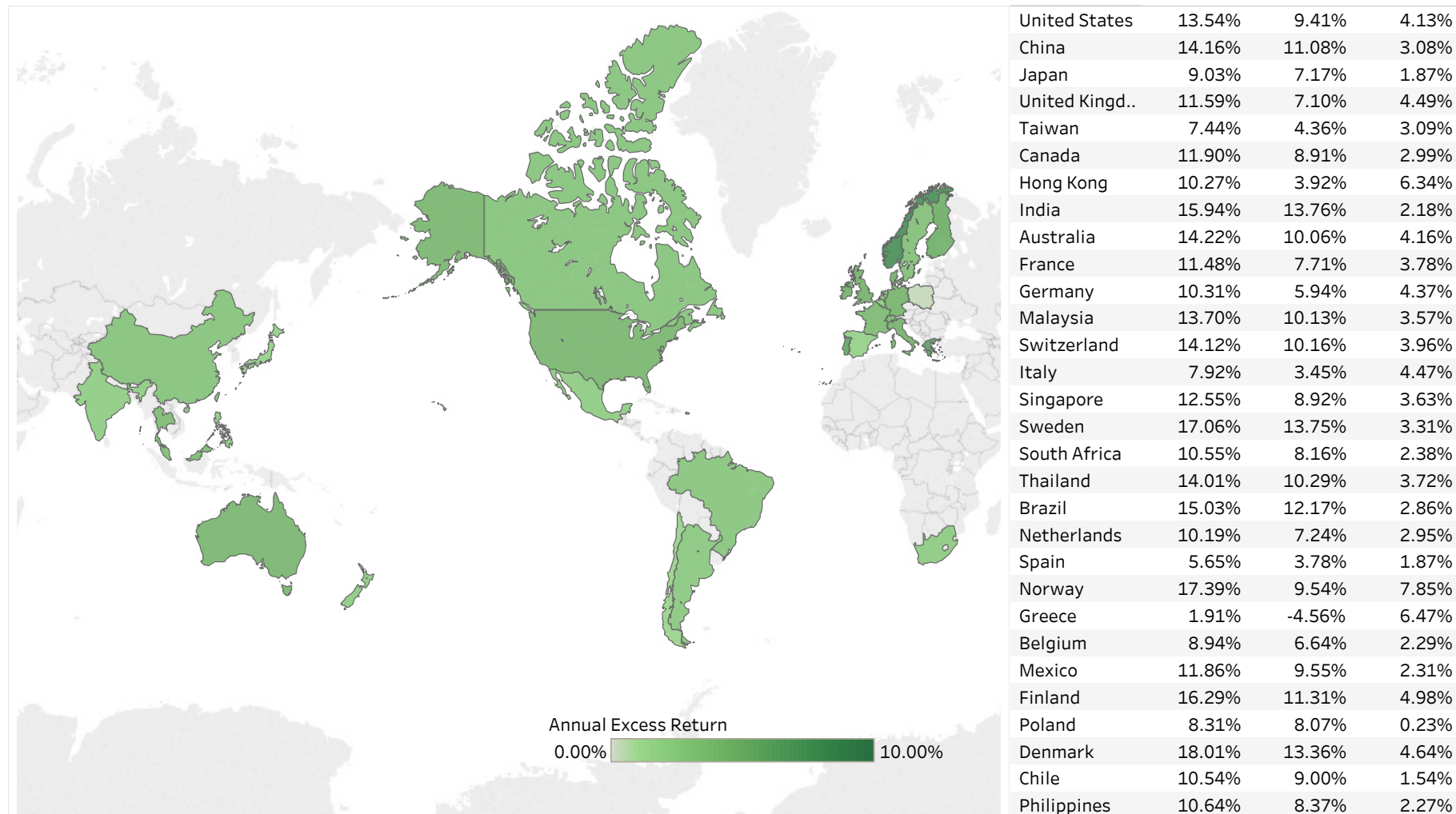
### The Power of Free Cash Flow: Why should you consider Free Cash Flow Investing?

Free Cash Flow alpha may exist around the global equity market



#### Annualized Return of Market Portfolios with High Free Cash Flow Strength Exposure

Global Equity Market, 11/30/1998 to 08/31/2020



Source: TrimTabs Asset Management, FactSet

Free Cash Flow Strength is a proprietary indicator developed by TrimTabs Asset Management to measure a company's free cash flow conditions. Stocks with high free cash flow exposure are defined as stocks in the top 50% based on the free cash flow factor ranking in each country/region. The excess return is calculated by subtracting the average annual return of all stocks by the average annual return of stocks high free cash flow factor exposure. **Past performance does not guarantee future returns.**

## Definitions, Risks and Disclosures

*The fund's investment objectives, risks, charges and expenses must be considered carefully before investing. The prospectus contains this and other important information about the investment company, and it may be obtained by calling 18006170004. Read it carefully before investing.*

Fund holdings and/or sector allocations are subject to change at any time and are not recommendations to buy or sell any security.

[Click here for fund top holdings](#)

**Investing involves risk. Principal loss is possible. There is no guarantee that TTAC will achieve its investment objective. Investing involves risk, including the possible loss of principal. Because the Fund is an ETF (rather than a mutual fund), shares are bought and sold at market price (not NAV), may trade at a discount or premium to NAV, and are not individually redeemable. Owners of the shares may acquire those shares from the Fund and tender those shares for redemption to the Fund in Creation Unit aggregations only, consisting of 25,000 shares. Brokerage commissions will reduce returns. Investments in the Fund include risks associated with small and midcap securities, which involve limited liquidity and greater volatility than largecap securities. Past performance does not guarantee future results. To obtain fund performance call 212-217-2514 or visit [www.trimtabsfunds.com](http://www.trimtabsfunds.com).**

The TrimTabs All Cap US Free-Cash-Flow ETF is distributed by Quasar Distributors, LLC.

Free Cash Flow (FCF) represents the cash that a company is able to generate after accounting for capital expenditures.

Alpha is a measure of performance on a risk-adjusted basis.

Standard deviation is a measure that is used to quantify the amount of variation or dispersion of a set of data values.

Downside deviation is a measure of downside risk that focuses on returns that fall below a minimum threshold or minimum acceptable return (MAR).

Sharpe ratio is a way to examine the performance of an investment by adjusting for its risk.

The information ratio (IR) is a measurement of portfolio returns beyond the returns of a benchmark, usually an index, compared to the volatility of those returns.

Max drawdown is an indicator of the risk of a portfolio chosen based on a certain strategy.

The S&P Composite 1500 combines three leading indices, the S&P 500, the S&P MidCap 400, and the S&P SmallCap 600 to cover approximately 90% of the U.S. market capitalization.

Index performance is not indicative of fund performance. Past performance does not guarantee future returns

Global Equity Market - An equity market is a market in which shares are issued and traded, either through exchanges or over-the-counter markets.

The Standard & Poor's 500, often abbreviated as the S&P 500, or just the S&P, is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ.

Earnings persistence is defined as the continuity and durability of the current earnings.

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