

## What We Do

Trademark Total Portfolio Solutions are designed to make material shifts in your portfolio, by matching investment goals with the changing market environment. These shifts apply to high return/low risk markets, low return/high risk markets, and in between. When you invest with Trademark Capital®, we actively manage your portfolio. We do not sit statically and hope you stay the course regardless of what the market is doing. We watch the market and make tactical shifts as necessary based on our model.

**We believe successful investors do not avoid risk; they manage it.**

## Trailing Returns

AS OF DATE: 12/31/2024  
DATA POINT: RETURN

	YTD	1 Year	3 Years	5 Years	Since Inception (2/1/2016)
Risk Avoider	5.74	5.74	0.93	2.92	3.49
iShares Core US Aggregate Bond ETF	1.37	1.37	-2.37	-0.34	1.26
Risk Mitigator	8.25	8.25	1.95	3.97	4.62
iShares Core Conservative Allocation ETF	6.49	6.49	0.49	3.06	4.61
Risk Manager	10.90	10.90	2.32	6.34	7.28
iShares Core Moderate Allocation ETF	7.85	7.85	1.18	4.05	5.59
Risk Taker	12.97	12.97	2.56	7.86	9.00
iShares Core Growth Allocation ETF	10.61	10.61	2.59	6.01	7.52
Risk Embracer	16.26	16.26	4.18	10.44	12.13
iShares Core Aggressive Allocation ETF	13.39	13.39	3.97	7.92	9.41

## Risk Statistics

NET OF 0.40% ANNUAL FEE

TIME PERIOD: SINCE INCEPTION (2/1/2016) TO 12/31/2024

	Max Draw-down	Std Dev	Up Capture Ratio	Down Capture Ratio	Beta	Alpha	Correlation	Sharpe Ratio	Sortino Ratio
Risk Avoider	-8.20	3.60	52.13	6.47	0.28	1.62	0.40	0.40	0.57
iShares Core US Aggregate Bond ETF	-17.19	5.22	100.00	100.00	1.00	0.00	1.00	-0.13	-0.17
Risk Mitigator	-10.20	4.74	71.75	54.71	0.52	1.16	0.78	0.54	0.78
iShares Core Conservative Allocation ETF	-17.53	7.05	100.00	100.00	1.00	0.00	1.00	0.38	0.55
Risk Manager	-15.78	7.68	99.25	79.75	0.84	2.16	0.87	0.68	1.05
iShares Core Moderate Allocation ETF	-18.62	8.00	100.00	100.00	1.00	0.00	1.00	0.46	0.67
Risk Taker	-20.87	10.44	105.88	96.82	0.98	1.54	0.95	0.68	1.03
iShares Core Growth Allocation ETF	-20.79	10.17	100.00	100.00	1.00	0.00	1.00	0.56	0.83
Risk Embracer	-24.89	14.12	116.61	108.59	1.10	1.91	0.97	0.74	1.13
iShares Core Aggressive Allocation ETF	-23.01	12.50	100.00	100.00	1.00	0.00	1.00	0.62	0.92

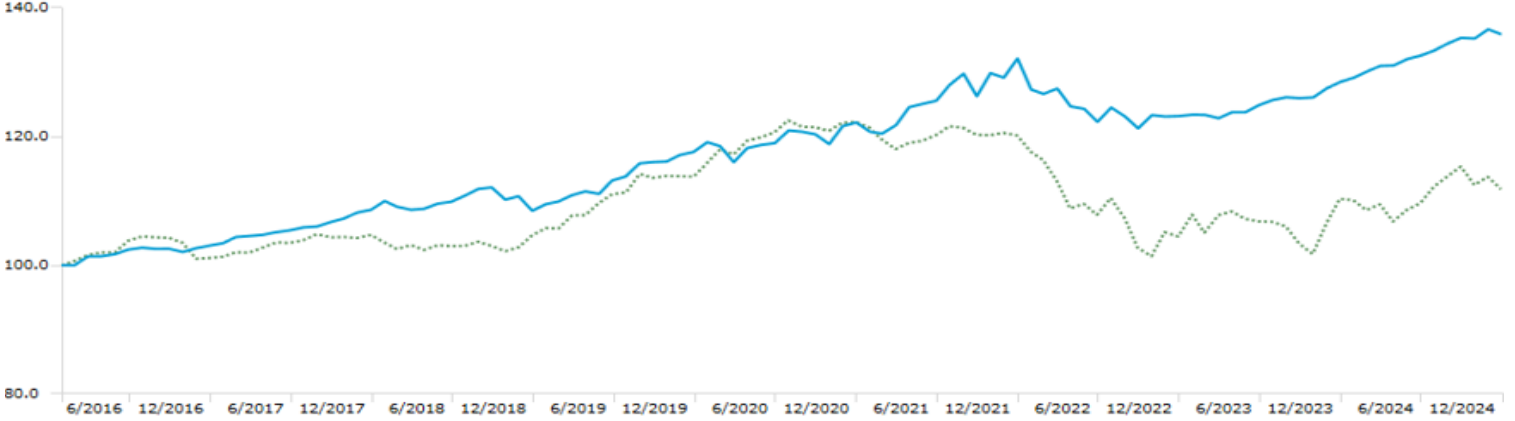
Performance results for the Trademark Capital® Total Portfolio Solutions are those of the composite of accounts invested in each respective strategy. Composite returns include reinvestment of income/gains and are net of transaction costs and other expenses. Net of fee performance was calculated by deducting TCM's highest management fee for sub-advised accounts equal to an annual rate of 0.40% from gross composite returns. Actual advisory fees incurred by clients will vary. Returns are annualized for periods of greater than one year. Composite inception dates = 02/01/2016. Past performance does not predict future performance.

Source: Morningstar Direct

## Investment Growth Net 0.40% Annual Fee

TIME PERIOD: SINCE INCEPTION (2/1/2016) TO 12/31/2024

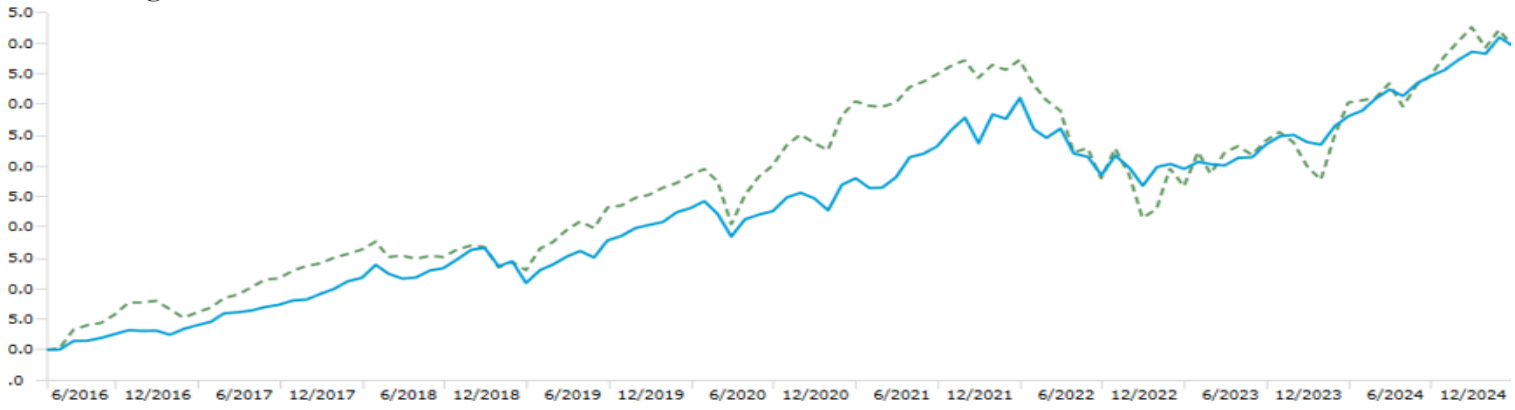
### Risk Avoider



— Trademark Risk Avoider Net 0.40

.... iShares Core US Aggregate Bond ETF

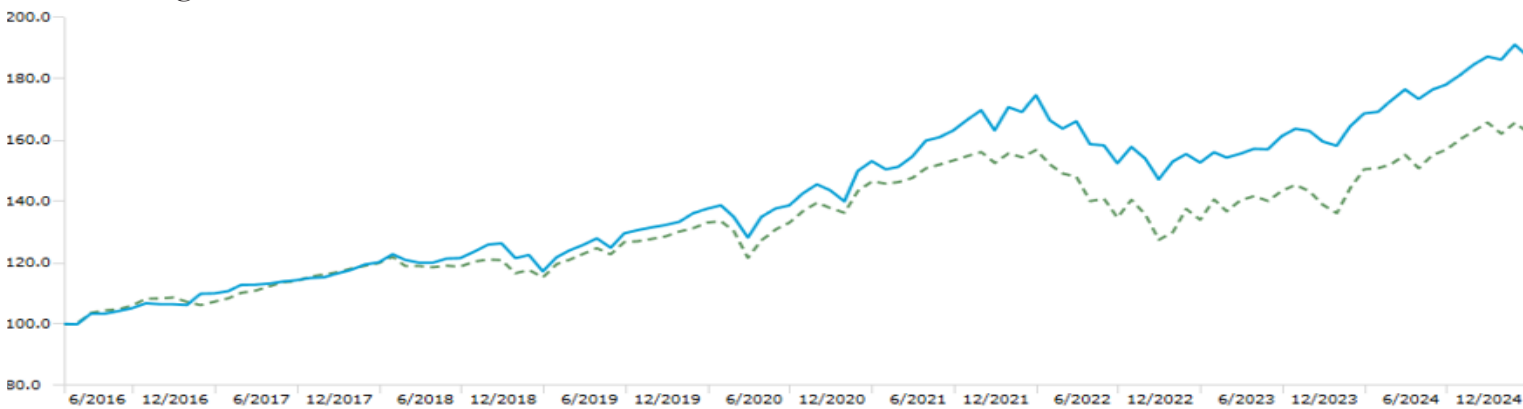
### Risk Mitigator



— Trademark Risk Mitigator Net 0.40

-- iShares Core Conservative Allocation ETF

### Risk Manager



— Trademark Risk Manager Net 0.40

-- iShares Core Moderate Allocation ETF

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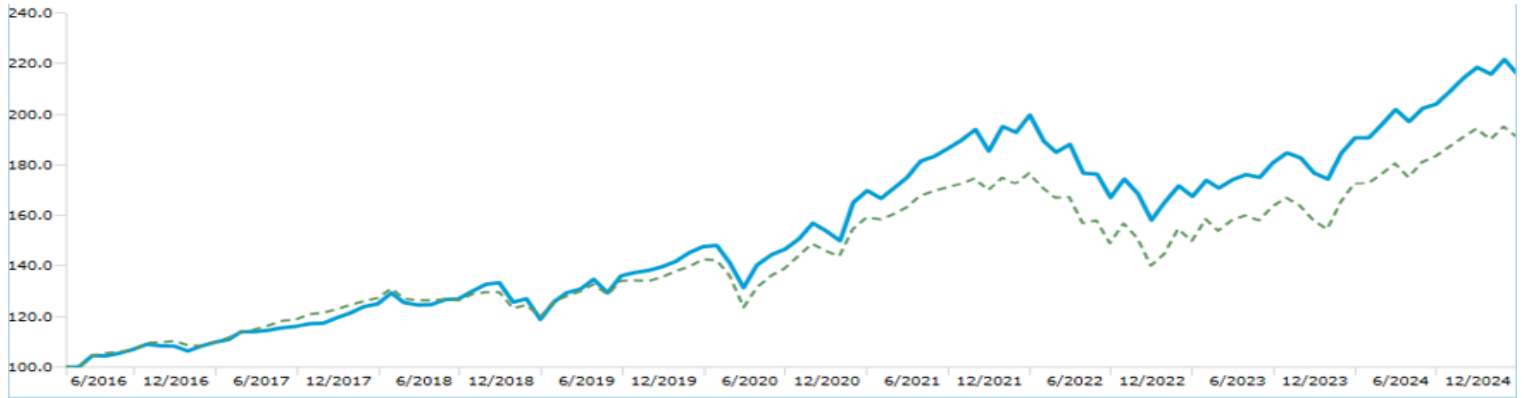
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## Investment Growth Net 0.40% Annual Fee

TIME PERIOD: SINCE INCEPTION (2/1/2016) TO 12/31/2024

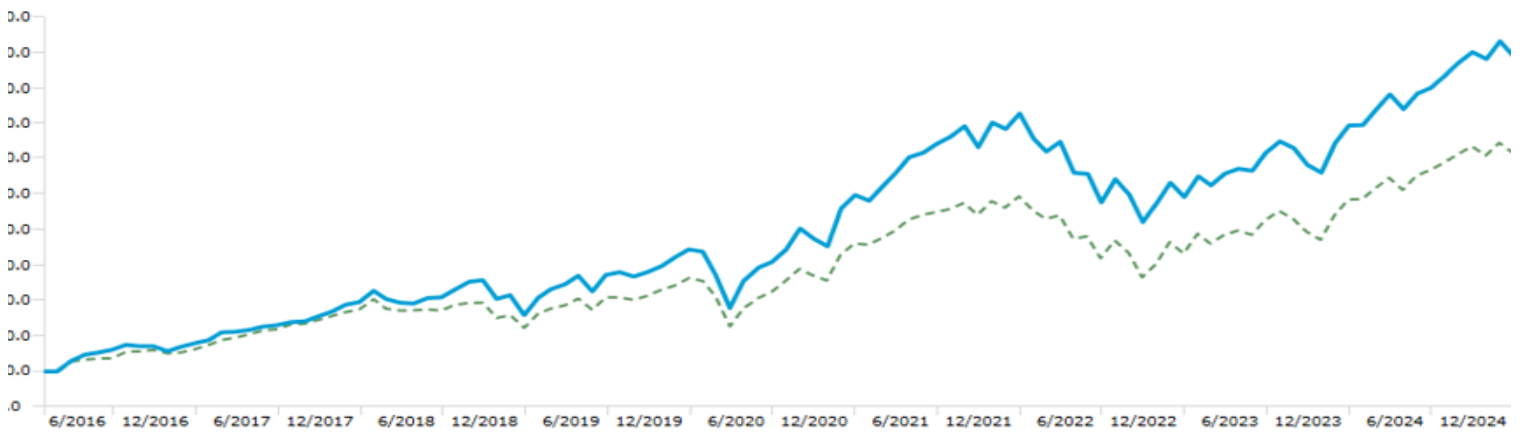
### Risk Taker



— Trademark Risk Taker Net 0.40

-- iShares Core Growth Allocation ETF

### Risk Embracer



— Trademark Risk Embracer Net 0.40

-- iShares Core Aggressive Allocation ETF

## We Think It's Problematic: Industry Buy & Hold

Passive portfolios are generally buy and hold, no matter the market environment. These passive portfolios can contribute to emotional turmoil during dark and stormy markets, and this turmoil can in turn, lead to bad investment decisions.

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# Disclosures

Trademark Capital® Management ("Trademark") composite portfolio results represent actual results for the designated composite during the corresponding time period. The performance results reflect the reinvestment of dividends and other account earnings, and are net of applicable account transaction and/or custodial charges, and net of a model annualized advisory fee of 0.40%. Additionally, investors will indirectly bear fees and expenses charged by the underlying investments in which a managed account invests. For reasons including variances in portfolio account holdings, variances in the investment management fee incurred, market fluctuation, the date on which a client engaged Trademark's investment management services, and any account contributions or withdrawals, the performance of a specific client's account may have varied substantially from the indicated Trademark composite performance results. Information pertaining to Trademark's advisory operations, services, and fees is set forth in Trademark's current disclosure Brochure, a copy of which is available from Trademark upon request.

Any forecasts or estimates are set out for information purposes only, based on certain assumptions and current market conditions and are subject to change without prior notice. Although we make such statements based on assumptions that we believe to be reasonable, investors should be aware that actual results can differ materially from our estimates.

Past performance is no guarantee of future results. Asset allocation/diversification does not guarantee investment returns and does not eliminate the risk of loss. When executing an investment strategy using a proprietary quantitative or investment model, securities or other financial instruments selected may perform differently than expected, or from the market as a whole, as a result of a model's component factors, the weight placed on each factor, changes from the factors' historical trends, and technical issues in the construction, implementation and maintenance of the models (e.g., data problems, software issues). There can be no assurance that Trademark's model will achieve its objective or that the methodology employed by a portfolio strategy will eliminate exposure to downward trends and/or volatility in the markets or provide immediate exposure to upward trends and/or volatility in the markets. Investments are subject to risk, and any of Trademark's investment strategies may lose money. Investment return and principal value of an investment will fluctuate so that an investor's portfolio may be worth more or less than their original investment. An Advisor's judgment about markets, interest rates the attractiveness, relative values, liquidity, or potential appreciation of particular investments is important to the portfolio accomplishing its goals. The portfolio could experience losses if these judgments prove to be incorrect. Stock prices fluctuate, sometimes rapidly and dramatically, due to factors affecting individual companies, particular industries or sectors, or general market conditions. Fixed-income securities involve interest rate, credit, inflation, and reinvestment risks; and possible loss of principal. As interest rates rise, the value of fixed-income securities falls. International investing involves certain risks not usually associated with domestic investing, including currency fluctuation, economic and political volatility, foreign taxation and differences in financial standards.

The iShares Core U.S. Aggregate Bond ETF seeks to track the investment results of an index composed of the total U.S. investment-grade bond market. The iShares Core Conservative Allocation ETF seeks to track the investment results of an index composed of a portfolio of underlying equity (30%) and fixed income (70%) funds intended to represent a conservative target risk allocation strategy. The iShares Core Moderate Allocation ETF seeks to track the investment results of an index composed of a portfolio of underlying equity (40%) and fixed income (60%) funds intended to represent a moderate target risk allocation strategy. The iShares Core Growth Allocation ETF seeks to track the investment results of an index composed of a portfolio of underlying equity (60%) and fixed income (40%) funds intended to represent a growth allocation target risk strategy. The iShares Core Aggressive Allocation ETF seeks to track the investment results of an index composed of a portfolio of underlying equity (80%) and fixed income(20%) funds intended to represent an aggressive target risk allocation strategy.

The historical performance results for the iShares ETFs are provided exclusively to provide general comparative information, not for point-by-point comparison purposes. Please Also Note: (1) performance results do not reflect the impact of taxes; (2) It should not be assumed that account holdings will correspond directly to any such comparative benchmark ETF; and (3) comparative benchmarks may be more or less volatile than the Trademark portfolios.

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