

Investment Philosophy

THE ETF STORE APPROACH

We take a global approach to asset allocation and seek to offer the best risk-adjusted returns for your situation. Our unique investment strategies allocate assets among a wide range of investments, including domestic, international and emerging market equities, international and domestic fixed income securities, real estate, commodities, precious metals and cash.

ASSET ALLOCATION WITH A GLOBAL FOCUS

Rather than picking individual stocks or mutual fund managers, we place more importance on being in the right asset classes at the right times. We engage in exhaustive economic and market-based research. Our disciplined approach seeks to offer the highest risk-adjusted returns for your situation. We believe that by using ETFs, we can provide the best portfolio asset allocation in the most efficient manner.

PROPRIETARY ETF SCREENING PROCESS

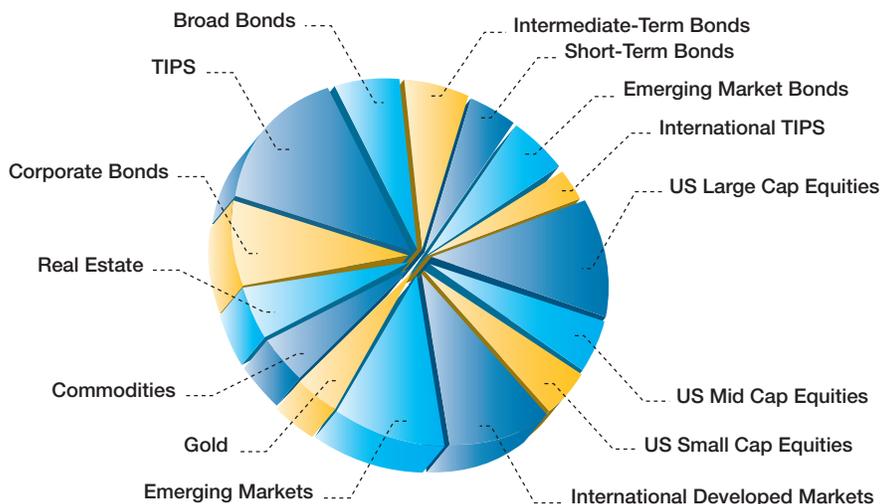
Our thorough ETF screening process evaluates the entire ETF universe and identifies those ETFs we believe provide the best opportunity for maximizing your returns.

We start by reviewing factors such as index construction, expense ratios, and tax efficiency. We remove those ETFs with insufficient liquidity, which are not suitable for longer holding periods, with leverage, with too narrow a focus, or which are not well constructed. We then choose the ETFs that best represent the asset classes and markets we feel should be considered for use in our investment strategies.

PROPRIETARY INVESTMENT METHODOLOGIES

Our portfolios are managed by a team of experienced professionals. These professionals have experienced the ups and downs of many market cycles, and work diligently as a team to identify new opportunities. We use a combination of quantitative and fundamental analysis to determine the specific asset classes and optimal asset allocation within each of our distinct portfolios. All of our portfolios are designed to provide broad, diversified exposure to global asset classes at a minimum of expenses and trading costs.

GLOBAL CORE PORTFOLIO



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