



Rory Riggs and The Evolution of Indexing

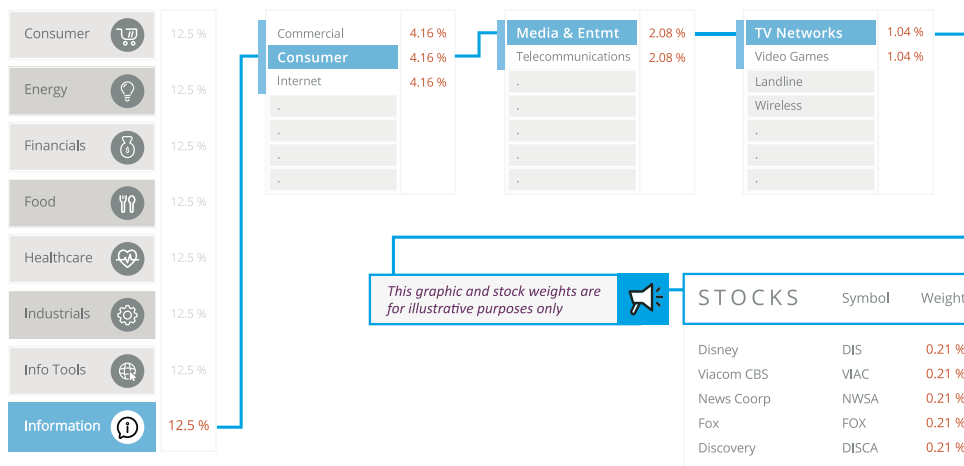
An early believer in index investing, Rory Riggs also thought that there had to be a more efficient way to passively capture market returns than either conventional cap or equal weighting and set out to uncover it.

As a co-founder of Royalty Pharma, Rory's experience with healthcare inspired the solution – specifically the use of sampling and stratification to control for biases in clinical trial results. He and his team developed and patented FIS technology - a new way of categorizing companies using a methodology called “related business risk”. Simply put, related business risk is the risk that one or more companies’ earnings are affected by the same economic drivers.

Classifying and then equally weighting companies by related business risk enables Stratified ETFs to help avoid being over-exposed to any specific industry sector. It also creates a more diversified exposure to the performance of the underlying businesses within a sector.

- 2003** | Research Initiates for FIS Technology
- 2009** | Syntax Stratified Indices Created
- | Syntax Advisors Founded
- 2010** | First Stratified Limited Partnership Funds
- 2019** | Syntax Stratified Large Cap (SSPY) ETF
- 2020** | Syntax Stratified MidCap (SMDY) ETF
- | Syntax Stratified Small Cap (SSLY) ETF
- 2021** | Syntax Stratified U.S. Total Market ETFs (SYUS & SHUS)

The Result: Seeks improved exposure to the market equity risk premium



Click here for the Top 10 Holdings: [SSPY](#), [SMDY](#), [SSLY](#), [SYUS](#), and [SHUS](#)

ABOUT Syntax

Syntax Advisors, LLC

www.syntaxadvisors.com

Syntax Advisors provides investors with rules-based, diversified exposure to business risks via products that track Syntax Stratified Weight Indices. Syntax Indices are a new class of indices that reweight the most widely-used benchmarks, including the S&P 500, S&P 400, and MSCI EAFE using the Stratified Weight methodology to deliver a diversified return across all of the business opportunities in a benchmark.

Syntax products were developed in conjunction with Functional Information System (FIS), the patented business classification system built by Locus Analytics that provides the technology used to identify business risks in a portfolio. Syntax Indices are developed and maintained by Syntax LLC, Syntax Advisors' parent company. Syntax Advisors, LLC is a SEC registered investment advisor based in New York, NY.

- Registered Investment Advisor founded in 2009
- Investment Management using the Stratified Weight™ Indices
- Separately Managed Accounts
- Exchange Traded Funds

Before investing, consider the fund's investment objectives, risks, charges and expenses. To obtain a prospectus which contains this and other information, please visit www.syntaxadvisors.com, call (866) 972-4492, or download a prospectus now, or talk to your financial advisor. Read it carefully before investing.

The Funds are subject to certain other risks, including but not limited to, equity securities risk, large-capitalization risk, mid-capitalization risk, small-capitalization risk, index tracking risk, passive strategy/index risk, and market trading risk. Investing involves risk, including possible loss of principal.

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