

# Capturing Yield by Layering Deep Value and Quality into a Portfolio

Investors seeking high dividend yield or dividend growth strategies to offset the lost purchasing power from elevated inflation can sometimes find themselves in a classic value trap, or with companies that are financing dividends through rolling debt.

**Potential Solution:** Blend the ALPS Sector Dividend Dogs ETF (SDOG) with the ALPS | O'Shares U.S. Quality Dividend ETF (OUSA)

Starting with an inherently high quality universe of the 500 largest companies by market cap, a blended portfolio of SDOG and OUSA may provide an optimal large cap mix of high-yielding, deep value stocks with high quality, dividend growing stocks that can reduce the portfolio volatility that tends to accompany high dividend strategies.

## Factor Deep Value (SDOG)

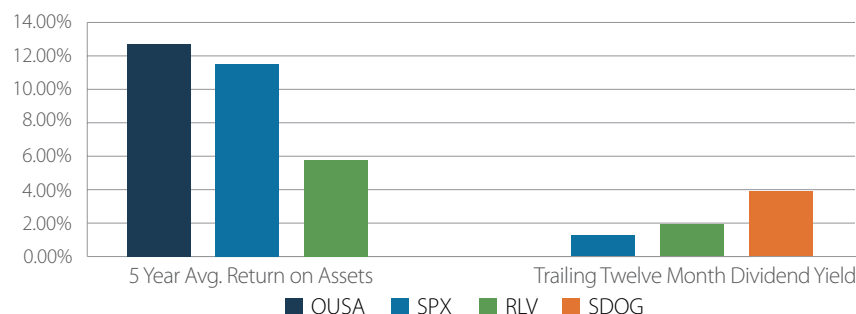
- SDOG's yield-driven methodology equal weights the top five highest dividend payers in each sector (excluding real estate).
- Relative overweight to pro-cyclical sectors including Energy, Materials and Industrials provides an inflationary tailwind.

## Factor Quality (OUSA)

- OUSA's quality strategy selects companies that have sustainable dividends, a high return on assets (ROA) and low levels of debt.
- Quality-screened dividend growers exhibit positive earnings outlooks and low debt levels with less risk of dividend cuts.

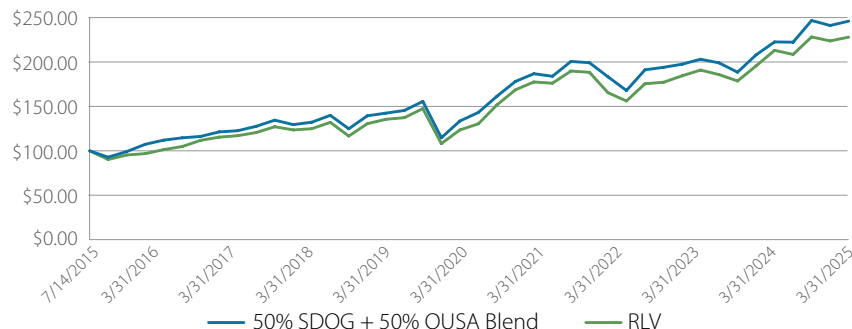
- A blend of SDOG and OUSA has outperformed the Russell 1000 Value Index (RLV) over all time periods, while also maintaining lower portfolio volatility.\*
- Both SDOG and OUSA have matched or beaten the yield on the Russell 1000 Value Index dating back to their common inception in 2017.\*

## Factors Driving Relative Outperformance



Source: Bloomberg, as of 12/31/2024

## 50% SDOG + 50% OUSA Blend: Investment Growth of \$100



Source: Bloomberg, as of 3/31/2025, for illustrative purposes only

- Per Bloomberg, companies with higher five-year average annual dividend growth in the S&P 500 Index (SPX) have typically outperformed over a five-year period, as well as companies with a higher five-year average ROA.
- SDOG's Trailing Twelve Month (TTM) dividend yield is 3.85% vs. the S&P 500 at 1.20%, while OUSA's five-year average ROA is 12.68% vs. the S&P 500 at 11.51%.\*\*

- A blend of SDOG and OUSA can enhance the relative returns in a portfolio's value sleeve with an elevated yield of 2.61%, a more attractive relative valuation than the Russell 1000 Value Index, and lower historical portfolio volatility.\* What's more, the blended portfolio has exhibited superior risk and return statistics over the last 5 years (see Risk & Return Statistics table on page 2).

\* Source: Bloomberg, as of 3/31/2025

\*\* Source: Bloomberg, as of 12/31/2024

## Risk & Return Statistics: The Numbers Speak for Themselves

		2020	2021	2022	2023	2024	5 Y Avg.
Annual Returns	Blend	3.75%	24.27%	-4.67%	8.65%	15.96%	9.59%
	RLV	2.80%	25.16%	-7.54%	11.46%	14.37%	9.25%
Yields	Blend	2.83%	2.59%	2.89%	3.05%	2.69%	2.81%
	RLV	2.05%	1.62%	2.15%	2.02%	1.88%	1.94%
Standard Deviation	Blend	27.98%	11.83%	19.12%	14.39%	17.95%	18.25%
	RLV	28.82%	12.53%	20.51%	14.40%	18.90%	19.03%
Price-to-Earnings	Blend	21.13x	18.37x	15.26x	18.45x	20.82x	18.81x
	RLV	22.68x	18.58x	15.19x	17.47x	19.90x	18.76x

Source: Bloomberg, as of 12/31/2024

30-Day SEC Yields as of 3/31/2025: SDOG: 3.87%, OUSA: 1.50%

## ALPS Sector Dividend Dogs ETF (SDOG) Performance as of 3/31/2025

	Cumulative				Annualized				
Total Returns	1 M	3 M	YTD	SI <sup>^</sup>	1 Y	3 Y	5 Y	10 Y	SI <sup>^</sup>
NAV (Net Asset Value)	-1.29%	3.74%	3.74%	277.20%	11.89%	6.08%	17.77%	8.65%	10.97%
Market Price	-1.27%	3.72%	3.72%	277.26%	11.93%	6.05%	17.76%	8.65%	10.97%
S-Network Sector Dividend Dogs Index - TR	-1.26%	3.84%	3.84%	298.25%	12.36%	6.41%	18.21%	9.10%	11.44%
S&P 500 Index - TR	-5.63%	-4.27%	-4.27%	422.90%	8.25%	9.06%	18.59%	12.50%	13.85%

Total Operating Expenses: **0.36%**

<sup>^</sup> Fund inception date: 6/29/2012

## ALPS | O'Shares U.S. Quality Dividend ETF (OUSA) Performance as of 3/31/2025

	Cumulative				Annualized			
Total Returns	1 M	3 M	YTD	SI <sup>†</sup>	1 Y	3 Y	5 Y	SI <sup>†</sup>
NAV (Net Asset Value)	-3.37%	0.74%	0.74%	162.90%	9.57%	8.52%	15.00%	10.46%
Market Price	-3.37%	0.63%	0.63%	162.80%	9.59%	8.49%	14.98%	10.45%
O'Shares U.S. Quality Dividend Index - TR <sup>††</sup>	-3.33%	0.87%	0.87%	176.13%	10.11%	9.07%	15.59%	11.02%
Morningstar US Large-Mid Cap Broad Value Index - TR	-3.24%	1.08%	1.08%	168.99%	8.22%	8.43%	17.65%	10.72%
Russell 1000 Value Index - TR	-2.78%	2.14%	2.14%	129.49%	7.18%	6.64%	16.15%	8.92%

Total Operating Expenses: **0.48%**

Performance data prior to 6/21/2022 reflects the performance of the Fund as managed under the OSI ETF Trust.

<sup>†</sup> Fund inception date: 7/14/2015, date reflects the commencement of investment operations.

<sup>††</sup> The O'Shares U.S. Quality Dividend Index performance information reflects the blended performance of the FTSE USA Qual/Vol/Yield Factor 5% Capped Index through 5/31/2020 and the O'Shares U.S. Quality Dividend Index thereafter.

**Performance data quoted represents past performance. Past performance is no guarantee of future results so that shares, when redeemed, may be worth more or less than their original cost. The investment return and principal value will fluctuate. Current performance may be higher or lower than the performance quoted. For current month-end performance call 1-866-759-5679 or visit [www.alpsfunds.com](http://www.alpsfunds.com). Performance includes reinvested distributions and capital gains.**

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.

## Important Disclosures & Definitions

**An investor should consider the investment objectives, risks, charges and expenses carefully before investing. This material must be preceded or accompanied by the prospectus. Read the prospectus carefully before investing: [ALPS Sector Dividend Dogs ETF](#) and [ALPS | O'Shares U.S. Quality Dividend ETF](#).**

Shares of ETFs are bought and sold at market price (not NAV) and are not individually redeemable.

Performance data quoted represents past performance. Past performance is no guarantee of future results; current performance may be higher or lower than performance quoted.

All investments are subject to risks, including the loss of money and the possible loss of the entire principal amount invested. Additional information regarding the risks of this investment is available in the prospectus.

**ALPS Sector Dividend Dogs ETF 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 (SDOGX).

**ALPS | O'Shares U.S. Quality Dividend ETF Investment Objective:** the Fund seeks to track the performance (before fees and expenses) of the O'Shares U.S. Quality Dividend Index (OUSAX).

Diversification does not eliminate the risk of experiencing investment losses.

The Funds employ a "passive management" - or indexing - investment approach and seek investment results that correspond (before fees and expenses) generally to the performance of its underlying index. Unlike many investment companies, the Funds are not "actively" managed. Therefore, the Funds would not necessarily sell or buy a security unless that security is removed from or added to the underlying index, respectively.

**30-Day SEC Yield:** reflects the dividends and interest earned during the period, after the deduction of the Fund's expenses.

**Basis Point (bps):** a unit that is equal to 1/100th of 1% and is used to denote the change in a financial instrument.

**Deep Value:** stocks of companies with extremely low valuation measures.

**FTSE USA Qual/Vol/Yield Factor 5% Capped Index:** designed to measure the performance of publicly-listed large-capitalization and mid-capitalization dividend-paying issuers in the United States that meet certain requirements for market capitalization, liquidity, high quality, low volatility and dividend yield.

**Morningstar US Large-Mid Cap Broad Value Index:** designed to provide comprehensive, consistent representation of the large-mid cap value segment of the US equity market.

**O'Shares U.S. Quality Dividend Index:** designed to measure the performance of publicly-listed large-capitalization and mid-capitalization dividend-paying issuers in the United States that meet certain market capitalization, liquidity, high quality, low volatility and dividend yield thresholds. The high quality and low volatility requirements are designed to reduce exposure to high dividend equities that have experienced large price declines.

**Price/Earnings (P/E) Ratio:** a valuation ratio of a company's current share price compared to its per-share earnings.

**Quality:** in the context of investing, stocks of companies that have strong balance sheets, profitability and dividend stability.

**Return on Assets (ROA):** a financial ratio that indicates how profitable an investment is in relation to its total assets.

**Russell 1000 Value Index:** measures the performance of the large-cap value segment of the US equity universe. It includes those Russell 1000 companies with lower price-to-book ratios and lower expected growth values.

**S&P 500 Index:** widely regarded as the best single gauge of large-cap US equities. The index includes 500 leading companies and covers approximately 80% of available market capitalization.

**S-Network Sector Dividend Dogs Index:** a rules-based index intended to give investors a means of tracking the overall performance of the highest dividend paying stocks in the S-Network US Equity WR Large-Cap 500 Index (SNR 500) on a sector-by-sector basis. The SNR 500 includes the 500 largest US stocks by market capitalization.

**Standard Deviation:** a statistical measure that indicates the extent of deviation for a group as a whole.

**Value Trap:** an investment that appears to be cheaply priced because it has been trading at low valuation metrics but continues to fall in price.

One may not invest directly in an index.

ALPS Advisors, Inc., registered investment adviser with the SEC, is the investment adviser to the Funds. ALPS Advisors, Inc. and ALPS Portfolio Solutions Distributor, Inc., affiliated entities, are unaffiliated with O'Shares Investments.

ALPS Portfolio Solutions Distributor, Inc. is the distributor for the Funds.

Not FDIC Insured • No Bank Guarantee • May Lose Value

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