



Investing just got social

SUMMARY OF CHANGES

IN

COMPANY	TICKER
Activision Blizzard Inc.	ATVI
ConocoPhillips	COP
Costco Wholesale Corp.	COST
Freeport-McMoRan Inc.	FCX
Kroger Co.	KR
Southwest Airlines Co.	LUV
PayPal Holdings Inc.	PYPL
QUALCOMM Inc.	QCOM
Qorvo Inc.	QRVO
Starbucks Corp.	SBUX
Under Armour Inc.	UA
United Continental Holdings	UAL
Exxon Mobil Corp.	XOM

OUT

COMPANY	TICKER
Delta Air Lines Inc.	DAL
Herbalife Ltd.	HLF
HP Inc.	HPQ
Cheniere Energy Inc.	LNG
Medivation Inc.	MDVN
Marathon Oil Corp.	MRO
Morgan Stanley	MS
NIKE Inc.	NKE
NVIDIA Corp.	NVDA
Priceline Group Inc.	PCLN
Regeneron Pharmaceuticals Inc.	REGN
Williams Cos Inc.	WMB
Wynn Resorts Ltd.	WYNN

SECTOR COMPARISON

SECTOR	SEPTEMBER 2016 INDEX WEIGHT (%)	AUGUST 2016 INDEX WEIGHT (%)
Consumer Discretionary	15.7	18.8
Consumer Staples	7.3	4.7
Energy	8.1	6.7
Financial Services	3.4	3.3
Health Care	23.3	25.0
Industrials	6.7	7.6
Information Technology	28.8	24.4
Materials	3.5	3.0
Telecommunication Services	3.4	6.4
Utilities	0.0	0.0

STOCK SPOTLIGHT

Apple

One of the staples in the BUZZ Index, Apple has had an interesting year. After reaching all-time highs in mid-2015, shares of the company trended downwards as a broad-market downturn took the enthusiasm out of the “FANG” stocks. Fears of slowing demand for its iPhones, along with declining sales and earnings growth, kept AAPL shares subdued around \$100. While sentiment on AAPL drifted lower, the bullish discussion was still high enough to keep the stock among the top names in the BUZZ Index. In recent months, there appears to have been a revival in interest in the FANG names, and AAPL shares have rallied over 15% since July. Bullish discussion on AAPL has been following suit, registering a large increase in September, signalling the rally may be poised to continue.

Tesla

The past few months have been very eventful for Tesla. Between autopilot-related car crashes to the Solarcity takeover to Elon Musk’s “Master Plan”, there has been no shortage of news surrounding the company. Volatility in TSLA’s stock price has flowed through to the sentiment as well. One of the top positively trending names last month, TSLA was among the top negatively trending stocks in September, with sentiment taking a big dive. It appears the bullishness that had built up in recent months has waned for the time being as the stock gave back all of its gains in July. With headlines continuing to roll in daily, TSLA is shaping up to be one of the most interesting names in the dynamic universe.

INDEX FUNDAMENTALS

2.0%

Dividend Yield

17.1

P/E Ratio

\$147.8B

Average Market Cap

\$5.0B

Smallest Market Cap

\$619.2B

Largest Market Cap

INDEX HOLDINGS

COMPANY	WEIGHT (%)	COMPANY	WEIGHT (%)
Alphabet Inc.	3.00	Merck & Co Inc.	0.94
Apple Inc.	3.00	Sprint Corp.	0.94
Microsoft Corp.	3.00	Energy Transfer Equity LP	0.91
Walt Disney Co.	3.00	Bristol-Myers Squibb Co.	0.90
AbbVie Inc.	3.00	Pfizer Inc.	0.87
Gilead Sciences Inc.	3.00	JetBlue Airways Corp.	0.83
Alcoa Inc.	3.00	Verizon Communications Inc.	0.82
Twitter Inc.	3.00	McDonald's Corp.	0.80
Celgene Corp.	3.00	Las Vegas Sands Corp.	0.77
Facebook Inc.	3.00	Citigroup Inc.	0.73
Intel Corp.	3.00	Corning Inc.	0.70
Oracle Corp.	3.00	JPMorgan Chase & Co.	0.69
OPKO Health Inc.	2.85	Lowe's Cos Inc.	0.67
Johnson & Johnson	2.71	Cisco Systems Inc.	0.66
Kinder Morgan Inc.	2.71	Comcast Corp.	0.65
Valeant Pharmaceuticals	2.68	Wells Fargo & Co.	0.64
Sirius XM Holdings Inc.	2.29	Bank of America Corp.	0.62
Ford Motor Co.	2.12	General Motors Co.	0.60
Schlumberger Ltd.	2.10	ConocoPhillips	0.55
Coca-Cola Co.	1.75	Exxon Mobil Corp.	0.55
Altria Group Inc.	1.73	Devon Energy Corp.	0.54
CVS Health Corp.	1.67	Skyworks Solutions Inc.	0.54
Boeing Co.	1.64	Freeport-McMoRan Inc.	0.45
Biogen Inc.	1.55	Frontier Communications Corp.	0.45
Procter & Gamble Co.	1.45	Mallinckrodt PLC	0.40
Amgen Inc.	1.42	American International Group	0.39
International Business Machine	1.41	PayPal Holdings Inc.	0.39
Under Armour Inc.	1.30	Southwest Airlines	0.39
United Parcel Service Inc.	1.25	Costco Wholesale Corp.	0.38
General Electric Co.	1.22	United Continental Holdings	0.36
Visa Inc.	1.21	Valero Energy Corp.	0.36
Tesla Motors Inc.	1.17	Southwestern Energy Co.	0.35
AT&T Inc.	1.14	Macy's Inc.	0.34
QUALCOMM Inc.	1.13	Western Digital Corp.	0.33
Qorvo Inc.	1.07	Kroger Co.	0.32
Starbucks Corp.	1.01	Activision Blizzard Inc.	0.32
Home Depot Inc.	0.97	Blackstone Group LP	0.30
United Technologies Corp.	0.96	Total:	100.00

TOP 100 U.S. STOCKS DISCUSSED ON SOCIAL MEDIA



TOP FIVE POSITIVELY TRENDING STOCKS IN THE TOP 100

- Netflix
- Microsoft
- Apple
- Chipotle Mexican Grill
- Micron Technology

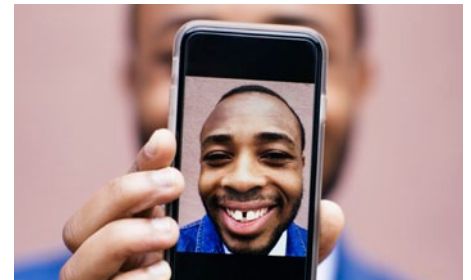
TOP FIVE NEGATIVELY TRENDING STOCKS IN THE TOP 100

- Valeant Pharmaceuticals
- Twitter
- Tesla Motors
- Sirius XM Holdings
- Alcoa

Sprott Buzz Social Media Insights Exchange Traded Fund ('Buzz ETF') tracks the BUZZ Social Media Insights Index, which identifies the 75 most bullish U.S. stocks based on investment insights derived from the Social Media's Big Data.

- Over 50 million unique stock-specific data points from Social Media comments, news articles and blog posts are processed on a monthly basis.
- The data is filtered through an analytics model which utilizes Natural Language Processing Algorithms and Artificial Intelligence applications.

HOW IT WORKS:



1. Where's the BUZZ?

First, from a defined investment universe of U.S. stocks, the BUZZ Index targets the most mentioned stocks across the Social Media landscape.

2. What's the BUZZ?

The BUZZ Index looks at what the Social community is saying about these most-mentioned and whether the sentiment is positive, negative or neutral on a collective basis.

3. Who is creating the BUZZ?

The Buzz Index then measures the influence within the social media community of those individuals who are discussing each stock and their historical accuracy.

IMPORTANT DISCLOSURES & DEFINITIONS

An investor should consider the investment objectives, risks, charges and expenses carefully before investing. To obtain a prospectus, which contain this and other information please contact your financial professional or call 1.855.215.1425. Read the prospectus carefully before investing.

Sprott Buzz Social Media Insights ETF shares are not individually redeemable. Investors buy and sell shares of the Sprott Buzz Social Media Insights ETF on a secondary market. Only market makers or “authorized participants” may trade directly with the Fund, typically in blocks of 50,000 shares.

The Fund is new with a limited operating History.

The ability to invest based on social media analytics is relatively new and untested. The Fund may invest a significant portion of its assets in securities issued by companies in the information technology sector in order to track the Underlying Index's allocation to that sector.

These types of funds typically have a high portfolio turnover that could increase transaction costs and cause short-term capital gains to be realized.

The Fund is not suitable for all investors. There are risks involved with investing in ETFs including the loss of money. The Fund is considered non-diversified and can invest a greater portion of assets in securities of individual issuers than a diversified fund. As a result, changes in the market value of a single investment could cause greater fluctuations in share price than would occur in a diversified fund. Funds that emphasize investment in small/mid cap companies will generally experience greater price volatility. Diversification does not eliminate the risk of experiencing investment losses. ETFs are considered to have continuous liquidity because they allow for an individual to trade throughout the day.

Defined investment universe of US stocks – in order to be eligible for inclusion in the Underlying Index, a company's stock must be traded on one or more major U.S. exchanges, have a minimum market capitalization of at least \$5 billion, and have a 3 month minimum average daily trading volume of \$1 million.

Investing in companies based on social media analytics involves the potential for market manipulation because social media posts may be made with an intent to inflate, or otherwise manipulate, the public perception of a stock or other investment.

Text and sentiment analysis of social media postings may prove inaccurate; that is, high positive sentiment may not correlate with negative change in the value of a company's stock.

Natural language processing (NLP) deals with the application of computational models to text or speech data. NLP algorithms can be used in Sentiment analysis to identify and extract subjective information in source materials. Sentiment analysis is widely applied to reviews and social media for a variety of applications, ranging from marketing to customer service.

Artificial intelligence (AI) is the intelligence exhibited by machines or software. One of the central problems (or goals) of AI research include natural language processing (communication).

¹Big Data is a term for data sets that are so large or complex that traditional data processing applications are inadequate.

Social media, as it relates to the ETF, refers to social media sites.

Some examples of social media sites may include, but are not limited to, the following: Facebook, Twitter, LinkedIn, Digg, Reddit, RSS, blogs, Investopedia, stock forums, etc.

Social community refers to the users of the social media sites.

Hedge Funds are alternative investments using pooled funds that may use a number of different strategies in order to earn active return, or alpha, for their investors.

Fundamental Analysis is a method of evaluating a security that entails attempting to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative factors

Relative Value is a method of determining an asset's value that takes into account the value of similar assets.

Technical Indicator is any class of metrics whose value is derived from generic price activity in a stock or asset.

Capital Asset Theory is a model that describes the relationship between risk and expected return and that is used in the pricing of risky securities.

ALPS Portfolio Solutions Distributor, Inc. is the Distributor for the Sprott Buzz Social Media Insights ETF.