

# HBF

# Harvest Brand Leaders Plus Income ETF

As at February 28, 2025

Current Yield <sup>1</sup>

**7.70%**

**Brands you know, brands you trust, brands that lead markets**

## Key Details

TSX Ticker: HBF | HBF.B | HBF.U  
Management Style: Active with Covered Calls  
Eligible: RRRP | RRF | RESP | TFSA | FHSA  
Cash Distribution Frequency: Monthly  
Distribution Method: Cash or DRIP  
Management Fee: 0.75%  
Risk Rating: Medium

## Portfolio Metrics<sup>2</sup>

Net Asset Value (Class A): \$10.15  
Number of Equity Securities: 20  
Current Yield (Class A): 7.70%  
Recent Cash Distribution per Unit: \$0.0650  
Total Cash Distribution\*: \$7.1554  
Average Market Capitalization\*\*: CA\$1,071B  
Average Gross Dividend Yield\*\*: 2.19 %

\* Per unit of Class A since inception  
\*\* This is a weighted average value.

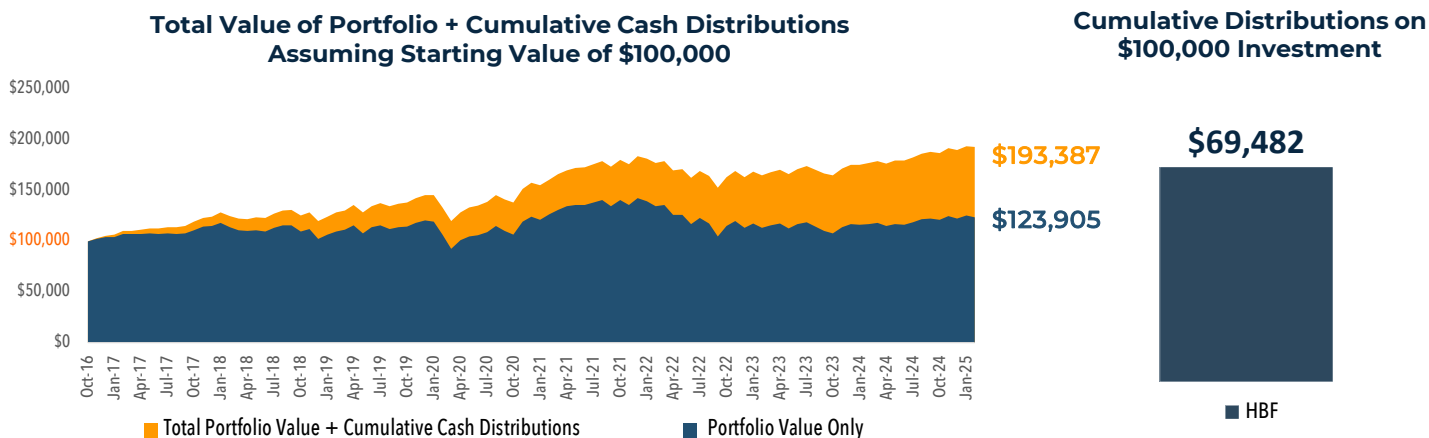
## Investment Goal

Harvest Brand Leaders Plus Income ETF is an equally weighted portfolio of 20 large companies selected from the world's Top 100 Brands. The ETF is designed to provide a consistent monthly cashflow stream with an opportunity for growth. In order to generate high monthly distribution yield, an active covered call strategy is engaged.

## Benefits of Investing in HBF

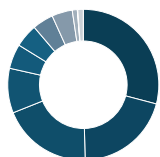
- Core US large cap portfolio
- Diversified exposure to 20 large capitalization global brand leaders
- Attractive monthly distributions with opportunity for capital appreciation
- Covered call strategy used to enhance portfolio income potential and lower portfolio volatility
- Available in multiple currency classes: Hedged, Unhedged, US dollar

## NAVs and Distributions Since Inception



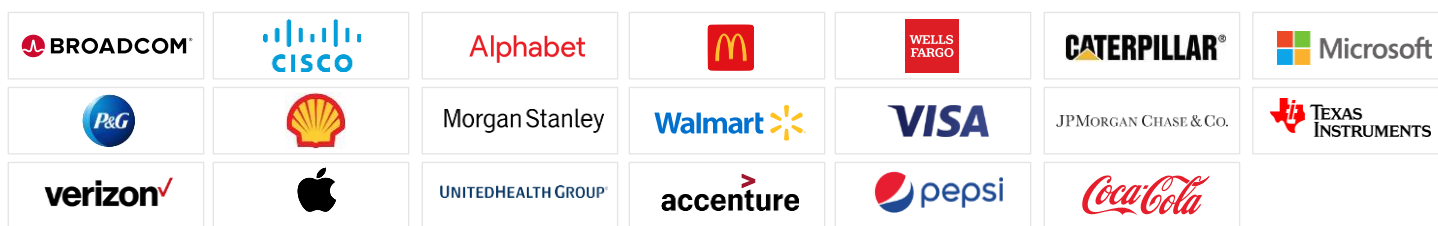
**Disclaimer:** The chart above is based on a hypothetical and historical initial \$100,000 CAD investment in the ETF and shows the ETF's market value using the daily market close price of the ETF on the TSX. The chart also shows the monthly cash distributions paid by the ETF on a cumulative basis. The starting point of the data is the day the ETF was launched or commenced trading on the TSX. The cash distributions are not compounded or treated as reinvested, and the chart does not account for sales, redemption, distribution or optional charges or income taxes payable by any unitholder. The chart is not a performance chart and is not indicative of future market values of the ETF or returns on investment in the ETF, which will vary.

## Sub-Sector Allocation



- Information Technology - 29.8%
- Financials - 19.8%
- Consumer Discretionary - 5.4%
- Industrials - 4.6%
- Cash and other assets and liabilities - 1.1%
- Foreign Currency Forwards - (1.2)%
- Consumer Staples - 21.0%
- Communication Services - 9.8%
- Energy - 5.1%
- Health Care - 4.5%
- Cash Equivalents - 0.1%

## Portfolio of Leading Global Brands



## Performance (%) (As at February 28, 2025)

Ticker	1M	3M	6M	YTD	1Y	2Y	3Y	4Y	5Y	7Y	8Y	10Y	SI
HBF	-0.58	1.14	5.57	2.38	13.98	12.68	4.88	6.83	10.64	8.63	9.30	8.76	8.36
HBF.B	-0.89	4.87	14.00	3.30	22.73	17.07	10.66	11.13	-	-	-	-	13.73
HBF.U	-0.44	1.49	6.19	2.63	15.13	13.70	5.89	7.62	11.83	9.69	10.36	9.83	9.33

**Disclaimer:** Commissions, management fees and expenses all may be associated with investing in Harvest ETFs (the "Fund(s)" or "ETF(s)") managed by Harvest Portfolios Group Inc. The indicated rates of return are the historical annual compounded total returns (except for figures of one year or less, which are simple total returns) including changes in unit value and reinvestment of all distributions and do not take into account sales, redemption, distribution or optional charges or income taxes payable by any securityholder that would have reduced returns. Please read the relevant prospectus before investing. The Funds are not guaranteed, their values change frequently and past performance may not be repeated. Tax, investment and all other decisions should be made with guidance from a qualified professional.

Distributions are paid to you in cash unless you request, pursuant to your participation in a distribution reinvestment plan, that they be reinvested into the Class of units that you own of the Fund. If the Fund earns less than the amounts distributed, the difference is a return of capital.

Depending on the Fund's mandate, distributions on the units, if any, may consist of income, including foreign source income, dividends from taxable Canadian corporations and capital gains, less the expenses and may include returns of capital.

1 The current yield represents an annualized amount that is comprised of 12 unchanged monthly distributions (using the most recent month's distribution figure multiplied by 12) as a percentage of the closing market price of the Fund. The current yield does not represent historical returns of the ETF but represents the distribution an investor would receive if the most recent distribution stayed the same going forward.

2 Source: Bloomberg. Average statistics calculated based on portfolio weighted average. Dividend yield (gross) based on Bloomberg indicated 12 month yield of portfolios positions and does not represent the distribution yield paid to investors. P/E calculated based on Bloomberg consensus 12 month forward earnings estimates. Return on Equity (ROE) based on 5 year trailing average ROE. The above information is for illustrative purposes only, is estimated and unaudited.