

# HBF

# Harvest Brand Leaders Plus Income ETF

As at March 28, 2024

Current Yield <sup>1</sup>

**7.42%**

**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:	RRSP   RRIF   RESP   TFSA
Cash Distribution Frequency:	Monthly
Distribution Method:	Cash or DRIP
Management Fee:	0.75%
Risk Rating:	Medium

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

Number of Equity Securities:	21
Current Yield (Class A):	7.42%
Recent Cash Distribution per Unit:	\$0.0600
Total Cash Distribution*:	\$6.4554
Average Market Capitalization**:	CA\$829B
Average Gross Dividend Yield**:	2.32 %
Average Price to Earnings:	21.9 X
5 Year Average Return on Equity**:	41.31 %

\* Per unit of Class A since inception

\*\* This is a weighted average value.

## Investment Goal

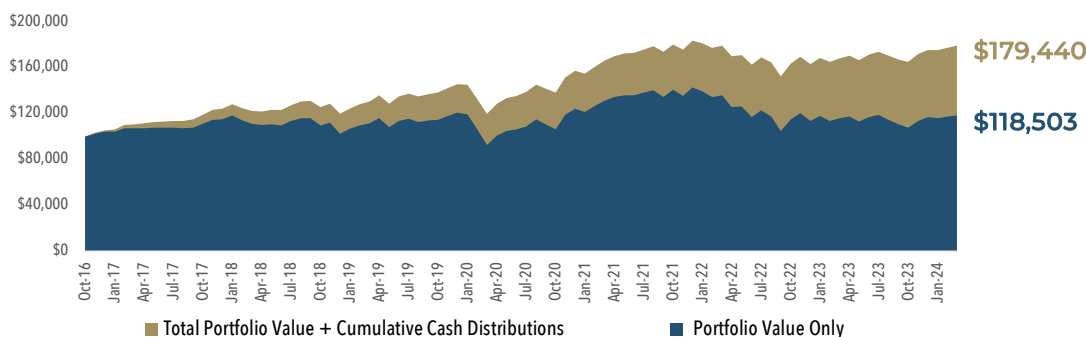
Harvest Brand Leaders Plus Income ETF is an equally weighted portfolio of 20 large companies selected from the world's Top 100 Brands. The ETF is designed to provide a consistent monthly cashflow stream with an opportunity for growth. In order to generate high monthly distribution yield, an active covered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

**Total Value of Portfolio + Cumulative Cash Distributions  
Assuming Starting Value of \$100,000**



**Cumulative Distributions on  
\$100,000 Investment**



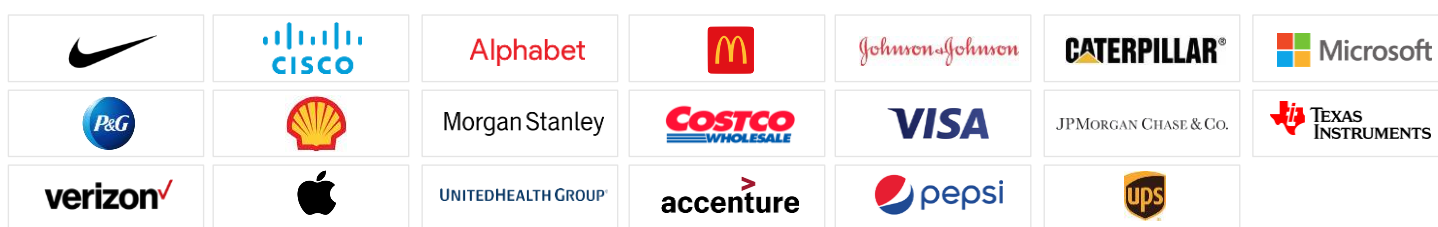
**Disclaimer:** The chart above is based on a hypothetical and historical initial \$100,000 CAD investment in the ETF and shows the ETF's market value using the daily market close price of the ETF on the TSX. The chart also shows the monthly cash distributions paid by the ETF on a cumulative basis. The starting point of the data is 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 ETF, which will vary.

## Sub-Sector Allocation



- Information Technology - 23.6%
- Financials - 16.0%
- Consumer Staples - 15.2%
- Industrials - 10.7%
- Communication Services - 10.0%
- Health Care - 9.7%
- Consumer Discretionary - 9.3%
- Energy - 5.1%
- Cash and other assets and liabilities - 0.3%
- Cash Equivalents - 0.1%
- Foreign Currency Forwards - 0.0%

## Portfolio of Leading Global Brands



## Performance (%) (As at March 31, 2024)

Ticker	1M	3M	6M	YTD	1Y	2Y	3Y	4Y	5Y	7Y	8Y	SI
<b>HBF</b>	1.60	3.26	11.23	3.26	10.16	0.71	3.66	13.97	8.56	8.85	9.53	7.89
<b>HBF.B</b>	1.45	5.65	11.43	5.65	11.29	5.70	6.98	13.77	-	-	-	11.72
<b>HBF.U</b>	1.64	3.35	11.73	3.35	11.04	1.54	4.34	14.86	9.67	9.90	10.50	8.85

**Disclaimer:** Commissions, management fees and expenses all may be associated with investing in HARVEST Exchange Traded Funds (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 on the units, if any, may consist of income, including foreign source income and 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. Distributions are paid to you in cash unless you request, pursuant to your participation in a distribution reinvestment plan, that they be reinvested into Class A, Class B or Class U units of the Fund. If the Fund earns less than the amounts distributed, the difference is a return of capital.