

# Press Release

14 July 2015



## Kevin O'Leary Launches an ETF: OUSA

**O'Shares Investments, Formed by Kevin O'Leary, Partners with FTSE Russell, Creates a Family of ETFs, and Launches "OUSA" on NYSE Arca.**

**New York, NY, July 14th, 2015** – O'Shares Investments (O'Shares) announced today the launch of **O'Shares FTSE US Quality Dividend ETF** (NYSE/Arca: **OUSA**), the first in a series of five smart beta index-based exchange traded funds, or ETFs, partnering with FTSE Russell, leaders in factor-based or smart beta investment strategies. OUSA listed today on NYSE Arca, the premier exchange for listing Exchange Traded Funds (ETFs).

O'Shares, a division of O'Leary Funds Management LP was formed by Connor O'Brien, CEO, and ABC Shark Tank investor and CNBC contributor Kevin O'Leary, Chairman of O'Leary Funds. O'Leary Funds is an investment fund manager focused on income, capital appreciation and wealth preservation that has grown to approximately \$900 million in assets under management.

The Fund, O'Shares FTSE US Quality Dividend ETF, is designed to be a core investment holding, providing efficient access to a portfolio of large-cap and mid-cap dividend-paying issuers in the United States, selected based on several factors important to many investors: Quality, Low Volatility, and Dividend Yield. The quality and low volatility requirements are designed to reduce exposure to high dividend equities that have experienced large price declines, as may occur with some dividend investing strategies. The 140 stocks in the Index are selected from the FTSE USA Index, comprised of 600 of the largest U.S. publicly-listed equities. The 140 in the Index had an average weighted market capitalization of \$56 Billion, a minimum market capitalization of over \$750 Million as of June 23, 2015, and is diversified across ten industry sectors, with three largest sectors being consumer goods, health care and technology, and the three smallest being Materials, Financials and Utilities.

Kevin O'Leary, Chairman, as well as successful income investor and entrepreneur, commented "We believe now is an excellent time to provide individual and institutional investors with a set of efficient, transparent and cost effective index-based investment products that reflect our core investment principles. So we joined forces with leading global index provider FTSE Russell to launch our family of global index-based ETFs." Mr. O'Leary added "As an investor I want

# Press Release

14 July 2015



more income and less risk than in a generic index, and I want the strong long-term performance. I strongly believe OUSA has the potential to provide just that.”

Added Ron Bundy, CEO Benchmarks North America for FTSE Russell, “We are seeing growing demand in the investment community for more sophisticated indexes that can tap into market exposures efficiently and, in many cases, combine multiple factors. We are excited to introduce factor indexes that help clients like O’Shares target the specific exposures they seek.”

O’Shares, working with FTSE Russell, will introduce a series of innovative rules-based global investment strategies, each designed to be a core investment holding, providing access to a portfolio of large-cap and mid-cap dividend-paying issuers in the United States, Europe and Asia Pacific. “OUSA”, the first O’Shares ETF in the series, will be based on the **FTSE US Quality / Volatility / Yield Factor Capped 5% Index**. This new multi-factor index aims to achieve attractive performance, as well as reduced volatility and sustainable yield. The other ETFs in the series will be based on similar rules-based FTSE Russell indexes focused on European and Asia-Pacific stocks, with a choice of a US dollar series well as a US dollar hedged series.

Kevin O’Leary along with members of the O’Shares and FTSE Russell teams, other business partners and guests, will celebrate the launch of the new ETF series with a special opening bell ringing ceremony at the New York Stock Exchange (NYSE) on July 28.

## **About O’Shares Investments**

O’Shares Investments, a division of O’Leary Funds Management LP, (O’Shares) is a provider of exchange traded funds (ETFs) formed by Connor O’Brien, CEO, and ABC Shark Tank investor and CNBC contributor Kevin O’Leary, Chairman. O’Shares ETFs are based on the core principles and demonstrated success of O’Leary Funds, a successful investment fund manager focused on income, capital appreciation and wealth preservation that has grown to approximately \$900 million in assets under management. O’Shares is developing ETFs to provide individual and institutional investors with a series of core long-term investment holdings, designed to provide attractive performance, limited volatility and an emphasis on income.

For additional information, please visit the O’Shares website at [www.oshares.com](http://www.oshares.com).

For Further Information:

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# Press Release

14 July 2015



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There are risks involved with investing, including possible loss of principal. Concentration in a particular industry or sector will subject the Funds to loss due to adverse occurrences that may affect that industry or sector. The fund may use derivatives which may involve risks different from, or greater than, those associated with more traditional investments. The Fund's emphasis on dividend-paying stocks involves the risk that such stocks may fall out of favor with investors and underperform the market. Also, a company may reduce or eliminate its dividend after the Fund's purchase of such a company's securities. See the prospectus for specific risks regarding the Fund.

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# Press Release

14 July 2015



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