

7 KNKS by UPHOLDINGS

July 6th, 2021

Subject: KNKS Quarterly Update

Fellow Investors,

In the 2nd quarter of 2021, the Compound Kings ETF returned +5.01% vs. +8.55% for the S&P 500. Our letter continues after the performance table below.

As of 6/30/21	2 nd Quarter 2021	Trailing 1 Year	Annualized Since Inception (3/1/19)
KNKS by NAV	5.19%	86.25%	48.08%
KNKS by Market Price	5.01%	N/A	15.93%*
S&P 500 Index*	8.55%	40.79%	22.28%

Gross expense ratio for the fund is 0.60%. This data represents past performance, which does not guarantee future results. The investment return and principal value of an investment in the Fund will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than the performance data quoted. To obtain performance through the most recent month, email invest@upholdings.com or call 650-669-9595.

Prior to the commencement of the Fund's operations on December 30, 2020, the Fund operated as the Predecessor Fund, a private fund with the same fee schedule with an inception date of March 1, 2019. The Fund's objectives, policies, guidelines, and restrictions are, in all material respects, equivalent to those of the Predecessor Fund, which was created for reasons unrelated to the establishment of a performance record. As part of the Predecessor Fund reorganization into the Fund, the Fund assumed the NAV and performance history of the Predecessor Fund. The Predecessor Fund was not registered under the Investment Company Act of 1940 (the "1940 Act") and did not have a Market Price.

*Returns are average annualized total returns, except those for periods of less than one year, which are cumulative. * Market Price returns began on December 30, 2020, the first day the Fund had a Market Price. The Predecessor Fund was the sole account managed by Upholdings prior to the reorganization. The S&P 500 Index is an unmanaged index of 500 stocks, which is representative of the U.S. stock market in general. It is not possible to invest directly in an index.*

Share prices are based on closing market prices. Shares are bought and sold at market price, not net asset value (NAV). Market price returns are based upon the closing composite market price and do not represent the returns you would receive if you traded shares at other times. NAV: the dollar value of a single share, based on the value of the underlying assets of the fund minus its liabilities, divided by the number of shares outstanding. Calculated at the end of each business day.

Performance Update

Chinese share prices lagged the S&P 500, resulting in our underperformance in the quarter. While fundamentals at Alibaba, Tencent, and JD.com remain strong, their share prices reflect risks of rising government intervention. We have been investing into regulatory risks around the world over the past two years, and are so far comfortable doing the same in China.

A Global Portfolio

The Compound Kings ETF was built to own the world's best businesses. We believe the best have industry leading products, with large addressable markets, and sustainable competitive advantages. The US is not the only place to find companies with these attributes.

From June 30th 1961 to June 30th 1981, Japan's Nikkei 225 – an index of large companies on the Tokyo Stock Exchange – returned 354.50%, while the S&P 500 returned 102.99%. During those two decades, the western world battled an oil crisis and high inflation, while Japanese companies like Toyota, Hitachi, and FujiFilm expanded their product leadership into sales presences all over the world. Portfolios comprised only of US companies would have likely underperformed those that owned both US and Japanese companies during that time.

Fast forward to June 30th 2021. By Forbes' estimates, China has 626 billionaires, just short of the United States' 724. With 1.4 billion people and a culture of growth and innovation, China is on pace to build at least as many critical companies as the US during this century. Their single-party system requires careful tracking, but the upside is that Alibaba and Tencent will never have to compete against western companies for Chinese wallets.

Positions Update

Berkshire Hathaway's seven quarter run of trading below historical multiples has come to an end. Over the last three months, stocks that reinvest into physical assets have outperformed those building digital infrastructures. In spite of this signal, we still find the potential for higher returns in companies that are enabling digital economies all over the world.

In the quarter, we added to Spotify, Netflix, and ServiceNow, while reducing Berkshire Hathaway, Starbucks, and Howard Hughes Corporation.

Social Impact

The Covid-19 pandemic is nearly contained in the US, but the rest of the world is still battling through it. This quarter we supported COVAX, a coalition dedicated to delivering vaccines to countries with limited access to vaccines.

Please reach out with questions to invest@upholdings.com.

Thanks, Robert.

Additional Disclosures

Top 10 Fund Holdings as of 6/30/21:

15.13% BABA	4.40% BRK.B
13.98% FB	4.25% JD
9.14% TCEHY	4.04% TSLX
7.62% SPOT	4.03% NOW
4.72% NFLX	3.61% AMZN

Opinions expressed are subject to change at any time, are not guaranteed and should not be considered investment advice. Fund holdings and sector allocations are subject to change and are not recommendations to buy or sell any security.

An investor should consider the fund's investment objectives, risks, charges, and expenses carefully before investing. This and other important information about the fund can be found in the fund's Prospectus or Summary Prospectus. To obtain a copy of the Prospectus visit www.kngsetf.com. Read the Prospectus carefully before investing.

IMPORTANT RISKS: There is no assurance that the Fund will achieve its investment objective. An investment in the Fund involves risk, including those described here. Non-Diversification Risk. Because the Fund is non-diversified, it may be more sensitive to economic, business, political or other changes affecting individual issuers or investments than a diversified fund. Management Risk. The Fund is actively-managed and may not meet its investment objectives based on the Adviser's or Upholding's success or failure in implementing the Fund's investment strategy. Equity Investing Risk. An investment in the Fund involves risks similar to those of investing in any fund holding equity securities, such as market fluctuations, changes in interest rates and perceived trends in stock prices. Foreign Investment Risk: The Fund invests in foreign securities which involve greater volatility and political, economic and currency risks and differences in accounting methods. These risks are greater in emerging markets.

Cash and Cash Equivalents Risk. Holding cash or cash equivalents rather than securities or other instruments in which the Fund primarily invests may cause the Fund to experience potentially lower returns than the Fund's benchmark or other funds that remain fully invested. Illiquid Securities Risk. The portfolio managers may not be able to sell illiquid securities at the price it would like or may have to sell them at a loss. Securities of non-U.S. issuers in particular, are subject to greater liquidity risk. ETF Risk. Shares of any ETF are bought and sold at market price and may trade at a discount or premium to NAV. Shares are not individually redeemed from the Fund, and brokerage commissions will reduce returns.

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