

DYNAMIC BRANDS

HSUTX

CONSUMERISM: \$50 Trillion+
Investment Opportunity



Investing in Today and Tomorrow's
Most Admired, Blue Chip Brands



If Consumer Spending Drives the Economy, Shouldn't the World's Most
Powerful Brands be Driving your Equity Portfolio?

globalbrandsmatter.com/dynamic-portfolio

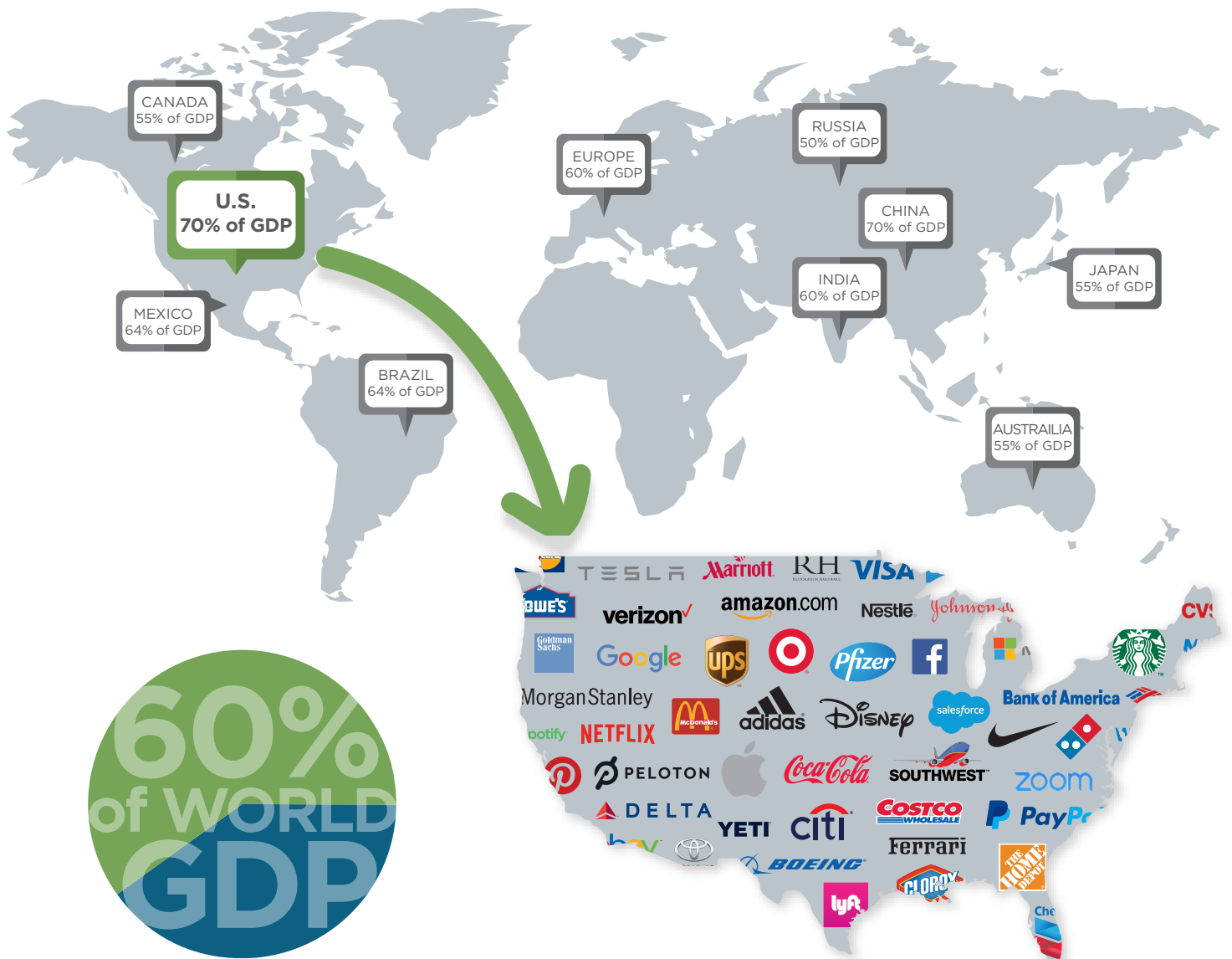
DYNAMIC BRANDS

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Brands Thrive Because they Serve a Massive Global Audience

The \$50+ Trillion Investment Opportunity

Billions of people. Trillions in spending.



Household consumption accounts for roughly 60% of world GDP. (\$105 trillion as of 2023. Source IMF)

Consumerism drives the U.S. economy at 70% of GDP or roughly \$18 trillion each year.

Map Source: GDP statistics & consumption as a percent of GDP data - Worldbank.org. *Europe includes: Germany, UK, France, Italy, Spain, Netherlands, Turkey, Switzerland, Sweden **The \$40 trillion consumption opportunity was created by Accuvest Global Advisors using Worldbank.org data with the following formula: Multiply each major country's 2020 GDP estimate by the estimated percentage of the GDP that is derived by consumption and add the results together to get to the \$50 trillion opportunity.

Learn more at globalbrandsmatter.com/dynamic-portfolio

DYNAMIC BRANDS

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Top Global Brands are Alpha Generators
Buy more when they go on sale.

Mega Brands: Serving a \$50 Trillion Global Consumption Opportunity

As consumers, we earn, save, and spend over our lifetimes. In fact, consumer spending drives every major economy and totals >\$50 trillion each year. The sheer size of the household spending theme warrants a dedicated investment allocation for investors. Very few investors have any dedication to the largest, most predictable theme around the globe. That's why we created Dynamic Brands. Investing in the brands that matter most has never been easier. Mega Brands are some of the most dominant, and profitable companies ever created. In aggregate, their long-term performance track records of outperforming markets are well covered. Today, investors have a rare opportunity to buy many of the world's leading brands on sale. Buying great businesses on sale is the key to driving attractive returns. Brands Matter.

Exceptional Investment Returns Over 10 Years

Returns from Key Mega Brands Serving Important Industries

Total Return from Initial \$10k investment over 10 years ending 12/31/2023

Data source: Ycharts.com

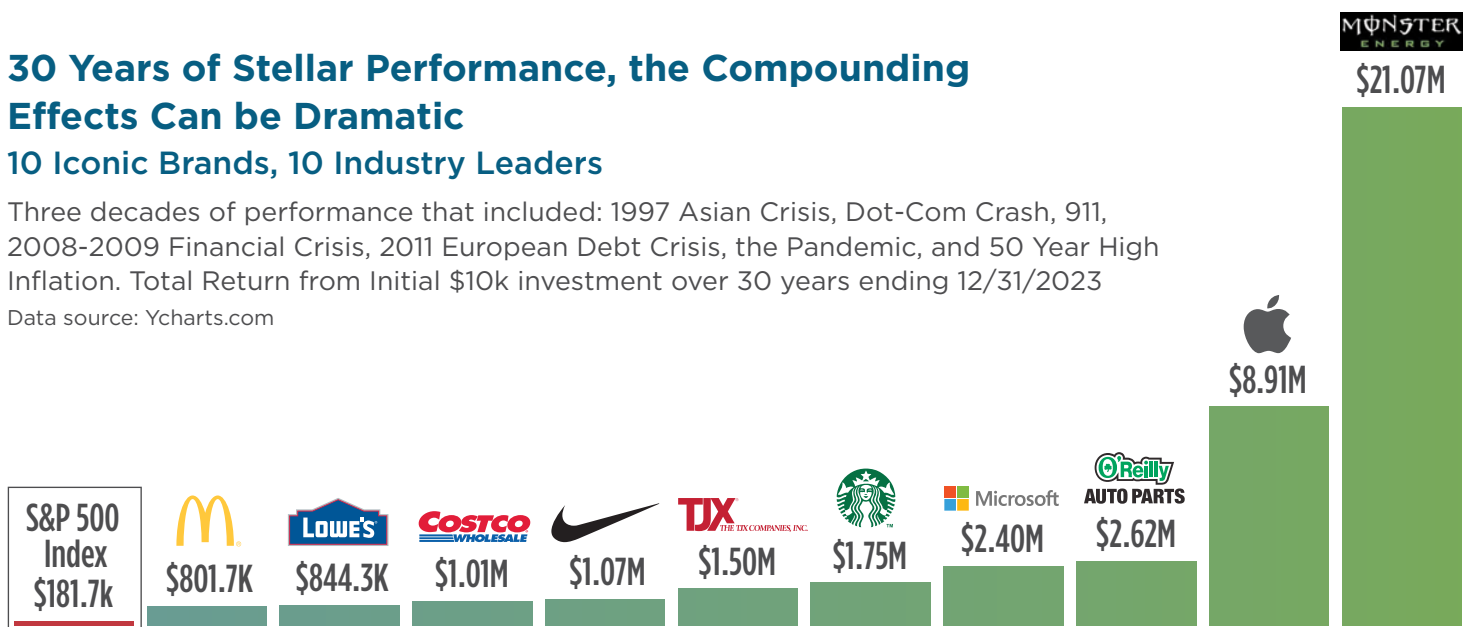


30 Years of Stellar Performance, the Compounding Effects Can be Dramatic

10 Iconic Brands, 10 Industry Leaders

Three decades of performance that included: 1997 Asian Crisis, Dot-Com Crash, 911, 2008-2009 Financial Crisis, 2011 European Debt Crisis, the Pandemic, and 50 Year High Inflation. Total Return from Initial \$10k investment over 30 years ending 12/31/2023

Data source: Ycharts.com



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The ALPHA BRANDS™ Consumer Spending Index

Stock Selection Starts with a Powerful Index

Index Methodology...

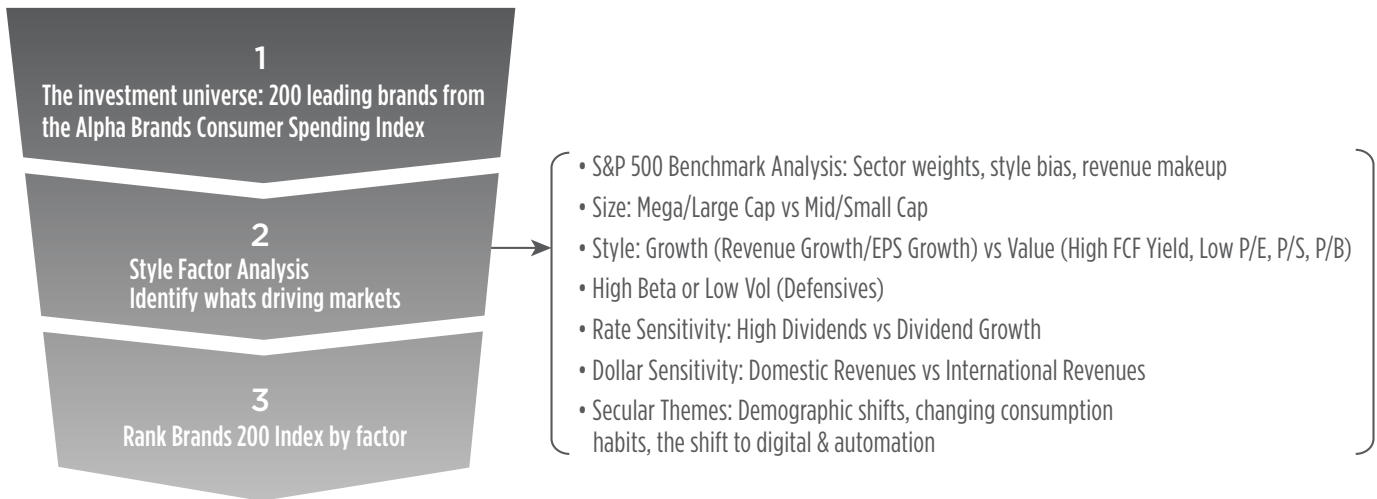
INVESTMENT COMMITTEE DRIVEN



DYNAMIC ALPHA BRANDS

Powered by Fundamentals, Guided by Technicals, Risk Managed for Prudence

OUR PROCESS



How are consumers spending their money & time now?
Which brands are in best position to thrive?



DYNAMIC BRANDS

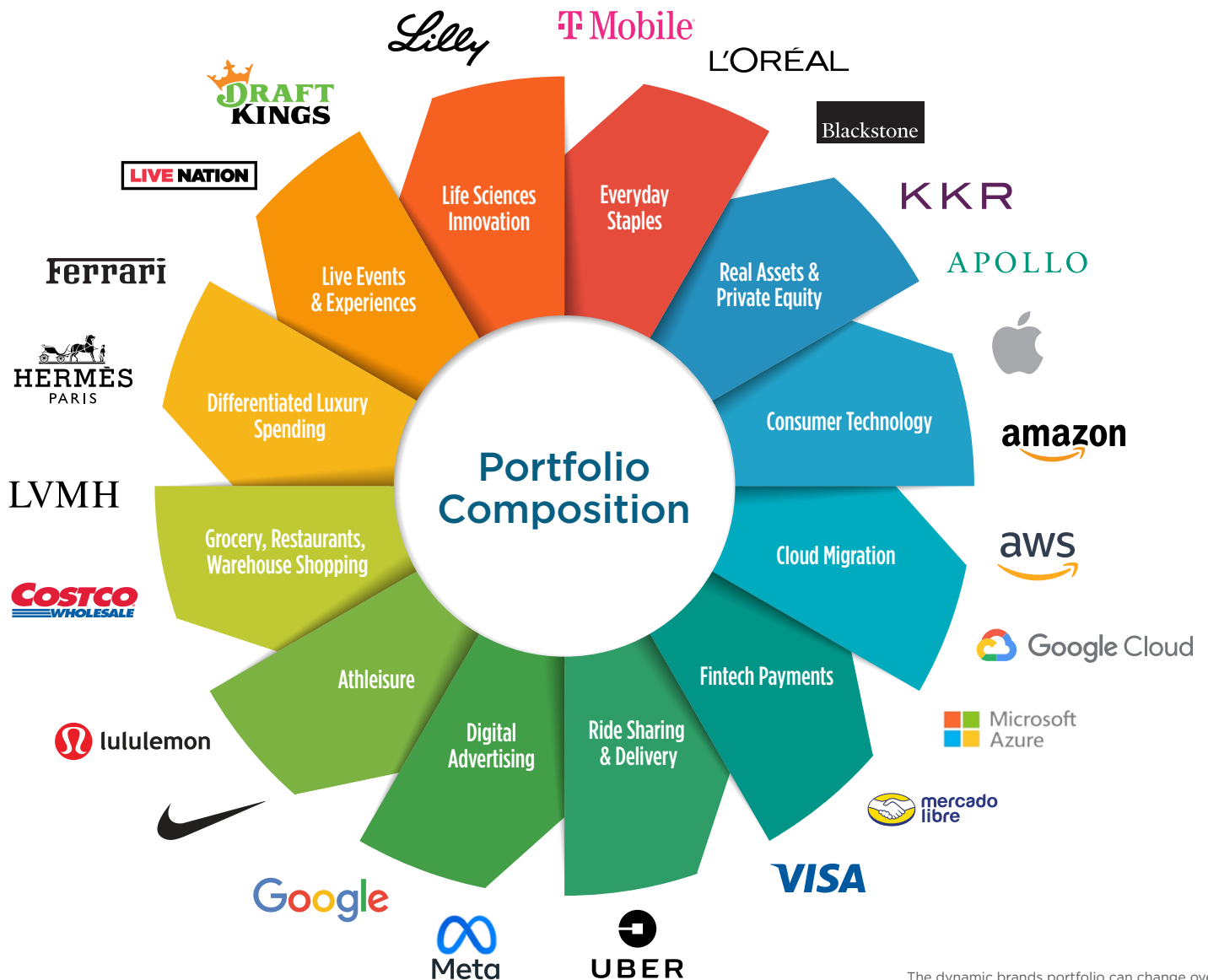
There is no assurance that the Fund will achieve its investment objective. The Investment Committee (IC), through rigorous fundamental & technical research, identifies and chooses the Top 20-50 Brands for the Dynamic Brands strategy. Portfolio holdings are a sub-segment of the 200 Brands contained in the Alpha Brands Consumer Spending Index, Bloomberg symbol, BRANDS.

The Index is re-constituted every December and tracks the leading B2C and B2B Brands serving U.S. and global consumers.

Investing In Important Mega Trends Through Dominant Blue-Chip Brands

In good times and bad, industry leaders are typically the best positioned to grow and take market share. The best long-term investment outcomes typically happen when investors hold a core basket of industry leading brands and add to those brands when the market puts them on sale. History shows the compounding effect of owning leaders and adding on big dislocations, allows the recovery phase to happen more swiftly. Volatility is the friend of the long-term investor. Buying great businesses on sale is a timeless investment approach.

Dynamic Brands Portfolio, January 2024



The dynamic brands portfolio can change over time as consumer spending trends evolve



www.accuvest.com

Past performance is not a guarantee of future results.

The consumer spending categories covered in the Mega Brands performance look-back are for illustrative purposes only.

The brands chosen for this analysis are the highest ranking companies in their respective spending categories via Accuvest's proprietary Brand Relevancy Scoring System. This scoring system is both quantitative and qualitative in nature and updated quarterly as new financial data is reported. The ten consumer spending categories used for this analysis are a sub-segment of the total categories tracked by Accuvest through a proprietary index called the Alpha Brands Consumer Spending Index. The index is designed to track global consumption categories through today and tomorrow's most relevant brands. The index is re-constituted each year in the fourth quarter according to changes in consumer buying preferences.

The purpose of this illustration is to highlight the value of tracking important consumer spending categories and identifying the most relevant brands serving each category for investment purposes. In addition, the illustration is designed to help investors connect the dots between their brand love and the investment decisions they make for long-term investments.

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Rational Dynamic Brands HSUTX:

Past performance is not a guarantee of future results. Investors should carefully consider the investment objectives, risks, charges and expenses of the Rational Funds. This and other important information about the Fund is contained in the prospectus, which can be obtained by calling (800) 253-0412 or at www.rationalmf.com. The prospectus should be read carefully before investing. The Rational Funds are distributed by Northern Lights Distributors, LLC member FINRA/ SIPC. Rational Advisors, Inc. is not affiliated with Northern Lights Distributors, LLC. Risk Considerations: Investing in the Fund carries certain risks. The value of the Fund may decrease in response to the activities and financial prospects of an individual security in the Fund's portfolio. These factors may affect the value of your investment. Investments in international markets present special risks including currency fluctuation, the potential for diplomatic and political instability, regulatory and liquidity risks, foreign taxations and differences in auditing and other financial standards. Risks of foreign investing are generally intensified for investment in emerging markets. Emerging market securities tend to be more volatile and less liquid than securities traded in developed countries. Investors Choice Awards Methodology - All funds reporting to Allocator.com are considered for the awards.

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