

HSUAX | HSUCX | HSUTX

## FUND OBJECTIVE

The Fund's investment objective is to seek long-term capital appreciation.

## REASONS TO INVEST



**Dedicated Allocation to Leading Brands**



**Risk-Managed Approach for Equity Investors**

## INVESTMENT STRATEGY

- The Fund pursues its investment objective by investing in a focused group (25-50 holdings) of the most attractive brands contained in the Alpha Brands Consumer Spending Index (the "Index"). Security selection is driven by a combination of fundamental and technical factors.
- The Fund's objective is balanced between achieving attractive upside returns and managing downside risks.
- The Fund's investment process begins with the identification of the primary drivers of S&P 500 returns. Examples include companies with growth, value, size, momentum, strong balance sheets, and dividend yield.
- The Fund may invest, directly or indirectly through investments in exchange traded funds ("ETFs"), in both U.S. and foreign companies included in the Index.
- In times of economic turmoil or unusually high equity valuations where equity risk is deemed high, the Fund may also invest in cash and cash equivalents and in asset classes that have historically been safe havens when equities were experiencing drawdowns. De-risking decisions are driven by: Current equity trend, economic growth profile, consumer health, equity valuations & technicals, FED policy, interest rates, credit spreads, and asset class volatility trends.

## HOW TO INVEST

Share Class	Ticker	CUSIP
Class A	HSUAX	628255804
Class C	HSUCX	628255887
Institutional	HSUTX	628255879

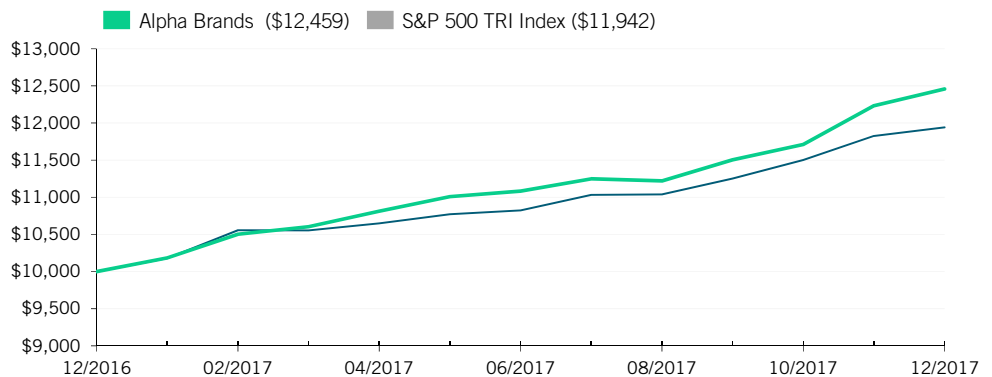
Min. Initial Investment: \$1,000  
 Min. Subsequent Investment:  
 Class A & C \$50  
 Institutional \$500

## 7-Step Investment Process:

A Core Equity Strategy Investing in a Consumption-Driven Economy



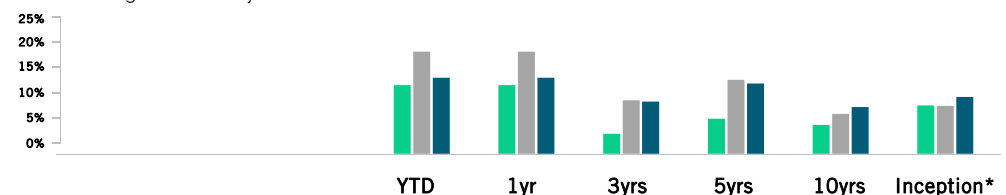
## Alpha Brands Consumer Spending Index<sup>1</sup> Performance (Not Fund Performance)



<sup>1</sup>The Alpha Brands Consumer Spending Index. The "Index" tracks the performance of 200 highly recognizable and relevant U.S. and foreign brands with a business to consumer and business to business focus.

## Performance (%): Ending December 31, 2017<sup>2</sup>

Annualized if greater than 1 year



Index	YTD	1yr	3yrs	5yrs	10yrs	Inception*
Institutional Class	14.66	14.66	4.26	7.48	6.13	10.32
S&P 500 Total Return Index	21.83	21.83	11.41	15.79	8.50	10.23
S&P MidCap 400 TR Index	16.24	16.24	11.14	15.01	9.97	12.14
Class A	14.30	14.30	3.90	7.16	5.83	10.02
Class A w/ Sales Charge	9.01	9.01	2.23	6.12	5.32	9.67

\* Inception: 09/27/2002

The maximum sales charge for Class "A" Shares is 4.75%. In the case of investments of \$1 million or more (where you do not pay an initial sales charge), a 1.00% contingent deferred sales charge ("CDSC") may be assessed on shares redeemed within two years of purchase. Performance is historic and does not guarantee future results. Investment return and principal value will fluctuate with changing market conditions so that when redeemed, shares may be worth more or less than their original cost. Current performance may be lower or higher than the performance data quoted. To obtain the most recent month end performance information or the funds prospectus please call 800-253-0412 or visit [www.RationalMF.com](http://www.RationalMF.com).

<sup>2</sup>Prior to 10/17/2017, Rational Dynamic Brands Fund was named Rational Defensive Growth Fund, which implemented a different investment strategy.

# Dynamic Brands Fund

4Q 2017 Fact Sheet

Class A: HSUAX | Class C: HSUCX | Institutional: HSUTX

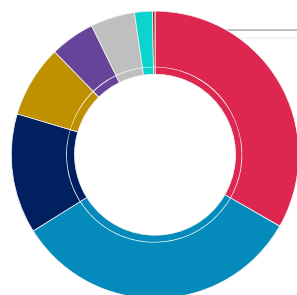
rationalfunds

## Fund Holdings

Amazon.com Inc	4.64%	Activision Blizzard Inc	2.97%
Home Depot Inc/The	4.07%	Costco Wholesale Corp	2.54%
Cisco Systems Inc	4.01%	Netflix Inc	2.05%
Monster Beverage Corp	4.00%	Visa Inc	2.05%
Intel Corp	3.98%	Lululemon Athletica Inc	2.03%
Walt Disney Co/The	3.96%	Wal-Mart Stores Inc	2.03%
Apple Inc	3.88%	PayPal Holdings Inc	2.01%
Alphabet Inc	3.87%	Southwest Airlines Co	2.00%
Ferrari NV	3.79%	Verizon Communications Inc	2.00%
McDonald's Corp	3.74%	JPMorgan Chase & Co	2.00%
Constellation Brands Inc	3.08%	Johnson & Johnson	2.00%
UnitedHealth Group Inc	3.08%	Twitter Inc	1.98%
Adobe Systems Inc	3.04%	Priceline Group Inc/The	1.98%
Pfizer Inc	3.04%	Molson Coors Brewing Co	1.84%
Microsoft Corp	3.03%	Tencent Holdings Ltd	1.01%
Tapestry Inc	3.02%	JD.com Inc	0.99%
FedEx Corp	3.02%	Alibaba Group Holding Ltd	0.99%
NIKE Inc	3.01%	Cash	0.99%
Goldman Sachs Group Inc/The	2.98%		

Fund holdings are subject to change and should not be considered investment advice.

## Sector Weights



### Portfolio

Consumer Discretionary	33.3%
Information Technology	32.8%
Consumer Staples	13.5%
Health Care	8.1%
Industrials	5.0%
Financials	5.0%
Telecommunication Services	2.0%
Cash	0.3%

## Portfolio Statistics

	Dynamic Brands Fund	S&P 500
1 Year Sales Growth (TTM)	14.61%	9.83%
Return on Equity TTM (Wgt. Avg.)	31.88%	29.76%
Gross Margin (Wgt. Avg.)	50.78%	47.30%
Expected LT EPS Growth (Wgt. Avg.)	13.74%	11.84%
Projected 3YR Dividend Growth	7.2%	7.9%

## RISK CONSIDERATIONS:

4098-NLD-1/12/2018

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](http://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.

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.

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## FUND MANAGEMENT

### Investment Advisor

Rational Advisors, Inc.

### Investment Sub-Advisor

Accuvest Global Advisors

### David Garff

#### Portfolio Manager

- Founder, President, CIO and CCO, Accuvest Global Advisors
- B.A. in Economics and Spanish Translation, from Brigham Young University; Master's Degree in Business Administration from the Haas School of Business at the University of California, Berkeley

### Eric M. Clark

#### Portfolio Manager

- B.A. in Urban Planning with an emphasis in Real Estate and Economics from the University of Maryland, College Park

### James Calhoun, CFA

#### Portfolio Manager

- B.S. in Finance and Economics for the University of Nevada, Reno

## SHARE CLASS INFORMATION

Share Class	Inception	Net Exp.*	Gross Exp.
Class A	9/27/02	1.25%	2.01%
Class C	1/3/14	1.75%	2.51%
Institutional	9/27/02	1.00%	1.76%

### Dividend Schedule (All Classes)

Annually

\*The Fund's investment advisor, Rational Advisors, Inc. (the "Advisor") has contractually agreed to waive all or a portion of its management fee and/or reimburse certain operating expenses of the Fund to the extent necessary in order to limit the Fund's total annual fund operating expenses (after the fee waivers and/or expense reimbursements, and exclusive of acquired fund fees and expenses, brokerage costs, interest, taxes and dividends, and extraordinary expenses) to not more than 1.00%, 1.25% and 1.75% of the Institutional Shares, Class A Shares and, Class C Shares daily net assets, respectively, through April 30, 2019.

(800) 253-0412 | [www.RationalMF.com](http://www.RationalMF.com)