

## Does the world need another mutual fund?

### 3 IMPORTANT DATA POINTS SUGGEST YES

1. The majority of large cap, active mutual funds do NOT beat the S&P 500 on a regular basis primarily because they are style-stubborn.
2. The majority of funds do a poor job of protecting capital during difficult times because by mandate they are forced to remain fully invested at all times.
3. Most investors have no idea what they own or why they own it which makes the allocation difficult to hold when markets are volatile.

### OUR SOLUTION: CREATE A COMMON SENSE INVESTMENT PROCESS SEEKING TO WIN ON YOUR BEHALF

### INTRODUCING THE DYNAMIC BRANDS FUND

#### THE TOP 10 ATTRIBUTES OF A TIMELESS EQUITY FUND

1. Is powered by an investment universe that's recognizable & relevant: The Alpha Brands Consumer Spending Index.
2. Only owns important industry leaders: via a proprietary ranking system.
3. Serves as a core allocation to an enormous addressable market: ~\$32 Trillion in yearly Household Consumption globally.
4. Seeks flexibility in when to take equity risk and when to be defensive or hold cash.
5. Is managed without style bias or emotional attachments.
6. Is laser focused on beating the S&P 500 & delivering an attractive yearly return.
7. Is risk managed seeking to offer a smoother ride.
8. Is singularly focused on owning the right stocks at the right time.
9. Seeks to adapt to changing markets because styles go in and out of favor.
10. A "know what you own" approach seeks to provide you portfolio transparency and name brand recognition.

**DYNAMIC BRANDS.** A superior process often leads to superior results.



## RISK CONSIDERATIONS:

**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.

## DISCLOSURES:

Accuvest Global Advisors ("Accuvest") is a registered investment adviser with the Securities and Exchange Commission. Accuvest and its affiliates do not provide tax advice. Accordingly, any discussion of U.S. tax matters contained herein (including any attachments) is not intended or written to be used, and cannot be used, in connection with the promotion, marketing or recommendation by anyone unaffiliated with Accuvest of any of the matters addressed herein or for the purpose of avoiding U.S. tax-related penalties. The information provided by Accuvest (or any portion thereof) may not be copied or distributed without Accuvest's prior written approval. All statements are current as of the date written and does not constitute an offer or solicitation to any person in any jurisdiction in which such offer or solicitation is not authorized or to any person to whom it would be unlawful to make such offer or solicitation. This information was produced by and the opinions expressed are those of Accuvest as of the date of writing and are subject to change. Any research is based on proprietary research and analysis of global markets and investing. 9164-NLD-12/18/2017

**DYNAMIC BRANDS.** A superior process often leads to superior results.