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Goods Unite Us - the Political Data Company Behind the Democratic Large-Cap Core ETF (DEMZ) - Partners with Quiver Quantitative to Release Republican and No-PAC Large-Cap Core Strategies

The two Madison, Wisconsin based financial data companies have joined forces to bring rigorous political transparency to S&P 500 index funds.

Today Goods Unite Us, a non-partisan political data company, and Quiver Quantitative (Quiver Quant), an alternative financial data company for retail investors, released two new investment strategies on Quiver Quant's website: the Republican Large-Cap Core Strategy and the No-PAC Large-Cap Core Strategy.

The Republican and No-PAC (no political action committee) strategies have been designed to mirror the construction methodology used to create the Democratic Large-Cap Core Fund (ticker: DEMZ). DEMZ was launched using Goods Unite Us's political data in November 2020 and trades on NASDAQ.

"Having all three political strategies will now allow for an apples-to-apples comparison of Democratic v. Republican S&P 500 performance and comparisons of S&P 500 performance between corporations that do—and do not—use political action committees to influence politics," Quiver Quant's CEO James Kardatzke points out.

If you haven't heard about DEMZ before, it's the first investment product designed to replicate the S&P 500, without the GOP. It's an ETF that strives to provide similar performance and risk as the S&P 500, while including only companies that have made over 75% of their political contributions to Democratic candidates and causes.



“Fundamentally, Goods Unite Us’s mission is to bring transparency to corporate political activities and allow consumers and investors to align their monetary decisions with their politics and personal beliefs,” said Abigail Wuest, CEO of Goods Unites Us.

Goods Unite Us’s political apps and website have been used by over a million consumers to shop and make purchasing decisions since late 2017. Quiver Quant is one of the fastest growing financial data providers in the country. Founded by twin brothers who recently graduated from UW Madison, Quiver is one of the top financial voices on TikTok and Reddit, and its website has hundreds of thousands of users.

Using Quiver Quant’s website, retail investors will now be able to track and compare the performance, holdings, and key metrics of DEMZ and the new REDZ and No-PAC strategies **for free**. The next step will be to partner with a proven fund manager to allow direct investment into the REDZ and No-PAC strategies.

“By releasing strategies that allow Republicans to invest in Republican companies, and allow investors who are against money in politics to invest in companies that do not have or fund political action committees, we are helping to ensure that all consumers who care about where their money is going and how it is being used have investment options available to them,” said Ms. Wuest.

Goods Unite Us and Quiver Quant share a city and an interest in providing more transparency around corporate money in politics: how it’s spent, where it goes, and the interplay between the worlds of finance and government.

“We’re excited to bring high-quality campaign contribution data onto our platform, and work with Goods Unite Us to give our users the power to better align their investment portfolios with their political beliefs”, said James Kardatzke, CEO of Quiver.

You can review the performance, holdings, and other metrics for the DEMZ, REDZ, and No-PAC strategies by going [here](#).

Between November 2, 2020 when DEMZ launched and the end of Q3 2022 (September 30, 2022), the S&P 500 (SPY) was up 8.17%, the DEMZ ETF was up 9.75%, the REDZ strategy was up 12.13%, and the No-PAC strategy was up 23.84%, all net of fees.



DISCLOSURE: Goods Unite Us is a non-partisan provider of political data. We do, however, license our data to the fund manager for DEMZ, the index fund designed for Democrats. Therefore, Goods Unite Us has a financial interest in DEMZ.

Carefully consider the DEMZ fund's investment objectives, risk factors, charges, and expenses before investing. This and additional information can be found in the fund's summary or full prospectus, which may be obtained by calling (888)-750-DEMZ (3369). Please read the prospectus carefully before investing.

Investing involves risk, including the possible loss of principal. There is no guarantee or assurance that the methodology used to create the Index will result in the Fund achieving positive investment returns or outperforming other investment products.

The fund is subject to the risks associated with the information technology sector. Such issuers may underperform the market as a whole due to legislative or regulatory changes, adverse market conditions and/or increased competition affecting the Information Technology Sector.

The funds are distributed by SEI Investments Distribution Co, which is not affiliated with Reflection Asset Management, LLC.

Shares of ETFs are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Brokerage commissions will reduce returns.