



HBF

HBF.B

HBF.U

Harvest Brand Leaders Plus Income ETF

**Brands you know, brands you trust,
brands that lead markets**

April 2024

Global Brands have built in strengths

Size, scale and scope helps them weather storms



The world's top brands stand for quality, consistency and reliability in any language or culture. They inspire loyalty so consumers trust the purchases to satisfy their needs regardless of the economic cycle or where the products have been purchased.

Multinational brands have the strength to withstand market downturns and the ability to adapt to changing conditions. Brand power helps

them thrive in recession, win a price war and create new products and services. All of it enhances shareholder value as the brands emerge from challenging environments even stronger. For investors, that means dividends and share prices that grow over time, offering rising income and capital appreciation.

Global brands outlast economic cycles

Global brands have passed crisis tests

Many global brands weathered the onset of the COVID-19 pandemic and participated strongly in our recovery. Their diverse lines of business and strong market share positioned them well to recover and grow.

Of the 20 companies in the Harvest Brand Leaders Plus Income ETF, 17 increased their dividend in 2022.

For example, McDonald's, the world's biggest fast food chain raised its dividend for the 46th consecutive year. It has maintained its sharp focus, finding new ways to grow by slimming down menus, speeding up drive thru times, launching a loyalty program and investing in technology. It accelerated its push into emerging markets which now account for 50% of all stores.



Features of global brand

Size, scale and scope helps them weather storms

A truly global brand transcends geographic and cultural boundaries and delivers consistent value in all markets. This includes:

A simple and compelling marketing message

that is the same in all markets. Apple is synonymous with high-quality tech devices. Google with internet search. These two-word descriptions are simple and powerful.

The company name is the brand. Visa is shopping. Microsoft is computer software and cloud computing. UPS is delivery. Nike is sports apparel and equipment. Consumers associate the name with the promise of a superior product. The message is clear and unambiguous.

Adapting to local tastes. In China every year, Nike celebrates New Year with limited-edition sneakers inspired by traditional Chinese design. In North America, the Big Mac is McDonald's most popular sandwich and is beef. In India, the Big Mac is vegetarian. In the Asia Pacific region where PepsiCo's Lay's potato chips are a top brand, it is experimenting with flavours that include cucumber, ice lemon tea and seaweed.

Social responsibility. Consumers expect global brands to lead the way on social responsibility, leveraging their technology to solve the world's pressing problems. Heavy equipment maker Caterpillar has seven sustainability goals, including reducing the emissions of its vehicles. About 73% of Procter & Gamble's consumer packaging is recyclable or reusable. It is aiming for 100%. Johnson & Johnson is spending \$800 million through 2030 to make its packaging more environmentally friendly.



Strength of global brands


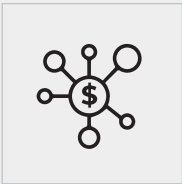


Premium Pricing Built on trust & loyalty	Diversity Across geographic & cultural barriers	Survivors Loyalty, endurance, long operating history	Growth & Stability Long term growth and dividend generators
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The Harvest Brand Leaders Plus Income ETF

The Harvest Brand Leaders Plus Income ETF (TSX:HBF, HBF.B, HBF.U) is designed for financial advisors and investors looking for an ETF chosen from the world's Top 100 Brands. It provides a consistent monthly income along with the opportunity for growth. Harvest uses an active covered call strategy to generate a competitive and tax efficient distribution stream.

The ETF:

- Is globally diversified by sector and region;
- Is chosen from a universe of the best global brands;
- Provides a dividend stream that grows over time;
- Uses a covered call strategy to generate an additional income stream.

 20 Global Brands	 Monthly Distribution	 Globally Diversified	 Actively Managed
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Portfolio summary:

- The core holdings are US-based large cap companies with the best rated brand names
- The companies are globally diversified
- The ETF offers long term capital appreciation opportunity and growing dividend income
- The Harvest covered call strategy enhances income and lowers volatility
- Your currency choice: CAD hedged HBF, CAD unhedged HBF.B and USD unhedged HBF.U units

About Harvest

Founded in 2009, Harvest Portfolios Group Inc. is an independent Canadian Investment Fund Manager. At Harvest, our guiding principles are premised on building wealth for our clients through ownership of strong businesses that have the potential to grow & generate income over the long term. Harvest has an established track record with its stable of equity ETFs. Now, in 2023, Harvest has expanded its income philosophy to introduce Fixed Income ETFs to our innovative lineup. Harvest now offers exposure to the highest rated bonds like US Treasuries, coupled with its covered call strategy that provides high yields to increase monthly income.

To learn more about the ETF, please visit harvestportfolios.com/hbf.

Disclaimer

Commissions, management fees and expenses all may be associated with investing in HARVEST Exchange Traded Funds (managed by Harvest Portfolios Group Inc.) Please read the relevant prospectus before investing. The funds are not guaranteed, their values change frequently and past performance may not be repeated. This communication should not be considered as advice and/or a recommendation to purchase or sell the mentioned securities or used to engage in personal investment strategies. Tax, investment and all other decisions should be made with guidance from a qualified professional.

Distributions are paid to you in cash unless you request, pursuant to your participation in a distribution reinvestment plan, that they be reinvested into Class A units of the Fund. If the Fund earns less than the amounts distributed, the difference is a return of capital.

Certain statements included in this communication constitute forward-looking statements ("FLS"), including, but not limited to, those identified by the expressions "expect", "intend", "will" and similar expressions to the extent they relate to the Fund. The FLS are not historical facts but reflect Harvest's, the Manager of the Fund, current expectations regarding future results or events. These FLS statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. Although Harvest, the Manager of the Fund, believes that the assumptions inherent in the FLS are reasonable, FLS are not guarantees of future performance and, accordingly, readers are cautioned not to place undue reliance on such statements due to the inherent uncertainty therein. Harvest, the Manager of the Fund, undertakes no obligation to update publicly or otherwise revise any FLS or information whether as a result of new information, future events or other such factors which affect this information, except as required by law.

Please see www.harvestportfolios.com for additional information. The ETF is listed for trading on the TSX under the ticker symbol HBF, HBF.B, HBF.U.