

International Equity ETF

Company Profile

- ✓ Managing client portfolios since 1973
- ✓ Over \$2.9 billion total assets under management
 - Individuals
 - Institutions
 - Retirement plans
 - Government entities
 - Cash management portfolios
 - Foundations and Charitable Accounts
- ✓ Team-based approach with average investment experience of over 25 years
- ✓ Clients located throughout the US and abroad
- ✓ Offices
 - Headquartered in Sarasota, Florida
 - Branch office in Vineland, New Jersey

ETF Team



Dr. Michael D. McNiven serves as a Managing Director and a Portfolio Manager at Cumberland Advisors. He helps manage the Private Wealth Management, Retirement Plan Services, and Business Development functions within the firm. He speaks at conferences and other investment fora explaining Cumberland's investment philosophy and portfolio options to high net worth individuals, institutional clients and financial advisors. Dr. McNiven began his career at the Financial Times based in New York where he conducted the North American Market Readership research study as well as the Financial Times research into US university and higher education readership. He then assumed the partnership marketing role to pursue business development opportunities throughout the US and later managed the advertising sales function for US classifieds, art, and residential and commercial real estate advertising. Dr. McNiven joined Cumberland Advisors in April of 2009 as a marketing consultant and then as an Investment Advisor Representative of the firm. Prior to joining Cumberland Advisors, Dr. McNiven was an Assistant Professor at Rowan University in Glassboro, New Jersey teaching strategic marketing communications, research, and advertising courses. He has taught courses and assisted at Rowan University, University of Georgia, Utah Valley University, and Brigham Young University. He is a graduate of Brigham Young University in Provo, Utah for both B.A. and M.A. degrees, and also holds a Ph.D. from the University of Georgia in Athens.



David R. Kotok cofounded Cumberland Advisors in 1973 and has been its Chief Investment Officer since inception. He holds a B.S. in economics from The Wharton School of the University of Pennsylvania, an M.S. in organizational dynamics from The School of Arts and Sciences at the University of Pennsylvania, and an M.A. in philosophy from the University of Pennsylvania. Mr. Kotok's articles and financial market commentaries have appeared in The New York Times, The Wall Street Journal, Barron's, and other publications. He is a frequent contributor to Bloomberg TV and Bloomberg Radio, Fox Business, and other media. Mr. Kotok has served as Program Chairman and currently serves as a Director of the Global Interdependence Center (GIC), www.interdependence.org, whose mission is to encourage the expansion of global dialogue and free trade in order to improve cooperation and understanding among nation states, with the goal of reducing international conflicts and improving worldwide living standards. Mr. Kotok chaired its Central Banking Series and organized a five-continent dialogue held in Cape Town, Hong Kong, Hanoi, Milan, Paris, Philadelphia, Prague, Rome, Santiago, Shanghai, Singapore, Tallinn, and Zambia (Livingstone). He has received the Global Citizen Award from GIC for his efforts. Mr. Kotok is a member of the National Business Economics Issues Council (NBEIC), the National Association for Business Economics (NABE) and served on the Research Advisory Board of BCA Research. Mr. Kotok has served as a Commissioner of the Delaware River Port Authority (DRPA) and on the Treasury Transition Teams for New Jersey Governors Kean and Whitman. He has also served as a board member of the New Jersey Economic Development Authority and as Chairman of the New Jersey Casino Reinvestment Development Authority. He has authored or co-authored four books, including the second edition of *From Bear to Bull with ETFs* and *Adventures in Muniland*.

ETF Team



Matthew McAleer serves as the Executive Vice President and Director of Equity Strategies. He is responsible for overseeing all aspects of Cumberland Advisors' equity group including portfolio management, research and trading. With a focus on quantitative research, Mr. McAleer uses detailed trend, price and relative strength analysis to manage portfolio construction and to identify investment opportunities across multiple asset classes. Mr. McAleer began as an investment advisor in 1994 analyzing bonds, stocks, mutual funds and eventually exchange-traded funds at Wheat First Securities. At Wheat First Securities, he began developing the portfolio management style that has become his hallmark management style that focuses on tactical asset allocation using trend and relative strength analysis. Mr. McAleer has over 25 years of investment management experience and previously led the tactical asset allocation strategies at Hudson Canyon Investment Counselors and Classic Asset Management. The strategy was recognized as a "Top Gun" performer by PSN Informa in 2013. He holds a B.S. degree in marketing/economics from Rider University, where he also competed for the wrestling team.



Dr. William H. Witherell joined Cumberland Advisors as Chief Global Economist in November 2005 and became a Portfolio Manager in December 2005. He is also a Senior Consultant for Finance and Corporate Governance to the Organization for Economic Cooperation and Development (OECD). From 1989 through September 2005, he was OECD's Director for Financial and Enterprise Affairs. He joined the Secretariat of the OECD in Paris, France, in 1977. Dr. Witherell is a graduate of Colby College and holds an M.A. and a Ph.D. in Economics from Princeton University. Dr. Witherell began his career as a business economist with Exxon and Esso Eastern from 1967 to 1973, where he held positions in the economics, treasury and corporate planning function. He moved to the international economic and financial relations field in 1973 with positions first in the U.S. Department of State and then the Department of the Treasury from 1974 to 1977, as Director of the Office of Financial Resources and Energy Finance. Dr. Witherell currently resides in North Grafton, MA. He is a past chairman of the International Roundtable of the National Association for Business Economics, and a member of the Boston Economic Club and the Westborough, MA Rotary Club.



Dr. Robert A. Eisenbeis serves as Cumberland Advisors' Chief Monetary Economist. In this capacity, he advises Cumberland's asset managers on developments in US financial markets, the domestic economy and their implications for investment and trading strategies. Dr. Eisenbeis was formerly Executive Vice-President and Director of Research at the Federal Reserve Bank of Atlanta, where he advised the bank's president on monetary policy for FOMC deliberations and was in charge of basic research and policy analysis. Prior to that, he was the Wachovia Professor of Banking at the Kenan-Flagler School of Business at the University of North Carolina at Chapel Hill. He has also held senior positions at the Federal Reserve Board and FDIC. He is currently a member of the Shadow Financial Regulatory Committee and Financial Economist Roundtable and a Fellow of both the National Association of Business Economics and Wharton Financial Institutions Center. He holds a Ph.D. and M.S. degree from the University of Wisconsin and a B.S. degree from Brown University. Dr. Eisenbeis moved to Lakewood Ranch, Florida with his wife and daughter in 2012. He now works out of the firm's Sarasota, Florida headquarter office.

Portfolio Style

Investment Objective

- ✓ To match or exceed the performance of the benchmark (S&P Global ex-U.S. Broad Market Index) with lower volatility.

Investment Philosophy

- ✓ Macroeconomic factors and fundamentals drive asset class returns.
- ✓ Allocation techniques and technical analysis help stabilize returns while reducing overall risk.
- ✓ The attention to risk management is as important as return management over time.

Investment Approach

- ✓ Cumberland Advisors employs exchange-traded funds (ETFs) to construct an internationally diversified model portfolio using broad-based international Core ETFs and specific country exposures.

Explanation & Model Process

1. Understanding the Rationale for International (non-US) Investment

Demographic and economic projected changes suggest larger international (non-US) exposure will be central to investment growth in coming decades.

2. Strategic Country Ranking & Economic and Information Outlook

Selection of core countries that merit ongoing economic surveillance. Developed, Emerging, and select Frontier markets are considered, producing 44 countries (non-US). *Updated annually.* Macroeconomic, top-down data with forward-looking characteristics: Real GDP Growth (average 2 year projections), OECD Composite Leading Indicators, and Purchaser Manager Indices (PMI). *Updated quarterly on the first of March, June, September, and December.*

3. Market Information Table & International Market Weights

Momentum and Performance Ned Davis Research (NDR) Global Market Rankings and NDR Market Evaluation, Consensus Evaluation, and Goldman Sachs EPS. *Updated Monthly.* Use of highly quantitative relative strength and trend analysis process to measure risk/reward characteristics of 6 broad International asset classes (Dorsey Wright). *Updated on Market Changes.*

4. Cumberland Advisors' ETF Screening

Approximately 1,500 available ETFs are screened by AUM and liquidity appear in our ETF Guides (approximately 150 International ETFs). *Updated monthly.*

5. Portfolio Composition and Monitoring

ETF.com (Efficiency-Trading-Fit) tools, P/E and P/B, NDR liquidity/scoring, Dorsey Wright's Point and Figure charts, CA's proprietary market movement charts. *Monthly and opportunistic updating.*

1. International Investment Rationale



Source: Map by valeriepieris on Reddit

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The Middle Class: Size & Distribution

	2009		2020		2030	
	Number of People (millions & global share)		Number of People (millions & global share)		Number of People (millions & global share)	
North America	338	18%	333	10%	322	7%
Europe	664	36%	703	22%	680	14%
Central and South America	181	10%	251	8%	313	6%
Asia Pacific	525	28%	1,740	54%	3,228	66%
Sub-Saharan Africa	32	2%	57	2%	107	2%
Middle East and North Africa	105	6%	165	5%	234	5%
World	1,845	100%	3,249	100%	4,884	100%

Source: Societe Generale

Real GDP Growth

Table 1.1 The global outlook in summary (Source: The World Bank <http://www.worldbank.org/en/publication/global-economic-prospects/summary-table>)
(percentage change from previous year, except interest rates and oil price)

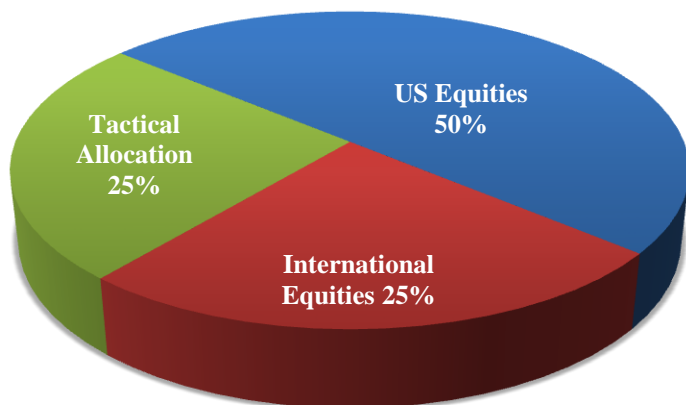
	2012	2013e	2014f	2015f	2016f
REAL GDP GROWTH (in constant 2010 dollars GDP weights)					
World	2.5	2.4	2.8	3.4	3.5
High income	1.5	1.3	1.9	2.4	2.5
OECD countries	1.3	1.2	1.8	2.4	2.5
Euro Area	-0.6	-0.4	1.1	1.8	1.9
Japan	1.4	1.5	1.3	1.3	1.5
United States	2.8	1.9	2.1	3.0	3.0
Non-OECD countries	3.4	2.5	2.4	2.9	3.4
Developing countries	4.8	4.8	4.8	5.4	5.5
East Asia and Pacific	7.4	7.2	7.1	7.1	7.0
China	7.7	7.7	7.6	7.5	7.4
Indonesia	6.3	5.8	5.3	5.6	5.6
Thailand	6.5	2.9	2.5	4.5	4.5
Europe and Central Asia	1.9	3.6	2.4	3.7	4.0
Kazakhstan	5.0	6.0	5.1	5.9	6.0
Turkey	2.1	4.0	2.4	3.5	3.9
Romania	0.4	3.5	2.8	3.2	2.9
Latin America and Caribbean	2.6	2.4	1.9	2.9	3.5
Brazil	0.9	2.3	1.5	2.7	3.1
Mexico	4.0	1.1	2.3	3.5	4.0
Argentina	0.9	3.0	0.0	1.5	2.8
Middle East and North Africa	0.6	-0.1	1.9	3.6	3.5
Egypt	2.2	2.1	2.4	2.9	3.2
Iran	-5.6	-1.7	1.5	2.0	2.3
Algeria	3.3	2.7	3.3	3.5	3.6
South Asia	5.0	4.7	5.3	5.9	6.3
India	4.5	4.7	5.5	6.3	6.6
Pakistan	3.8	3.7	3.7	3.9	4.0
Bangladesh	6.2	6.0	5.4	5.9	6.2
Sub-Saharan Africa	3.7	4.7	4.7	5.1	5.1
South Africa	2.5	1.9	2.0	3.0	3.5

International Equity Allocation

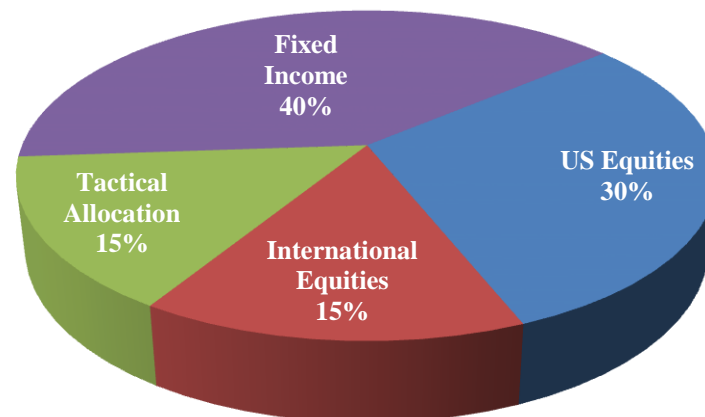
- What is the optimal long-term international equity allocation?

	Historical %	Recommended %
Conservative	0	10
Moderate	10	15
Aggressive	20	25

Sample Equity Allocation



Sample Balanced Allocation



2. Strategic Country Rating

Building Blocks for a Strategic Ranking of Cumberland Advisors' 44-Country Surveillance

- World Economic Forum's Global Competitiveness Index
- World Bank's Doing Business Index
- World Bank's Protection of Property Rights Index
- Transparency International Corruption Index
- Long-Term Economic Growth Prospects
- Size of the Economy

1. United States	2. United Kingdom	3. S. Korea	4. Taiwan	5. Malaysia	6. Canada	7. Australia	8. China
9. Thailand	10. Singapore	11. Indonesia	12. India	13. Brazil	14. France	15. Japan	16. Turkey
17. Philippines	18. Sweden	19. Germany	20. Russia	21. South Africa	22. Mexico	23. Czech Republic	24. Hong Kong
25. Norway	26. Chile	27. Poland	28. Netherlands	29. Columbia	30. Switzerland	31. Denmark	32. Peru
33. Finland	34. New Zealand	35. Ireland	36. Israel	37. Belgium	38. Spain	39. Italy	40. Austria
41. Portugal	42. Hungary	43. Greece	44. Vietnam				

Macroeconomic, top-down data with forward-looking characteristics

An economic attractiveness score is derived using the following data sources:

1. Real GDP Growth (Average 2-year projections less previous year reported growth)
2. OECD Composite Leading Indicators (Year-to-year point change)
3. Purchase Manager Indices (PMI)

The CEI Outlook is updated quarterly on the first of March, June, September, and December.

- ✓ Produces a ranking list of countries with positive macroeconomic characteristics
- ✓ Flags countries held in Cumberland Advisors' portfolios that do not appear with positive characteristics

3. Market Information Table

Momentum Data

- Bloomberg
- Dorsey Wright & Associates
 - Momentum and acceleration

Earnings Data

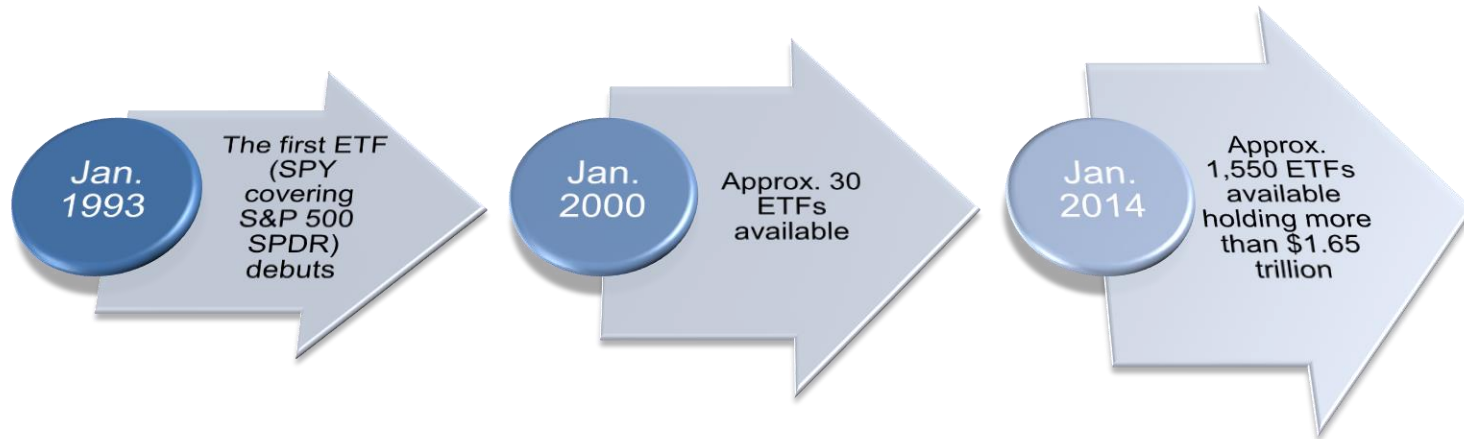
- Bloomberg
- Consensus Evaluation
- Goldman Sachs Earnings per Share

The Market Information Table is updated monthly.

- ✓ Favorable countries with macroeconomic characteristics compared with 4-week change in momentum rank
- ✓ Earnings data then evaluated
- ✓ Leads to both macro and market views of country attractiveness

4. ETF Screening

The Exchange-Traded Funds Industry has matured



Cumberland Advisors screens available ETFs by assets under management and country/region while monitoring trading levels, liquidity, active/passive approaches, and institutional support.

Screened International lists contain approximately 150 ETFs.

Developed Market Guide

Emerging Market Guide

Cumberland Country Guide

5. Portfolio Composition & Trading

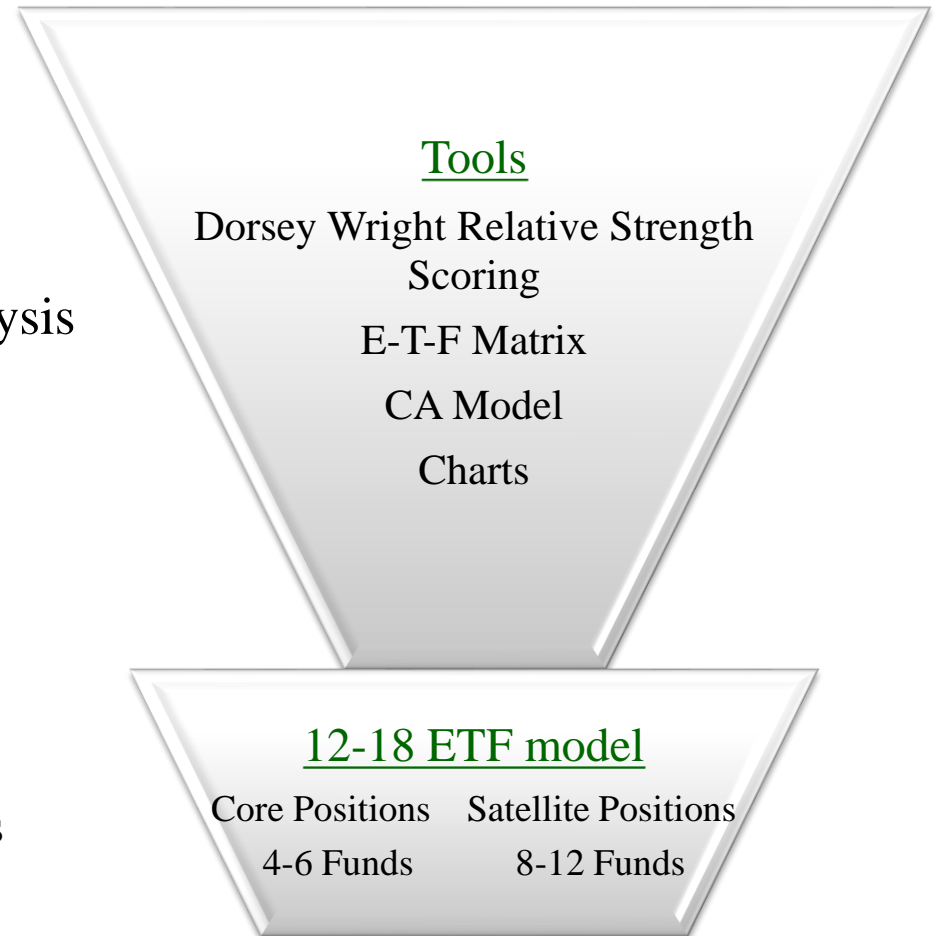
Inputs

- International ETF Model Process
- NDR liquidity/scoring
- Dorsey Wright charting
- Cumberland Advisors Market Analysis
- Movement Model Charts
- Other macroeconomic reports
- Other technical reports

Approximate Number of Holdings: 12-18

- Broad-based/Core selections: 4-6 ETFs
- Country/Satellite selections: 8-12 ETFs

Monthly and opportunistic updating.



Portfolio Composition & Trading

As of 12/31/2017 Update	Total in Model (%)	iShares ACWX (%)
Japan	20.44	16.54
United Kingdom	4.09	10.68
France	0.87	7.11
Canada	0.00	6.38
China	6.53	6.36
Switzerland	0.95	6.05
Germany	8.44	6.73
Australia	7.91	4.81
Netherlands	0.58	3.17
South Korea	1.77	3.82
Other	48.42	28.35

Source: Bloomberg

Portfolio Summary

Type of Investment Structure

- ✓ Individual Account (not a pooled instrument)

Portfolio Objective

- ✓ Match or beat benchmark with less volatility in returns

Returns

- ✓ Short-term and long-term capital gains

Rebalancing Frequency

- ✓ Monthly and opportunistic

Disclosure

International ETF Benchmark: The benchmark for the International Equity ETF style is the S&P Global ex-U.S. Broad Market Index (BMI). The S&P ex-U.S. broad Market Index (BMI) comprises the S&P Developed BMI and S&P Emerging BMI, and is a comprehensive, rules-based index measuring stock market performance globally, excluding the U.S.

Investing in Foreign Markets: The portfolio is made up of ETF's that are indexed to foreign markets or securities. Therefore the portfolio may be exposed to the following additional risks 1) there may be differences between countries in relation to accounting, financial reporting, legal, regulatory, pricing, liquidity and settlement and clearance procedures; 2) foreign currencies change in value relative to the American dollar. This may affect the ETF's investment returns. While passive currency management may be undertaken, it may not be possible to perfectly match the movements of the underlying currency. In addition the impact of currency hedging on the ETF's return is uncertain, cannot be guaranteed and can result in unfavorable market movements; and 3) the countries to which the ETFs are exposed may be subject to considerable degrees of economic, political and social instability.

Calculation Methodology: Returns consider dividends on a cash basis. All calculations are based on trade date. Securities traded on a national exchange are valued based on closing prices on the exchange; data is provided by major pricing services. Stocks traded on the over the counter market are valued based upon prices provided by major pricing services. Fixed income securities that do not trade on a national exchange are valued based upon estimates provided by a variety of services including major pricing services. The above figures do not represent any single or model portfolio. Accounts may at times include cash equivalents.

Composites: Additional information regarding policies for calculating and reporting returns and/or a complete list and description of Cumberland Advisors' composites, is available by contacting your account executive at (800) 257-7013, or write to Cumberland Advisors, 2 N. Tamiami Trail, Suite 303, Sarasota, FL 34236.

Past Performance: Past performance is not an indication or guarantee of future performance. No alterations of the composite as presented here has occurred because of changes in personnel or other reasons at any time.

Due to the rebalancing methodology used for ETF strategies, positions may be sold or closed in the very short-term (within 30 days). Also, the same security may be bought for some accounts, while being sold for others. This may result in increased commissions for some clients. This rebalancing methodology does not take into consideration any tax implications that may result from this type of trading. Exchange traded funds may not correlate to designated indices and, may have additional fees and expenses, including the possible duplication of management fees. Indices are provided for comparative purposes only as you cannot invest directly in an index.