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### **ETFMG Extends Cannabis Suite of ETFs with U.S. Alternative Harvest ETF (MJUS)**

**SUMMIT, N.J.**—(May 13, 2021)— ETF Managers Group (ETFMG®), leading exchange-traded fund issuer who brought investors MJ, the first U.S. listed and world’s largest global cannabis ETF, announced that the ETFMG U.S. Alternative Harvest ETF (NYSE Arca: MJUS) will begin trading today on the New York Stock Exchange. MJUS offers investors exposure to cannabis companies operating in the United States, including multi-state operators (MSOs) directly involved in the cultivation, production, marketing and distribution of cannabis or cannabis-related products.

MJUS is ETFMG’s second cannabis investment offering, joining the highly successful ETFMG Alternative Harvest ETF (NYSE Arca: MJ). MJ, which debuted in December 2017, has become a proxy for U.S. investors looking to invest in global cannabis with nearly \$1.7B assets under management.<sup>1</sup>

Currently, U.S. cannabis single and multi-state operators are only available to investors through second-tier, foreign exchanges, which are not widely accessible through U.S. brokerages. MJUS’s unique investment strategy rivals that of its competitors by offering investors a way to benefit from the continued growth of the U.S. cannabis industry and the leading companies directly involved in U.S. cannabis-related activities.

“We are especially proud to be bringing yet another cannabis product to investors, specifically an ETF that captures one of the greatest untapped areas of growth potential in the industry,” says Sam Masucci, Founder and CEO of ETFMG.

As the largest cannabis market globally, legal cannabis sales in the U.S. exceeded \$17.5 billion in 2020, representing a 46% increase over 2019’s \$12.1 billion of sales.<sup>2</sup> With several factors driving growth in the U.S., including more states legalizing cannabis and more consumers entering the market in existing legal markets, the rapid expansion of the U.S. cannabis industry is expected to continue and ultimately generate \$85 billion in sales by 2030.<sup>3</sup>

“With voter support for federal legalization initiatives at an all-time high, combined with the positive economic impact cannabis legalization would provide through job creation and increased tax revenues, it is widely anticipated that the current administration will pass federal legislation providing meaningful cannabis reform, which would greatly benefit existing U.S. cannabis related businesses,” says Jason Wilson, ETFMG Cannabis Research and Banking Expert.



MJUS seeks to achieve its investment objective by investing in cannabis companies within the Prime U.S. Alternative Harvest Index that derive at least 50% of their net revenue in the United States and in derivatives that have economic characteristics similar to such securities.

For more information on MJUS, visit: [www.etfmg.com/MJUS](http://www.etfmg.com/MJUS)

#### **About ETFMG®**

ETFMG is a provider of exchange-traded funds (ETFs), founded in 2014 with a vision of developing innovative thematic ETFs that provide investors unique exposure to new markets. Today, the ETFMG fund line up provides access to a diverse collection of global themes and is comprised of 75% first-to-market products. We turn portfolio management strategies into successful ETFs by partnering with market segment experts to bring long-term growth opportunities to investors. ETFMG funds are proof as to the power of the ETF wrapper and that thematic products can have a place in investors' portfolios. To learn more about ETFMG and our portfolio of exchange traded funds please visit [www.etfmg.com](http://www.etfmg.com).

**Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Fund's statutory and summary prospectus, which may be obtained by calling 1-844-383-6477, or by visiting [www.etfmg.com/MJUS](http://www.etfmg.com/MJUS). Read the prospectus carefully before investing.**

Investing involves risk, including the possible loss of principal. Shares of any ETF are bought and sold at market price (not NAV), may trade at a discount or premium to NAV and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. Narrowly focused investments typically exhibit higher volatility. The possession and use of marijuana, even for medical purposes, is illegal under federal and certain states' laws, which may negatively impact the value of the Fund's investments. Use of marijuana is regulated by both the federal government and state governments, and state and federal laws regarding marijuana often conflict. Even in those states in which the use of marijuana has been legalized, its possession and use remains a violation of federal law. Federal law criminalizing the use of marijuana pre-empts state laws that legalizes its use for medicinal and recreational purposes. Cannabis companies and pharmaceutical companies may never be able to legally produce and sell products in the United States or other national or local jurisdictions.

The Fund's investments will be concentrated in an industry or group of industries to the extent that the Index is so concentrated. In such event, the value of the Fund's shares may rise and fall more than the value of shares of a fund that invests in securities of companies in a broader range of industries. The consumer staples sector may be affected by the permissibility of using various product components and production methods, marketing campaigns and other factors affecting consumer demand. Tobacco companies, in particular, may be adversely affected by new laws, regulations and litigation. The consumer staples sector may also be adversely affected by changes or trends in commodity prices, which may be influenced or characterized by unpredictable factors.

ETF Managers Group LLC is the investment adviser to the Fund.

The Fund is distributed by ETFMG Financial LLC. ETF Managers Group LLC and ETFMG Financial LLC are wholly owned subsidiaries of Exchange Traded Managers Group LLC (collectively, "ETFMG"). ETFMG is not affiliated with Prime Indexes.

The Fund is intended to be made available only to U.S. residents. Under no circumstances is any information provided on this website intended for distribution to or use by, or to be an offer to sell to or solicitation of an offer to buy the Fund or any investment product or service of, any person or entity in any jurisdiction or country, other



than the United States, where such distribution, use, offer or solicitation would subject the Fund or its affiliates to any registration requirement or be unlawful under the securities laws of that jurisdiction or country.

1. MJ's assets under management as of 5/12/21.
2. [BDSA Reports Global Cannabis Sales Exceeded \\$21 Billion in 2020; Forecasts \\$55.9 Billion by 2026](#)
3. [Cowen: Themes 2020/Cannabis](#)