

# MAGG - Madison Aggregate Bond ETF

## Strategy Overview



The Madison Aggregate Bond ETF (MAGG) is an active, total return solution that aims to generate superior long-term risk adjusted returns by allocating across a diverse set of fixed income sectors and securities. Adhering to a disciplined investment process that features proprietary research and a high-quality bias, the fund actively manages portfolio duration, yield curve positioning, sector allocation, and credit quality. The fund leverages institutional pricing advantages while maintaining portfolio flexibility.

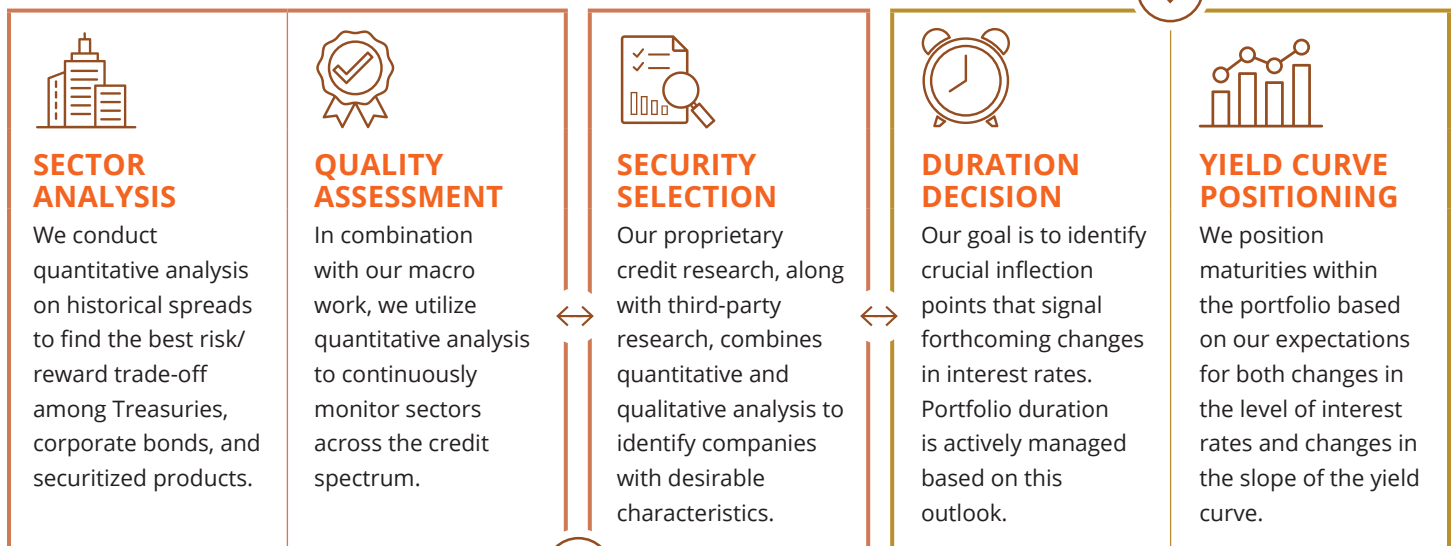
### Key Facts

Ticker	MAGG
Exchange	NYSE Arca
Inception Date	8/28/2023
Expense Ratio	0.40%
Benchmark	Bloomberg U.S. Agg Bond

“ We believe the most effective way to take advantage of the inefficiencies in fixed income markets is by utilizing diverse alpha sources and understanding the associated risks of each to pursue strong risk-adjusted returns while seeking to minimize the risk of permanent capital loss. ”

### MACRO OUTLOOK

Exposure to asset classes, geography, markets, or business types impacts bond prices. Understanding these factors guides our investment positioning for optimal rating categories, sectors, and timeframe.



### EXTENSIVE BOTTOM-UP RESEARCH

We continuously analyze and monitor every bond within the portfolio. This ensures we have a comprehensive understanding of the risk factors associated with each bond and how it will contribute to the fund's total return.





### Active risk management

We actively manage portfolio duration, yield curve positioning, sector/industry allocation, and credit quality through a disciplined and repeatable process.



### High Quality Bias

Combination of proprietary analysis and third-party research to build and monitor an approved list of high quality securities from industry-leading issuers with strong free cash flow and balance sheet management and stable to improving ratings.



### Nimbleness with scale

Our size affords us institutional pricing scale with the nimbleness to reflect our views in the portfolio without needing to own the entire market.

### Investable Securities and Portfolio Guidelines

- The Fund invests in U.S. Government bonds, Corporate bonds, Asset-Backed and Mortgage-Backed securities.
- Average duration between 3-7 years
- Securities maintain a relative duration range of 75%-125% of the benchmark's duration.
- Maximum high-yield weight of 10%\*

### Portfolio Management



Mike Sanders, CFA, FRM  
Head of Fixed Income,  
Portfolio Manager  
Industry since 2004



Allen Olson, CFA  
Portfolio Manager, Analyst  
Industry since 1998

*Before investing, please fully consider the investment objectives, risks, charges and expenses of the fund. This and other important information is contained in the current prospectus, which you should carefully read before investing or sending money. For more complete information about Madison Funds® obtain a prospectus from your financial adviser, by calling 800.877.6089 or by visiting [www.madisonfunds.com/ETFProspectusReports](http://www.madisonfunds.com/ETFProspectusReports) to view or download a copy.*

Madison Asset Management, LLC does not provide investment advice directly to shareholders of the Madison Funds.

Indices are unmanaged. An investor cannot invest directly in an index. They are shown for illustrative purposes only, and do not represent the performance of any specific investment. Index returns do not include any expenses, fees or sales charges, which would lower performance.

Bloomberg U.S. Aggregate Bond Index is an unmanaged index of U.S. fixed income securities. The U.S. Aggregate Index covers the USD-denominated, investment-grade, fixed-rate, taxable bond market of SEC-registered securities. The index includes bonds from the Treasury, Government-Related, Corporate, MBS (agency fixed-rate and hybrid ARM passthroughs), ABS, and CMBS sectors.

An investment in the fund is subject to risk and there can be no assurance that the fund will achieve its investment objective. The risks associated with an investment in the fund can increase during times of significant market volatility. The principal risks of investing in the fund include: interest rate risk, call risk, risk of default, liquidity risk, mortgage-backed security risk, credit risk and repayment/extension risk, non-investment grade security risk and foreign security and emerging market risk. As interest rates rise, the prices of bonds fall. Long-term bonds are more exposed to interest-rate risk than short-term bonds. Unlike bonds, bond funds have ongoing fees and expenses. More detailed information regarding these risks can be found in the fund's prospectus.

\*High yield bonds are considered lower-quality instruments known as "junk bonds". Such bonds entail greater risks than those found in higher-rated securities.

Madison Funds are distributed by MFD Distributor, LLC, member of FINRA. Portfolio data is as of the date of this piece unless otherwise noted and holdings are subject to change.

"Madison" and/or "Madison Investments" is the unifying tradename

of Madison Investment Holdings, Inc., Madison Asset Management, LLC ("MAM"), and Madison Investment Advisors, LLC ("MIA"). MAM and MIA are registered as investment advisers with the U.S. Securities and Exchange Commission. Madison Funds are distributed by MFD Distributor, LLC. MFD Distributor, LLC is registered with the U.S. Securities and Exchange Commission as a broker-dealer and is a member firm of the Financial Industry Regulatory Authority. The home office for each firm listed above is 550 Science Drive, Madison, WI 53711. Madison's toll-free number is 800-767-0300.

Non-deposit investment products are not federally insured, involve investment risk, may lose value and are not obligations of, or guaranteed by, any financial institution. Investment returns and principal value will fluctuate.

Any performance data shown represents past performance. Past performance is no guarantee of future results.

This report is for informational purposes only and is not intended as an offer or solicitation with respect to the purchase or sale of any security.

Duration is a measure of the sensitivity of the price of a bond or other debt instrument to a change in interest rates. Duration measures how long it takes, in years, for an investor to be repaid the bond's price by the bond's total cash flows.

Yield Curve is a line that plots yields (interest rates) of bonds having equal credit quality but differing maturity dates. The slope of the yield curve gives an idea of future interest rate changes and economic activity. There are three main types of yield curve shapes: normal (upward sloping curve), inverted (downward sloping curve) and flat. Yield curve strategies involve positioning a portfolio to capitalize on expected changes.

Bond Spread is the difference between yields on differing debt instruments of varying maturities, credit ratings, and risk, calculated by deducting the yield of one instrument from another.

It is Madison's opinion that the bond market is inefficient. There is no guarantee that Madison can consistently exploit these perceived inefficiencies.

Mortgage-Backed Securities (MBS) are bonds secured by home and other real estate loans.

Asset backed securities are bonds made up of a collection of consumer debt.

