

# ARK TRANSPARENCY STANDARDS<sup>®</sup>

August 2021

## 1 CULTURE

ARK fosters an open ethos, encouraging all employees to attend its Daily Morning Meetings, Weekly Business Meetings, Bi-Monthly Team Lunches and Town Hall Discussions, Semi-Annual Business Outlook Meetings, and Annual Offsites.

## 2 INVESTMENT SOLUTIONS

ARK believes in a transparent investment approach. ARK details its investment solutions on its adviser website. In addition, ARK is the investment adviser to the ARK Exchange Traded Funds (ETFs) which are fully transparent ETFs. ARK provides ETF investors with Trade Notifications for all actively managed ETFs and offers quarterly reports and webinars to discuss the investment environment and the performance, top holdings, and portfolio compositions of ARK's innovation ETFs.

## 3 COMMUNICATION

ARK implements a content-driven communication strategy seeking to educate investors about ARK, its product and service offerings, and research on disruptive innovation, economics, and the investment environment. ARK's research is freely accessible through weekly research and stock newsletters, blogs, white papers, monthly webinars, monthly video commentaries, media appearances, and social media including Twitter and various live social audio platforms.

## 4 OPEN RESEARCH ECOSYSTEM

ARK has evolved an open research approach that adds technology and external inputs to traditional financial research, creating a more transparent and interdisciplinary investment process.

## 5 BEST INTEREST

ARK has a fiduciary duty to act in the best interests of its clients.

## 6 ACCOUNTABILITY

ARK is regulated by the Securities and Exchange Commission (SEC). ARK is accountable to its Board of Directors, its Independent ETF Board of Trustees for ARK's ETFs, Foreside Fund Services for ARK's ETFs, and other third-party service providers and auditors.

## 7 TERMS

ARK provides Terms and Conditions, a dedicated FAQ section on its adviser website, and customer service for its ETF products during work hours.

## 8 PRIVACY

ARK is committed to client privacy and does not sell customer data to any third party. ARK publishes a Privacy Policy on its adviser and fund websites and follows best-practice General Data Protection Regulation (GDPR) Guidelines.