



Alpha Blue Capital – Name & Logo Origin/Story

Alpha Blue Capital L.P. founded by David Dabora in 2010 while at Boston Partners.

Alpha (Greek Letter: α) – Excess Return over the Market or Benchmark Return. The Investment Objective!

Beta (Greek Letter: β) – Expected move in stock or portfolio relative to the Market. **ABCS-Alpha Blue Capital US Small-Mid Cap Dynamic ETF & Alpha Blue Capital L.P.** are approximately a Beta of 1.0 Equity Strategies.

Blue –

Penn State & UCLA **Blue** – Colors on the **Alpha Blue Capital** name & logo and David's alma mater universities.

University of Michigan **Blue** – “Go Blue” Where David's Parents met & David was born in Ann Arbor, MI.

UConn **Blue** – Where David's Mother received her Master's Degree in Education & Father was a Professor in Aerospace/Mechanical Engineering for nearly 25 years. David's Hometown growing up was Storrs, CT.

Cal Berkeley **Blue** – David's wife's alma mater. Dabora's are 30+ year season ticket holders of the sports teams.

The Boston Company **Blue** – Where David started his investment management career as a Research Analyst and had a Portfolio Management role on the Dynamic Equity Fund for institutional investors from 1991-1995. Stock selection with attractive **Valuation**, sound **Fundamentals** and positive business **Momentum (V,F,M)**.

Boston Partners **Blue** – Where David was a Founding Partner in 1995 and worked for 27+ years retiring in 2022. David was the Senior Portfolio Manager for the Small-Mid Cap, Small Cap & Small-Micro Cap Value Strategies.

The Color Blue – **Blue** is universally the most appealing color and represents Trust, Loyalty, Honesty, Commitment, Wisdom, Confidence, Intelligence and Serenity among others. All indirect qualities that might persuade investors to entrust **Alpha Blue Capital** to manage some of their investments.

Capital – Is a broad term that can describe anything that confers value or benefit to its owners.

Alpha Blue Capital – Acronym of ABC – abbreviation that represents the alphabet, that in certain languages has positive spiritual connotations. **ABCS** is the Nasdaq listed ticker for **Alpha Blue Capital US Small-Mid Cap Dynamic ETF**. The initial management fee for the ETF is/was 40 bps. Forty is the only number whose letters appear in alphabetical order. Stock selection with attractive **Valuation**, sound **Fundamentals**, **Quality** and positive business **Momentum (V,F,Q,M)**.