# US Low Volatility Strategy Portfolio, Series 25

## **Investment Objective**

The US Low Volatility Strategy Portfolio, Series 25 (Trust) seeks to provide total return that is comprised of current income and capital appreciation.

# **Key Considerations**

- Risk Averse: Historically, low volatility stocks, as represented by the S&P 500° Low Volatility Index\*, have delivered competitive returns with the potential to mitigate risk when compared to the S&P 500° Index.<sup>1</sup>
- Factor Focused Strategy: The portfolio utilizes a smart beta strategy, which seeks to enhance risk adjusted returns.
- Valuations Matter: Guggenheim believes that investors tend to pay higher prices for stocks that are perceived to have higher growth potential and overlook more steadily performing stocks, which could result in additional risk.

<sup>1</sup>Source: S&P Dow Jones Indices, 9.28.2018. \*See last page for Index definition.

Past performance is no guarantee of future results. There is no guarantee that these trends and projections will continue or come to fruition and they are subject to change.

<sup>2</sup> Annual total returns are calculated using closing prices beginning 12.31 the previous year and ending 12.31 the stated year, for the noted one year period except that for 2018. Total return measures change in the value of an investment assuming reinvestment of all dividends and capital gains. These hypothetical results represent past performance of the strategy and not the actual Trust. Past performance does not guarantee future results. There can be no assurance that the Trust will achieve better performance than the S&P 500<sup>®</sup> Index or over any investment period in the Trust.

<sup>3</sup> It is assumed that the investment is liquidated at the end of the time series shown here, resulting in application of relevant fees and charges.

<sup>4</sup> Index Return data and Risk Free Rates data are from Bloomberg. Guggenheim calculates numerical data illustrated from raw data received from partners. Calculations are based on annualized figures. See last page for definitions.

+ These returns are the result of extraordinary market events and are not expected to be repeated.

The S&P 500<sup>®</sup> Index is a capitalization-weighted index of 500 stocks. The Index is designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries. Indices are statistical composites and their returns do not include payment of any sales charges or fees an investor would pay to purchase the securities they represent. Such costs would lower performance. The Index is unmanaged, it is not possible to invest directly in the Index, and its returns do not include payment of any sales charges or fees which would lower performance. The historical performance of the Index is shown for illustrative purposes only; it is not meant to forecast, imply or guarantee the future performance of any particular investment or the Trust, which will vary. Securities in which the Trust invests may differ from those in the Index. The Trust will not try to replicate the performance of the Index and will not necessarily invest any substantial portion of its assets in securities in the Index. There is no guarantee that the perceived intrinsic value of a security will be realized.

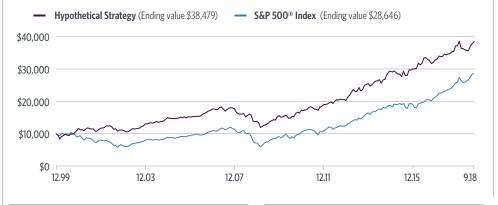
# **Stability Amidst Volatility**

Guggenheim believes that investors who are focused on long-term investment objectives recognize that significant fluctuations in a stock's price can have a substantial impact on their portfolio. Low-volatility stocks—which typically do not fluctuate dramatically, but change in value at a steady pace over time—may help to mitigate the adverse effects of market movements.

The US Low Volatility Strategy Portfolio is a diversified portfolio of securities identified with the lowest volatility, based on the Trust's security selection rules, as of date of deposit. These well-known companies have historically provided attractive valuations compared to their counterparts and may provide stability in stock price as well as the opportunity to deliver consistent dividends.

#### **GROWTH OF \$10,000**

Hypothetical Strategy vs. S&P 500<sup>®</sup> Index 12.31.1999-9.30.2018.



#### **AVERAGE ANNUAL TOTAL RETURNS**

Hypothetical Strategy vs. S&P 500<sup>®</sup> Index through 12.31.2017.

Time Period	Hypothetical Strategy	S&P 500® Index
Life of Model (12.31.1999 - 12.31.2017)	7.57%	5.43%
10-Year	7.73%	8.55%
5-Year	12.91%	15.78%
3-Year	8.27%	11.41%
1-Year	13.37%	21.82%

#### HISTORICAL RISK/RETURN ANALYSIS<sup>4</sup>

Hypothetical Strategy vs. S&P 500<sup>®</sup> Index 12.31.1999-9.30.2018.

Hypothetical Strategy	S&P 500® Index
10.58%	14.35%
7.54%	5.77%
0.54	0.28
4.38%	0.00%
0.52	1.00
61.32%	100.00%
49.41%	100.00%
	Strategy   10.58%   7.54%   0.54   4.38%   0.52   61.32%

ANNUAL TOTAL RETURNS<sup>2</sup>

Year <sup>3</sup>	Hypothetical Strategy	S&P 500® Index
2000+	16.45%	-9.10%
2001	0.45%	-11.89%
2002	-5.42%	-22.10%
2003	17.62%	28.68%
2004	15.14%	10.88%
2005	1.23%	4.91%
2006	15.90%	15.79%
2007	0.44%	5.49%
2008	-21.80%	-37.00%
2009	12.72%	26.47%
2010	10.35%	15.06%
2011	10.44%	2.63%
2012	6.80%	16.00%
2013	25.68%	32.39%
2014	15.06%	13.68%
2015	2.52%	1.37%
2016	9.20%	11.96%
2017	13.37%	21.82%
2018 (through 9.30.2018)	3.47%	10.56%

All strategy performance is hypothetical (not any actual Trust) and reflects Trust sales charges and estimated expenses but not brokerage commissions on stocks or taxes. Hypothetical performance is based on the assumption that the portfolio reconstitution would have occurred annually. Past performance is no guarantee of future results. Actual returns will vary from hypothetical strategy returns due to timing differences and because the Trust may not be invested equally in all stocks or be fully invested at all times. In any given year the strategy may lose money or underperform the Index. High returns are highly unusual and cannot be sustained. Investors should also be aware that these returns were primarily achieved during favorable market conditions. Growth of \$10,000 chart is based on monthly net returns for both the strategy and index. Source for all data is Guggenheim Funds Distributors, LLC, unless otherwise stated.

#### **PORTFOLIO SUMMARY**

Inception Date		11.1.2018
Termination Date		2.3.2020
Initial Offer Price		\$10.00
Number of Issues		30
Historical Annual Di Distribution <sup>5</sup>	vidend	\$0.2068
Distributions	25th day of ea	ach month commencing on 11.25.2018, if any

<sup>5</sup> The Historical Annual Dividend Distribution is as of 10.31.2018 and subject to change. The amount of distributions paid by the Trust's securities may be lower or greater than the above stated amount due to certain factors that may include, but are not limited to, a change in the dividends paid by issuers, a change in Trust expenses or the sale or maturity of securities in the portfolio. Fees and expenses of the Trust may vary as a result of a variety of factors including the Trust's size, redemption activity, brokerage and other transaction costs and extraordinary expenses.

#### **TICKETING INFORMATION**

CUSIP (cash payment) 40174C	
CUSIP (reinvestment accounts)	40174C513
CUSIP (fee-cash)	40174C521
CUSIP (fee-reinvest)	40174C539
Ticker	CULOZX

#### **SALES CHARGES**

Sales Charge (S/C) is based on a \$10 per unit offering price.

Standard Accounts	Amount Per Unit	Percentage of Public Offering Price
Deferred S/C <sup>6</sup>	\$0.135	1.35%
Creation and Development (C&D) Fee	\$0.050	0.50%
Total S/C	\$0.185	1.85%
Fee/Wrap Accounts <sup>7</sup>		
Creation and Development (C&D) Fee	\$0.050	0.50%
Total S/C	\$0.050	0.50%

<sup>6</sup> The deferred sales charge (DSC) is a fixed amount and will be deducted in monthly installments on the last business day commencing March 2019 and ending May 2019 or upon early redemption. For unit prices other than \$10, percentages of C&D fees, and DSCs will vary but in no event will the maximum sales charge (S/C) exceed the total S/C. Early redemption of units will still cause payment of the DSC. However, an initial sales charge, which is equal to the difference between the maximum S/C and the sum of any remaining deferred S/C charges and C&D, will be charged if the price paid for units exceeds \$10 per unit.

 $^7\mbox{For unit prices other than $10, percentage of the C&D fee will vary.$ 

#### **PORTFOLIO HOLDINGS**

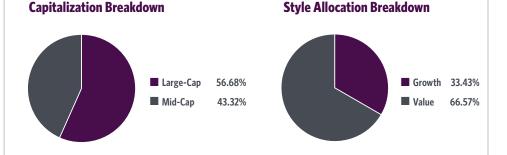
Holdings, breakdown, and weightings are as of 10.31.2018 and subject to change.

Symbol	Company Name
Common Sto	cks (90.12%)
Communicat	ion Services (3.31%)
VZ	Verizon Communications, Inc.
Consumer Di	scretionary (6.71%)
GPC	Genuine Parts Company
YUM	Yum! Brands, Inc.
Consumer St	aples (20.19%)
ADM	Archer-Daniels-Midland Company
CL	Colgate-Palmolive Company
МКС	McCormick & Company, Inc.
MDLZ	Mondelez International, Inc.
PEP	PepsiCo, Inc.
PG	Procter & Gamble Company
Financials (1	3.28%)
AFL	Aflac, Inc.
СВ	Chubb Limited
CME	CME Group, Inc.
MMC	Marsh & McLennan Companies, Inc.
Health Care (9.89%)	
HUM	Humana, Inc.
JNJ	Johnson & Johnson
LH	Laboratory Corp of America Holdings

Symbol	Company Name
Industrials (1	10.05%)
RSG	Republic Services, Inc.
VRSK	Verisk Analytics, Inc.
WM	Waste Management, Inc.
Information	Technology (10.11%)
ADP	Automatic Data Processing, Inc.
FISV	Fiserv, Inc.
MSI	Motorola Solutions, Inc.
Materials (3.30%)	
APD	Air Products & Chemicals, Inc.
Utilities (13.2	28%)
ED	Consolidated Edison, Inc.
DUK	Duke Energy Corporation
EXC	Exelon Corporation
WEC	WEC Energy Group, Inc.
Real Estate Investment Trusts (9.88%)	
Real Estate (9.88%)	
AIV	Apartment Investment & Management Company
AVB	AvalonBay Communities, Inc.
UDR	UDR, Inc.

### **PORTFOLIO ALLOCATION**

Breakdown and weightings are as of 10.31.2018 and subject to change.



### **Security Selection**

The Trust's portfolio was constructed and the securities were selected on October 25, 2018 (the "Security Selection Date") using the Security Selection Rules outlined below.

#### Security Selection Rules:

In constructing the Trust's portfolio, securities were selected based on the following rules-based criteria.

- 1. **Initial Universe:** Start with all securities that trade on a major exchange as of the Security Selection Date. Note that while the final selection step will include a subset of the initial universe, this initial universe of large, mid, and small cap stocks is used for fundamental ranks in step 2.
- 2. Rank on Fundamentals: Rank every company identified in the initial universe against other companies in the same sector, as defined by Global Industry Classification Standard. Each ranking is determined as of the Security Selection Date using the most recently reported information and uses a scale of 1 through 10 (1 representing the highest scoring 10% in the sector and 10 representing the lowest scoring 10% in the sector):
  - Return on assets as provided by S&P Compustat, and calculated as latest four quarters of reported operating income divided by the average of most recent reported total assets and year ago reported total assets.
  - Earnings before interest, taxes, depreciation and amortization for the latest four quarters divided by enterprise value, as provided by S&P Compustat. Enterprise value is determined by adding the equity market capitalization as of the most recent closing price with the total outstanding long term and short term debt as determined by the most recently available balance sheet, and then subtracting any cash and short term investments, as determined by the most recently available balance sheet.
  - Year-over-year growth in sales per share, as provided by S&P Compustat. Trailing year-over-year growth is the percentage change in sales per-share for the trailing 12 months versus the sales per-share from the prior 12 months. Sales per-share is the trailing 12 months of sales from the most recent trailing quarterly filings divided by the end of period reported count of common shares outstanding used to calculate basic earnings per share.

Each financial metric will create a separate score so that every company will have three scores. These three scores are averaged together to create one composite score for a company. This composite score is used to rank the companies in the next step in order to determine the sub-universe of securities.

- 3. **Define Sub-Universe:** Reduce the initial universe of securities to a sub-universe that meets the following requirements, with each requirement being applied independently to the initial universe from the other requirements in this step, as of the Security Selection Date:
  - Exclude the lowest ranked 25% of securities from the initial universe determined by the average of the three financial rankings described in step 2.
  - Exclude the 20% of the initial universe with the lowest trailing 6 month total return.
  - Exclude securities that are not members of the S&P 500<sup>®</sup> Index.
  - Exclude all securities whose standard deviation of daily returns for the trailing year, as provided by FactSet, is above the median of that metric amongst all S&P 500<sup>®</sup> Index members.
  - Exclude all securities whose standard deviation of trailing 36 monthly returns, as provided by FactSet, is above the median of that metric amongst all S&P 500<sup>®</sup> Index members or which do not have 36 months of trading history.

Rank on Fundamentals & Apply Momentum Screen Apply Volatility Screens Apply Liquidity & Price Screens Apply Sector & Industry Constraints Select 30 Companies with Lowest Volatility US Low Volatility Strategy Portfolio

All Securities that Trade on a Major Exchange

- Exclude all securities whose Beta, as provided by FactSet based on the trailing 2 years of weekly returns, is above the median of that metric amongst all S&P 500<sup>®</sup> Index members.
- Exclude securities with a market capitalization less than \$1 billion, as provided by FactSet based on the closing price as of the Security Selection Date.
- Exclude securities with trading liquidity of less than \$1 million, as determined by the median daily dollar trading volume (i.e., volume in shares multiplied by the closing price for the day, as provided by FactSet) during a 90 trading day look back from the Security Selection Date.
- Exclude securities with share price less than \$5.
- Exclude securities that have a pending cash or stock merger and acquisition or bankruptcy announcement which will lead to delisting the security. Such events will be determined by reviewing the corporate action announcement data from Bloomberg where the announced date falls before the Security Selection Date.
- 4. **Selection:** Select from the sub-universe the 30 securities with the lowest volatility, as measured by standard deviation of daily returns as sourced from FactSet for the previous trailing year, and equally weight these securities as of Security Selection Date. Selected securities must adhere to the following portfolio limits:
  - Maximum 25% weight in any sector/group (as defined by Global Industry Classification Standard).
  - Maximum 10% weight in any industry (as defined by Global Industry Classification Standard).
  - Maximum 20% weight in non-US countries (as defined by Russell index methodology for country categorization).

Once any of the investment limitations has been reached, additional securities of that kind will not be included in the Trust and the next lowest volatility security will be used.

Please note that due to the fluctuating nature of security prices, the weighting of an individual security, sector/group or industry in the Trust portfolio may change after the Security Selection Date.

## **Guggenheim Expertise**

Guggenheim manages a broad UIT lineup, offering more than 65 products, covering a variety of asset classes and investment themes. We provide equity and multiasset UITs, as well as fixed-income options that include taxable, municipal, and laddered strategies. Our investment teams are committed to analyzing and identifying attractive opportunities across global markets. We seek to advance the strategic needs of our clients by delivering timely strategies with high conviction, while assessing risk at the security, sector, and portfolio composition levels.

# FOR MORE INFORMATION, PLEASE CONTACT YOUR FINANCIAL ADVISOR OR VISIT GUGGENHEIMINVESTMENTS.COM

The US Low Volatility Strategy Portfolio, Series 25 is a Unit Investment Trust.

**INDEX DEFINITIONS:** The **S&P 500**<sup>®</sup> **Low Volatility Index** measures performance of the 100 least volatile stocks in the S&P 500<sup>®</sup>. Indices are unmanaged and it is not possible to invest directly in an index.

PORTFOLIO CHARACTERISTIC DEFINITIONS: Standard Deviation is a measure of historical volatility that indicates the degree to which an investment's returns fluctuate around its average return. Generally, a higher standard deviation indicates a more risky investment. Sharpe Ratio is a measure of reward per unit of risk. A higher Sharpe Ratio indicates outperformance on a historical risk-adjusted performance basis, while a lower Sharpe Ratio indicates underperformance on a historical risk-adjusted performance basis. Alpha is a coefficient, which measures risk-adjusted performance, factoring in the risk due to the specific security, rather than the overall market. A high value for alpha implies that the stock or mutual fund has performed better than would have been expected given its beta (volatility). Beta is the measure of a portfolio's sensitivity to the Index. By definition, the beta of the Index is 1.00. Any portfolio with a higher beta is more volatile than the Index. Likewise, any portfolio with a lower beta will be less volatile than the Index in the stated period. The Up-Market Capture Ratio is a measure of a portfolio in up-markets relative to the Index during the same period. A ratio value of 115 indicates that the portfolio has outperformed the market index by 15% in periods when the Index has risen. The Down-Market Capture Ratio is the direct opposite of the up-market capture ratio, gauging performance of the portfolio relative to the Index in down-markets. A ratio value of 80 would indicate the portfolio has declined only 80% as much as the declining overall market, indicating relative outperformance.

**RISK CONSIDERATIONS:** As with all investments, you may lose some or all of your investment in the Trust. No assurance can be given that the Trust's investment objective will be achieved. The Trust also might not perform as well as you expect. This can happen for reasons such as these: • Securities prices can be volatile. • Securities selected according to this strategy may not perform as intended. The Trust is exposed to additional risk due to its policy of investing in accordance with an investment strategy. Although the Trust's investment strategy is designed to achieve the Trust's investment objective, the strategy may not prove to be successful. The investment decisions may not produce the intended results and there is no guarantee that the investment objective will be achieved. • The Trust invests significantly in the consumer products sector. The factors that impact the consumer products sector will likely have a greater effect on this Trust than a more broadly diversified trust. General risks of companies in the consumer products sector include cyclicality of revenues and earnings, economic recession, currency fluctuations, changing consumer tastes, extensive competition, product liability litigation and increased government regulation. A weak economy and its effect on consumer spending would adversely affect companies in the consumer products sector. The Trust invests in securities issued by mid-capitalization companies, which may have limited product lines, markets or financial resources and may be more vulnerable to adverse general market or economic developments. These securities customarily involve more investment risk than securities of large-capitalization companies. • Share prices or distributions on the securities in the Trust may decline during the life of the Trust. • Inflation may lead to a decrease in the value of assets or income from investments. Please see the Trust prospectus for more complete risk information.

Unit Investment Trusts are fixed, not actively managed and should be considered as part of a long-term strategy. Investors should consider their ability to invest in successive portfolios, if available, at the applicable sales charge. UITs are subject to annual fund operating expenses in addition to the sales charge. Investors should consult an attorney or tax advisor regarding tax consequences associated with an investment from one series to the next, if available, and with the purchase or sale of units. Guggenheim Funds Distributors, LLC does not offer tax advice.

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Read the Trust's prospectus carefully before investing. It contains the Trust's investment objectives, risks, charges, expenses and other information, which should be considered carefully before investing. Obtain a prospectus at GuggenheimInvestments.com.

Guggenheim Funds Distributors, LLC

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