ETFs and Asset Allocation

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Increasing Acceptance of ETFs

"Anticipating that the U.S. Federal Reserve will resume large-scale purchases of U.S. Treasury bonds and confronted with strong domestic political pressure to spur growth and restrain a rising yen, the Japanese central bank launched a bond-buying program. It said it would spend 5 trillion yen (\$60 billion) to buy government bonds, corporate IOUs, real-estate investment trust funds and exchange-traded funds—the latter two a departure from past."

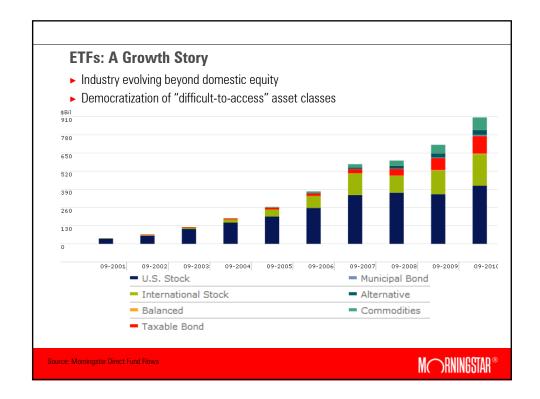
From The Wall Street Journal 10/6/2010



Agenda

- ► Introduction to ETFs
 - Overview of ETF Market
 - ► ETFs vs. Mutual Funds
 - Advantages and Disadvantages
- Asset Allocation
 - Strategic
 - Tactical
- ► Tactical Investing Ideas
- List of ETF Providers with a wide selection of funds





iShares leads, but Vanguard is gaining... Present Market Share ▲ iShares 1.8 46.9 Van Eck State Street Advrs 23.3 ▲ iPath 0.9 ▲ Vanguard 13.9 ▲ WisdomTree 8.0 ▲ Direxion Funds ▲ PowerShares 8.0 5.1 ▲ ProShares 3.2 ▲ Rydex|SGI 0.7 Data through Aug. 31, 2010. M RNINGSTAR®

Ten Largest ETFs

| Fund | Ticker | Total Net Assets (Billion) |
|--|--------|-------------------------------|
| Standard & Poor's Depositary Receipts | SPY | 78 |
| SPDR Gold Trust | GLD | 55 |
| iShares MSCI Emerging Markets Index Fund | EEM | 45 |
| Vanguard Emerging Markets Stock Index | VW0 | 36 |
| iShares MSCI EAFE Index | EFA | 35 |
| iShares S&P 500 Index | IVV | 23 |
| PowerShares QQQ Trust | 0000 | 22 |
| iShares Barclays TIPS Bond | TIP | 20 |
| iShares iBoxx \$ Invest Grade Corp Bond | LQD | 15 |
| Vanguard Total Stock Market Index Fund | VTI | 15 |



Funds with the Largest YTD Flows

| Fund | Ticker | Total Net Assets Billion | YTD Flows |
|--|--------|-----------------------------|-----------|
| Vanguard Emerging Markets Stock Index | VW0 | 36 | 13.3 |
| SPDR Gold Trust | GLD | 55 | 6.9 |
| PowerShares QQQ Trust | 0000 | 22 | 2.6 |
| iShares MSCI Emerging Markets Index Fund | EEM | 45 | 2.5 |
| Vanguard Total Bond Market Index Fund | BND | 9 | 2.3 |
| | | | |
| Standard & Poor's Depositary Receipts | SPY | 78 | -8.8 |
| PowerShares DB US Dollar Index Bullish | UUP | 1 | -2.5 |
| iShares FTSE/Xinhua China 25 Index Fund | FXI | 9 | -1.5 |
| Financial Select Sector SPDR | XLF | 5 | -1.5 |
| SPDR Dow Jones Industrial Average ETF | DIA | 8 | -1.3 |



What Are Exchange-Traded Funds?

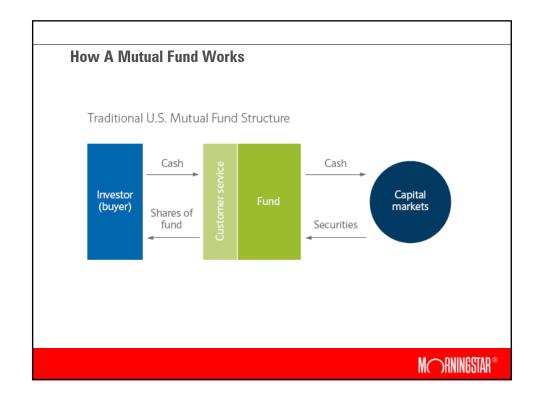
- ▶ In a basic sense, most ETFs are investable indexes
- ► Low-cost and tax efficient investment vehicles
- ► Availability of myriad asset classes allows for efficient diversification previously available only to large institutions
- ▶ Mutual Funds that trade like stocks...

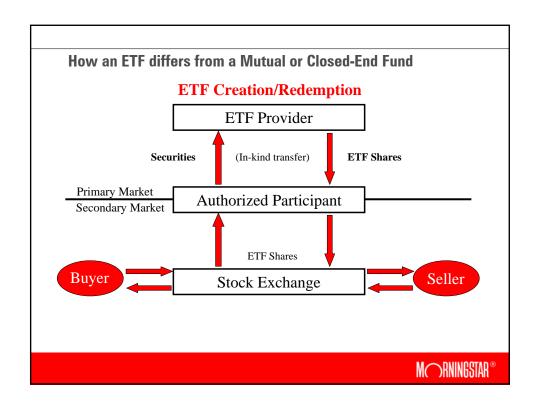


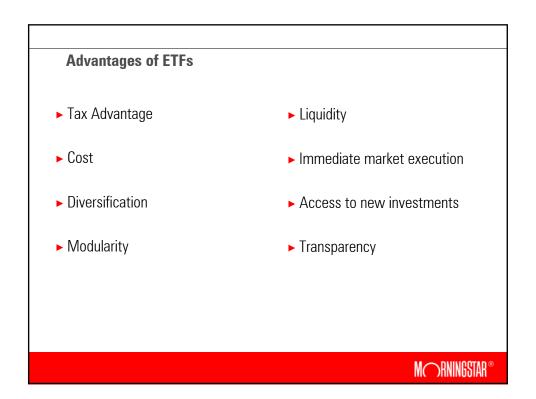
What Are Exchange-Traded Funds?

- ▶ But...
 - ▶ Listed on an Exchange like a stock or closed-end fund
 - ► <u>Traded</u> Intraday
 - ► Allow for stock-like strategies such as shorting and margin investing.





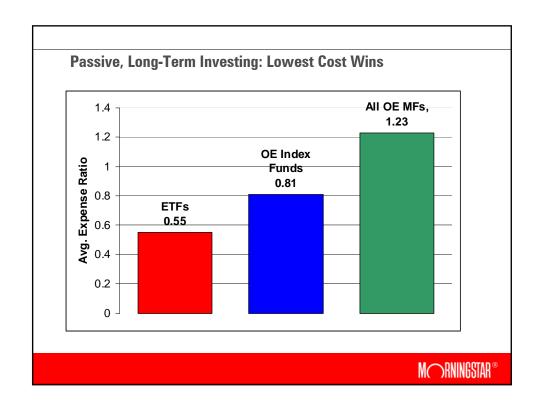




Potential Drawbacks of ETFs

- ► Transaction fees (typically smallest component of cost)
- ► Total Cost Analysis is Difficult How Much do AP's Make?
- ► Limitations within tax protected accounts (401K)
- ▶ In flat or down market, mutual funds perform well on tax basis





Proliferation of Asset Classes

- ► In the beginning, ETFs only offered broad index and equity sector exposure
- ► Now, ETFs offer access to nearly every asset category imaginable
 - Fixed Income
 - ► Fundamental Indexes
 - Commodities
 - Currencies
 - ► Target Date Strategies
 - Leveraged Equity
 - Hedge Fund Strategies
 - ► Niche Sector Slicing

| Broad Asset Class | # of ETFs |
|---------------------|-----------|
| U.S. Stock | 462 |
| International Stock | 194 |
| Balanced | 27 |
| Taxable Bond | 78 |
| Municipal Bond | 29 |
| Alternative | 141 |
| Commodities | 77 |
| Total | 1.008 |



Takeaways: ETFs versus mutual funds

- ► Execution more complicated than with a mutual fund
- ► Advantages can justify the effort and complexity
- ► Know what you own! Doing your homework means more than just reading the name of the ETF.



The Importance of Asset Allocation

➤ Xiong, Ibbotson, Idzorek, and Chen, "The Equal Importance of Asset Allocation and Active Management", Financial Analysts Journal, March/April 2010

Table 2. Decomposition of Time-Series Excess Market Return Variations in Terms of Average R²s, May 1999–April 2009

| Average R^2 | U.S. Equity Funds | Balanced Funds | International Funds |
|--|----------------------|-------------------|------------------------|
| Excess market asset allocation policy: $R_{i,t} - M_t$ vs. $P_{i,t} - M_t$ | 48% | 36% | 49% |
| Active portfolio management: $R_{i,t} - M_t$ vs. $R_{i,t} - P_{i,t}$ | 41 | 39 | 45 |
| Interaction effect | _11 | 25 | 6 |
| Total | 100% | 100% | 100% |

► "With market movements removed, asset allocation and active management are equally important in determining portfolio return differences within a peer group."



Types of Asset Allocation - Strategic

- ► Sometimes called a policy portfolio
- ► Historical return data can be used to estimate return, risk and correlations from a variety of asset classes. With this information and the investor's risk tolerance, target portfolio weights are established
- ► More of a passive, buy and hold approach, so it is ideally suited to the advantages of ETFs



A Simple, Conservative Strategic Asset Allocation Example

| Asset Class | Index | Weighting | Average Return | Standard Deviation |
|-------------------------------------|-------------------------------|-----------|-------------------|-----------------------|
| Domestic Equities | S&P 1500 | 25.0% | 1.6 | 16.6 |
| Developed Market Equities | MSCI EAFE | 12.5% | 4.7 | 18.5 |
| Fixed Income | BarCap US Agg Bond | 25.0% | 6.3 | 3.8 |
| Inflation Protected Fixed Income | BarCap US Treasury US TIPS | 12.5% | 7.5 | 6.8 |
| Cash Equivalent | BarCap Short Treasury | 25.0% | 2.7 | 0.6 |
| | | | | |
| Hypothetical Portfo Rebalanced | lio Annually | 100% | 4.3% | 6.2 |
| Monthly data over | past ten years annualize | ed | | |



| Implementation with ETFs | | | | |
|-------------------------------|-----------|---|--------|------------------|
| Index | Weighting | ETF Option | Ticker | Expense Ratio |
| S&P 1500 | 25.0% | iShares S&P 1500 Index | ISI | 0.20% |
| MSCI EAFE | 12.5% | Vanguard Europe Pacific ETF | VEA | 0.15% |
| BarCap US Agg Bond | 25.0% | Vanguard Total Bond Market ETF | BND | 0.12% |
| BarCap US Treasury US TIPS | 12.5% | iShares Barclays TIPS Bond | TIP | 0.20% |
| BarCap Short Treasury | 25.0% | iShares Barclays Short Treasury Bond | SHV | 0.15% |
| Hypothetical Portfolio | 100% | Weighted Average | | 0.16% |

Passive Indexing with ETFs – The Optimal Portfolio

- ► Academic research has shown that just holding the "market" is not the always the best approach
 - ▶ There are persistent higher returns for some asset classes
 - Caused by additional risk factors such as liquidity or macroeconomic risks
 - ► It is important whether or not the additional risks are correlated to the overall market



Passive Indexing with ETFs – Mean-Variance Analysis

- By decreasing the portfolios exposure to the market and increasing its exposure
 to these additional risk factors we can improve the portfolios expected returns while
 reducing the volatility of those returns
- ► We use Mean-Variance analysis to determine the "optimal" portfolio
 - Examine historical monthly returns going back 15 years for 8 major asset classes
 - Using this data, produce estimates for the correlations between the asset classes for the next 10-years
 - Use the data to determine ranges of excess expected return over the same period
- There is judgment involved and adjustments that need to be made. Our two big ones:
 - ▶ That International equities would be more highly correlated to U.S.
 - Expect higher volatility in the next ten years than was experienced in the past 10 years current market conditions would bear this out!



Rebalancing

- ► The key to using asset allocation to use a disciplined approach and to rebalance
 - ► In good markets, sweep excess equity returns and invest in bonds
 - ▶ In down markets, sell bonds and buy low on equities
- ► Asset Class Weights Vary by the Investors Unique Situation
 - ► Time Horizon
 - ► Long-Term Goals
 - ► Short-Term Risk Tolerance



ETFs as a counterbalance to more risky allocations

- ► An allocation to a broad passive vehicle can serve to absorb excess risk in a portfolio
- ▶ These risks may arise from a number of factors:
 - ► Concentrated sector bets
 - ► Concentrated holdings in company shares
 - ► High risk-reward investments in other corners of the portfolio



Morningstar ETF Investor Newsletter "Hands-Free" Portfolio

| Fund | Ticker | Current Portfolio Allocation | Date recommended | Туре |
|---|--------|------------------------------------|---------------------|-----------|
| Cash Holdings | | 1% | 3/12/2007 | |
| iShares iBoxx \$ Invest Grade Corp Bond | LQD | 10% | 8/3/2009 | Fix. Inc. |
| iShares Barclays MBS Bond | MBB | 6% | 8/3/2009 | Fix. Inc. |
| iShares Barclays TIPS Bond | TIP | 5% | 8/3/2009 | Fix. Inc. |
| SPDR DB Intl Govt Infl-Protected Bond | WIP | 4% | 8/3/2009 | Fix. Inc. |
| iShares COMEX Gold Trust | IAU | 4% | 7/14/2010 | Comm. |
| Vanguard Mega Cap 300 ETF | MGC | 21% | 9/2/2008 | Equity |
| iShares MSCI EAFE Index | EFA | 11% | 9/2/2008 | Equity |
| iShares Russell 1000 Value | IWD | 10% | 7/14/2010 | Equity |
| Vanguard Mid Cap ETF | V0 | 9% | 9/2/2008 | Equity |
| Vanguard Small Cap ETF | VB | 8% | 9/2/2008 | Equity |
| Vanguard Emerging Market Stock | VW0 | 7% | 9/2/2008 | Equity |
| iShares MSCI EAFE Small Cap Index | SCZ | 5% | 9/2/2008 | Equity |



Types of Asset Allocation - Tactical

- ► More of an active, alpha seeking approach, so it requires an investment process that develops a return forecast beyond just taking the average historical return.
- ► Takes the changing market environment into account and utilizes shorter-term forecasts to propose deviations from the strategic allocation.
 - ► Macroeconomic (top down)
 - ► Firm specific (bottom up)
 - ► Momentum or technical



Using ETFs for tactical or "satellite" allocations

- ► Sector bets
- ► Regional or country bets
- ► Short term directional bets
- ► Secular trends
- ► Economic cycle plays



Morningstar ETF Investor Newsletter "Hands-On" Portfolio

| Fund | Ticker | Current Portfolio Allocation | Date Recommende d |
|--|--------|------------------------------------|-------------------------|
| Cash Holdings | | 17% | 3/12/2007 |
| Vanguard Dividend Appreciation ETF | VIG | 14% | 3/11/2009 |
| Vanguard Information Technology ETF | VGT | 10% | 8/31/2010 |
| PowerShares Financial Preferred | PGF | 10% | 8/22/2008 |
| iShares Dow Jones US Oil & Gas E&P | IE0 | 10% | 3/12/2007 |
| WisdomTree Emrg Mkt SmallCap Div | DGS | 8% | 5/21/2009 |
| iShares DJ US Medical Devices | IHI | 8% | 8/12/2009 |
| iShares S&P Global Healthcare | IXJ | 7% | 3/30/2007 |
| JP Morgan Alerian MLP Index ETN | AMJ | 6% | 7/1/2010 |
| WisdomTree Emerging Markets Local Debt | ELD | 5% | 9/30/2010 |

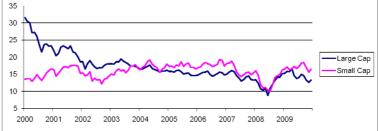


Tactical ETF Investing – Selection Process Example 1 VIG

- ▶ **Investment Thesis** The U.S. economy will grow more slowly than expected. Earnings growth will be more difficult to come by. Higher quality stocks should benefit relative to more expensive and higher risk small-cap names.
- ► Suitability— Core or Satellite: Large cap U.S. stocks are typically the largest part of an investor's equity allocation.
- ► **Risk** If economic growth stabilizes, small cap stocks may continue to outperform, as they have over the last ten years.
- ▶ Portfolio Impact Seeking to tilt the portfolio toward large-cap higher quality stocks that are less dependent on rapid economic growth to fuel earnings growth

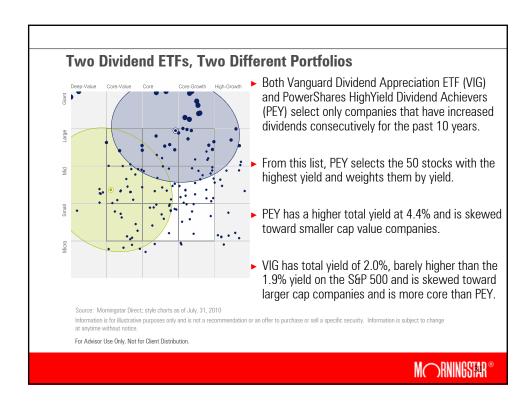


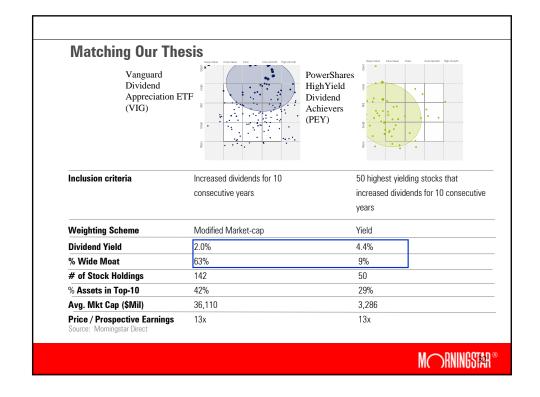
The Case for Large Caps Price to Earnings Ratio Large Cap vs. Small Cap



- Since the collapse of the tech bubble, large caps have gotten cheaper and are now under-valued on a price to earnings basis relative to small caps.
- Despite being cheaper, large caps are less risky. They had a standard deviation of return over the past ten years of 16.2% compared to 21.5% for small caps.
- Large caps have consistently generated better sales, earnings, cash flow and book value growth over the last ten years. However, IBES analyst estimates going forward project faster growth for small caps — a sign that they may be overvalued.







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Sector Comparison

| | VIG | PEY | S&P 500 |
|----------------------|------|------|---------|
| Healthcare | 13.3 | 4.0 | 11.0 |
| Consumer Services | 18.3 | 4.1 | 8.6 |
| Consumer Goods | 20.7 | 14.1 | 11.3 |
| Industrial Materials | 20.9 | 4.4 | 11.2 |

| Financial Services | 6.3 | 31.2 | 16.2 |
|--------------------|-----|------|------|
| Utilities | 1.1 | 32.1 | 3.7 |

- VIG has more exposure to faster growing and less cyclical sectors such as healthcare and consumer services as well as more cyclical but internationally orientated sectors such as industrial materials.
- ► PEY has a skew toward more value orientated sectors such as Financial Services and Utilities, sectors that typically have large dividend payouts.
- ► Firms that are able to generate stable, repeat businesses are often able to consistently raise dividends. Pepsi and Coca-Cola are both top ten holdings of VIG.

Source: Morningstar Direct. Portfolio holdings as of July. 31, 2010,

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Is VIG higher quality?

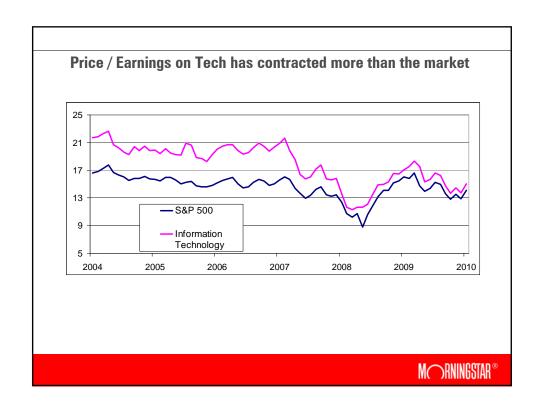
- ► Measures of quality vary, but typically lead to similar results. Morningstar uses 'economic moat'.
- ► VIG has 63% of assets invested in wide moat stocks, compared to just 9% for PEY and 43% for the S&P 500.
- ▶ It is no coincidence that both Pepsi and Coca-Cola are top ten holdings. Firms with strong brands that generate stable, repeat business are able to consistently raise dividends.

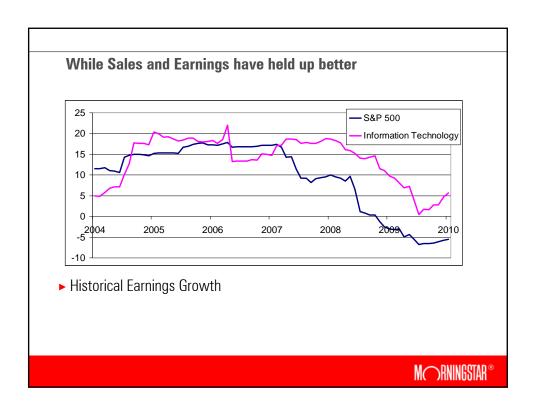


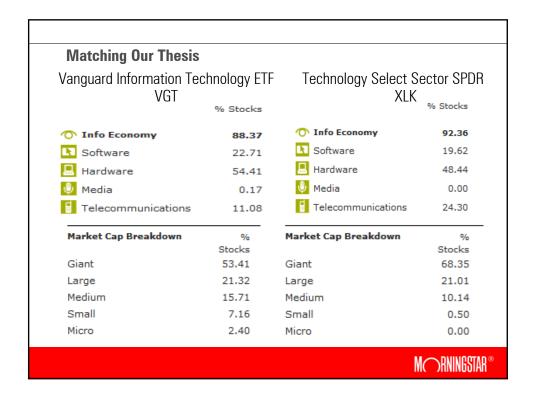
Tactical ETF Investing – Selection Process Example 2 VGT

- ▶ Investment Thesis Information Technology stocks multiples have contracted more than the market, while sales and earnings have contracted less. Tech companies have built up a lot of cash and have strong international sales.
- ➤ **Suitability**—Satellite: Information Technology is just one sector of the economy and it is likely to be more volatile.
- ▶ Risk While their multiple has contracted, it is still high if economic growth stays low. Much of their international sales may ultimately return to feed the U.S. consumer.
- ► **Portfolio Impact** Seeking to tilt the portfolio toward information technology.









| Large Cap | Ticker | Expense Ratio | Assets (millions) | Avg. Daily Vol. |
|--------------------------------------|--------|------------------|----------------------|--------------------|
| iShares S&P 500 Index | IVV | 0.09 | 22,837 | 3,05 |
| iShares Russell 1000 Index | IWB | 0.15 | 5,669 | 1,232 |
| Mid Cap | | | | |
| iShares S&P MidCap 400 Index | IJH | 0.22 | 7,845 | 1,019 |
| iShares Russell Midcap Index | IWR | 0.20 | 5,433 | 902 |
| Small Cap | | | | |
| iShares Russell 2000 Index | IWM | 0.28 | 12,655 | 61,656 |
| iShares S&P SmallCap 600 Index | IJR | 0.20 | 5,876 | 1,13 |
| International | | | | |
| iShares MSCI EAFE Index | EFA | 0.35 | 35,500 | 19,601 |
| Emerging Markets | | | | |
| iShares MSCI Emerging Markets Index | EEM | 0.72 | 46,560 | 51,678 |
| Real Estate | | | | |
| iShares Dow Jones US Real Estate | IYR | 0.47 | 3,104 | 10,274 |
| iShares Cohen & Steers Realty Majors | ICF | 0.35 | 2,332 | 535 |

| Core Bond | Ticker | Expense Ratio | Assets (millions) | Avg. Daily Vol. |
|--|--------|------------------|----------------------|--------------------|
| iShares Barclays Aggregate Bond | AGG | 0.24 | 12,839 | 92 |
| Short-Term Bond | | | | |
| iShares Barclays 1-3 Year Treasury Bond | SHY | 0.15 | 8,562 | 1,152 |
| iShares Barclays 1-3 Year Credit Bond | CSJ | 0.20 | 7,318 | 638 |
| Inflation-Protected Bond | | | | |
| iShares Barclays TIPS Bond | TIP | 0.20 | 20,505 | 751 |
| International Bond | | | | |
| iShares S&P/Citi Intl Treasury Bond | IGOV | 0.35 | 161 | 6 |
| iShares JPMorgan USD Emerg Markets Bond | EMB | 0.60 | 2,158 | 266 |
| Corporate Bond | | | | |
| iShares iBoxx \$ High Yield Corporate Bd | HYG | 0.50 | 6,922 | 982 |
| iShares iBoxx \$ Invest Grade Corp Bond | LQD | 0.15 | 14,824 | 1,219 |
| Commodities | | | | |
| iShares S&P GSCI Commodity-Indexed Trust | GSG | 0.75 | 1,562 | 438 |
| iShares Gold Trust | IAU | 0.25 | 4,218 | 2,890 |

| Large Cap | Ticker | Expense Ratio | Assets (million) | Avg. Daily Vol. |
|-------------------------------------|--------|------------------|---------------------|--------------------|
| SPDR S&P 500 | SPY | 0.09 | 77,299 | 191,991 |
| SPDR S&P Dividend | SDY | 0.35 | 3,914 | 1,413 |
| Mid Cap | | | | |
| SPDR S&P MidCap 400 | MDY | 0.25 | 10,467 | 3,305 |
| Small Cap | | | | |
| SPDR Dow Jones Small Cap Growth | DSG | 0.26 | 138 | 9 |
| SPDR Dow Jones Small Cap Value | DSV | 0.27 | 125 | 14 |
| International | | | | |
| SPDR MSCI ACWI (ex-US) | CWI | 0.34 | 401 | 44 |
| SPDR S&P International Small Cap | GWX | 0.59 | 658 | 199 |
| Emerging Markets | | | | |
| SPDR S&P Emerging Markets | GMM | 0.59 | 221 | 15 |
| SPDR S&P Emerging Markets Small Cap | EWX | 0.66 | 830 | 474 |

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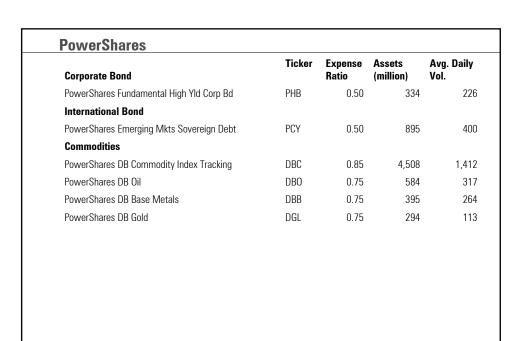
| Large Cap | Ticker | Expense Ratio | Assets (million) | Avg. Daily Vol. |
|--|--------|------------------|---------------------|--------------------|
| Vanguard Total Stock Market ETF | VTI | 0.07 | 14,646 | 2,16 |
| Vanguard Dividend Appreciation ETF | VIG | 0.23 | 3,622 | 76 |
| Vanguard Large Cap ETF | VV | 0.12 | 2,586 | 188 |
| Mid Cap | | | | |
| Vanguard Mid-Cap ETF | VO | 0.14 | 2,665 | 21: |
| Vanguard Mid-Cap Growth ETF | VOT | 0.14 | 761 | 109 |
| Vanguard Mid-Cap Value ETF | VOE | 0.14 | 685 | 9 |
| Small Cap | | | | |
| Vanguard Small Cap ETF | VB | 0.14 | 3,806 | 383 |
| Vanguard Small Cap Growth ETF | VBK | 0.14 | 1,362 | 183 |
| Vanguard Small Cap Value ETF | VBR | 0.14 | 1,608 | 178 |
| International | | | | |
| Vanguard FTSE All-World ex-US ETF | VEU | 0.25 | 6,113 | 85 |
| Vanguard FTSE All-Wld ex-US SmCp ldx ETF | VSS | 0.40 | 541 | 4: |
| Vanguard Europe Pacific ETF | VEA | 0.15 | 4,941 | 1,32 |

| Emerging Markets | Ticker | Expense Ratio | Assets (million) | Avg. Daily Vol. |
|-------------------------------------|--------|------------------|---------------------|--------------------|
| Vanguard Emerging Markets Stock ETF | VW0 | 0.27 | 36,611 | 13,443 |
| Real Estate | | | | |
| Vanguard REIT Index ETF | VNQ | 0.13 | 6,191 | 2,518 |
| Core Bond | | | | |
| Vanguard Total Bond Market ETF | BND | 0.12 | 9,041 | 632 |
| Vanguard Intermediate-Term Bond ETF | BIV | 0.12 | 2,141 | 168 |
| Short-Term Bond | | | | |
| Vanguard Short-Term Govt Bd ldx ETF | VGSH | 0.15 | 85 | 25 |
| Vanguard Short-Term Bond ETF | BSV | 0.12 | 5,671 | 458 |
| Vanguard Short-Term Corp Bd ldx ETF | VCSH | 0.15 | 796 | 144 |
| Corporate Bond | | | | |
| Vanguard Interm-Tm Corp Bd Idx ETF | VCIT | 0.15 | 325 | 69 |
| Vanguard Short-Term Corp Bd Idx ETF | VCSH | 0.15 | 796 | 144 |
| | | | | |

| Large Cap | Ticker | Expense Ratio | Assets (million) | Avg. Daily Vol. |
|--|--------|------------------|---------------------|--------------------|
| PowerShares QQQ | 0000 | 0.20 | 21,535 | 79,13 |
| PowerShares FTSE RAFI US 1000 | PRF | 0.39 | 799 | 10 |
| Mid Cap | | | | |
| PowerShares Dynamic Mid Cap Growth | PWJ | 0.63 | 107 | 1 |
| Small Cap | | | | |
| PowerShares FTSE RAFI US 1500 Small-Mid | PRFZ | 0.39 | 294 | 2 |
| International | | | | |
| PowerShares FTSE RAFI Dev Mkts ex-US | PXF | 0.75 | 180 | 3 |
| PowerShares Intl Dividend Achievers | PID | 0.57 | 423 | 9 |
| PowerShares FTSE RAFI Dev Mkts ex-US S/M | PDN | 0.75 | 59 | |
| Emerging Markets | | | | |
| BLDRS Emerging Markets 50 ADR Index | ADRE | 0.30 | 693 | 13 |
| PowerShares FTSE RAFI Emerging Markets | PXH | 0.85 | 484 | 10 |

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| Large Cap | Ticker | Expense Ratio | Assets (million) | Avg. Daily Vol. |
|--|--------|------------------|---------------------|--------------------|
| Schwab U.S. Broad Market ETF | SCHB | 0.06 | 321 | 198 |
| Schwab U.S. Large-Cap ETF | SCHX | 0.08 | 310 | 156 |
| Schwab U.S. Large-Cap Growth ETF | SCHG | 0.13 | 147 | 115 |
| Schwab U.S. Large-Cap Value ETF | SCHV | 0.13 | 98 | 37 |
| Small Cap | | | | |
| Schwab U.S. Small-Cap ETF | SCHA | 0.13 | 226 | 113 |
| International | | | | |
| Schwab International Equity ETF | SCHF | 0.13 | 332 | 117 |
| Schwab International Small-Cap Eq ETF | SCHC | 0.35 | 67 | 23 |
| Emerging Markets | | | | |
| Schwab Emerging Markets Equity ETF | SCHE | 0.25 | 182 | 126 |
| Core Bonds | | | | |
| Schwab Intermediate-Term U.S. Trsy ETF | SCHR | 0.12 | 20 | 10 |
| Schwab Short-Term U.S. Treasury ETF | SCH0 | 0.12 | 30 | 12 |
| TIPS | | | | |
| Schwab U.S. TIPS ETF | SCHP | 0.14 | 52 | 27 |

