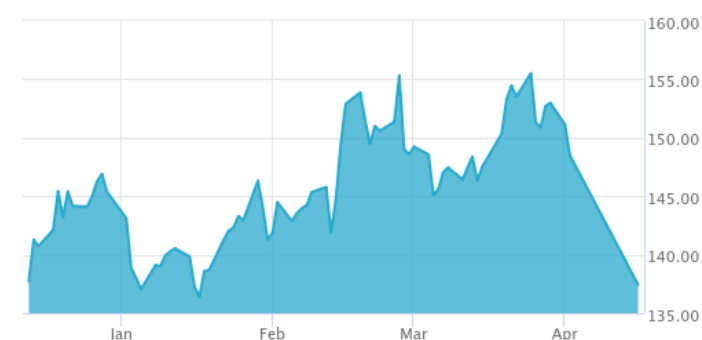


## BlueStar® Digital Advertising Index

The BlueStar® Digital Advertising Index (BADTQ) tracks the performance of companies involved in the digital advertising services and software segments. This is a modified market cap-weighted index, and only includes companies that generate at least 50% of their revenue from (1) digital advertising-focused data services, (2) digital advertising services, platforms and market places, (3) digital advertisement video production and delivery solutions, and (4) digital marketing software and services including rewards programs.

### Key Features



Index 329.28/78.60 155.51/117.23

#### Size and Liquidity Requirements

Full MCap of at least 150 mln USD. Three month average-daily-trading volume of at least 1 mln USD at a review and also at the previous two reviews. At least 250,000 shares traded per month over the last six months at a review and also at the previous two reviews.

#### Pure-Play

Companies have to generate at least 50% of revenue from digital advertising.

#### Diversification

Company weightings are capped at 8%.

#### Review

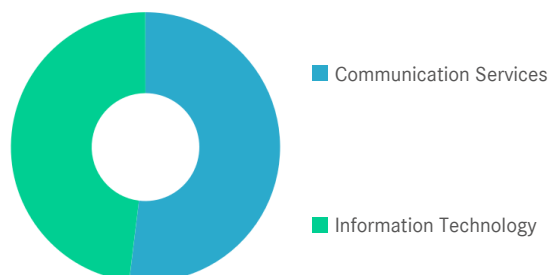
Quarterly.

### Index Data

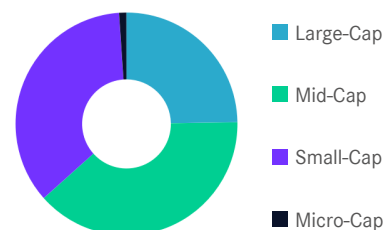
INDEX PARAMETERS				FUNDAMENTALS*		ANNUALISED PERFORMANCE*	
Launch Date	28 Dec 2021	Components	27	Price/Earnings Trailing	-44.72	1 Month	-6.83%
Type	Sector	Volatility (250 days)	22.77	Price/Book	3.10	1 Year	1.72%
Currency	USD	Full MCap bn USD	109.72	Price/Sales	2.21	3 Years	-21.37%
Base Date	30 Dec 2016	Float MCap bn USD	61.58	Price/Cash Flow	20.34	5 Years	1.01%
Base Value	100.00	Correlation* (250 days)	0.00	Dividend Yield	0.22	7 Years	4.45%
* -				* as of 31 Mar 2024		* Total Return Net Index	

### Sector Weightings

Sector	Count	Weight
Communication Services	15	51.95%
Information Technology	12	48.05%



## Country and Size Weightings



## Index Components

Best Performing Components	YTD	1 Day
YUOGOV PLC	-53.93%	3.24%
SIMILARWEB LTD	50.09%	2.56%
LIVERAMP HOLDINGS INC	-41.31%	2.25%
KLAVIYO SRS A ORD	13.97%	1.83%
S4 CAPITAL PLC	-1.58%	1.64%

Worst Performing Components	YTD	1 Day
CARDLYTICS INC	-61.78%	-6.88%
APPLOVIN CORP	87.60%	-3.39%
ZETA GLOBAL HOLDINGS CORP-A	160.88%	-2.75%
TRADE DESK INC/THE -CLASS A	34.85%	-2.28%
DOUBLEVERIFY HOLDINGS INC	-50.05%	-2.24%

## Symbols

	Symbol	ISIN	WKN	Sedol	Bloomberg	Reuters	Telekurs
Price Index	BADTQ	DE000SL0EZP1	SL0EZP	BP6VV64	BADTQ	.BADTQ	115677872
Total Return Net	BADTQNTR	DE000SL0EZQ9	SL0EQZ	BP6VV75	BADTQNTR	.BADTQNTR	115677870
Total Return Gross	-	-	-	-	-	-	-

## BlueStar® Digital Advertising Index

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For further information visit [www.marketvector.com](http://www.marketvector.com)

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