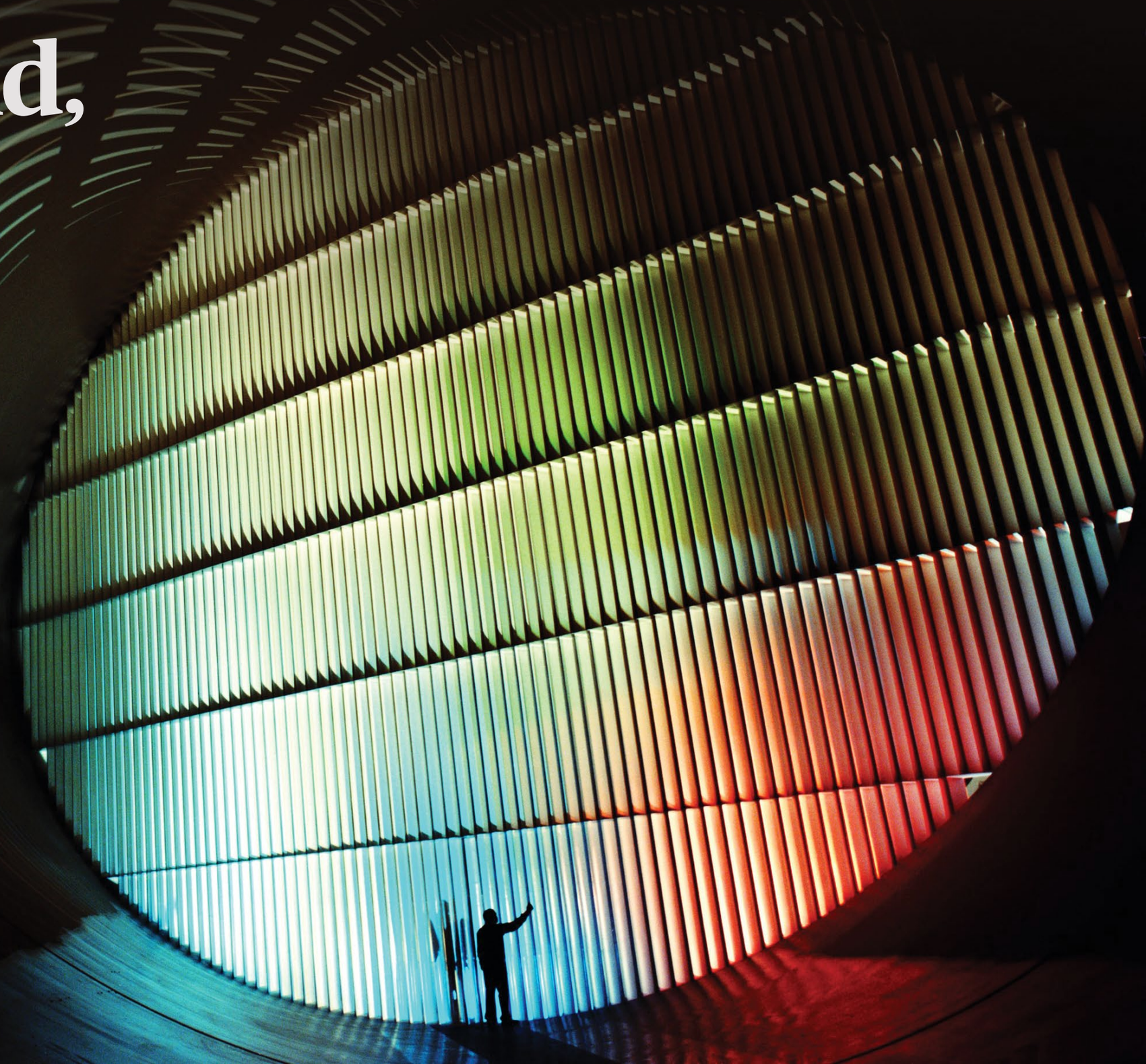
MARCH 2024

Your world, indexed.

A guide to our research, philosophy and family of indexes.



MarketVector™

Inspiration made investible.

MarketVector Indexes™ ("MarketVector") goes beyond the traditional to turn your vision into a comprehensive, investable index solution. With a track record of breaking new ground, our solutions measure and capture performance with unparalleled precision, giving you an edge in the market.

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MarketVector™

Elevating index innovation around the world.

MarketVector is a benchmark administrator, regulated under the Benchmarks Regulation (BMR),[1] providing index data, research, strategy, concept design, and maintenance. Using best practices and real-world index and investment management experience, we pioneer leading-edge solutions that differentiate your brand and drive results.

1st

to launch a definitive suite of digital asset indexes with our flagship Bitcoin & Ethereum Benchmark Rates

170

indexes that establish new paradigms

$33B

in assets linked to listed financial products licensed to MarketVector indexes[2]

6

indexes with licensed AUM over USD 1 billion

23

global markets are home to a growing client footprint

3.5

average number of languages spoken per employee

[1] The Regulation (EU) 2016/1011 (the "BMR") introduced a common framework to ensure the accuracy and integrity of indexes used as benchmarks in the European Union. MarketVector is registered as a benchmark administrator under the BMR since July 2019 and its index methodology and operational process adheres to International Organization of Securities Commissions (IOSCO) guidelines.[2] As of June 2023

MarketVector™

Your vision, indexed with precision.

Index products and data

Off-the-shelf and customized indexes spanning digital assets, fixed income, and equities, with strengths in hard assets, emerging markets, ESG, and disruptive thematic indexes.

Research and strategy

Insights, clarity, and guidance to help you make the most informed and effective decisions, from people who've been there.

An edge on the market

Every product is tailored to distinguish your brand, encompass opportunity, and evolve over time.

Pure play + investable

Our family of indexes include the MarketVector™, MVIS®, and BlueStar® indexes, covering targeted asset class exposures as well as dynamic multi-asset strategies using a rules-based framework.

We specialize in unique, **pure-play** but **investable** indexes that *truly* represent the market or segment you're aiming to capture today and tomorrow, balancing design ideals with practical implementation constraints to drive success.

MarketVector™

Discovery as a discipline.

MarketVector has been pioneering index innovation since 2011 with a unique combination of creativity, collaboration, and operational excellence.

Discovery

- Advanced **quantitative research techniques** with human oversight to maximize coverage, robustness, and data quality
- **Proprietary meta themes and classifications** to meticulously target sectors and markets in ways that challenge the status quo and set our clients apart
- **Immersive collaboration** to elevate your ideas and tailor each solution as an extension of your team

Discipline

- **Institutional quality** based on IOSCO principles and regulated under the EU Benchmarks Regulation
- **Guidance** from the Independent Oversight Function (IOF) and the Index Advisory Committee (IAC) to ensure our indexes meet industry standards, objectives, and best practices
- **Transparent, rules-based approach** maintained by a dedicated global index data and support team
- Thorough **backtesting, stress testing, scenario planning, and monitoring** to model outcomes and maintain relevance and consistency

5G.

Crypto.

Global logistics.

Circular economy.

Quantum computing.

The undefined.

The uncharted.

The impossible.

Indexed.

Balancing completeness with investability.

Our approach to index design

Even if you've captured 100% of the targeted exposure in an index, many of its components can have low liquidity and high implementation costs. This can make performance tracking an expensive and error-prone endeavor, rendering the index uninvestable.

This is the fundamental tradeoff in index design—and the reason why MarketVector's in-house research and investor experience stand out in the design phase.

Guiding principles

LIQUIDITY
Delving below surface assumptions to account for context, nuance, tradability, and float, we only select the largest and most liquid stocks from the complete investable universe based on minimum thresholds.

COSTS
After carefully considering all tradeoffs, we apply buffer rules to reduce turnover and implementation costs, guided by our real-world asset management experience.

RELIABILITY
We adhere to exceptionally high standards when constructing our indexes, ensuring strict compliance with regulations. Our commitment to institutional quality drives us to incorporate transparency, governance, and oversight at every stage of the index process.

DIVERSIFICATION
Our sophisticated weighting models provide more representative and diversified exposure, preventing overweighting and concentration risk while providing more optionality to hedge risk.

MarketVector™

INDEX SOLUTIONS: EQUITIES

Every angle, every insight, every opportunity. Indexed.

Our equity indexes cover countries, regions, sectors, disruptive themes, hard assets, and commodities. We specialize in applying deep research and rigorous processes to unearthing hard-to-define exposure.

Countries & Regions

Every MarketVector index is shaped by a unique, globally inclusive purview covering circa 150 countries in virtually all market segments, including developed, emerging, frontier, and least developed countries (LDCs).

Mapping frameworks

1. Standard: mapping to a single country based on a wide range of data points, including incorporation, headquarters, primary listing, geographic distribution of long-lived assets, ESG, and other factors

2. Pure-play: requiring incorporation or at least 50% of revenue or long-lived assets within a given country or region

3. Economic exposure: bifurcating companies related to a given area based on revenue exposure to regions, countries, trading blocs, or economic zones in the domestic economy

MarketVector™

Covering Australia to Zambia.

The starting point for every MarketVector index is a globally inclusive perspective that provides much wider coverage than most other indexes.

We are known across the industry for including areas other index providers don't, exploring well beyond emerging markets to ensure the scope of your index is as rich and comprehensive as possible.

Please contact us for a list of countries we cover →

MarketVector™

Sectors and thematics

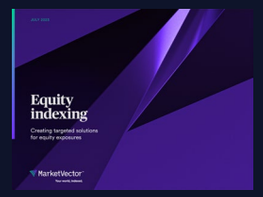
MarketVector maintains one of the most innovative thematic and sector index families in the industry. Breaking away from bottom-up classification, we use a top-down approach driven by common macro factors to target diversified exposures that express your unique views.

Our meta themes

- CLEAN ENERGY
- HEALTHCARE INNOVATION
- FINANCIALS 2.0
- NEXTGEN HARDWARE & COMMUNICATIONS
- NEXTGEN SOFTWARE
- CONSUMER TRENDS
- THEMATIC INDUSTRIALS & INFRASTRUCTURE
- THEMATIC REITS
- MATERIALS
- REGIONAL TECH

Want more detail?

Learn what makes our equity indexes unique.

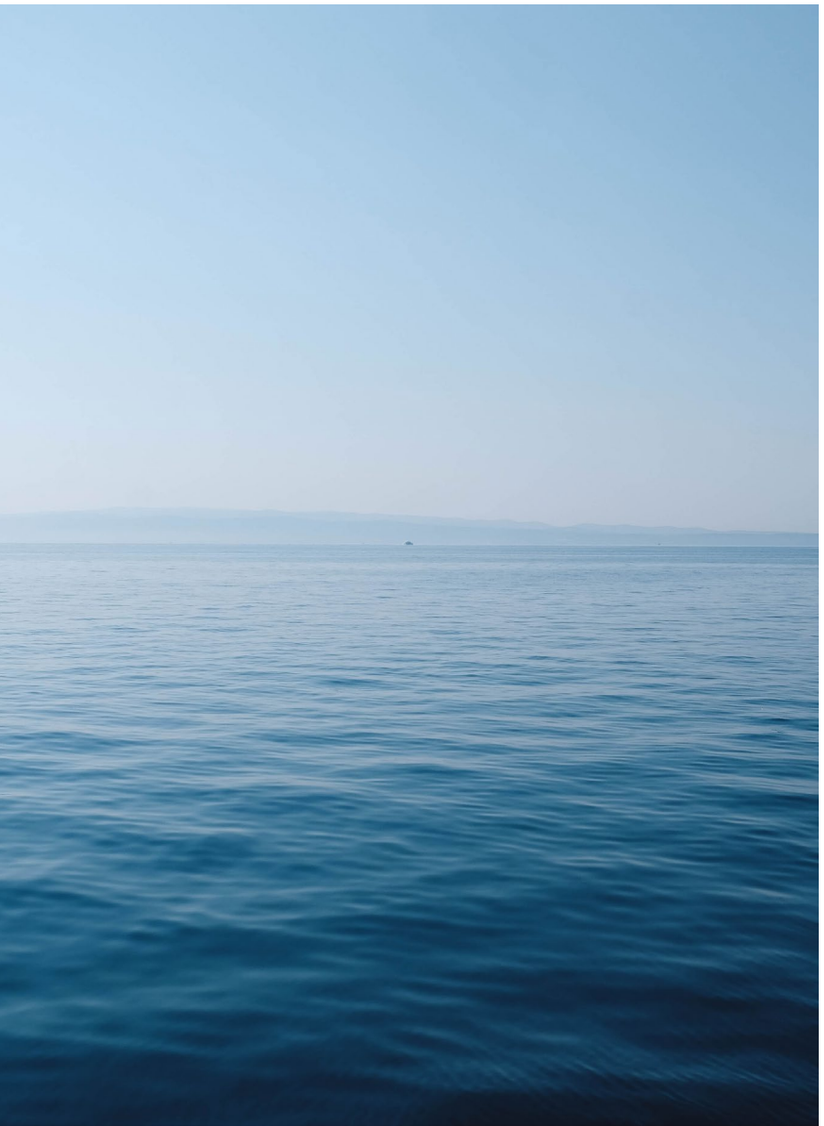


Equity Indexing Report →

MarketVector™

INDEX SOLUTIONS: BONDS

Meet uncertainty with confidence.



MarketVector's bond solutions provide access to select, high-quality fixed-income indexes with customizable concepts ranging from broad to niche markets and segments based on your needs. Our solutions empower you to target specific exposures and ultimately build a more diversified and balanced portfolio of investment solutions.

- Access to a wide range of bond markets covering developed and emerging markets, key currencies, etc.
- A variety of risk and return profiles providing options to customize and target duration and credit profiles
- Focus on tradability and liquidity using advanced weighting and selection techniques to ensure investability

MarketVector™

INDEX SOLUTIONS: DIGITAL ASSETS

Being first is second nature.

In 2017, MarketVector launched a series of indexes to track performance of a highly fragmented global digital asset market. In 2019, we became the first index provider with regulatory status to pioneer a definitive family of digital asset indexes and benchmarks. With access to extensive industry research and expertise, we deliver custom, institutional-grade investment solutions that take your offerings to the next level.

Classifications that clarify and empower

As industry adoption expands to DeFI apps, distributed platforms, NFTs, and beyond, sub-asset grouping by sector and theme becomes increasingly important. Our proprietary classification scheme makes it easier to navigate digital assets while giving crypto-native funds additional benchmarking capabilities.

Preparing for the next generation of indexing

With a wide array of single token, multi token, and category indexes, we also lead the industry with innovative smart contract-based staking rewards, and fundamental indexes.

MarketVector™

Sector categories

DEFI

EXCHANGE

INFRASTRUCTURE APPLICATIONS

MEDIA & ENTERTAINMENT

PAYMENTS

SMART CONTRACTS

STABLE COINS

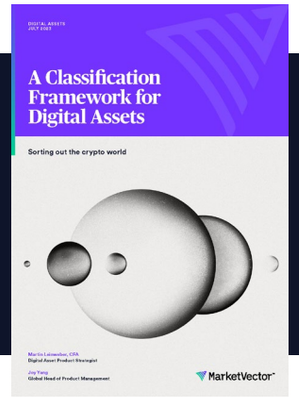
STORE OF VALUE

A universe of opportunity

We maintain a family of single coin, multitoken, broad market, thematic, and custom indexes, many of which underlie investment products such as ETFs/ETPs, funds, SMAs, derivatives, and futures. As investable indexes, they can be used as both active and passive financial products, giving you a variety of ways to reach your goals.

Want more detail?

Read more about our approach to digital assets.



A Classification Framework for Digital Assets →

How to Invest in Crypto with Confidence →

MarketVector™

INDEX SOLUTIONS: CUSTOM SOLUTIONS

Let's turn ambition into an index.

We believe ongoing collaboration is the key to creativity and long-term success. Acting as an extension of your development team, we'll workshop your ideas, empower your process, and ultimately tailor a custom solution that accentuates your competitive advantage.

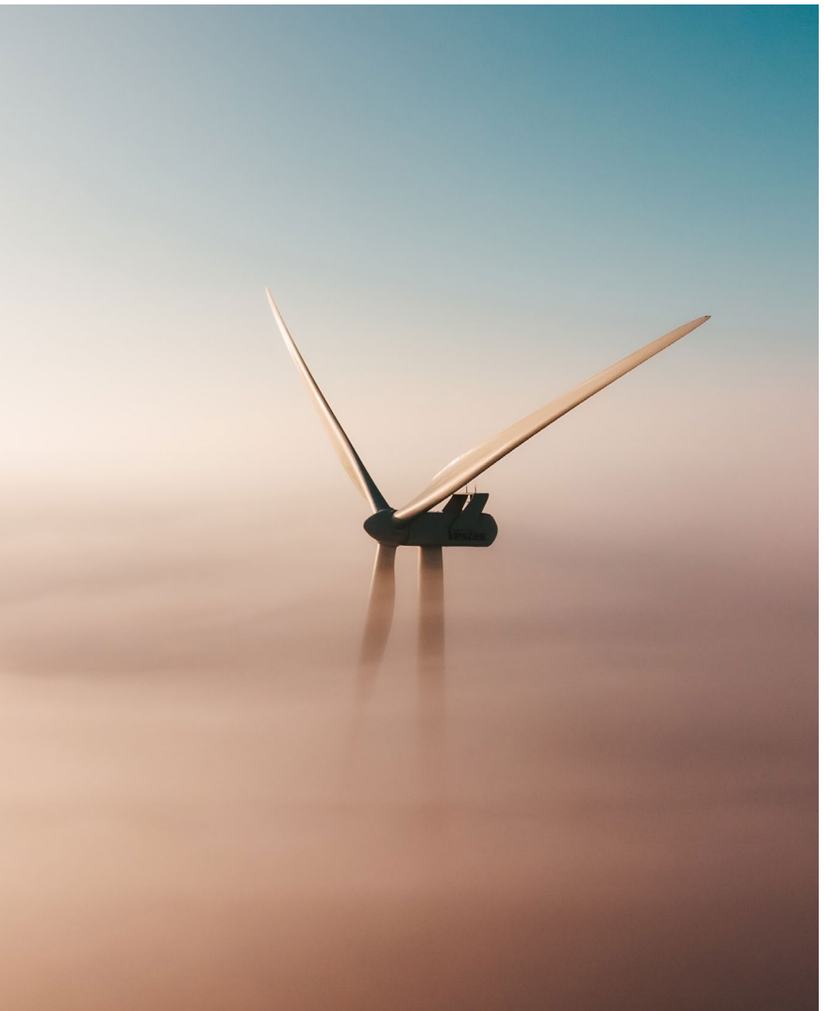
With a combination of deep research, investor know-how, and creativity, we'll work with you to:

- Articulate your unique vision with our proprietary meta themes and classifications that transcend standard taxonomies
- Maximize your thinking with quantitative tools such as AI and natural language processing—personally validating each selection and exclusion
- Round out your index with precise, pure-play targeting of sectors and markets
- Support every decision with seasoned practitioner experience, investor instincts, and practical knowledge
- Refine and stress-test your index to drive performance and differentiation in market

MarketVector™

INDEX SOLUTIONS: ESG

Two worlds come together to form a better one.



A well-designed ESG index solution is an integral part of a modern ESG strategy. As demand for sustainable investing increases, governments are mandating stricter requirements for asset managers. Today's solutions must satisfy "do no harm" and best-in-class standards while delivering risk-adjusted returns.

Our thematic index screening and weighting process integrates powerful ESG data from Institutional Shareholder Services (ISS) to help you target granular risks and business activities. We offer solutions that meet the European regulation requirements for Sustainable Finance Disclosure Regulation (SFDR), Principal Adverse Impact Standards (PAIs), as well as UN Sustainable Development Goals (SDGs).

To support our climate-positive strategies, we've also partnered with Etho Capital, a financial technology company delivering proprietary climate research across global companies with comprehensive scope 1–3 climate accounting.

MarketVector™

Where can we take your idea?

In today's world, around every corner is a new type of asset to track, a new concept to index, a new opportunity to articulate and invest in.

MarketVector was made for this.

From indexes and data to research and tools, we craft every solution to bring your ambitions to life, amplify your edge, and strengthen your position for the future.

Here's to looking ahead.

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MarketVector™

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