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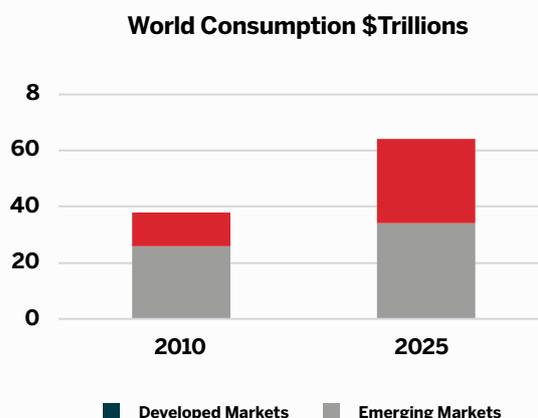
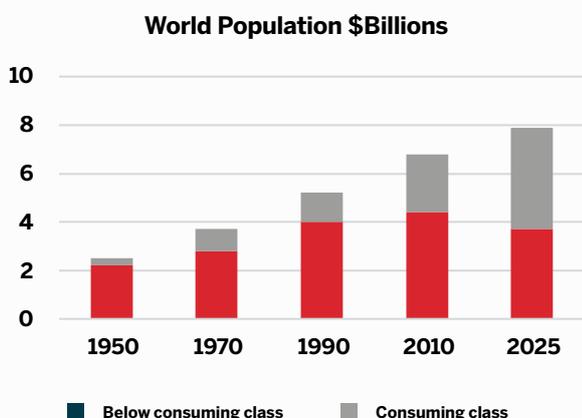
EMQQ Emerging Markets Internet and Ecommerce UCITS ETF

Fund Overview

“The largest and most significant economic shift in history is happening right now”

McKinsey Global Institute

The vast majority of emerging market consumers have never owned a car, never had a shopping mall to drive to and have never owned a computer of any kind, let alone one with an internet connection. But now, broadband internet and smart phones are affordable and available to a fast growing number of emerging market consumers. Without a traditional consumption infrastructure in place, Ecommerce companies are enabling the emerging market consumer to leapfrog directly to 21st century patterns of consumption now commonplace across the developed world. With over 80% of the world’s population living in emerging and frontier markets, the opportunity is huge and immediate, promising to unleash the potential, transform the lives and improve the business prospects of billions of people.

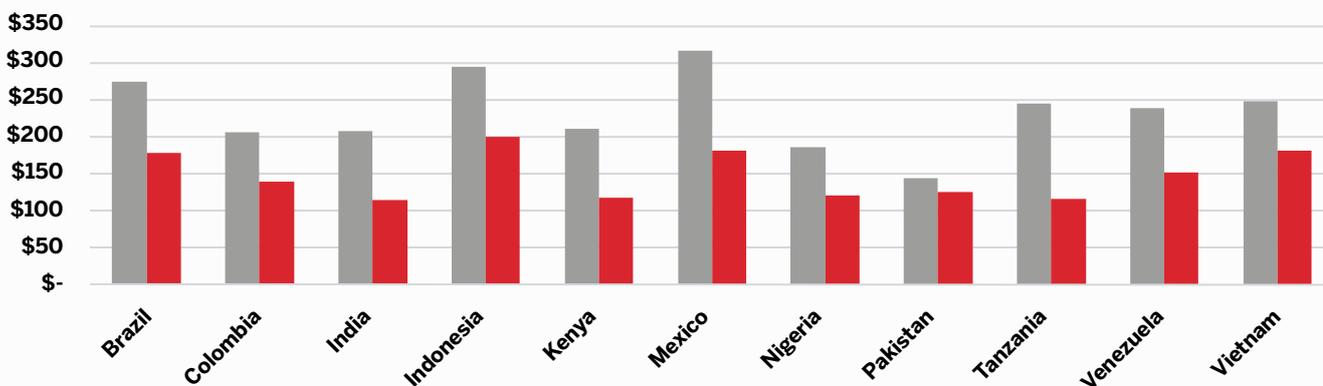


Source: www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/winning-the-30-trillion-decathlon-going-for-gold-in-emerging-markets

Smartphone Affordability

The cost of a smartphone has fallen significantly, with a new handset available for \$100-200, making a broadband-enabled computer affordable for huge numbers of increasingly affluent first-time users.

Decrease in the Average Selling Price of Smartphones (USD) Between 2012 and 2017



Source: GSMA Accelerating affordable smartphone ownership in emerging markets, June 2017

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Fund Overview

Understanding EMQQ

EMQQ Emerging Markets and Ecommerce UCITS ETF tracks an index of leading internet and ECommerce companies that serve emerging markets. EMQQ holdings operate in diverse markets such as India, China, Brazil, Turkey, Nigeria and Indonesia, to name a few. It offers exposure to the growth of online consumption in the developing world. Constituents must derive more than half their profits from Ecommerce or internet activities, including:



**Search
Engines**



**Online
Retailers**



**Social
Networks**



**Online
Videos**



**Online
Gaming**



E-Payments



**Online
Travel**

Reasons to invest in EMQQ

Global “Mega-Trends”: Aligned with major global demographic and technological “mega-trends” that are expanding internet access and growing affluence and consumerism in the developing world. As more global citizens become connected to the internet via their smartphone, the demand for internet services and ecommerce businesses are expected to increase as they “leap-frog” traditional retail models

Global Exposure: EMQQ delivers access to leading emerging and frontier market internet and Ecommerce companies which are often excluded from broad emerging market indices that select constituents based on their country of listing. For example, when Alibaba listed on NYSE (19th September, 2014) it was not included in many of the major Emerging Markets ETFs.

Governance: Unlike some broad emerging market ETFs, EMQQ limits exposure to State Owned Enterprises that are perceived as inefficient, exposed to corruption and with low standards of corporate governance. Additionally, many EMQQ constituents are listed on western stock exchanges with high standards of reporting and corporate governance.

Efficient: In a single trade, investors gain exposure to a basket of companies that are aligned with the growth of Ecommerce and online business in emerging and frontier markets

Key Risks

1. The value of equities and equity-related securities can be affected by daily stock and currency market movements.
2. Emerging & frontier markets are subject to greater market volatility than developed markets.
3. Investors' capital is fully at risk and investors may not get back the amount originally invested.
4. Exchange rate fluctuations could have a negative or positive effect on returns.

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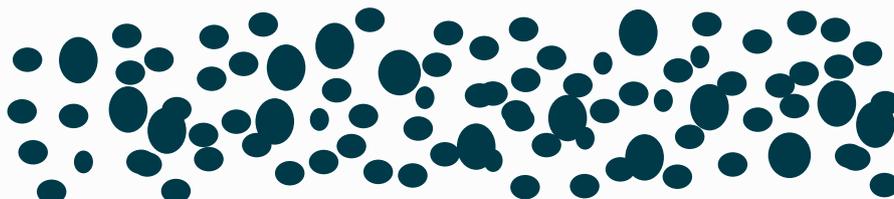
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Fund Overview

How Emqq Index Works: Systematically Capturing Emerging Market And Internet Leaders

EMQQ Emerging Markets Internet & Ecommerce Index™, provides diversified exposure to the internet and Ecommerce sectors of over 25 Emerging and Frontier markets including China, India, Brazil, Russia, South Korea, Taiwan, South Africa, Mexico, Argentina, Malaysia, Thailand, Indonesia, Vietnam, Philippines, Turkey, Czech Republic, Poland and Colombia. The largest constituent is capped at 8% at the semi-annual rebalance in June and December.

Starting universe: listed equities - bubble sizes represent different market capitalizations



Thematic revenue screen

Companies must derive more than 50% of assets or revenues from Internet & Ecommerce activity in Emerging or Frontier markets



Capitalisation and liquidity screen

Min market cap of \$300m and ADTV over \$1m USD



Constituent weights are capped at 8% at semi-annual rebalances



Index calculated (every 15 seconds)

EMQQ The Emerging Markets Internet & Ecommerce Index

Ongoing oversight, maintenance and publication

- Methodology and maintenance overseen by Solactive AG**
- Index Rebalances in June & December**
- Physical replication**

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ETF Partner

Emerging Markets Internet and Ecommerce UCITS ETF has been developed by HANetf and Big Tree Capital, LLC, a US-based emerging market investment specialist and provider of NYSE-listed EMQQ ETF. www.bigtreecapital.com

About HANetf

HANetf is an independent ETF specialist working with third-party asset managers to bring differentiated, modern and innovative ETF exposures to European investors. Founded by two of Europe's leading ETF entrepreneurs, Hector McNeil and Nik Bienkowski, HANetf provides a complete operational, regulatory, distribution and marketing solution for asset managers who want to successfully launch and manage UCITS ETFs.

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