ETF Playbook
Global Themes

November 9, 2021

Annual AUM Growth
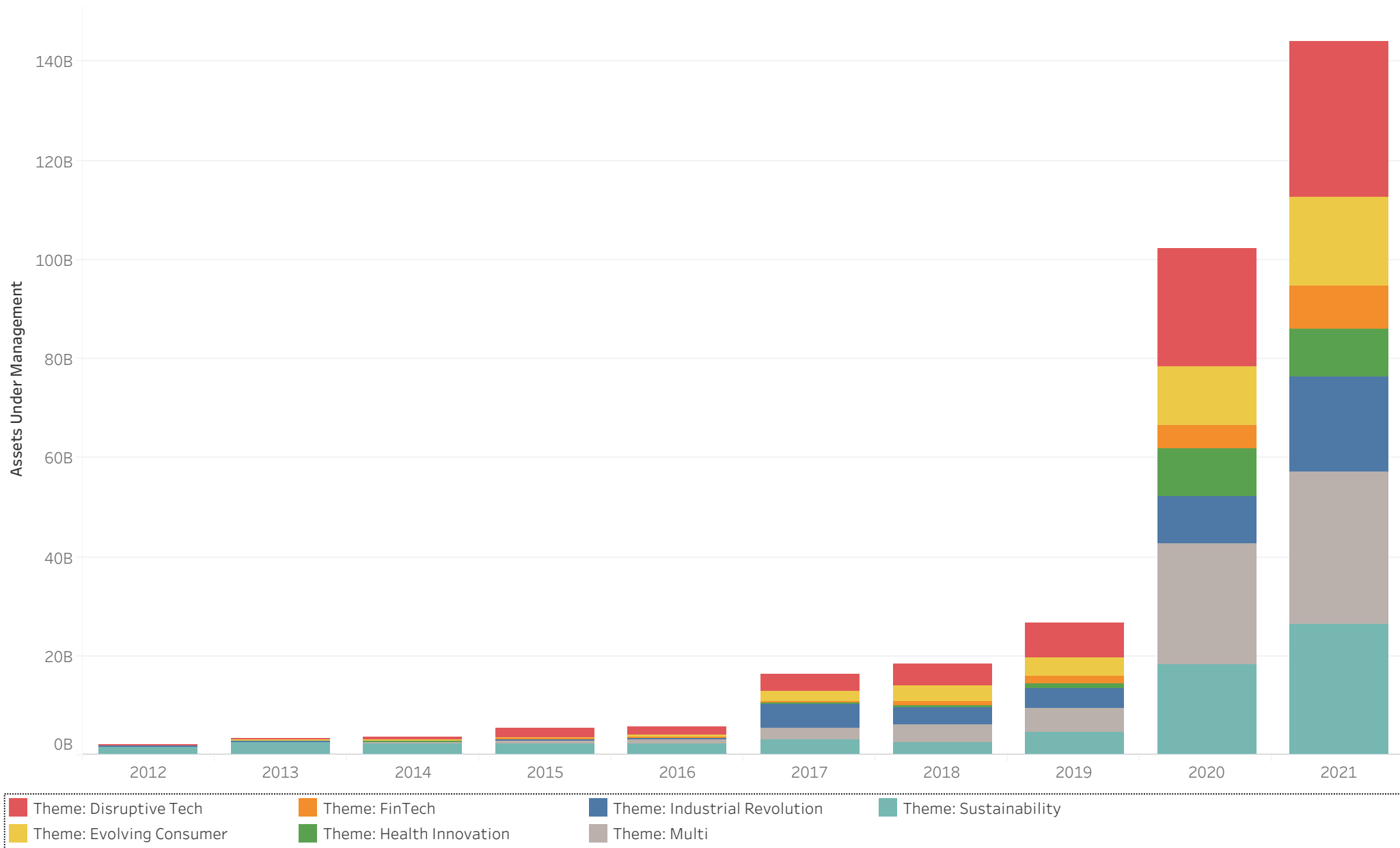
Assets Under Management

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021

Legend:
- Theme: Disruptive Tech
- Theme: Evolving Consumer
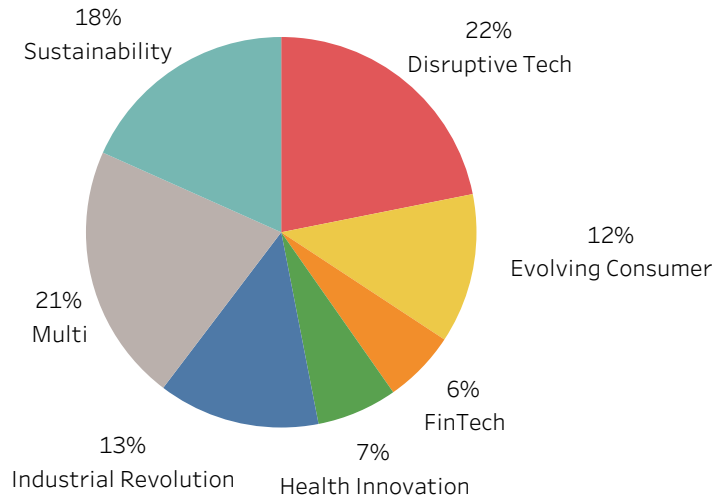- Theme: FinTech
- Theme: Health Innovation
- Theme: Industrial Revolution
- Theme: Multi
- Theme: Sustainability

*Thematic landscape data is represented by Sub-asset class Equity > Thematic composite ETFs according to the ETF Action Classification System. Excludes inverse funds. **Flows delayed one day.*
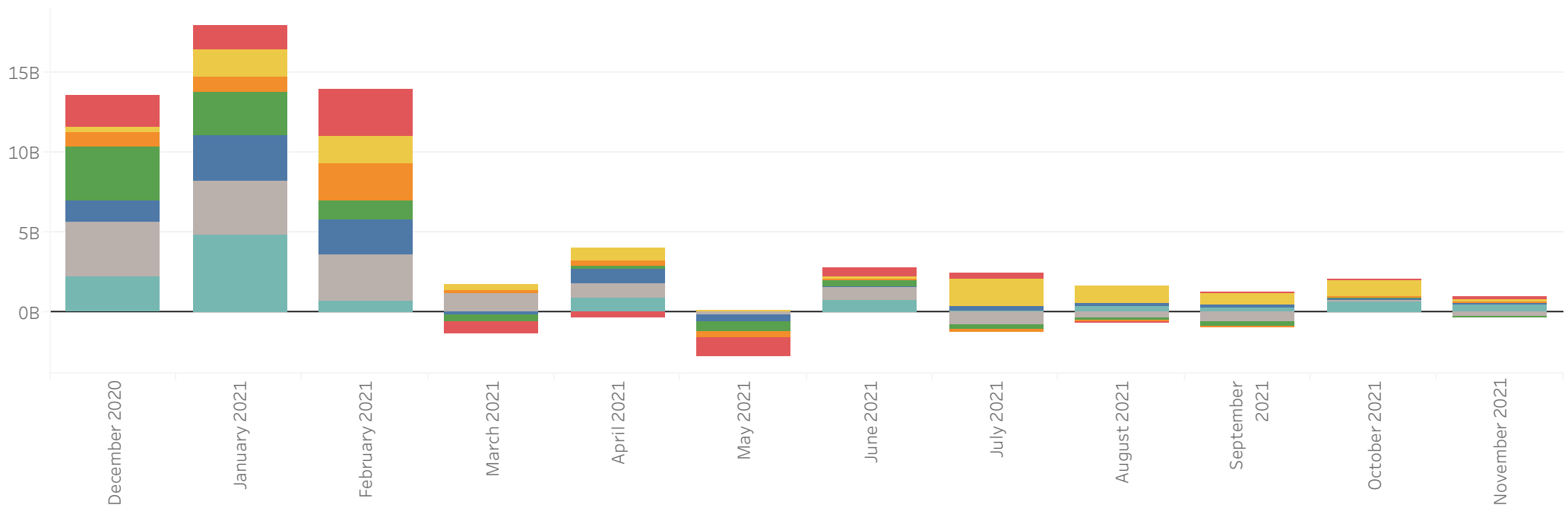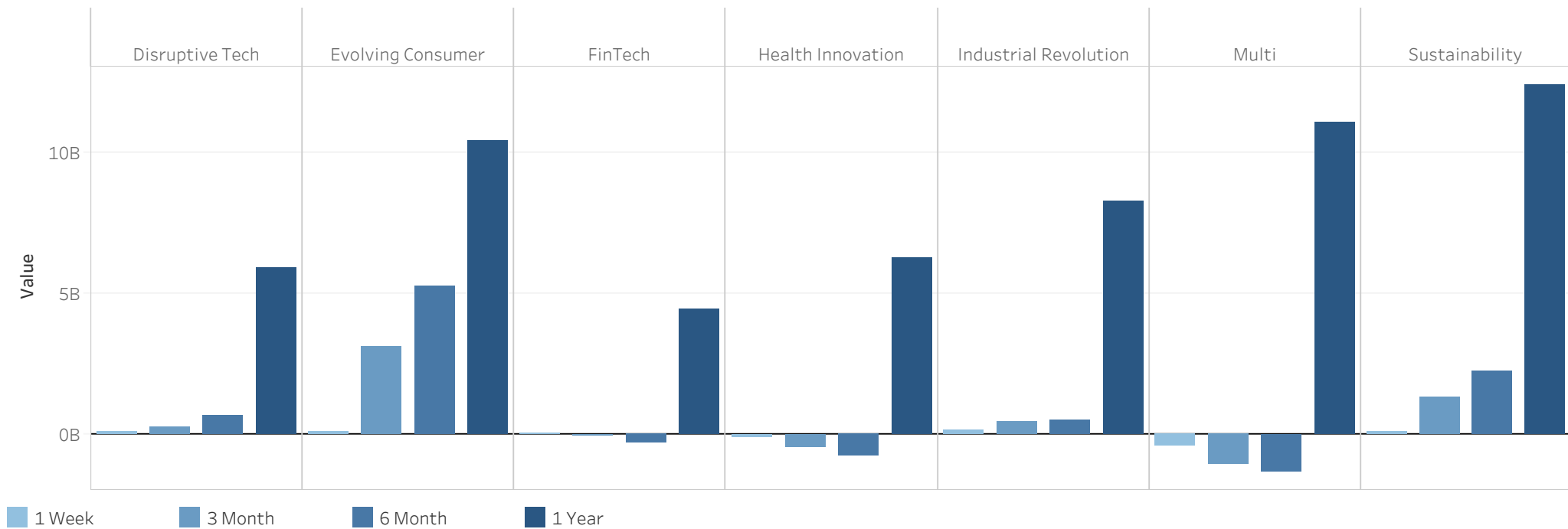
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Thematic AUM Makeup

- 22% Disruptive Tech
- 12% Evolving Consumer
- 6% FinTech
- 7% Health Innovation
- 13% Industrial Revolution
- 21% Multi
- 18% Sustainability

Landscape Assets & Flows

Segment	Funds	AUM	1 Week	3 Month	6 Month	1 Year
Disruptive Tech	36	$31,499M	$138M	$260M	$681M	$5,894M
Evolving Consumer	41	$17,839M	$130M	$3,104M	$5,238M	$10,388M
FinTech	16	$8,680M	$68M	$32M	($293M)	$4,429M
Health Innovation	15	$9,602M	($65M)	($456M)	($729M)	$6,280M
Industrial Revolution	24	$19,297M	$155M	$487M	$534M	$8,266M
Multi	28	$30,745M	($400M)	($1,057M)	($1,276M)	$11,023M
Sustainability	36	$26,371M	$131M	$1,354M	$2,252M	$12,344M

Monthly Flows

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Flows by Time Frames Bar Chart

Legend: 1 Week · 3 Month · 6 Month · 1 Year

Categories: Disruptive Tech · Evolving Consumer · FinTech · Health Innovation · Industrial Revolution · Multi · Sustainability

Weekly Flows Leaders

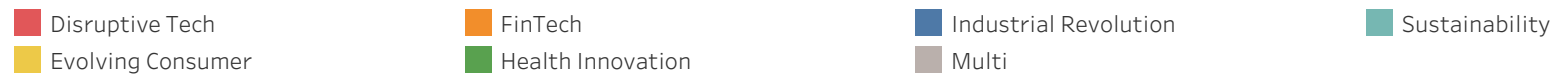|		AUM	1 Week
MSOS	AdvisorShares Pure US Cannabis ETF	$738M	$156M
LIT	Global X Lithium & Battery Tech ETF	$5,519M	$151M
META	Roundhill Ball Metaverse ETF	$208M	$99M
GRID	First Trust Nasdaq Clean Edge Smart GRID Infras...	$656M	$78M
CIBR	First Trust NASDAQ Cybersecurity ETF	$5,513M	$74M
QCLN	First Trust Nasdaq Clean Edge Green Energy Ind...	$3,267M	$61M
BUG	Global X Cybersecurity ETF	$1,028M	$60M
KWEB	KraneShares CSI China Internet ETF	$8,459M	$45M
BLOK	Amplify Transformational Data Sharing ETF	$1,605M	$39M
DRIV	Global X Autonomous & Electric Vehicles ETF	$1,149M	$32M

Weekly Flows Laggards

		AUM	1 Week
ARKK	ARK Innovation ETF	$21,754M	($561M)
TAN	Invesco Solar ETF	$4,112M	($86M)
ARKG	ARK Genomic Revolution ETF	$7,440M	($32M)
ARKQ	ARK Autonomous Technology & Robotics ETF	$2,725M	($31M)
ARKW	ARK Next Generation Internet ETF	$5,589M	($24M)
HERO	Global X Video Games & Esports ETF	$499M	($13M)
ARKF	ARK Fintech Innovation ETF	$3,411M	($11M)
SOCL	Global X Social Media ETF	$403M	($9M)
ESPO	VanEck Video Gaming and eSports ETF	$647M	($7M)
BJK	VanEck Gaming ETF	$121M	($6M)

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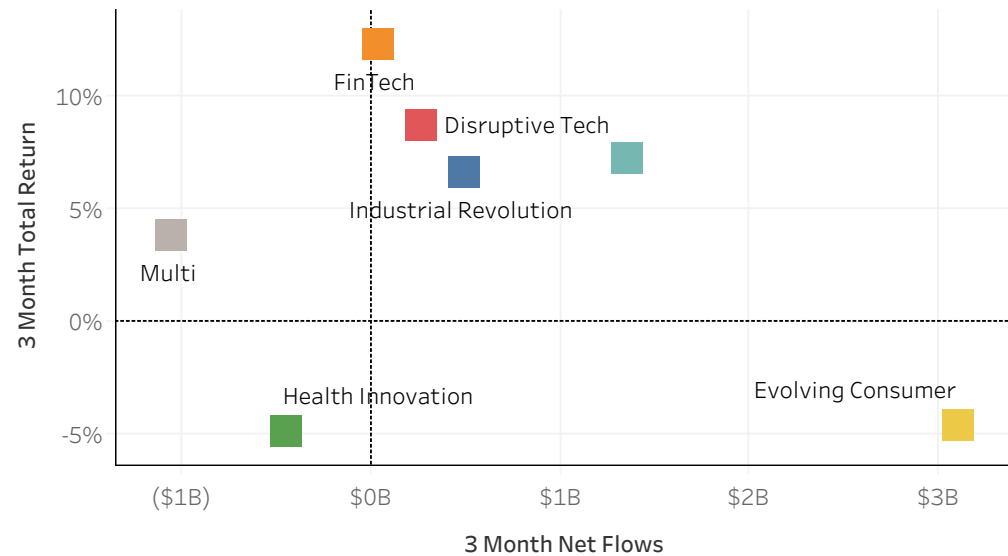
Thematic Performance Dynamics

Monthly Performance

December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021	September 2021	October 2021	MTD
10.54%	5.73%	-4.02%	-1.22%	-1.42%	-0.84%	4.62%	0.79%	9.30%	-4.88%	13.61%	11.12%
6.33%	5.57%	0.90%	-4.13%	2.49%	-1.48%	6.34%	0.56%	4.41%	-5.31%	12.65%	4.02%
9.71%	7.29%	1.49%	-1.91%	2.16%	1.05%	4.02%	-0.33%	4.18%	-5.39%	6.96%	3.82%
5.86%	7.67%	-2.87%	-5.10%	3.33%	-4.03%	8.18%	-1.38%	2.33%	-5.73%	6.38%	3.46%
8.22%	0.04%	10.29%	-0.46%	1.84%	-4.90%	4.01%	-2.56%	2.30%	-5.78%	6.15%	2.44%
3.92%	11.56%	6.94%	-4.37%	0.37%	-1.45%	0.90%	-4.54%	1.35%	-6.72%	-0.30%	0.69%
8.69%	2.53%	-0.37%	-4.53%	4.63%	-1.19%	7.00%	-8.69%	-0.96%	-8.80%	-0.33%	0.66%

- 🟥 Disruptive Tech
- 🟧 FinTech
- 🟦 Industrial Revolution
- 🟩 Sustainability
- 🟨 Evolving Consumer
- 🟩 Health Innovation
- ⬜ Multi

Performance

Segment	1 Month	3 Month	YTD	1 Year
Theme: Disruptive Tech	11.17%	8.73%	18.59%	38.65%
Theme: Evolving Consumer	3.58%	-4.61%	-1.07%	12.20%
Theme: FinTech	20.31%	12.25%	19.65%	39.02%
Theme: Health Innovation	3.45%	-4.81%	-0.46%	14.11%
Theme: Industrial Revolution	11.29%	6.64%	26.71%	51.32%
Theme: Multi	8.73%	3.79%	11.37%	24.99%
Theme: Sustainability	14.88%	7.20%	10.32%	30.00%

3 Month Total Return vs Net Flows

Scatter plot: X-axis "3 Month Net Flows" ($1B) to $3B; Y-axis "3 Month Total Return" -5% to 10%. Plotted: FinTech, Disruptive Tech, Industrial Revolution, Sustainability, Multi, Health Innovation, Evolving Consumer.

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YTD Performance vs YTD Net Flows
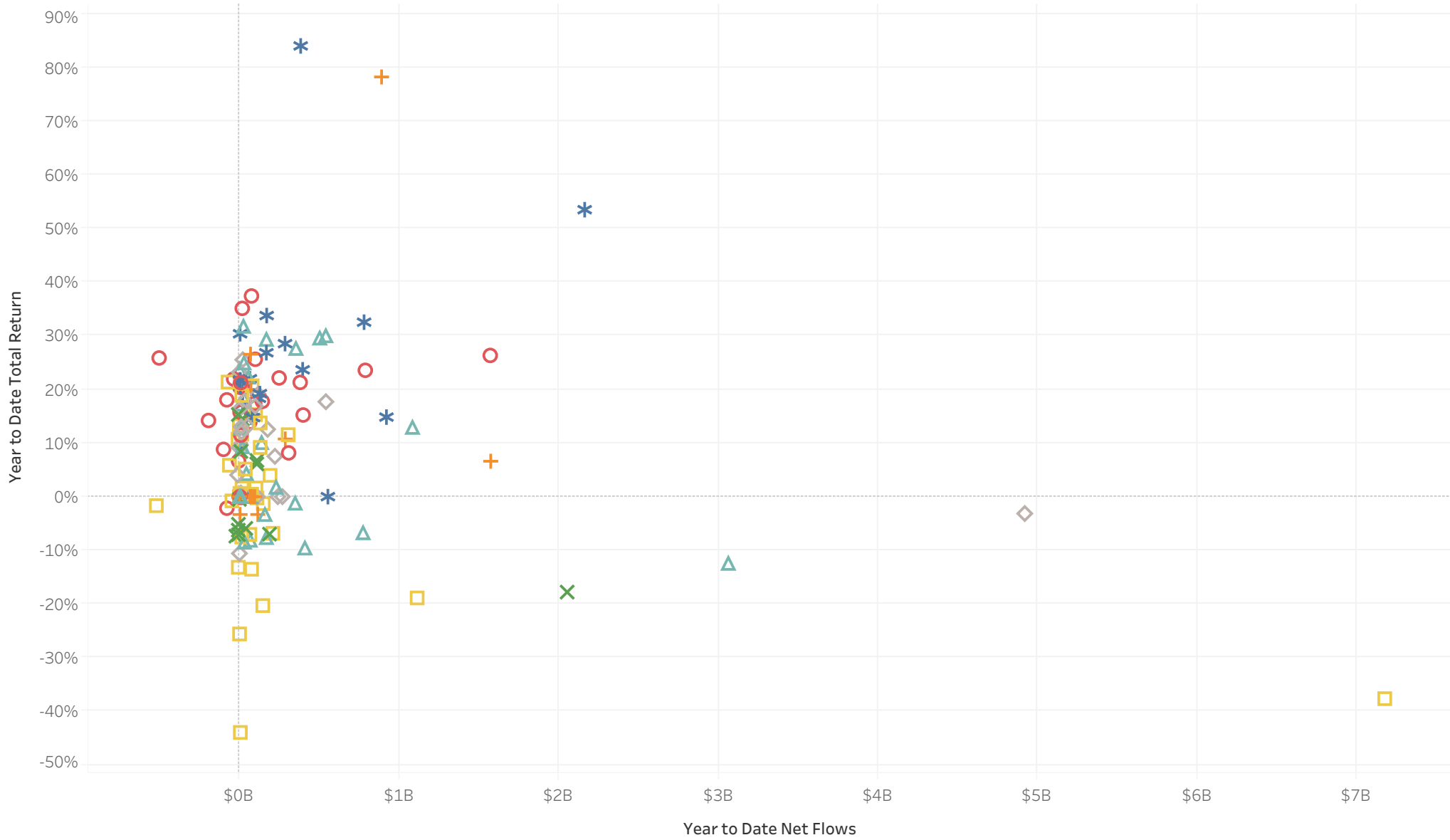
Year to Date Total Return (y-axis) vs Year to Date Net Flows (x-axis)

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One Month Performance Ranges - Box & Whisker Plot
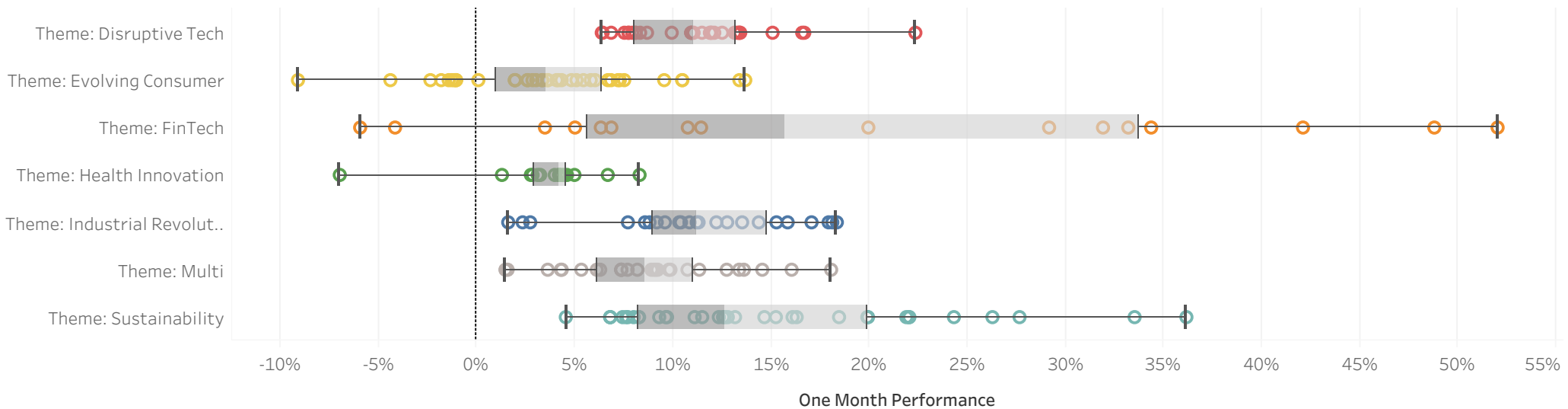
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One Month Performance Leaders

		1 Mo	YTD
BKCH	Global X Blockchain ETF	52.00%	
RIGZ	Viridi Cleaner Energy Crypto-Mining & Semicon..	48.78%	
BITQ	Bitwise Crypto Industry Innovators ETF	42.08%	
HDRO	Defiance Next Gen H2 ETF	36.15%	
DAPP	VanEck Digital Transformation ETF	34.35%	
HYDR	Global X Hydrogen ETF	33.51%	
CRPT	First Trust SkyBridge Crypto Industry and Digit..	33.18%	
SATO	Invesco Alerian Galaxy Crypto Economy ETF	31.90%	
BLOK	Amplify Transformational Data Sharing ETF	29.15%	78.22%
HJEN	Direxion Hydrogen ETF	27.64%	

One Month Performance Laggards

		1 Mo	YTD
EDUT	Global X Education ETF	-9.12%	-43.95%
GERM	ETFMG Treatments Testing and Advancements ETF	-6.99%	15.30%
IPAY	ETFMG Prime Mobile Payments ETF	-5.95%	-3.32%
KWEB	KraneShares CSI China Internet ETF	-4.41%	-37.65%
TPAY	Ecofin Digital Payments Infrastructure Fund	-4.17%	-3.33%
MSOS	AdvisorShares Pure US Cannabis ETF	-2.37%	-18.88%
EWEB	Global X Emerging Markets Internet & E-commerce ETF	-1.82%	-25.59%
BETZ	Roundhill Sports Betting & iGaming ETF	-1.44%	13.74%
SOCL	Global X Social Media ETF	-1.28%	-0.24%
EMQQ	Emerging Markets Internet & Ecommerce ETF	-1.15%	-20.31%

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