

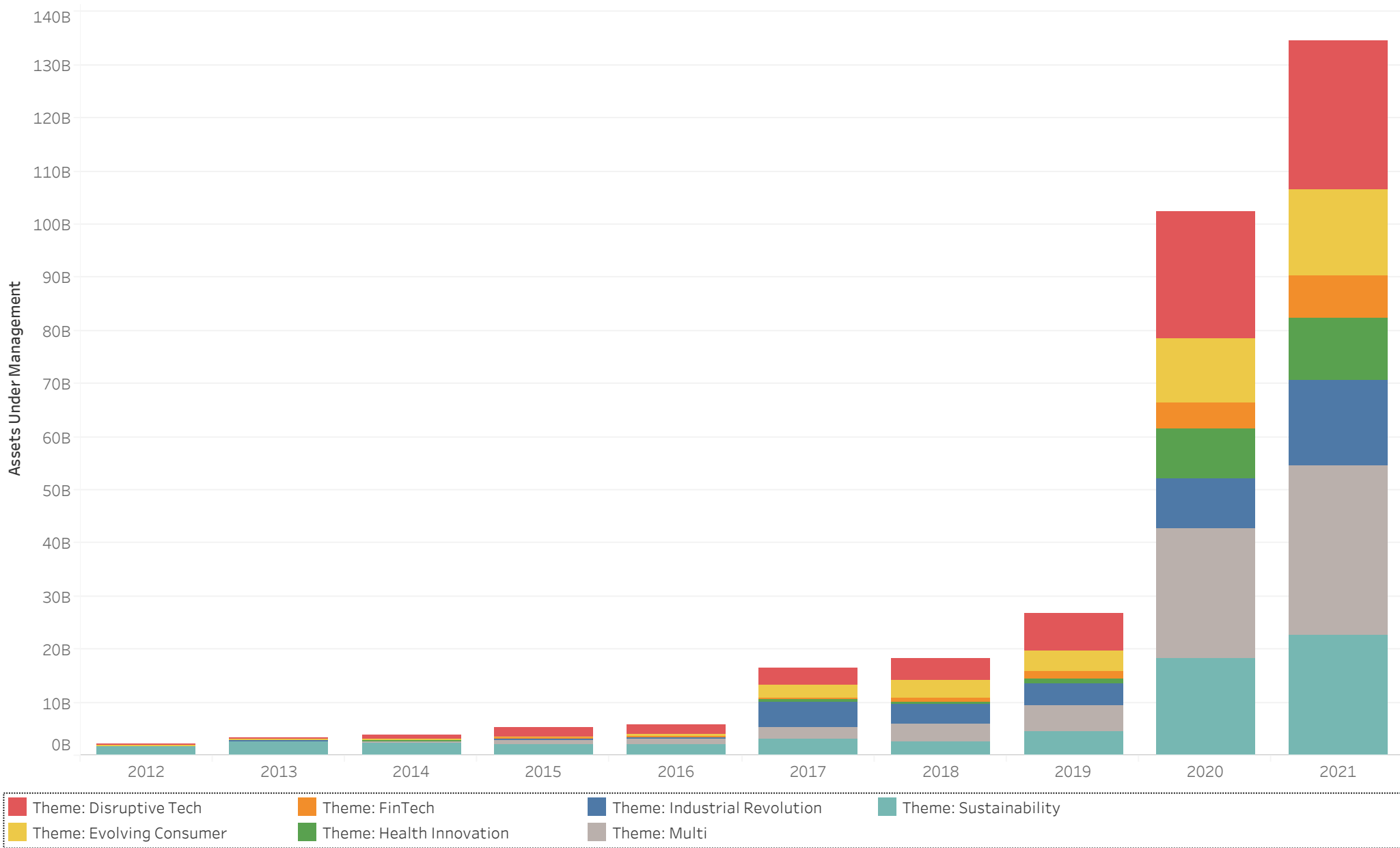
ETF Playbook

Global Themes



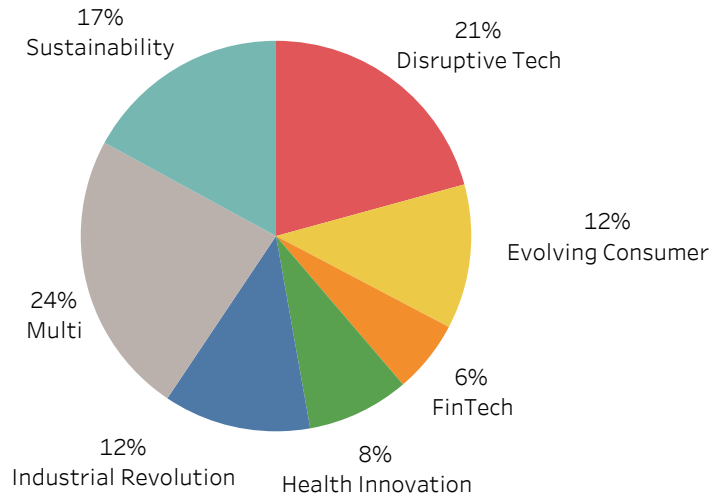
July 13, 2021

Annual AUM Growth



*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.

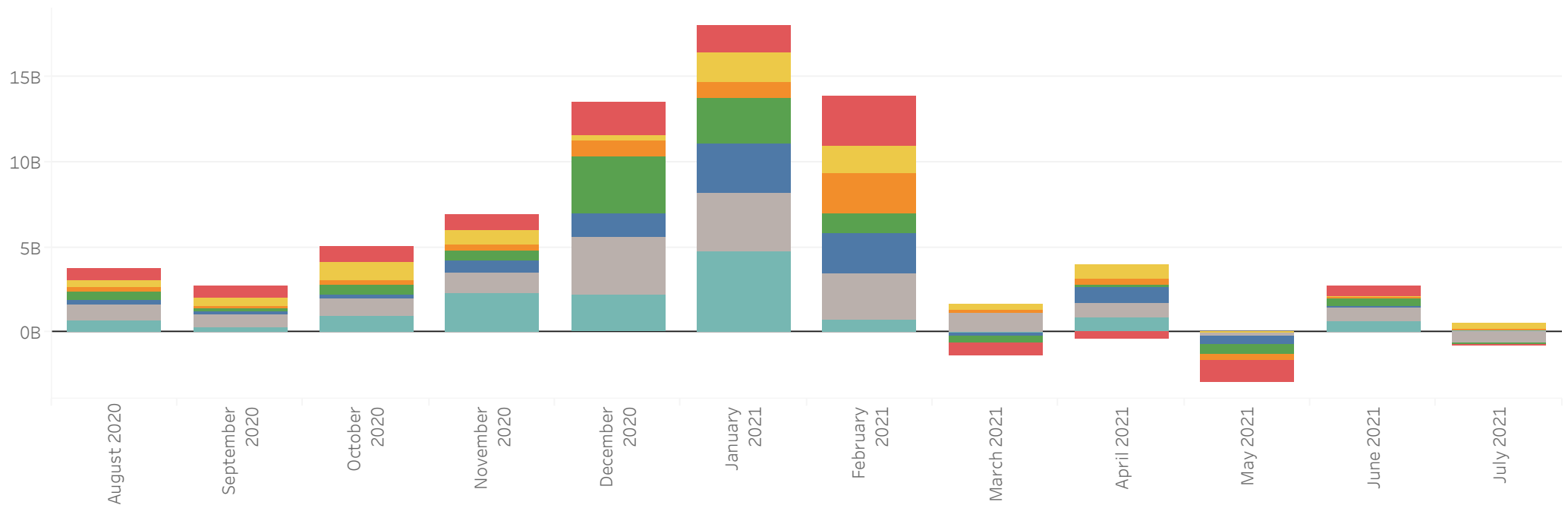
Thematic AUM Makeup



Landscape Assets & Flows

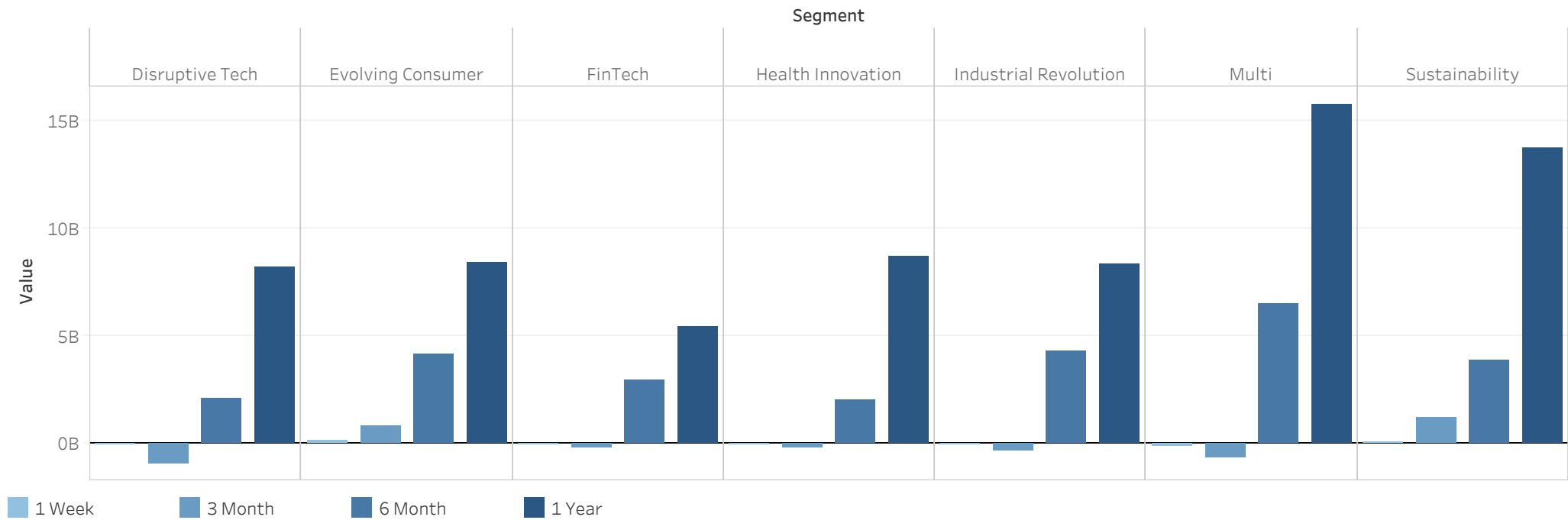
Segment	Funds	AUM	1 Week	3 Month	6 Month	1 Year
Disruptive Tech	28	\$28,002M	\$4M	(\$891M)	\$2,095M	\$8,253M
Evolving Consumer	39	\$16,180M	\$151M	\$844M	\$4,181M	\$8,446M
FinTech	10	\$8,136M	(\$14M)	(\$161M)	\$2,962M	\$5,409M
Health Innovation	14	\$11,446M	(\$37M)	(\$208M)	\$2,033M	\$8,692M
Industrial Revolution	21	\$16,451M	\$4M	(\$317M)	\$4,284M	\$8,352M
Multi	20	\$31,788M	(\$92M)	(\$661M)	\$6,479M	\$15,798M
Sustainability	28	\$23,034M	\$78M	\$1,244M	\$3,870M	\$13,753M

Monthly Flows



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Flows by Time Frames Bar Chart



Weekly Flows Leaders

		AUM	1 Week
KWEB	KraneShares CSI China Internet ETF	\$4,386M	\$224M
CIBR	First Trust NASDAQ Cybersecurity ETF	\$4,167M	\$55M
XT	iShares Exponential Technologies ETF	\$3,837M	\$35M
BUG	Global X Cybersecurity ETF	\$569M	\$31M
FIW	First Trust Water ETF	\$1,045M	\$21M
QCLN	First Trust Nasdaq Clean Edge Green Energy Ind..	\$2,779M	\$20M
PHO	Invesco Water Resources ETF	\$1,686M	\$17M
KGRN	KraneShares MSCI China Clean Technology Index ..	\$180M	\$16M
TAN	Invesco Solar ETF	\$3,617M	\$14M
BATT	Amplify Lithium & Battery Technology ETF	\$196M	\$13M

Weekly Flows Laggards

		AUM	1 Week
ARKK	ARK Innovation ETF	\$24,242M	(\$150M)
ARKG	ARK Genomic Revolution ETF	\$9,524M	(\$72M)
ARKW	ARK Next Generation Internet ETF	\$6,177M	(\$59M)
AWAY	ETFMG Travel Tech ETF	\$380M	(\$46M)
ONLN	ProShares Online Retail ETF	\$1,088M	(\$46M)
SKYY	First Trust Cloud Computing ETF	\$6,383M	(\$43M)
PBW	Invesco WilderHill Clean Energy ETF	\$2,194M	(\$34M)
FINX	Global X FinTech ETF	\$1,309M	(\$20M)
GAMR	Wedbush ETFMG Video Game Tech ETF	\$137M	(\$19M)
ARKQ	ARK Autonomous Technology & Robotics ETF	\$2,998M	(\$17M)

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Monthly Performance

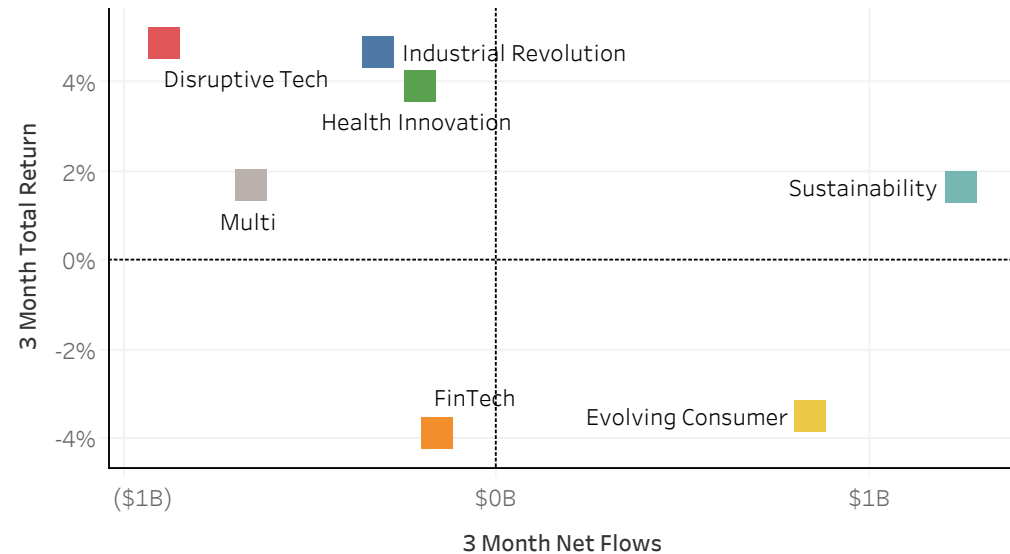
July 2020	August 2020	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021
11.49%	11.06%	2.89%	2.55%	21.56%	10.93%	10.72%	10.29%	-0.46%	4.63%	1.11%	8.28%
9.84%	9.42%	1.23%	0.91%	21.38%	9.36%	7.67%	7.06%	-1.52%	3.33%	-0.84%	7.31%
7.95%	8.51%	-2.27%	0.47%	20.34%	8.69%	6.85%	1.64%	-1.58%	3.04%	-1.19%	6.19%
7.79%	8.46%	-2.41%	-0.33%	17.71%	8.22%	6.17%	1.29%	-3.87%	2.48%	-1.47%	4.68%
7.11%	6.85%	-3.35%	-1.19%	16.37%	6.61%	5.73%	-0.37%	-4.04%	2.20%	-1.49%	4.01%
6.63%	5.27%	-3.38%	-1.94%	14.35%	5.86%	2.58%	-2.87%	-4.53%	0.32%	-4.03%	3.73%
1.40%	2.66%	-4.05%	-2.97%	14.21%	4.21%	0.04%	-4.02%	-5.10%	-1.52%	-5.02%	1.23%



Performance

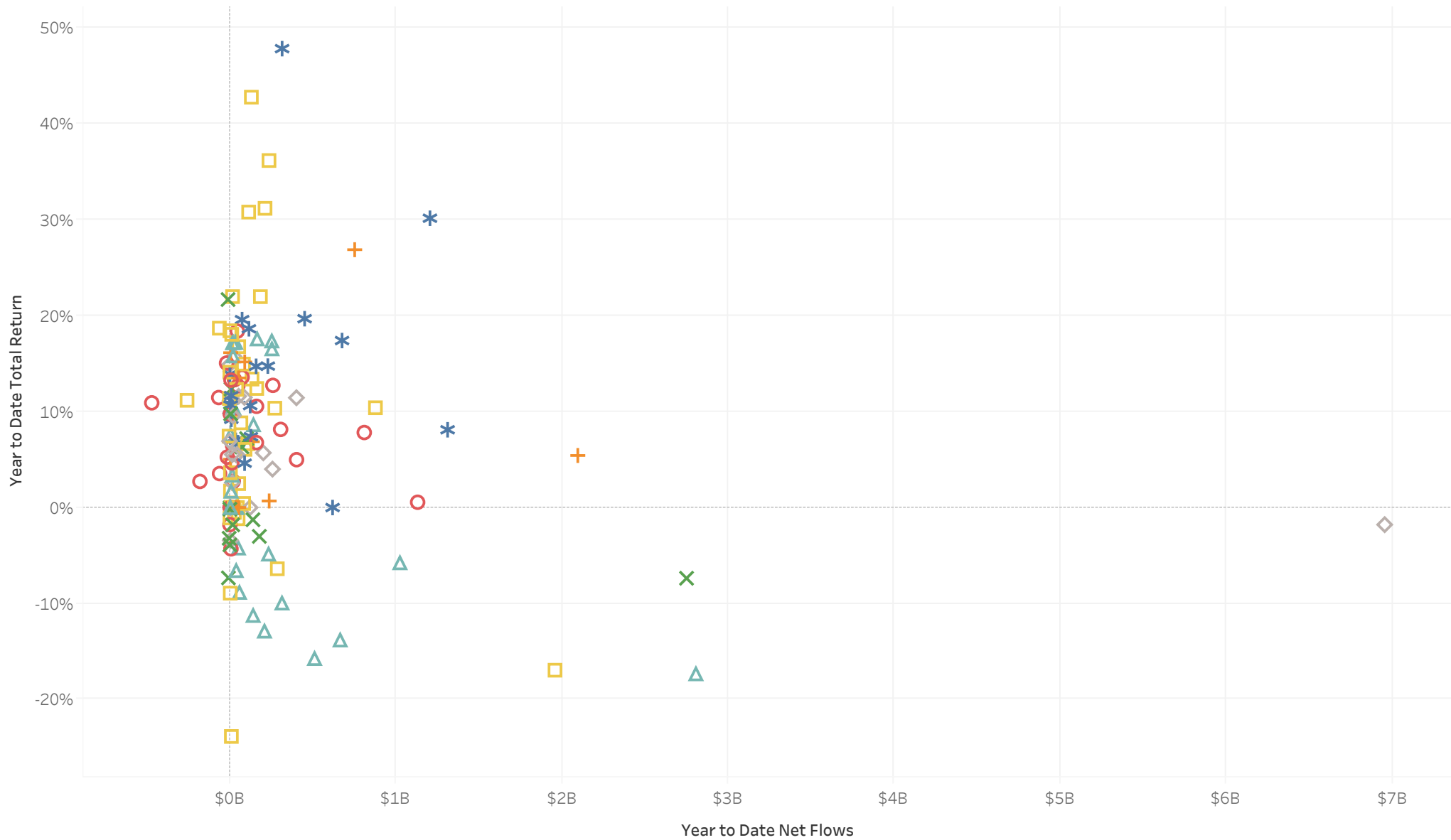
segment	1 Month	3 Month	YTD	1 Year
Theme: Disruptive Tech	3.11%	4.85%	7.89%	41.78%
Theme: Evolving Consumer	-2.71%	-3.50%	10.18%	49.79%
Theme: FinTech	-0.46%	-3.87%	11.22%	53.20%
Theme: Health Innovation	-1.34%	3.89%	2.25%	31.78%
Theme: Industrial Revolution	1.40%	4.66%	14.74%	69.46%
Theme: Multi	1.16%	1.67%	7.51%	45.05%
Theme: Sustainability	1.31%	1.62%	2.06%	65.98%

3 Month Total Return vs Net Flows



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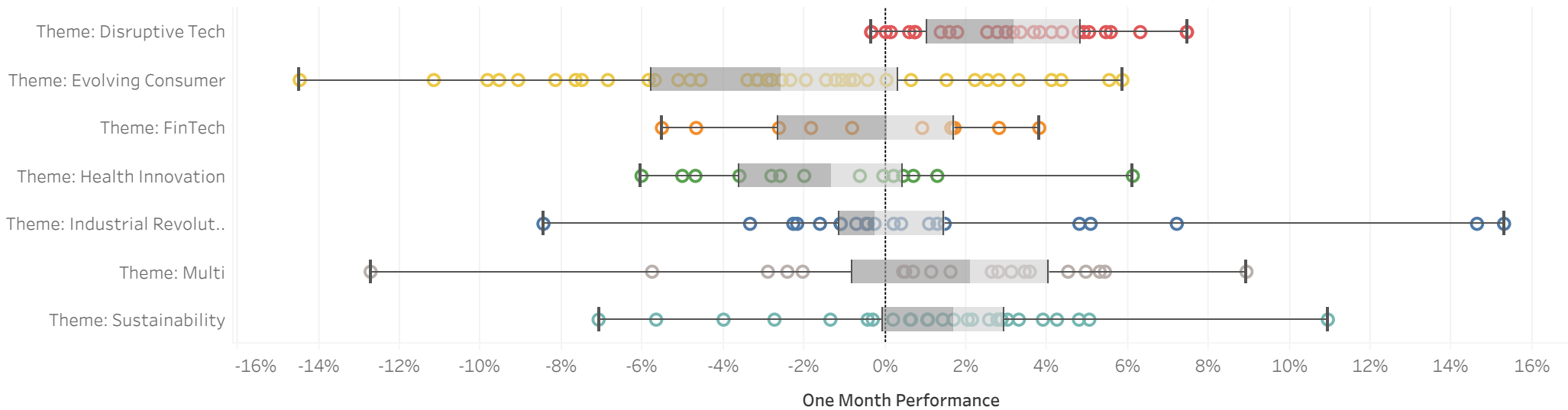
YTD Performance vs YTD Net Flows



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

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One Month Performance Ranges - Box & Whisker Plot



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

One Month Performance Leaders

		1 Mo	YTD
REMX	VanEck Vectors Rare Earth/Strategic Metals E..	15.29%	47.87%
LIT	Global X Lithium & Battery Tech ETF	14.63%	30.18%
TAN	Invesco Solar ETF	10.94%	-13.83%
KSTR	KraneShares SSE STAR Market 50 Index ETF	8.93%	
KFVG	KraneShares CICC China 5G & Semiconductor I..	7.45%	2.74%
WCLD	WisdomTree Cloud Computing Fund	7.45%	5.26%
KARS	KraneShares Electric Vehicles & Future Mobili..	7.20%	18.65%
XDAT	Franklin Exponential Data ETF	6.30%	
HELX	Franklin Genomic Advancements ETF	6.12%	12.35%
BUYZ	Franklin Disruptive Commerce ETF	5.86%	3.64%

One Month Performance Laggards

		1 Mo	YTD
POTX	Global X Cannabis ETF	-14.48%	31.22%
MOON	Direxion Moonshot Innovators ETF	-12.73%	5.71%
PSY	Defiance Next Gen Altered Experience ETF	-11.17%	
BETZ	Roundhill Sports Betting & iGaming ETF	-9.84%	12.42%
MJ	ETFMG Alternative Harvest ETF	-9.55%	36.20%
AWAY	ETFMG Travel Tech ETF	-9.08%	10.37%
HAIL	SPDR S&P Kensho Smart Mobility ETF	-8.46%	7.39%
BJK	VanEck Vectors Gaming ETF	-8.16%	8.84%
KWEB	KraneShares CSI China Internet ETF	-7.66%	-16.97%
THCX	Cannabis ETF	-7.50%	30.83%

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