

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

Launch Date	28 Dec 2021	Components	27
Type	Sector	Volatility (250 days)	23.44
Currency	USD	Full MCap bn USD	117.82
Base Date	30 Dec 2016	Float MCap bn USD	75.33
Base Value	100.00	Correlation* (250 days)	0.00

* -

FUNDAMENTALS*

Price/Earnings Trailing	-57.86
Price/Book	2.47
Price/Sales	1.96
Price/Cash Flow	17.92
Dividend Yield	0.24

* as of 31 Jul 2024

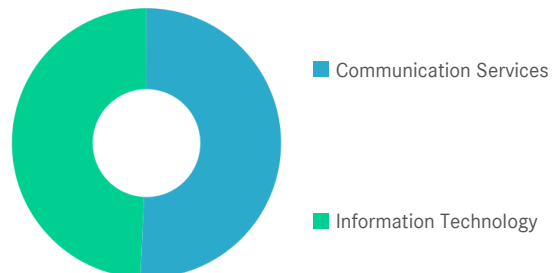
ANNUALISED PERFORMANCE*

1 Month	7.45%
1 Year	-0.33%
3 Years	-20.45%
5 Years	2.28%
7 Years	4.62%

* Total Return Net Index

Sector Weightings

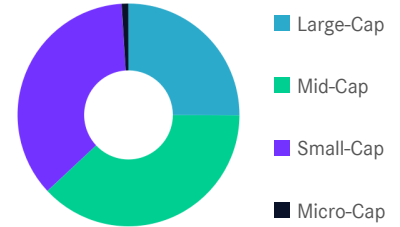
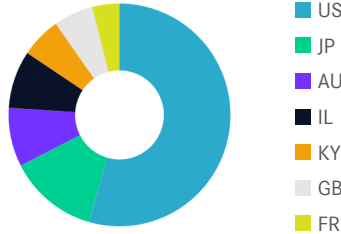
Sector	Count	Weight
Communication Services	15	50.73%
Information Technology	12	49.27%



BlueStar® Digital Advertising Index

Country and Size Weightings

Country	Count	Weight
United States	12	54.46%
Japan	3	13.02%
Australia	1	8.54%
Israel	4	8.39%
Cayman Islands	3	5.88%
United Kingdom	3	5.75%
France	1	3.97%



Size	Count	Weight
Large-Cap (> 6 bn)	3	25.07%
Mid-Cap (1.5 bn - 6 bn)	8	37.99%
Small-Cap (0.2 bn - 1.5 bn)	15	35.95%
Micro-Cap (0.0 bn - 0.2 bn)	1	1.00%

Index Components

Top Components by Weight	Country	Weight	Best Performing Components	YTD	1 Day
APPROVIN CORP	US	8.56%	WEIMOB INC	-55.47%	0.03%
REA GROUP LTD	AU	8.54%	MOBVISTA INC	-57.16%	0.03%
ZETA GLOBAL HOLDINGS CORP-A	US	8.13%	VOBILE GROUP LTD	-36.81%	0.03%
TRADE DESK INC/THE -CLASS A	US	7.97%	APPIER GROUP INC	-13.52%	-0.46%
CYBERAGENT INC	JP	5.27%	REA GROUP LTD	12.19%	-0.54%
KLAVIYO SRS A ORD	US	5.11%			
DOUBLEVERIFY HOLDINGS INC	US	4.79%			
APPIER GROUP INC	JP	4.17%			
CRITEO SA	FR	3.97%			
MAGNITE INC	US	3.94%			
DIGITAL GARAGE INC	JP	3.58%			
INTEGRAL AD SCIENCE HOLDING	US	3.56%			
Subtotal		67.59%			
			Worst Performing Components	YTD	1 Day
			ZETA GLOBAL HOLDINGS CORP-A	184.13%	-6.67%
			S4 CAPITAL PLC	-1.35%	-5.75%
			PUBMATIC INC	-11.04%	-5.10%
			DOUBLEVERIFY HOLDINGS INC	-50.73%	-5.08%
			MAGNITE INC	40.47%	-4.93%

Symbols

	Symbol	ISIN	WKN	Sedol	Bloomberg	Reuters	Telekurs
Price Return	BADTQ	DE000SL0EZP1	SL0EZP	BP6VV64	BADTQ	.BADTQ	115677872
Total Return Net	BADTQNTR	DE000SL0EZQ9	SL0EZQ	BP6VV75	BADTQNTR	.BADTQNTR	115677870
Total Return Gross	-	-	-	-	-	-	-

BlueStar® Digital Advertising Index

For further information visit www.marketvector.com

Nothing on this factsheet shall be considered a solicitation to buy or an offer to sell a security, or any other product or service, to any person in any jurisdiction where such offer, solicitation, purchase or sale would be unlawful under the laws of such jurisdiction. Neither MarketVector Indexes GmbH nor any of its licensors makes any warranties or representations, express or implied, to the user with respect to any of the data contained herein. The data is provided for informational purposes only, and the Company shall not be responsible or liable for the accuracy, usefulness or availability of any information transmitted or made available through it. The MarketVector™ family of indexes (MarketVector™, Bluestar®, MVIS®) is protected through various intellectual property rights and unfair competition and misappropriation laws. MVIS® is a registered trademark of Van Eck Associates Corporation that has been licensed to MarketVector Indexes GmbH. MarketVector™ and MarketVector Indexes™ are pending trademarks of Van Eck Associates Corporation. BlueStar®, BlueStar Indexes®, BIGI® and BIGITech® are trademarks of MarketVector Indexes GmbH. You require a licence to launch any product whose performance is linked to the value of a particular MarketVector™ Index and for all use of the MarketVector™ name or name of the MarketVector™ Index in the marketing of the product.