

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 329.28/78.60 211.34/128.43

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)	28.72
Currency	USD	Full MCap bn USD	164.80
Base Date	30 Dec 2016	Float MCap bn USD	117.56
Base Value	100.00	Correlation* (250 days)	0.00

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FUNDAMENTALS*

Price/Earnings Trailing	-597.51
Price/Book	2.95
Price/Sales	2.53
Price/Cash Flow	16.50
Dividend Yield	0.27

* as of 31 Mar 2025

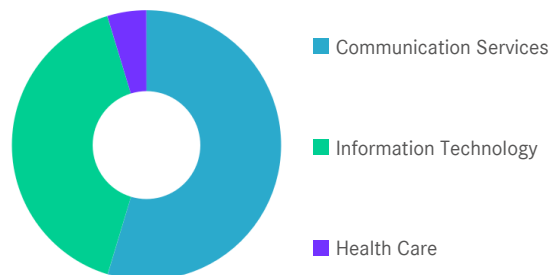
ANNUALISED PERFORMANCE*

1 Month	-6.61%
1 Year	10.14%
3 Years	-2.99%
5 Years	8.12%
Since Inception	5.30%

* Total Return Net Index

Sector Weightings

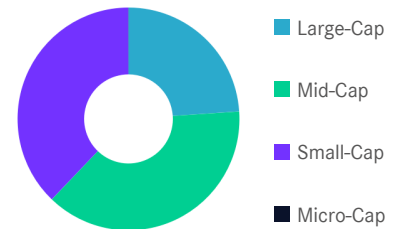
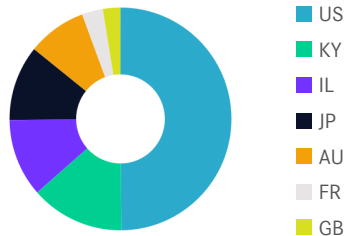
Sector	Count	Weight
Communication Services	14	54.66%
Information Technology	12	40.63%
Health Care	1	4.71%



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Country and Size Weightings

Country	Count	Weight
United States	13	49.88%
Cayman Islands	4	13.65%
Israel	4	11.31%
Japan	3	10.95%
Australia	1	8.60%
France	1	3.05%
United Kingdom	1	2.55%



Size	Count	Weight
Large-Cap (> 6 bn)	3	23.94%
Mid-Cap (1.5 bn - 6 bn)	10	38.23%
Small-Cap (0.2 bn - 1.5 bn)	14	37.83%
Micro-Cap (0.0 bn - 0.2 bn)	0	0.00%

Index Components

Top Components by Weight	Country	Weight	Best Performing Components	YTD	1 Day
REA GROUP LTD	AU	8.60%	KLAVIYO SRS A ORD	-29.83%	10.29%
APPLOVIN CORP	US	8.07%	SPROUT SOCIAL INC	-31.65%	7.48%
TRADE DESK INC/THE -CLASS A	US	7.27%	SIMILARWEB LTD	-46.15%	6.86%
CYBERAGENT INC	JP	5.09%	TRADE DESK INC/THE -CLASS A	-54.68%	6.37%
HEALTHYWAY INC ORD	KY	4.71%	APPLOVIN CORP	-17.28%	6.15%
QUNABOX GROUP ORD	KY	4.46%			
ZETA GLOBAL HOLDINGS CORP-A	US	3.98%			
KLAVIYO SRS A ORD	US	3.65%	Worst Performing Components	YTD	1 Day
MAGNITE INC	US	3.46%	VOBILE GROUP LTD	-12.50%	-2.68%
IBOTTA INC	US	3.37%	WEIMOB INC	-49.48%	-1.19%
LIVERAMP HOLDINGS INC	US	3.35%	CYBERAGENT INC	16.59%	-0.76%
DOUBLEVERIFY HOLDINGS INC	US	3.34%	DIGITAL GARAGE INC	30.48%	-0.01%
Subtotal		59.34%	REA GROUP LTD	6.76%	0.28%

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	-	-	-	-	-	-	-

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