



REASONS TO CONSIDER



High Growth Potential

Commerce spending on social media platforms increased nearly 30% from 2021 to 2022, exceeding \$700bn – as users look to friends, connections, and influencers to make purchasing decisions. Forecasts suggest spending could surpass \$6tn by 2030.⁽¹⁾



Global Tailwinds

Social media is one of the world's most popular online activities, connecting nearly half the global population in 2020. Forecasts suggest this figure could exceed 56% by 2025.⁽²⁾



Unconstrained Approach

The social media theme evolves quickly and is bigger than any single company. SOCL invests accordingly, with global exposure across multiple sectors and industries.

KEY INFORMATION

Inception Date	11/14/2011
Underlying Index	Solactive Social Media Total Return Index
Number of Holdings	43
Assets Under Management	\$140.41 mil
Total Expense Ratio	0.65%
Distribution Frequency	Semi-Annually

TRADING DETAILS

Ticker	SOCL
CUSIP	37950E416
Exchange	NASDAQ
Bloomberg IOPV Ticker	SOCLIV
Index Ticker	SOCL

PERFORMANCE (%)

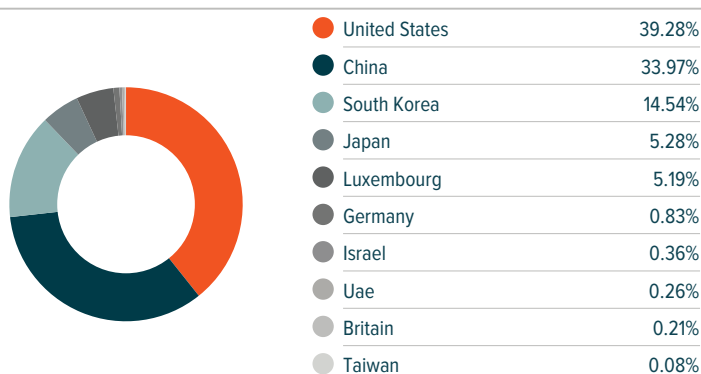
	1M	YTD	1Y	3Y	5Y	10Y	Since Inception
NAV	-3.71%	12.50%	40.40%	-12.29%	3.79%	6.29%	7.62%
Market Price	-3.24%	12.49%	40.27%	-12.43%	3.77%	6.24%	7.61%
Index	-3.71%	13.07%	41.27%	-11.88%	4.34%	6.80%	8.19%

TOP 10 HOLDINGS (%) *Holdings Subject to Change*

Naver Corp	10.02%	Spotify Technology Sa	5.20%
Tencent Holdings Ltd	10.01%	Snap Inc - A	5.15%
Meta Platforms Inc	9.73%	Netease Inc-adr	5.12%
Pinterest Inc- Class A	8.76%	Match Group Inc	4.89%
Kuaishou Technology	8.29%	Alphabet Inc-cl A	4.41%

The performance data quoted represents past performance and does not guarantee future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost. Current performance may be higher or lower than the performance quoted. High short-term performance, when observed, is unusual and investors should not expect such performance to be repeated. Returns for periods greater than one year are annualized. [Click here](#) for standard performance as of the most recent quarter-end.

COUNTRY BREAKDOWN (%)



All Sector, Industry and Geographic breakdowns, where provided, are based on equity positions held by the ETF and exclude cash, currencies, and other holdings.



DEFINITIONS

Solactive Social Media Total Return Index

The Solactive Social Media Total Return Index is designed to reflect the performance of companies involved in the social media industry, including companies that provide social networking, file sharing, and other web-based media applications.

(1) Statista, Apr 2022

(2) Statista, Jul 2020

Investing involves risk, including the possible loss of principal. SOCL invests in securities of companies engaged in the social media industry. The risks related to investing in such companies include disruption in service caused by hardware or software failure, interruptions or delays in service by third-parties, security breaches involving certain private, sensitive, proprietary and confidential information managed and transmitted by social media companies, and privacy concerns and laws, evolving Internet regulation and other foreign or domestic regulations that may limit or otherwise affect the operations of such companies. The business models employed by the companies in the social media industry may not prove to be successful. International investments may involve risk of capital loss from unfavorable fluctuation in currency values, from differences in generally accepted accounting principles, or from economic or political instability in other nations. SOCL is non-diversified. The information provided is not intended for trading purposes, and should not be considered investment advice.

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