

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

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.



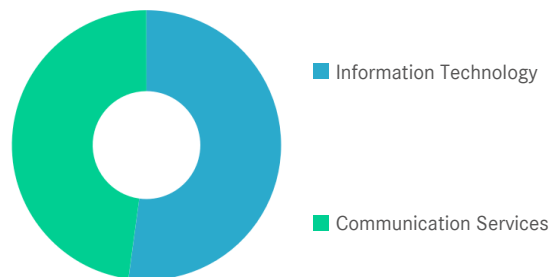
Index 329.28/78.60 159.06/117.23

Index Data

INDEX PARAMETERS		FUNDAMENTALS*		ANNUALISED PERFORMANCE*			
Launch Date	28 Dec 2021	Components	27	Price/Earnings Trailing	-108.04	1 Month	10.55%
Type	Sector	Volatility (250 days)	23.19	Price/Book	2.71	1 Year	21.14%
Currency	USD	Full MCap bn USD	151.12	Price/Sales	2.12	3 Years	-16.01%
Base Date	30 Dec 2016	Float MCap bn USD	101.83	Price/Cash Flow	19.56	5 Years	6.06%
Base Value	100.00	Correlation* (250 days)	0.00	Dividend Yield	0.23	7 Years	6.10%
		* -		* as of 30 Sep 2024		* Total Return Net Index	

Sector Weightings

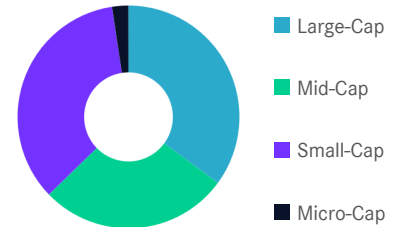
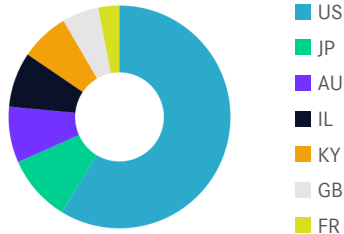
Sector	Count	Weight
Information Technology	13	52.15%
Communication Services	14	47.85%



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Country and Size Weightings

Country	Count	Weight
United States	13	58.66%
Japan	3	9.69%
Australia	1	8.12%
Israel	4	8.03%
Cayman Islands	2	7.09%
United Kingdom	3	5.35%
France	1	3.07%



Size	Count	Weight
Large-Cap (> 6 bn)	4	35.08%
Mid-Cap (1.5 bn - 6 bn)	8	27.65%
Small-Cap (0.2 bn - 1.5 bn)	14	34.89%
Micro-Cap (0.0 bn - 0.2 bn)	1	2.38%

Index Components

Top Components by Weight	Country	Weight	Best Performing Components	YTD	1 Day
APPLOVIN CORP	US	10.93%	CARDLYTICS INC	-61.02%	11.49%
TRADE DESK INC/THE -CLASS A	US	8.41%	SIMILARWEB LTD	67.17%	3.48%
REA GROUP LTD	AU	8.12%	QUINSTREET INC	51.17%	3.03%
ZETA GLOBAL HOLDINGS CORP-A	US	7.63%	APPIER GROUP INC	-9.94%	3.03%
KLAVIYO SRS A ORD	US	4.84%	PUBMATIC INC	-7.30%	2.58%
CYBERAGENT INC	JP	4.14%			
DOUBLEVERIFY HOLDINGS INC	US	3.92%			
WEIMOB INC	KY	3.59%	Worst Performing Components	YTD	1 Day
VOBILE GROUP LTD	KY	3.49%	S4 CAPITAL PLC	-25.48%	-1.59%
MAGNITE INC	US	3.33%	YOUGOV PLC	-63.50%	-1.46%
SPROUT SOCIAL INC	US	3.27%	DIGITAL GARAGE INC	-19.01%	-0.52%
LIVERAMP HOLDINGS INC	US	3.12%	WEIMOB INC	-35.46%	-0.03%
Subtotal		64.79%	VOBILE GROUP LTD	-4.53%	-0.03%

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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For further information visit www.marketvector.com

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