

## 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 Data

INDEX PARAM	METERS		
Launch Date	28 Dec 2021	Components	27
Туре	Sector	Volatility (250 days)	27.82
Currency	USD	Full MCap bn USD	255.29
Base Date	30 Dec 2016	Float MCap bn USD	198.41
Base Value	100.00	Correlation* (250 days)	0.00
		*	

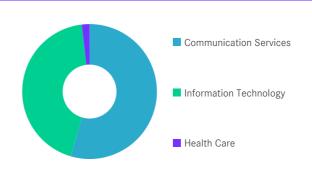
FUNDAMENTALS*	
Price/Earnings Trailing	80.83
Price/Book	3.00
Price/Sales	2.33
Price/Cash Flow	14.74
Dividend Yield	0.28
* as of 31 Oct 2025	

1 Month	-7.29%
1 Year	-14.14%
3 Years	8.77%
5 Years	-6.16%
Since Inception	5.89%

**ANNUALISED PERFORMANCE** 

### Sector Weightings

Sector	Count	Weight
Communication Services	15	54.56%
Information Technology	11	43.60%
Health Care	1	1.85%



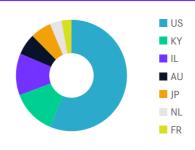
<sup>\*</sup> Total Return Net Index

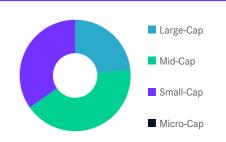


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## Country and Size Weightings

Country	Count	Weight
United States	13	56.24%
Cayman Islands	5	13.02%
Israel	4	12.14%
Australia	1	6.21%
Japan	2	6.07%
Netherlands	1	3.43%
France	1	2.88%





Size	Count	Weight
Large-Cap ( > 6 bn)	3	23.42%
Mid-Cap (1.5 bn - 6 bn)	11	41.82%
Small-Cap (0.2 bn - 1.5 bn)	13	34.76%
Micro-Cap (0.0 bn - 0.2 bn)	0	0.00%

## Index Components

Top Components by Weight	Country	Weight
APPLOVIN CORP	US	9.50%
TRADE DESK INC/THE -CLASS A	US	7.71%
REA GROUP LTD	AU	6.21%
SEMRUSH HOLDINGS INC-A	US	5.12%
KLAVIYO SRS A ORD	US	4.56%
ZETA GLOBAL HOLDINGS CORP-A	US	4.54%
CYBERAGENT INC	JP	4.02%
INTEGRAL AD SCIENCE HOLDING	US	4.01%
TABOOLA.COM LTD	IL	4.00%
LIVERAMP HOLDINGS INC	US	3.88%
MOBVISTA INC	KY	3.50%
PUBMATIC INC	US	3.45%
Subtotal		60.51%

Best Performing Components	YTD	1 Day
MOBVISTA INC	75.50%	5.00%
PERION NETWORK LTD	20.66%	2.82%
APPLOVIN CORP	85.12%	2.24%
HEALTHYWAY INC ORD	-60.26%	2.08%
IBOTTA INC	-63.34%	1.66%

Worst Performing Components	YTD	1 Day
APPIER GROUP INC	-25.98%	-4.88%
PUBMATIC INC	-38.67%	-0.99%
REA GROUP LTD	-10.18%	-0.96%
TABOOLA.COM LTD	11.78%	-0.49%
QUINSTREET INC	-39.49%	-0.21%

### Symbols

	Symbol	ISIN	WKN	Sedol	Bloomberg	Reuters	Telekurs
Price Return	BADTQ	DE000SL0EZP1	SLOEZP	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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