

## MarketVector Indexes - Thematic Pure-Play Indexes

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How do you capture growth opportunities within a sector when themes evolve and innovation takes place? We believe a better approach to targeted themes is to focus on Pure-plays.

Hi – my name is Joy Yang, Global Head of Index Product Management, and today I’m going to share with you

- How to target forward looking investment themes with precision.

When we talk about thematic pureplays, most people think of disruptive technologies. But innovative change can come from many directions beyond just technology, including:

- social,
- economic,
- environment and
- political.

These structure shifts can give rise to innovative themes such as:

- financials 2.0,
- healthcare innovation,
- consumer trends such as gaming,
- travel and vacation,
- next gen hardware and software,
- and of course clean energy.

At MarketVector, we understand that company classifications are complex, fluid, and dynamic.

Just think about the energy sector for a moment — energy used to be straight forward.

There were oil producers, refineries, pipelines.

Now, there is a whole world of alternative and green energy sources. And if you are looking to focus on the disruptors like hydrogen or solar, you need to have an index that separates and identifies these specific themes from the larger “energy universe”.

Which brings us to today’s behind the Scene breakdown: the automotive industry.

In 2003, Tesla entered the market and challenged our perspective of

- Where the automotive industry might be heading and
- Why we might want to invest in it.

Tesla is clearly an auto company, but its drivers of economic success have come from the advancement of battery technology and EV consumer adoption, which were not previously a significant part of traditional car manufacturing.

There’s a whole industry and investment premise centered around EVs. Our BlueStar® Electric Vehicle Industry Index is modified market cap weighted and includes companies that generate at least 50% of their revenue from:

- electric vehicles,
- electric vehicle parts,
- charging technology and related equipment.

Electric Vehicles is a \$7trillion dollar industry and continues to grow.

Our unique weighting and liquidity screens provide an EV index that is diversified and investable.

Pure plays are an example of a transformative approach towards capturing an evolving industry over time—even a traditional one in this case.

This dynamic is happening across other industries and sectors in the economy, from:

- healthcare to
- consumer goods to
- financials.

Pureplays allow investors to target evolving investment themes with precision.

You can check out our growing family of over 40 pure-play indexes on our website at [marketvector.com](https://marketvector.com).

To learn more, check out the entire family of indexes at [marketvector.com](https://marketvector.com).

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