



Global Online Retail UCITS ETF *IBUY*

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About EQM Indexes

Quantitatively Driven, Investment Ready Index Solutions.

“We build Indexes that provide innovative, transparent exposure to select Thematic, Smart Beta & Alternative, and ESG Focused investment opportunities. Our quantitative, research-driven indexes are designed to provide exposure and perform.”

EQM Indexes LLC is a U.S.-based, woman-owned firm dedicated to creating and supporting innovative indexes that thematic growth opportunities and emerging investment themes. Co-founded by Jane Edmondson, a former Institutional Portfolio Manager with nearly 30 years in the investment industry, the firm’s index design expertise spans a wide range of asset classes and financial instruments.

EQM Indexes has developed and licensed innovative index product solutions in the following categories: Global and International Online Retail, Blockchain, Global Cannabis, Lithium & Battery Technology, Junior Gold Miners, Risk Parity, and Social Justice.



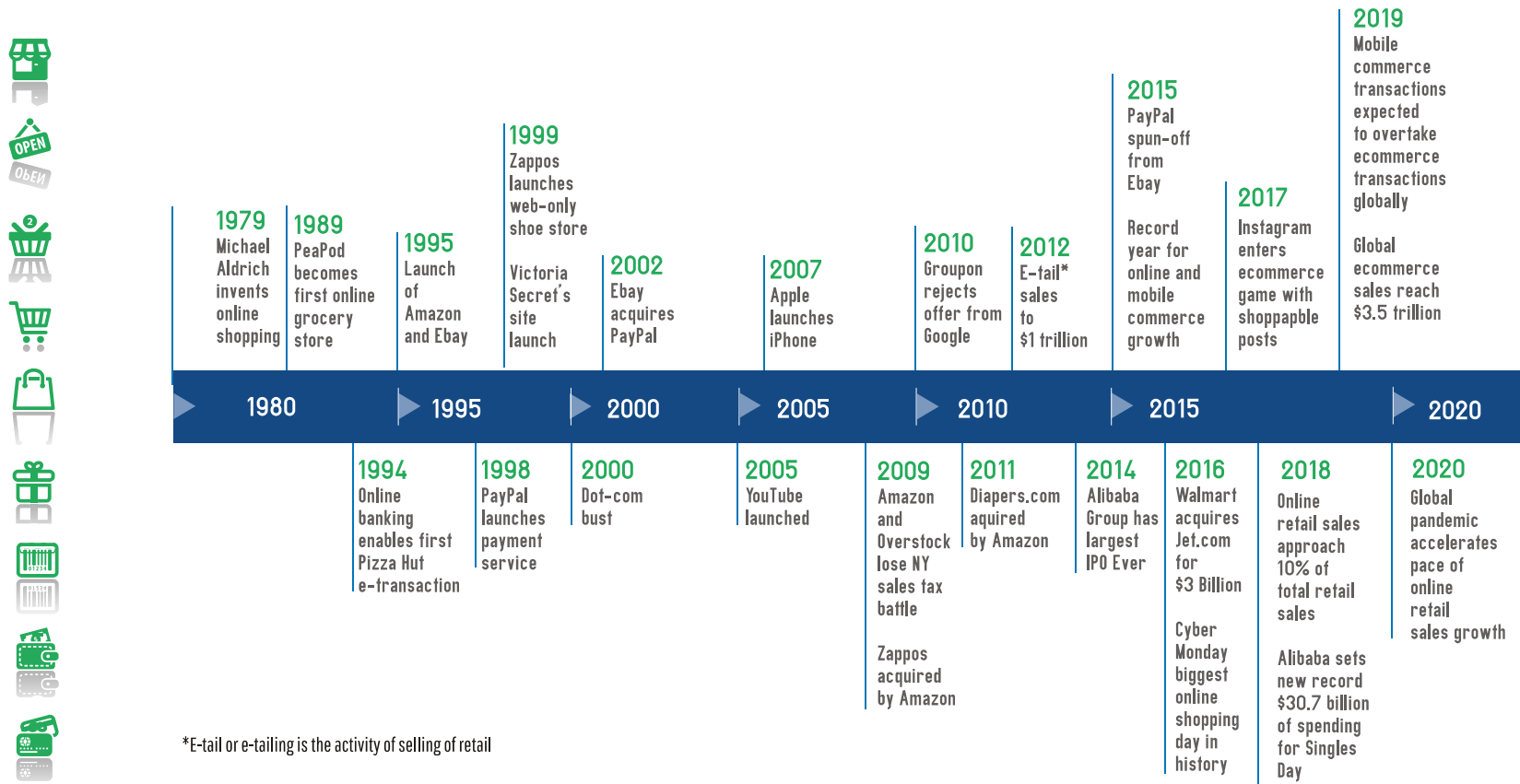
An Investor's Guide to Online Retail



History of Online Retail

Major Milestones

The evolution of events and ascent of ecommerce



Growth of Online Retail

Online retail is the fastest growing segment of retail sales, growing globally at a double-digit pace. It is a disruptive force that appears here to stay as consumers embrace value-added features such as:

- Competitive pricing
- Greater product selection
- 24/7 shopping convenience
- Rapid delivery options



Disruption of Retail: Retail Apocalypse

Global, brick and mortar retail bankruptcies have been hastened by the global pandemic.

30 U.S. retailers filed for bankruptcy in 2020*

The trend is similar around the world, impacting global retailers such as Aldo Group, Reitmans, Oasis, Warehouse, Laura Ashley, MQ, and Debenhams.



* Source: [Retail Dive](#), Updated Feb. 5, 2021

Online Shopping a Global Trend

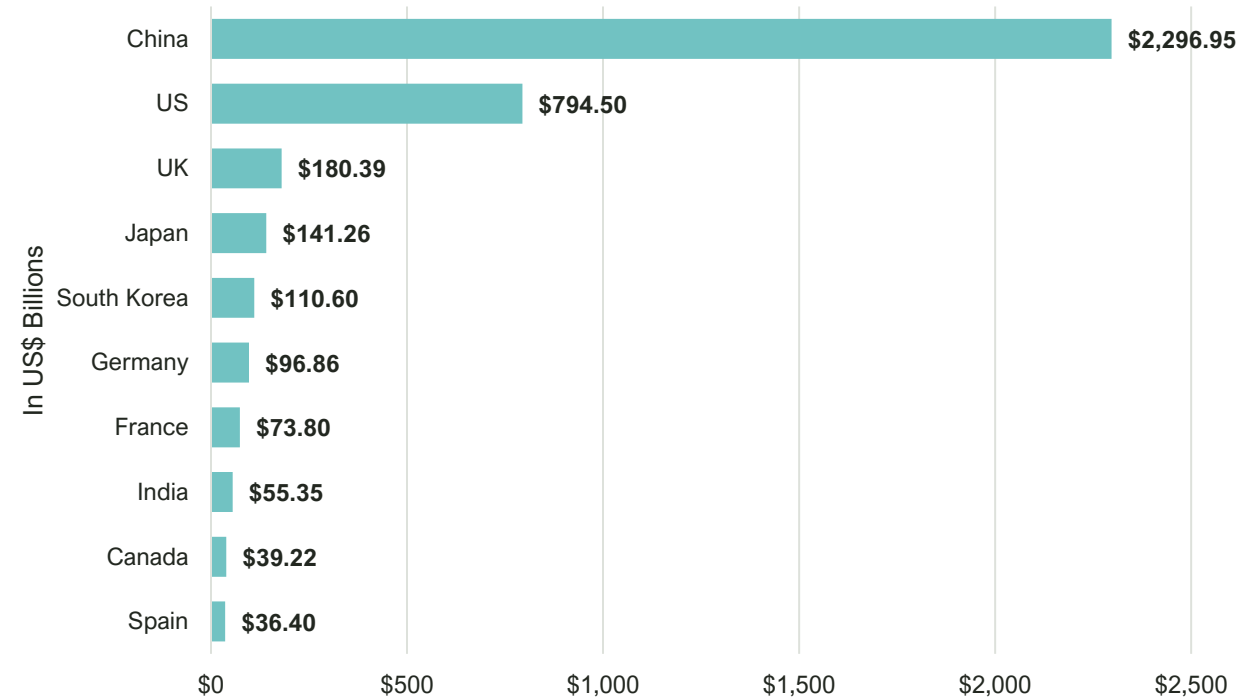
China, the U.S. and the U.K represent the 3 largest markets for ecommerce in terms of sales.

China, the world's biggest ecommerce market is led by companies such as Alibaba Group and JD.com and sites such as Tabao and Tmall.

In the U.S., Amazon is a dominant player, but there are many “up-and-coming” Amazon's as well.

In the UK, Amazon UK, eBay UK, Asos, Currys PC World, Gumtree, Argos and John Lewis are some the biggest ecommerce sites.

Global Ecommerce Sales by Country 2020



For illustrative purposes only
Source: eMarketer, December 2020

Investment Case for Online Retail

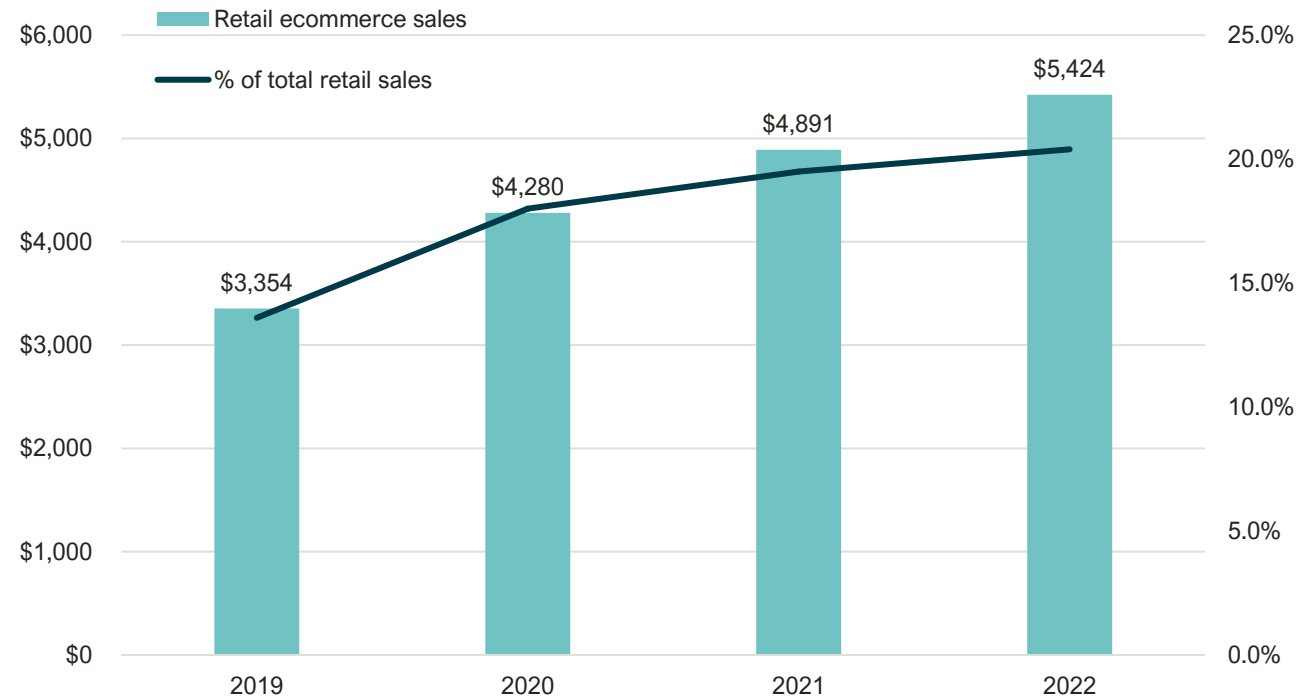


Growing Global Opportunity

While growth has slowed for traditional brick and mortar retailers, online retail continues to exhibit strong growth characteristics, gain market share, and expand globally.

Accelerated by the pandemic, global ecommerce sales rose to \$4.3 trillion in 2020.

Global Retail Ecommerce Sales (US\$ Trillions)



For illustrative purposes only
Source: eMarketer, December 2020

Expanding Internet & Global Penetration

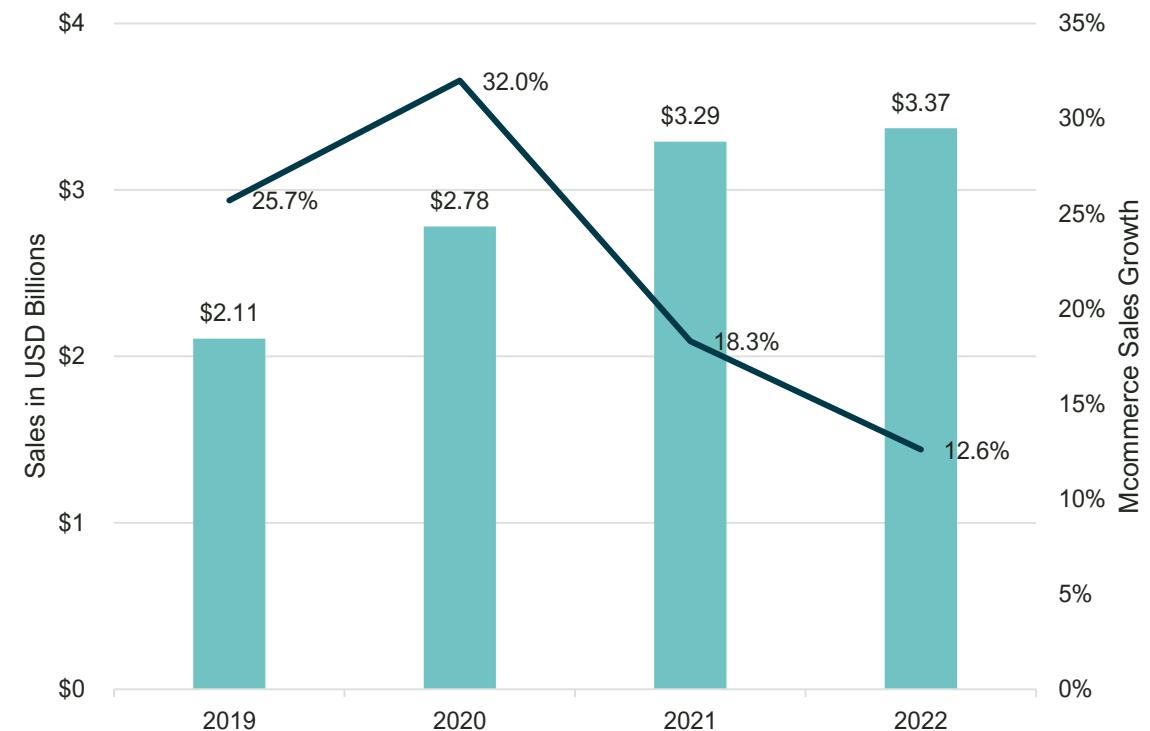
More than 63% of the globe now has access to the Internet and the opportunity set has rapidly expanded thanks to **smart mobile devices** allowing consumers to shop online anywhere, anytime*.

Mobile commerce is predicted to grow by 250% over the next 5 years driven by consumer adoption in the U.S. and China.

China's more than 1 billion WeChat users can make purchases on their smartphones using WeChat Pay without leaving the messaging and social commerce platform.

* Source: Internet World Stats, Q4 2020

US Mobile Ecommerce Growth 2019-2022



For illustrative purposes only
Source: eMarketer, Oberlo

Technological Innovation

Technological innovations such as seamless and secure methods of electronic payment, voice-assisted shopping, social commerce, virtual and augmented reality, and artificial intelligence will take the online shopping experience to the next level and further drive market expansion.

Future Drivers of Online Retail Innovation

Electronic
Payments



Voice
Assisted
Shopping



Virtual and
Augmented
Reality



Artificial
Intelligence

Pandemic Acceleration of the Trend

According to a study by IBM, the pandemic has accelerated the shift to ecommerce by 5 years.

The pandemic has also helped establish new online categories, buying habits, and preferred delivery methods.

In the U.K., the pandemic pushed ecommerce past 30% of total retail sales in 2020*.

The habits UK consumers formed during lockdown are set to endure, causing them to shop more online in the future.

* Source: [eMarketer](#), October 19, 2020

How Do UK Digital Buyers Predict that the Coronavirus Pandemic Will Affect Their Future Purchasing Habits?

% of respondents, May 2020 & Aug 2020

May 2020

Will shop digitally more 42%

Nothing will change 52%

6% Will shop more in-store

Aug 2020

Will shop digitally more 55%

Nothing will change 43%

3% Will shop digitally less

*Note: ages 18+ who have bought items digitally in the past 6 months; vs. before the pandemic; numbers may not add up to 100% due to rounding
Source: ChannelAdvisor, "Life After Lockdown Part II: UK Consumer Attitudes to Shopping & The Christmas Holiday Season" in collaboration with Dynata, Sep 17, 2020*

259457

www.eMarketer.com

For illustrative purposes only
Source: eMarketer

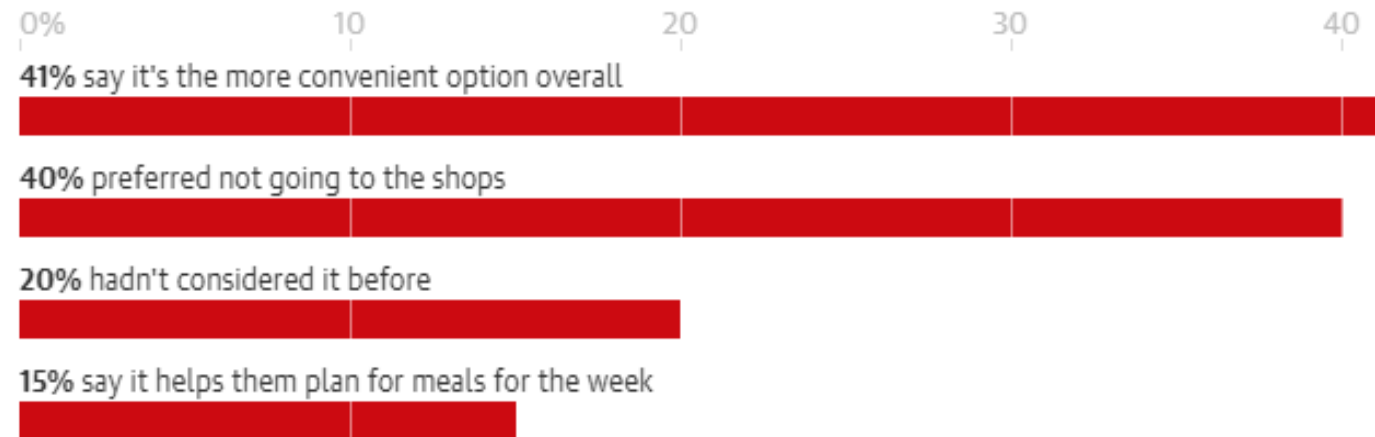
Online Grocery Huge Pandemic Beneficiary

While the online grocery category was already well-established in the UK and Europe, the number of older shoppers now shopping online for groceries grew by 27%*.

In the U.S. where online grocery was a nascent category, it grew 54% in 2020, and of the 53% respondents that had shopped for groceries during the pandemic, a whopping 93% say they plan to do so after (Oracle Grocery Retail).

The global market for online grocery is expected to hit \$1 trillion by 2026 (Global Market Insights).

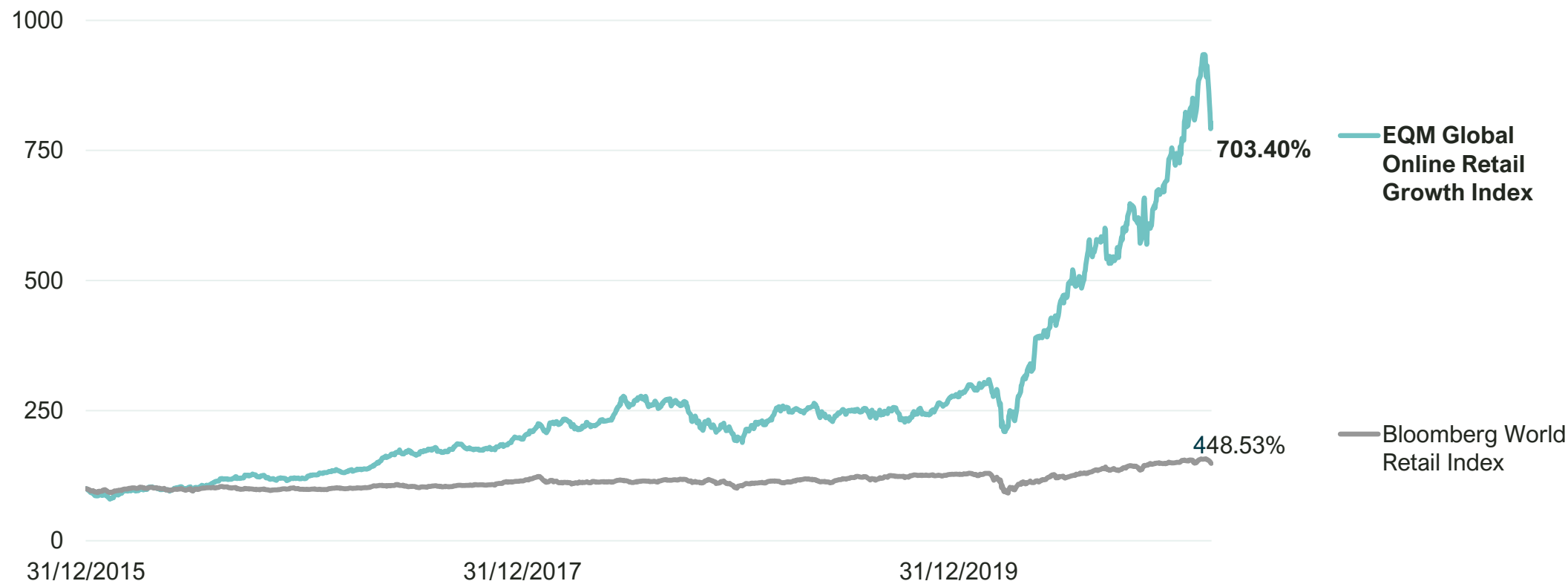
Since the Covid-19 outbreak 60% of people are shopping online for groceries more often. Of these ...



For illustrative purposes only

Source: Waitrose Survey, published in the Guardian. Data as of June 2020

Clicks vs. Bricks: Index Performance

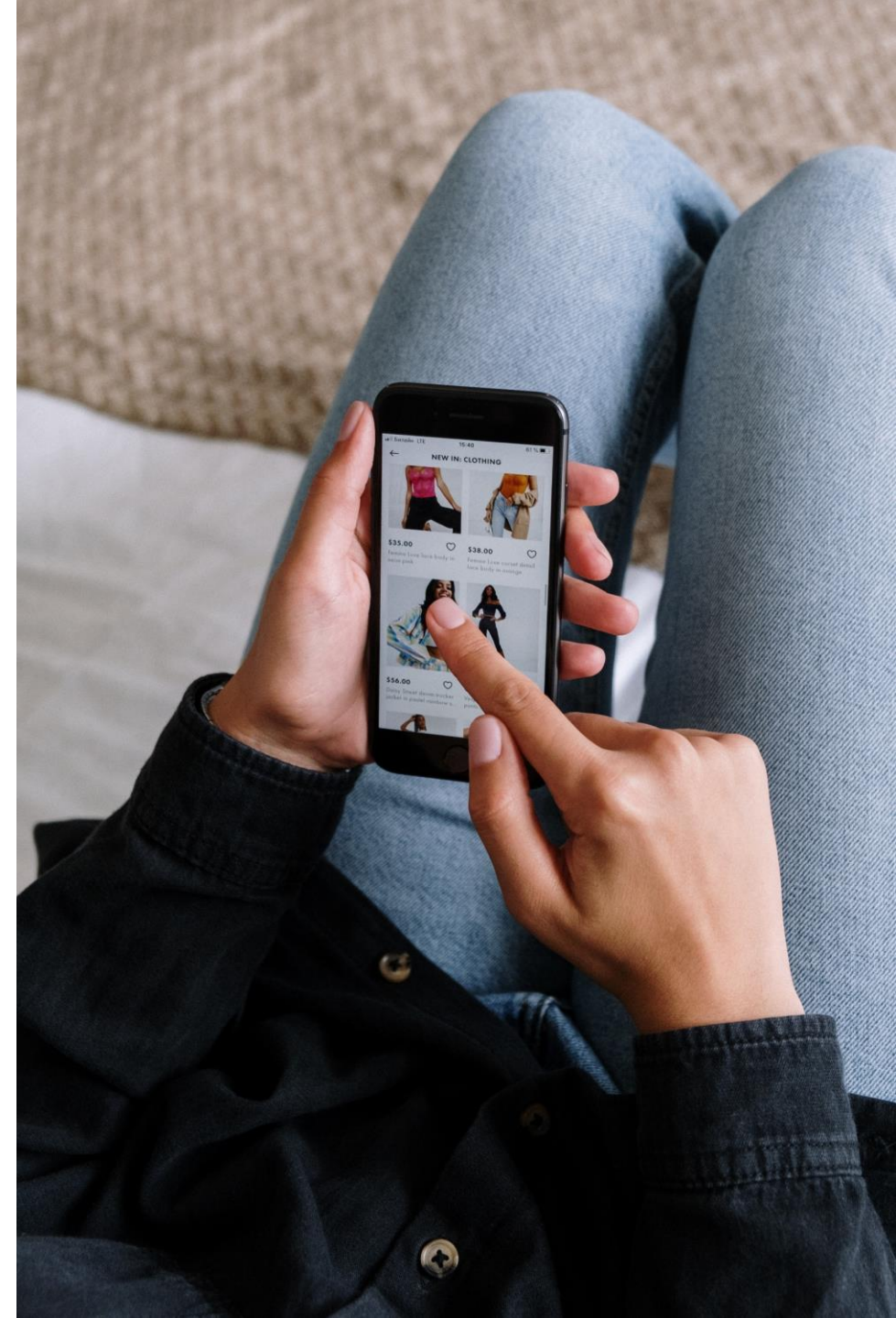


Performance before inception is based on back tested index data. Back testing is the process of evaluating an investment strategy by applying it to historical data to simulate what the performance of such strategy would have been. Back tested data does not represent actual performance and should not be interpreted as an indication of actual or future performance. Past performance for the index is in USD. **Past performance is not an indicator for future results and should not be the sole factor of consideration when selecting a product.** Investors should read the prospectus of the Issuer ("Prospectus") before investing and should refer to the section of the Prospectus entitled 'Risk Factors' for further details of risks associated with an investment in this product.

Source: Bloomberg, EQM Global Online Retail Growth Index since inception 12/31/2015, as of 2/28/2021.

IBUY
Global Online Retail
UCITS ETF

IE00BN7JGL35



About IBUY

A passive, rules-based fund providing exposure to global companies deriving significant revenue from online commerce including: retail & marketplace

Global Online Retail UCITS is an UCITS compliant ETF domiciled in Ireland

The fund tracks the **EQM Global Online Retail Growth Index**

The EQM Global Online Retail Growth Index seeks to track the combined performance of a basket of global stocks that derive significant revenue from online and virtual retail commerce including the online retail and online marketplace. The index is revenue-weighted with a maximum of 20% of exposure to Emerging Markets. ADR's will be utilized for non-US holdings where available provided they meet liquidity requirements.

IBUY is listed on London Stock Exchange, Borsa Italiana and XETRA

About IBUY

Why IBUY?

- ✓ Investment exposure to the growing trend of online retail is now available to the European UCITs market.
- ✓ Capture the disruption in retail by investing in the growing trend of online sales.
- ✓ IBUY provides investors with exposure to global companies deriving significant revenue from the growing trend toward online commerce, including: online retail and marketplace.
- ✓ Its revenue-weighted construction provides broad and diversified global exposure to companies exhibiting the best online retail growth.

The Risks

- The value of equities and equity-related securities can be affected by daily stock and currency market movements.
- Emerging & frontier markets are subject to greater market volatility than developed markets.
- Investors' capital is fully at risk and investors may not get back the amount originally invested.
- Exchange rate fluctuations could have a negative or positive effect on returns.

Please note this is not an exhaustive list of risks. Other risks may apply. Please consult the KIID and Prospectus for more details

Methodology

Screening

Global companies with at least 60% of revenues from online retail or online marketplace commerce sales, screened for market cap and liquidity.

Only ADR versions of emerging market companies eligible for inclusion up to a maximum weight of 20% in aggregate.

ESG screened for compliance with UN Global Compact principles plus any operational business involvement in the fields of fossil fuel, oil sands and/or controversial weapons.



Weighting

Revenue weighted at time of rebalance with emerging market companies capped at 20% of total exposure.



Calculation

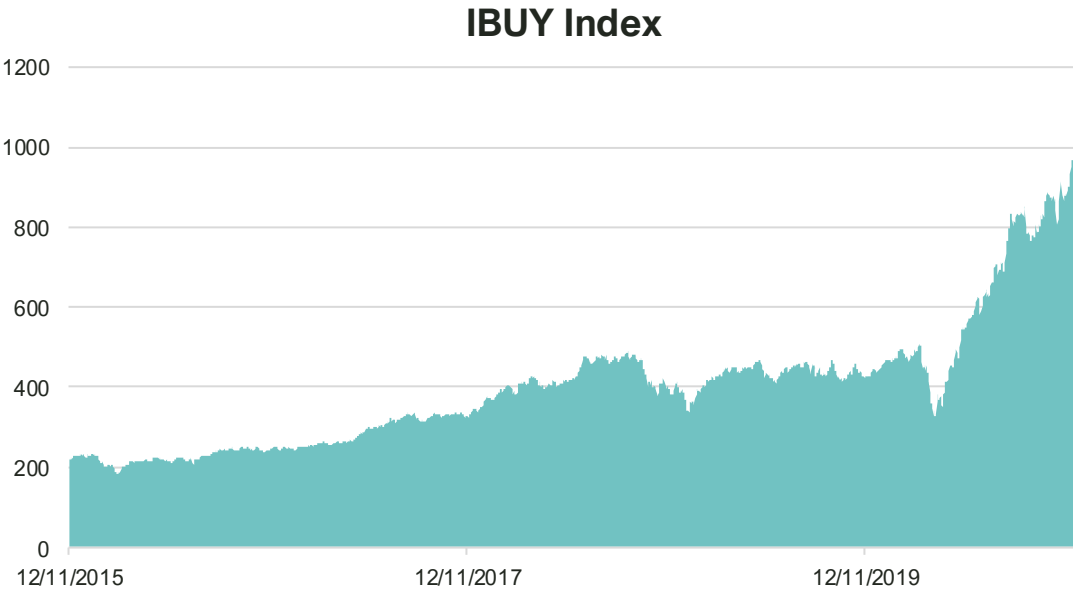
Calculated every 15 seconds by Solactive AG

Rebalanced quarterly in May, August, November, and February.



IBUY Information

Period	Annualized Net Return	Volatility
2016	19.29%	19.72%
2017	63.52%	14.74%
2018	0.72%	24.72%
2019	40.94%	22.47%
2020	163.81%	40.41%
2021* (To 28.02.2021)	9.98%	34.21%



*IBUY fund inception was on 19.03.21

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Source: HANetf. Bloomberg. Data as of 28.02.2021



IBUY Information

Top 10 Constituents	Weight
Etsy Inc	6.11%
Doordash Inc	5.60%
Peloton Interactive Inc	5.34%
Hellofresh Se	5.27%
Shopify Inc	4.17%
Delivery Hero Se	4.15%
Fiverr International Ltd	3.83%
Pinduoduo Inc	3.76%
Overstock.Com Inc	3.67%
Mercadolibre Inc	3.56%
Total	45.45%

Region	Weight
Asia	41.92%
North America	39.86%
Europe	18.22%

Sector	Weight
Online Retail	54.20%
Online Marketplace	45.80%

Key Facts	
Asset Class	Global equities
Base Currency	USD
Inception Date	19.03.21
Index	EQM Global Online Retail Growth Index
Income Treatment	Accumulating
TER	69 bps
Rebalancing	Quarterly
Domicile	Ireland
Replication Style	Physical
# of Constituents	44



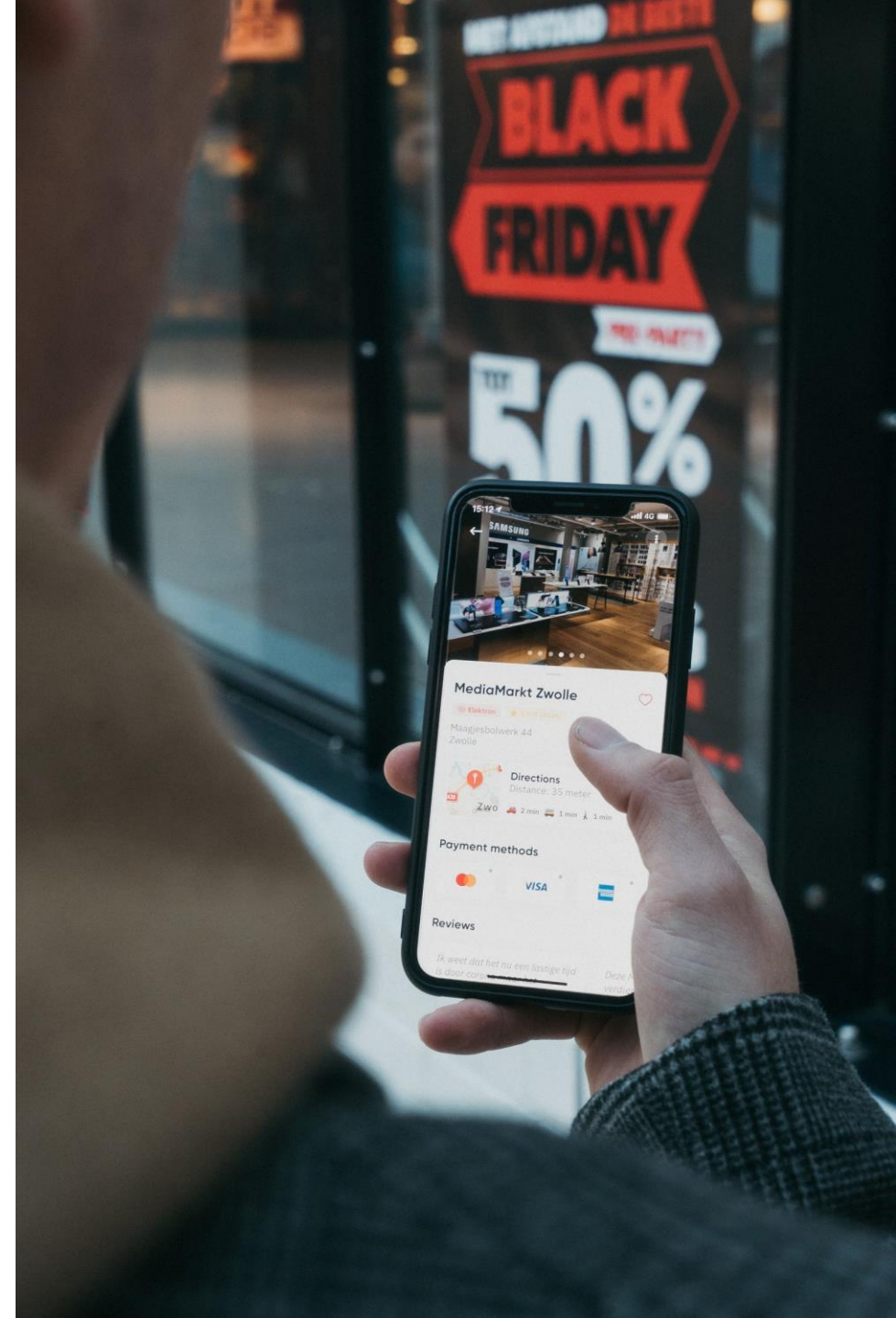
Trade IBUY

Exchange	BBG Code	RIC	ISIN	SEDOL	Currency	TER
London Stock Exchange	IBUY LN	IBUY.L	IE00BN7JGL35	BNG9658	USD	0.69%
London Stock Exchange	PBUY LN	PBUY.L	IE00BN7JGL35	BNG9670	GBP	0.69%
Deutsche Boerse Xetra	IB0Y GY	IB0Y.DE	IE00BN7JGL35	BMT6499	EUR	0.69%
Borsa Italiana	IBUY IM	IBUY.MI	IE00BN7JGL35	BMT64D3	EUR	0.69%

Summary

IBUY offers investors the opportunity to own a basket of global stocks expected to benefit from the growing trend of online retail sales.

- ✓ Get explicit exposure to the fastest growing global segments of online commerce: retail, marketplace and travel.
- ✓ Participate in the exciting growth potential fueled by the technological innovation driving the “retail renaissance.”
- ✓ Gain access to the online-retail growth opportunities around the world.



Appendix

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Liquidity Ecosystem

Authorised Participants

Company	Telephone	Email
RBC Europe	+44 (0) 207 029 0500	cmuklondonetf@rbccm.com
HSBC	+44 (0) 207 991 5819	etftradingdesk@hsbcib.com
Jane Street	+44 (0) 203 787 3333	etfsaleslondon@janestreet.com
Morgan Stanley	+44 (0) 207 677 9634	etfdeskln@morganstanley.com
Virtu Financial	+ 353 1 246 6930	etf-trading@virtufinancial.com
Barclays	+44 (0) 207 773 2059	etftradinglondon@barclayscapital.com
J.P. Morgan	+44 (0) 207 134 3303	d1_emea@jpmorgan.com
Societe Generale	+33 1 42 13 52 86	europe.etf@sgcib.com
Citigroup Global Markets	+44 (0) 207 986 8839	europe.etf.trading@citi.com
Flow Traders	+31 207 996 777	fit@flowtraders.com
Bank Frick	+423 388 21 21	bank@bankfrick.li
Susquehanna	+353 1 802 8018	etfsaleseurope@sig.com
ITI Capital	+44 (0) 207 562 8000	info@iticapital.com
Goldenberg Heymeyer	+44 (0) 207 390 3301	etf@ghco.co.uk
Old Mission Capital	+44 (0) 203 868 2538	london.traders@oldmissioncapital.com
XTX Markets	-	-

Market Makers

Company	Telephone	Email
BAML	+44 (0) 207 995 4474	dg.etf_trading_london@bankofamerica.com
Banca IMI	+39 02 7261 5318	etf@bancaimi.com
BNP Paribas	+44 (0) 207 595 1414	etf.trading@bnpparibas.com
Cantor Fitzgerald	+44 (0) 207 894 8744	etfeurope@cantor.co.uk
Credit Suisse Securities	+44 (0) 207 888 1371	list.etf-desk@credit-suisse.com
Deutsche Bank	+44 (0) 207 545 6796	se-trading@list.db.com
Goldman Sachs	+44 (0) 207 051 8220	gsetfs@gs.com
Macquarie Bank	+44 (0) 203 023 8885	bachir.binebine@macquarie.com
Optiver	+31 20 708 7820	etf@optiver.com
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