

DECEMBER 2024

# Your world, indexed.

A guide to our  
research, philosophy  
and family of indexes.

 MarketVector™

# Inspiration made investible.

MarketVector Indexes™ (“MarketVector”) goes beyond the traditional to turn your vision into a comprehensive, investable index solution. With a track record of breaking new ground, our solutions measure and capture performance with unparalleled precision, giving you an edge in the market.

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# Elevating index innovation around the world.

MarketVector is a benchmark administrator, regulated under the Benchmarks Regulation (BMR),<sup>1</sup> providing index data, research, strategy, concept design, and maintenance. Using best practices and real-world index and investment management experience, we pioneer leading-edge solutions that differentiate your brand and drive results.

## 1st

to launch a definitive suite of digital asset indexes with our flagship Bitcoin & Ethereum Benchmark Rates

## 166

indexes that establish new paradigms

## \$52B

in assets linked to listed financial products licensed to MarketVector indexes<sup>2</sup>

## 9

indexes with licensed AUM over USD 1 billion

## 23

global markets are home to a growing client footprint

## 3.5

average number of languages spoken per employee

<sup>1</sup> The Regulation (EU) 2016/1011 (the “BMR”) introduced a common framework to ensure the accuracy and integrity of indexes used as benchmarks in the European Union. MarketVector is registered as a benchmark administrator under the BMR since July 2019 and its index methodology and operational process adheres to International Organization of Securities Commissions (IOSCO) guidelines.<sup>2</sup>As of June 2024

# Your vision, indexed with precision.

## Index products and data

Off-the-shelf and customized indexes spanning digital assets, fixed income, and equities, with strengths in hard assets, emerging markets, ESG, and disruptive thematic indexes.

## Research and strategy

Insights, clarity, and guidance to help you make the most informed and effective decisions, from people who've been there.

## An edge on the market

Every product is tailored to distinguish your brand, encompass opportunity, and evolve over time.

## Pure play + investable

Our family of indexes include the MarketVector™, MVIS®, and BlueStar® indexes, covering targeted asset class exposures as well as dynamic multi-asset strategies using a rules-based framework.

We specialize in unique, **pure-play** but **investable** indexes that *truly* represent the market or segment you're aiming to capture today and tomorrow, balancing design ideals with practical implementation constraints to drive success.

# Discovery as a discipline.

MarketVector has been pioneering index innovation since 2011 with a unique combination of creativity, collaboration, and operational excellence.

## Discovery

- Advanced **quantitative research techniques** with human oversight to maximize coverage, robustness, and data quality
- **Proprietary meta themes and classifications** to meticulously target sectors and markets in ways that challenge the status quo and set our clients apart
- **Immersive collaboration** to elevate your ideas and tailor each solution as an extension of your team

## Discipline

- **Institutional quality** based on IOSCO principles and regulated under the EU Benchmarks Regulation
- **Guidance** from the Independent Oversight Function (IOF) and the Index Advisory Committee (IAC) to ensure our indexes meet industry standards, objectives, and best practices
- **Transparent, rules-based approach** maintained by a dedicated global index data and support team
- Thorough **backtesting, stress testing, scenario planning, and monitoring** to model outcomes and maintain relevance and consistency

5G.

Crypto.

Global logistics.

Circular economy.

Quantum computing.

The undefined.

The uncharted.

The impossible.

**Indexed.**

# Balancing completeness with investability.

## Our approach to index design

Even if you've captured 100% of the targeted exposure in an index, many of its components can have low liquidity and high implementation costs. This can make performance tracking an expensive and error-prone endeavor, rendering the index uninvestable.

This is the fundamental tradeoff in index design—and the reason why MarketVector's in-house research and investor experience stand out in the design phase.

## Guiding principles



### LIQUIDITY

Delving below surface assumptions to account for context, nuance, tradability, and float, we only select the largest and most liquid stocks from the complete investable universe based on minimum thresholds.



### RELIABILITY

We adhere to exceptionally high standards when constructing our indexes, ensuring strict compliance with regulations. Our commitment to institutional quality drives us to incorporate transparency, governance, and oversight at every stage of the index process.



### COSTS

After carefully considering all tradeoffs, we apply buffer rules to reduce turnover and implementation costs, guided by our real-world asset management experience.



### DIVERSIFICATION

Our sophisticated weighting models provide more representative and diversified exposure, preventing overweighting and concentration risk while providing more optionality to hedge risk.

## INDEX SOLUTIONS: EQUITIES

Every angle,  
every insight,  
every opportunity.  
Indexed.

Our equity indexes cover countries, regions, sectors, disruptive themes, hard assets, and commodities. We specialize in applying deep research and rigorous processes to unearthing hard-to-define exposure.

### Countries & Regions

Every MarketVector index is shaped by a unique, globally inclusive purview covering circa 150 countries in virtually all market segments, including developed, emerging, frontier, and least developed countries (LDCs).

### Mapping frameworks

- 1. Standard:** mapping to a single country based on a wide range of data points, including incorporation, headquarters, primary listing, geographic distribution of long-lived assets, ESG, and other factors
- 2. Pure-play:** requiring incorporation or at least 50% of revenue or long-lived assets within a given country or region
- 3. Economic exposure:** bifurcating companies related to a given area based on revenue exposure to regions, countries, trading blocs, or economic zones in the domestic economy



# Covering Australia to Zambia.

The starting point for every MarketVector index is a globally inclusive perspective that provides much wider coverage than most other indexes.

We are known across the industry for including areas other index providers don't, exploring well beyond emerging markets to ensure the scope of your index is as rich and comprehensive as possible.

[Please contact us for a list of countries we cover](#) →



## Sectors and thematic

MarketVector maintains one of the most innovative thematic and sector index families in the industry. Breaking away from bottom-up classification, we use a top-down approach driven by common macro factors to target diversified exposures that express your unique views.

## Our meta themes



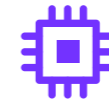
CLEAN ENERGY



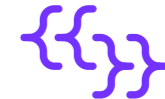
HEALTHCARE INNOVATION



FINANCIALS 2.0



NEXTGEN HARDWARE & COMMUNICATIONS



NEXTGEN SOFTWARE



CONSUMER TRENDS



THEMATIC INDUSTRIALS & INFRASTRUCTURE



THEMATIC REITS



MATERIALS



REGIONAL TECH

## Want more detail?

Learn what makes our equity indexes unique.



[Equity Indexing Report](#) →

## INDEX SOLUTIONS: BONDS

# Meet uncertainty with confidence.

MarketVector's bond solutions provide access to select, high-quality fixed-income indexes with customizable concepts ranging from broad to niche markets and segments based on your needs. Our solutions empower you to target specific exposures and ultimately build a more diversified and balanced portfolio of investment solutions.

- Access to a wide range of bond markets covering developed and emerging markets, key currencies, etc.
- A variety of risk and return profiles providing options to customize and target duration and credit profiles
- Focus on tradability and liquidity using advanced weighting and selection techniques to ensure investability

## INDEX SOLUTIONS: CUSTOM SOLUTIONS

# Let's turn ambition into an index.



We believe ongoing collaboration is the key to creativity and long-term success. Acting as an extension of your development team, we'll workshop your ideas, empower your process, and ultimately tailor a custom solution that accentuates your competitive advantage.

With a combination of deep research, investor know-how, and creativity, we'll work with you to:

- Articulate your unique vision with our proprietary meta themes and classifications that transcend standard taxonomies
- Maximize your thinking with quantitative tools such as AI and natural language processing—personally validating each selection and exclusion
- Round out your index with precise, pure-play targeting of sectors and markets
- Support every decision with seasoned practitioner experience, investor instincts, and practical knowledge
- Refine and stress-test your index to drive performance and differentiation in market

# Where can we take your idea?

In today's world, around every corner is a new type of asset to track, a new concept to index, a new opportunity to articulate and invest in.

MarketVector was made for this.

From indexes and data to research and tools, we craft every solution to bring your ambitions to life, amplify your edge, and strengthen your position for the future.

**Here's to looking ahead.**

[sales@marketvector.com](mailto:sales@marketvector.com)

[marketvector.com](https://marketvector.com)



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