



TICKER: ZEDGENY

# NYSE<sup>®</sup> ZEBRA EDGE<sup>™</sup> INDEX

## BASED IN PART UPON THE AWARD-WINNING RESEARCH OF PROFESSOR ROGER G. IBBOTSON

NYSE Indices has partnered with Zebra Capital to offer the NYSE<sup>®</sup> Zebra Edge<sup>™</sup> Index, the first-to-market popularity-based behavioral finance index.

The NYSE<sup>®</sup> Zebra Edge<sup>™</sup> Index is based in part upon the award-winning research of Roger G. Ibbotson and his team at Zebra Capital Management, LLC to leverage the opportunity of less popular (“cool”) stocks and provide an opportunity for consistent long-term returns through bull and bear markets.

Professor Ibbotson and his team have found that long-term investors have been rewarded for removing overly popular (“hot”) stocks from their portfolios. These are typically defined as having excessive share turnover relative to the amount of shares outstanding and being overly volatile.

These are the names that are experiencing their “15 minutes of fame.” Research has demonstrated that less popular names have historically had more stable price returns over time compared to traditional market cap based investments.<sup>1</sup>

### INDEX METHODOLOGY

The NYSE<sup>®</sup> Zebra Edge<sup>™</sup> Index is a modified, equal-dollar weighted index designed to objectively identify and select stocks from a particular market segment that have the potential for greater capital appreciation. The index is compiled by applying a proprietary screening methodology based upon turnover and volatility to the composition of the NYSE U.S. Large Cap Equal Weight Index.

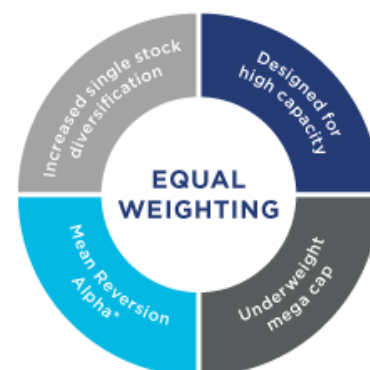
Eligible stocks include names within the NYSE U.S. Large Cap Equal Weight Index that meet liquidity and volatility thresholds. Rebalances occur every three months and are effective after the close of trading on the last day of trading in February, May, August and November, respectively.

### INDEX CONSTRUCTION METHODOLOGY

#### KEY TERMS

**Cool stocks** – Stocks that have experienced lower trading frequency over the last two years and lower volatility over the last three months and one year.

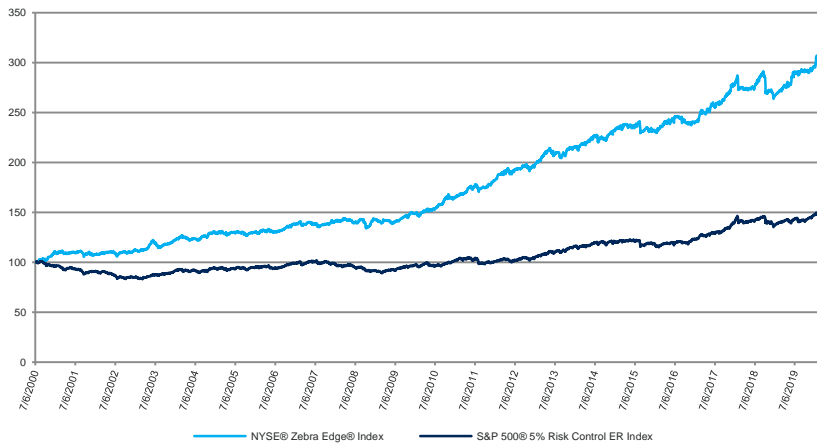
**Hot stocks** – Stocks that have experienced the highest trading frequency over the last two years and the highest volatility over the last three months and one year.



<sup>1</sup>10 Years Later: “Where in the World is Equal Weight Index Now?” by Liyu Zeng, CFA and Frank Luo, Ph.D Copyright © 2013 by S&P Dow Jones Indices LLC. First published in April 2013.  
<sup>1</sup>“Liquidity as an Investment Style: 2015 Update,” by Roger Ibbotson, Ph.D, and Daniel Y.-J. Kim, Ph.D, <http://www.zebracapital.com>.

## HYPOTHETICAL HISTORICAL PERFORMANCE

### Performance vs. S&P 500 5% Risk Control Excess Return Index



Range: July 6, 2000 – March 31, 2020. Source: ICE Data Indices and S&P Dow Jones.

## SECTOR WEIGHTS

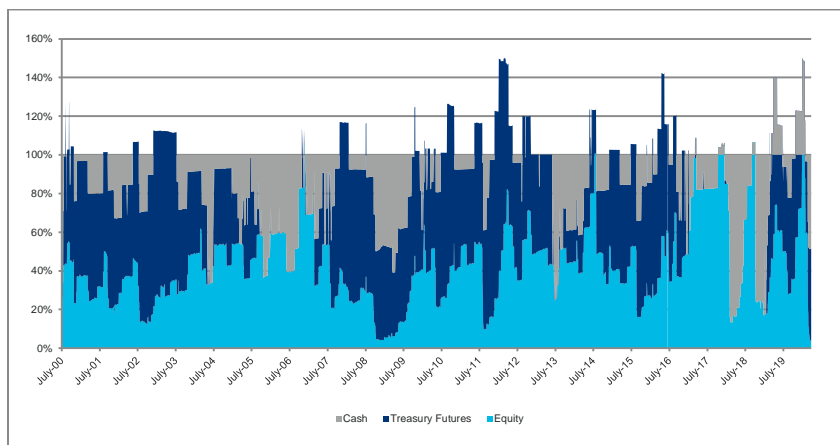
Financials	32.36%
Industrials	19.63%
Utilities	10.69%
Health Care	10.29%
Consumer Goods	8.40%
Consumer Services	8.11%
Technology	5.29%
Oil & Gas	2.23%
Basic Materials	1.97%
Telecommunicatio	1.03%

Sector weights are calculated using non-risk control allocations as of March 31, 2020.

## HYPOTHETICAL HISTORICAL ASSET ALLOCATION

The term "hypothetical historical asset allocation" refers to simulated Index asset allocations provided as an illustration of the Index's asset allocations during the relevant period had the Index sponsor been calculating the Index using the current Index methodology. Simulated Index data has inherent limitations, as the simulated data is produced by the retroactive application of a backtested methodology. This data does not reflect the Index's actual asset allocations over the relevant period. No future asset allocations of the Index can be predicted based on the simulated asset allocations described herein.

Range: July 7, 2000 – March 31, 2020. Source: ICE Data Indices.



## Key Statistics

	NYSE Zebra Edge Index
Annualized Return	5.66%
Annualized Volatility	6.23%
Return to Risk	0.91
1 Year Return	7.05%
3 Year Return	18.65%
5 Year Return	24.97%

The key statistics of the Index are derived from simulated performance data provided as an illustration of how the Index would have performed during the relevant period had the Index sponsor been calculating the Index using the current Index methodology. Such simulated performance data has inherent limitations, as the simulated data is produced by the retroactive application of a backtested methodology. Simulated performance data is based on criteria applied retroactively with the benefit of hindsight and knowledge of factors that may have positively affected its performance, and may reflect a bias toward strategies that have performed well in the past. This data does not reflect actual performance, nor was a contemporaneous investment model run of the Index. No future performance of the Index can be predicted based on the simulated performance described herein. As of December 31, 2015, Index is not live. The S&P 500 5% Risk Control Excess Return Index went live on September 10, 2009. All index data prior to that date is based on hypothetical historical performance. Range: July 6, 2000 – March 31, 2020. Source: ICE Data Indices and S&P Dow Jones.

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