

BUYZ

Franklin Disruptive Commerce ETF

Analyst Report

The Franklin Disruptive Commerce ETF (BUYZ) is an actively managed fund that seeks to profit from companies that disrupt traditional commerce, such as online marketplaces and auctions, electronic payments, the sharing economy, or advances in shipping. The portfolio may include retailers, payment companies, logistics and delivery companies, and more. Many of its top holdings, like Amazon, are likely to be found in any diversified equity fund. It is one of three actively managed thematic funds launched by Franklin Templeton in February 2020.

Ultimately any actively managed fund is a bet on the manager's ability to outperform the market. BUYZ offers a narrow portfolio and investors and advisers will want to consider whether or not BUYZ is suitable for their objectives. It is reasonably priced for what it offers, though BUYZ is not a tool for buy-and-hold investors who want low-cost asset allocation.

ESG Themes and Scores

5.24/10

ESG Rate

18.91%

Global Percentile

18.82%

Peer Percentile

Performance Data

	BUYZ	ETF Database Category Average	Factset Segment Average
1 Month	0.13%	2.55%	2.37%
3 Month	0.39%	4.84%	12.32%
YTD Return	-15.61%	-1.87%	9.68%
1 Year Return	-12.41%	6.47%	18.34%
3 Year Return	9.49%	9.73%	21.52%
5 Year Return	-8.05%	0.92%	-0.89%

Top 5 Holdings

Symbol	Holding	% Assets
AMZN	Amazon.com, Inc.	11.35%
SHOP	Shopify, Inc. Class A	8.09%
APP	AppLovin Corp. Class A	4.87%
GOOGL	Alphabet Inc. Class A	4.16%
META	Meta Platforms Inc Class A	4.01%

Vitals

Issuer	Franklin Templeton
Brand	Franklin
Structure	ETF
Expense Ratio	0.50%
Inception	Feb 25, 2020
Index Tracked	N/A

ETF Database Themes

Category	Consumer Discretionary Equities
Asset Class	Equity
Asset Class Size	Large-Cap
Asset Class Style	Blend
Region (General)	Developed Markets
Region (Specific)	Broad

FactSet Classifications

Segment	Equity: Global Digital Economy
Category	Sector
Focus	Theme
Niche	Digital Economy
Strategy	Active
Weighting	Proprietary

