

GBUY

Future Consumer Equity ETF

Analyst Report

Given the name, investors considering the Goldman Sachs New Age Consumer ETF (GBUY) can be forgiven for wondering if their investment comes with cleansing crystals and a Tarot deck (It doesn't). GBUY tracks a bespoke index that seeks exposure to some familiar segments of the market — like e-commerce, social media, health and wellness, and online games, music and video — as well as a few less familiar concepts like “evolution of education” and “experiences over goods.” Goldman's own marketing materials describe the investment thesis this way: “We believe that people are best suited to forecast change that is radically different from the past.”

The clearest explanation from Goldman is that GBUY provides “exposure to the beneficiaries of technological innovation, regardless of sector, geography or market capitalization.” The contents of its portfolio provide a bit more clarity, and top holdings include familiar names like Facebook, Amazon, Tencent, Alibaba and Netflix. Investments are selected and weighted “by a function of ‘thematic’ beta.” GBUY's management fee isn't outrageous, but it's high for the world of indexing, especially when many of the top holdings can be found in other ultra-low-cost vanilla index funds. This may be why GBUY has been slow to gain assets.

If some of GBUY's marketing lingo doesn't sound like the Goldman Sachs you think you know, there's a good reason. GBUY is one of five ETFs that Goldman launched in 2019 with indexes designed by Motif Investing Inc. The indexes selected stocks using artificial intelligence and machine learning. Goldman worked with Motif to design indexes that aim to identify companies that fit with broad themes that Goldman's money managers thought would drive growth. (The “Motif” moniker was removed from the fund name in May 2020 when Motif dropped out as the index provider.) The funds were yet another example of automated automation. Motif analysts, quickly reports and news



ESG Themes and Scores

6.05/10

ESG Rate

36.96%

Global Percentile

52.81%

Peer Percentile

Performance Data

	GBUY	ETF Database Category Average	Factset Segment Average
1 Month	3.83%	4.12%	1.75%
3 Month	17.89%	16.51%	8.84%
YTD Return	7.30%	8.37%	5.06%
1 Year Return	12.52%	14.44%	7.17%
3 Year Return	14.77%	17.65%	4.90%
5 Year Return	N/A	11.41%	0.24%

Top 5 Holdings

Symbol	Holding	% Assets
AAPL	Apple Inc.	8.07%
NVDA	NVIDIA Corporation	7.72%
AMZN	Amazon.com, Inc.	6.87%
2330	Taiwan Semiconductor Manufacturing Co., Ltd.	4.77%
NFLX	Netflix, Inc.	4.32%

Vitals

Issuer	Goldman Sachs
Brand	Goldman Sachs
Structure	ETF
Expense Ratio	0.75%
Inception	Nov 09, 2021
Index Tracked	Motif New Age Consumer Index

ETF Database Themes

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

FactSet Classifications

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