

# EMQQ

## EMQQ The Emerging Markets Internet & Ecommerce ETF

### Fund Description

EMQQ tracks a cap-weighted index of companies producing most of their revenue from internet or ecommerce activity in emerging markets.

### FactSet Analyst Report

EMQQ offers straightforward equity exposure to internet and e-commerce in emerging markets. The index-based fund targets firms engaged in internet service, retail, broadcasting and media, and online advertising, gaming, travel, search engines and social networks. Firms must derive most of their revenue or assets in these industries in emerging markets to make the cut. (Selection criteria found in some other EM indexes like share class and exchange country are ignored here.) The index includes common stocks, ADRs and GDRs and applies no additional screens beyond those typical for minimum size and liquidity. Thus the fund does not try to pick winners. Stocks are cap-weighted, subject to free-float adjustments and concentration limits, including a max stake of 8% in the largest name. Still, expect significant exposure to industry leaders. It's built for no-nonsense exposure to its target niche. The index is rebalanced semi-annually.

