

# MEME

## Roundhill MEME ETF

### Fund Description

MEME tracks an equal-weighted index of 25 US-listed stocks selected based on a high social media activity score and high short interest percentage.

### FactSet Analyst Report

MEME relies on social media popularity and market sentiments in constructing its narrow portfolio. Eligible securities are initially given a social media activity or meme score that is the number of times a firm, or its ticker, are mentioned on specific social media platforms over a trailing 14-day period. The top 50 companies with the highest meme score will then be ranked based on short interest which pertains to the percentage of a firm's available publicly traded shares that have been sold short but which have not yet been covered or closed out. The 25 securities with the highest short interest will be selected for inclusion and equally weighted within the portfolio. Since high short interest implies a bearish market sentiment, this balances the bullish outlook of high social media interest, thus, capturing firms with the potential for price appreciation at a more attractive value. The index rebalances every two weeks with selection occurring every 2nd Friday of the month.

