

# XDAT

## Franklin Exponential Data ETF

### Fund Description

XDAT is actively-managed to invest in global companies believed to benefit from or facilitate Big Data and its applications such as AI, augmented and virtual reality, software-as-a-service, and personalized advertising and healthcare.

### FactSet Analyst Report

XDAT provides exposure to companies that may benefit from exponential data or the use of large data sets and/or the growth of data, including systems, services, hardware, software and other digital and physical infrastructure related to data creation, amplification, collection, cleaning, recording, analysis, processing, transmission, delivery, storage, encryption and security. These may include firms that either monetize data or have the potential in the future to monetize data, such as those offering cloud computing technologies and services, data supporting infrastructure, data analytics solutions, artificial intelligence, machine learning, and augmented and virtual reality. In constructing the portfolio the investment managers use a proprietary fundamental, bottom-up research and analysis which leverages insights from diverse sources. The Fund may invest across economic sectors but it leans heavily towards information technology related industries.

