

EMQQQ

GLOBAL

OCTOBER 2023



ABOUT MY BUSINESS



**The Emerging Markets
Internet + Ecommerce Index**

**The Next Frontier
Internet + Ecommerce Index**

**The India
Internet + Ecommerce Index**

EMQQ	FMQQ	INQQ
All EM + FM	All EM + FM (ex-China)	India
46 Countries	45 Countries	1 Country
125 Stocks	71 Stocks	24 Stocks
NYSE	NYSE	NYSE
Inception 2014	Inception 2021	Inception 2022

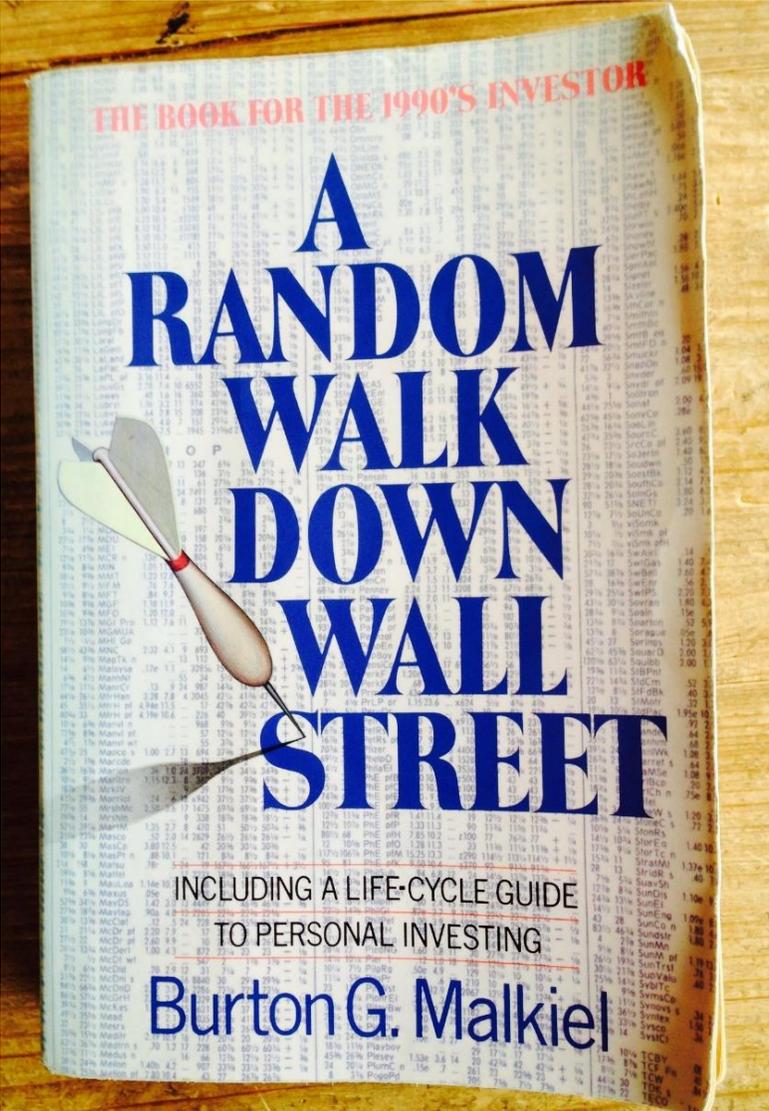
FROM WALL STREET TO THE GREAT WALL



A RANDOM WALK DOWN WALL STREET



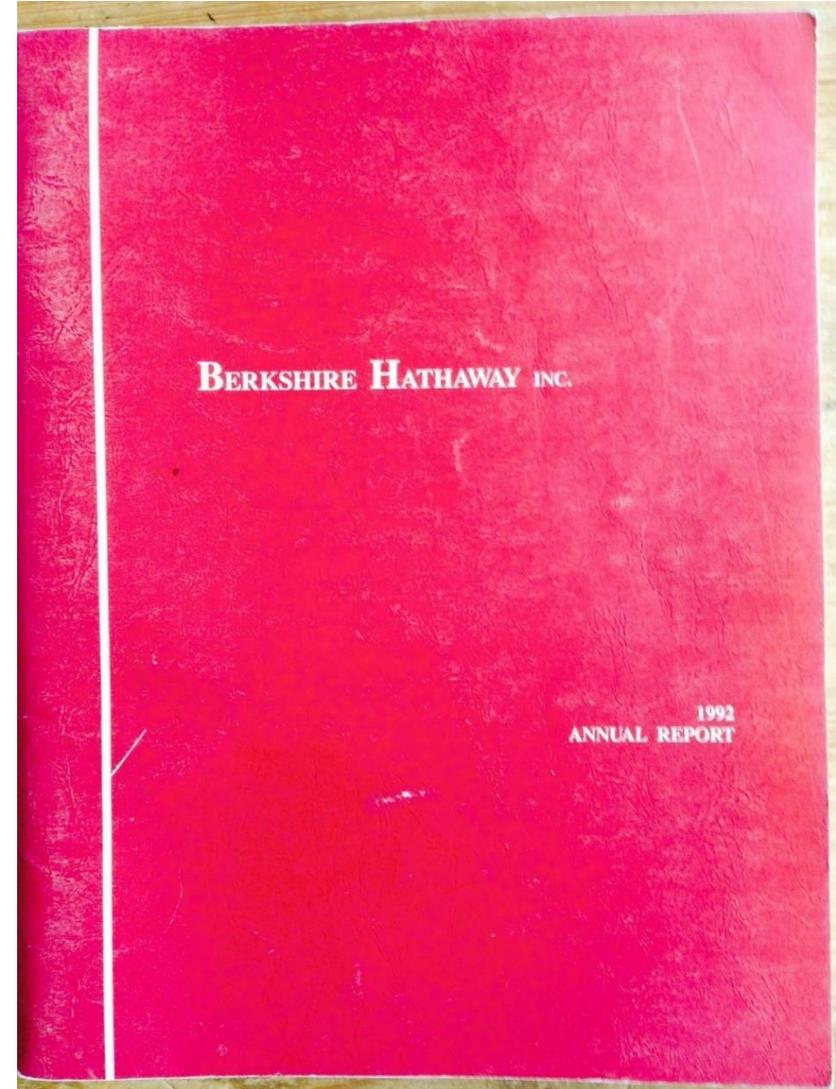
January 1992



“I PRAY TOWARD OMAHA”



August 1992



EINVESTING: FRACTIONAL SHARES

Confidential

Property of Electronic Investing Corporation

**A SYSTEM AND METHOD FOR
PURCHASING AND MANAGING SECURITIES
EXPRESSED IN DOLLAR DENOMINATIONS**

U.S. Patent Pending 09/476,668



BUILD YOUR OWN FUND

June 1999

July 31, 2000

E*TRADE

E*TRADE Group, Inc.

has acquired
100% of the stock of



Electronic Investing Corporation



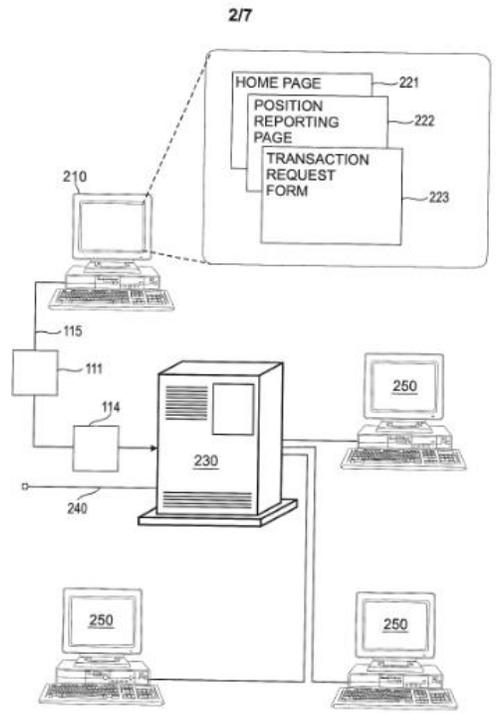
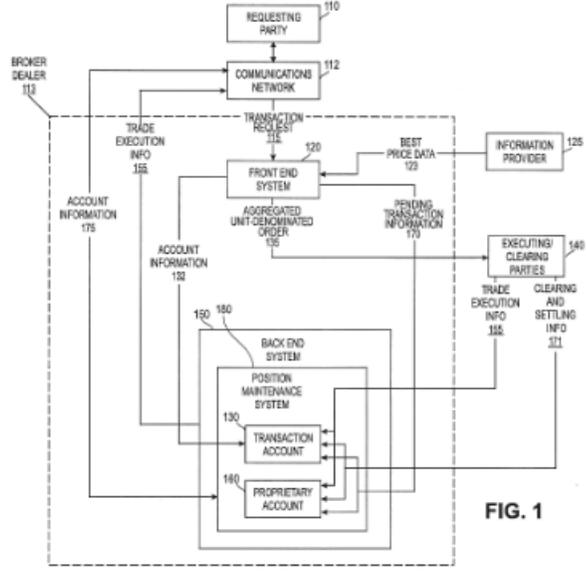
SpectremGroup

served as advisor to E*TRADE Group, Inc. on this transaction

*Mergers & acquisitions, strategic consulting and information
products for the investment services industry.*

www.spectrem.com

Chicago 312-382-8284 | Hartford 860-688-8821 | Los Angeles 818-735-5700
New York 212-547-5030 | San Francisco 415-394-8284



3/7

XYZ.COM
POSITION REPORTING FORM

ACCOUNT NUMBER: PASSWORD:

NAME:

SECURITY HOLDINGS			
SEC. SYMBOL	SHARES	DOLLAR AMOUNT	RESERVED
GM	140.85	\$10,000.00	70.4395,000.00
BM	94.54	10,000.00	0
INTC	125.00	10,000.00	0
MSFT	107.24	10,000.00	0
TOTAL:		\$40,000.00	\$5,000.00

CASH AVAILABLE: \$ 5,000.00
 AMOUNT RESERVED: 5,000.00
TOTAL: \$10,000.00

PENDING TRANSACTIONS					
NO.	DATE	ORDER TYPE	SEC	DOLLAR AMOUNT	SHARES
1	4-15-99	SELL	GM	\$5,000.00	
2	4-15-99	BUY	MSFT	\$1,000.00	

ACCOUNT HISTORY				
NO.	DATE	TRANSACTION	AMOUNT	BALANCE
1.	3-15-99	DEPOSIT CASH	\$50,025.00	\$50,025.00
2.	3-16-99	BUY 140.85 SHARES GM AT 71.00	\$10,000.00	\$40,025.00
3.	3-16-99	BUY 94.54 SHARES BM AT 106.00	\$10,000.00	\$30,025.00
4.	3-16-99	BUY 125.00 SHARES INTC AT 80.00	\$10,000.00	\$20,025.00
5.	3-16-99	BUY 107.24 SHARES MSFT AT 93.25	\$10,000.00	\$10,025.00
6.	4-15-99	SERVICE CHARGE	\$ (25.00)	\$10,000.00
7.	4-15-99	SELL \$1,000.00 GM		PENDING
8.	4-15-99	BUY \$1,000.00 MSFT		PENDING

FIG. 2

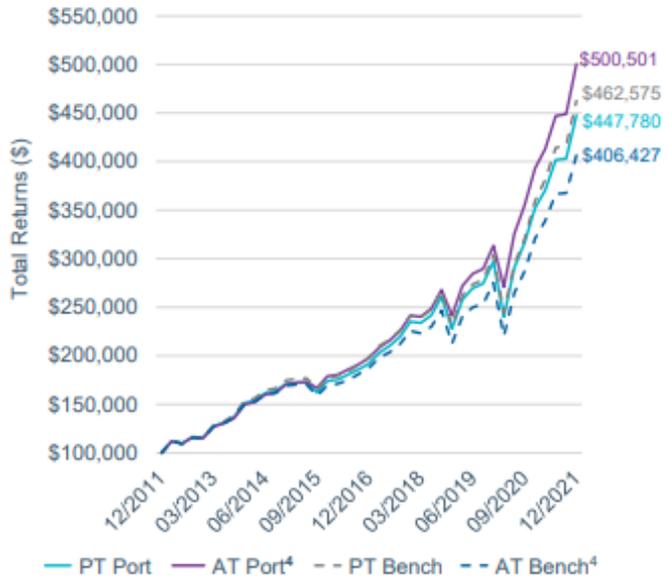
FIG. 3

ACTIVE INDEX ADVISORS: DIRECT INDEXING

December 2001



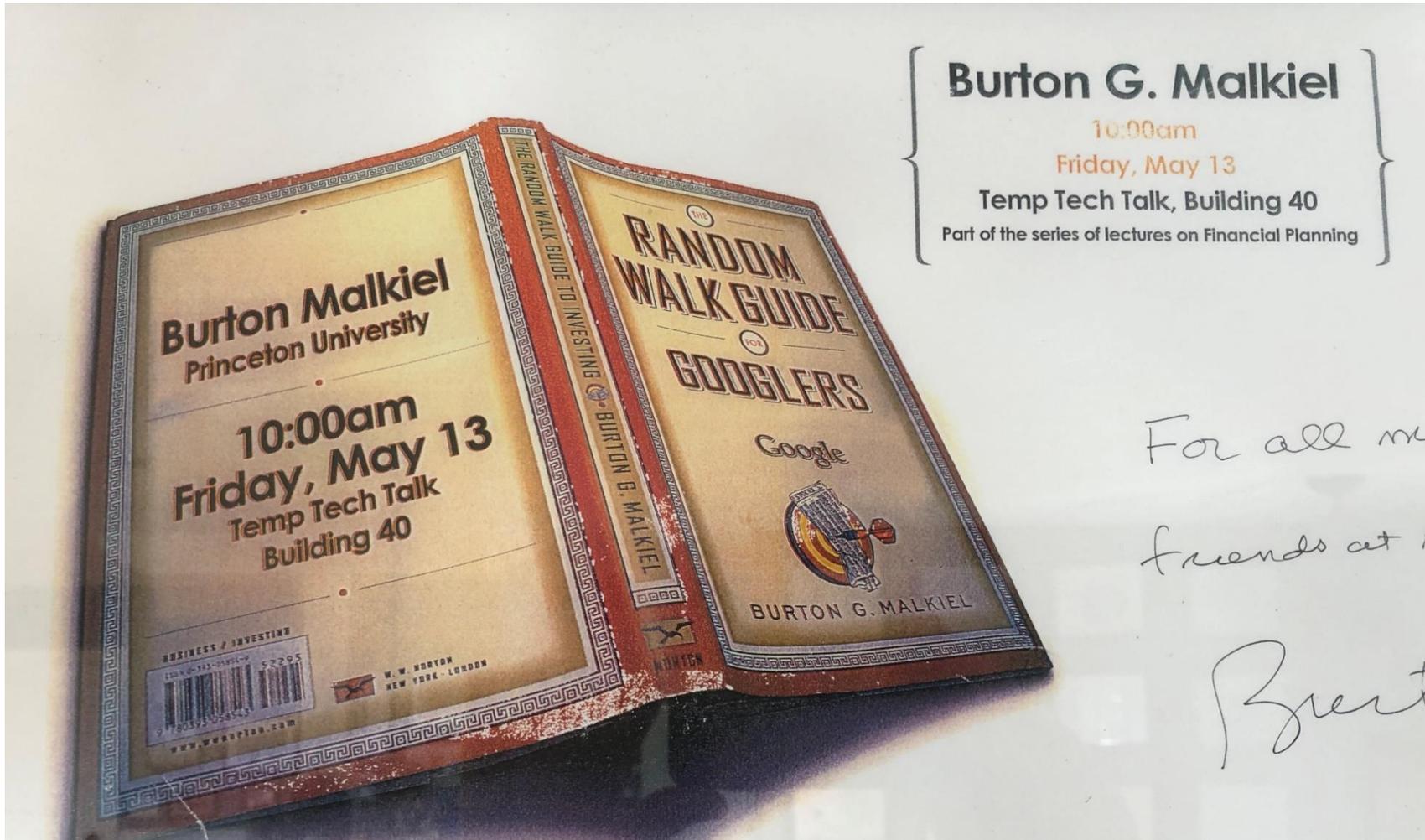
Hypothetical growth of a \$100,000 investment – 10 yr (Gross)



Period returns² (Gross %) – Maximum Federal and State Tax Rates

	AIA S&P 500 [®] Pre-Tax	S&P 500 [®] Index Pre-Tax	Pre-Tax Difference	AIA S&P 500 [®] After-Tax	S&P 500 [®] Index After-Tax	After-Tax Difference	Tax Alpha
3 Months	11.12	11.03	0.10	11.50	10.59	0.91	0.81
YTD	27.20	28.71	-1.51	27.35	26.70	0.65	2.16
1 Year	27.20	28.71	-1.51	27.35	26.70	0.65	2.16
3 Years	25.26	26.07	-0.81	27.54	24.11	3.43	4.24
5 Years	18.45	18.47	-0.03	20.41	16.73	3.68	3.70
10 Years	16.17	16.55	-0.38	17.47	15.65	1.82	2.80
Since Inception (11/2002)	11.47	11.38	0.09	13.78	10.31	3.47	3.38

GOOGLE GOES PUBLIC



August 2004

“WE WANT TO INVEST IN CHINA”

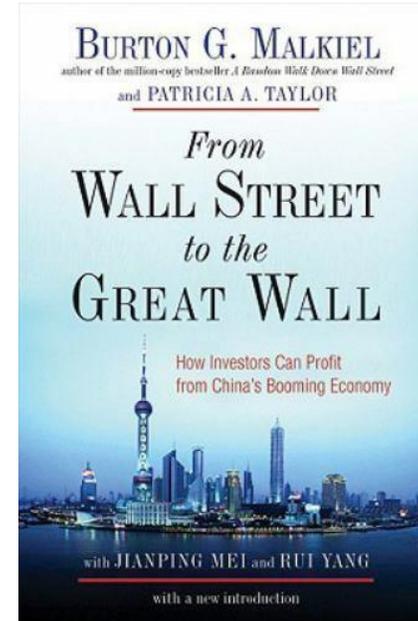


For all my
Friends at
Active
all the best
Burt Malkiel

Burton Malkiel
Professor of Economics, Princeton University
Author; *A Random Walk Down Wall Street*

Investing in China
Wednesday, April 19 at 10:30am (all are welcome)
Building 42 Tech Talk

Since the beginning of economic reforms two decades ago, the economy in China has produced real growth rates of between 8 percent and 10 percent per year. It's believed that China will continue to experience exceptional growth for decades to come at rates well above those of any other large country in the world. But how are ordinary investors like us supposed to take advantage of the Chinese burgeoning economy to increase our portfolios?

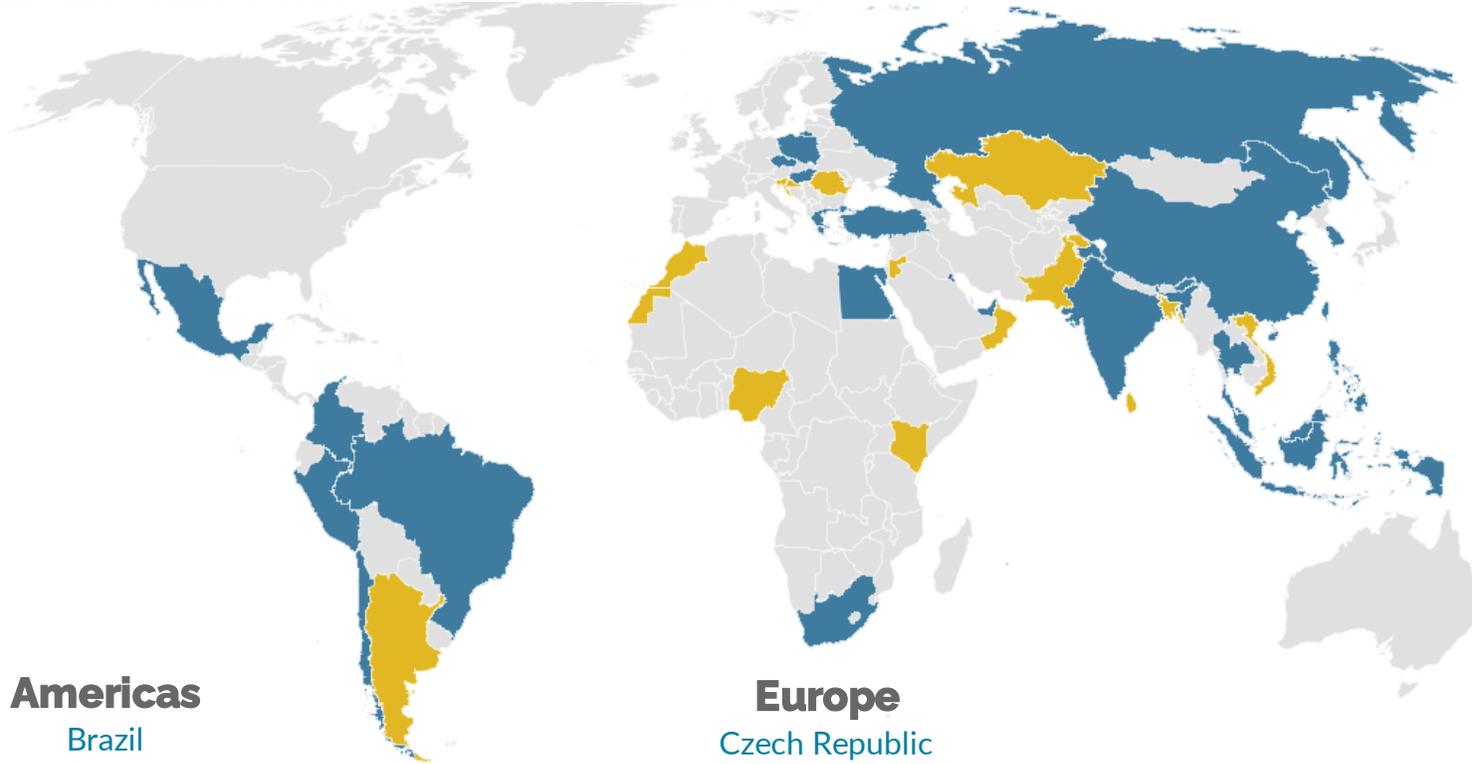


April 2006

INVESTING IN EMERGING MARKETS



WHAT ARE EMERGING MARKETS?



Emerging Markets Frontier Markets

*MSCI & FTSE Disagree
**Recently Deleted
*** "Standalone Market"

Americas

Brazil
Chile
Columbia
Mexico
Peru
Argentina***

Africa

South Africa
Kenya
Mauritius
Morocco
Nigeria
Tunisia

Europe

Czech Republic
Greece
Hungary
Poland
Russia**
Turkey
Croatia
Estonia
Lithuania
Kazakhstan
Romania
Serbia
Slovenia

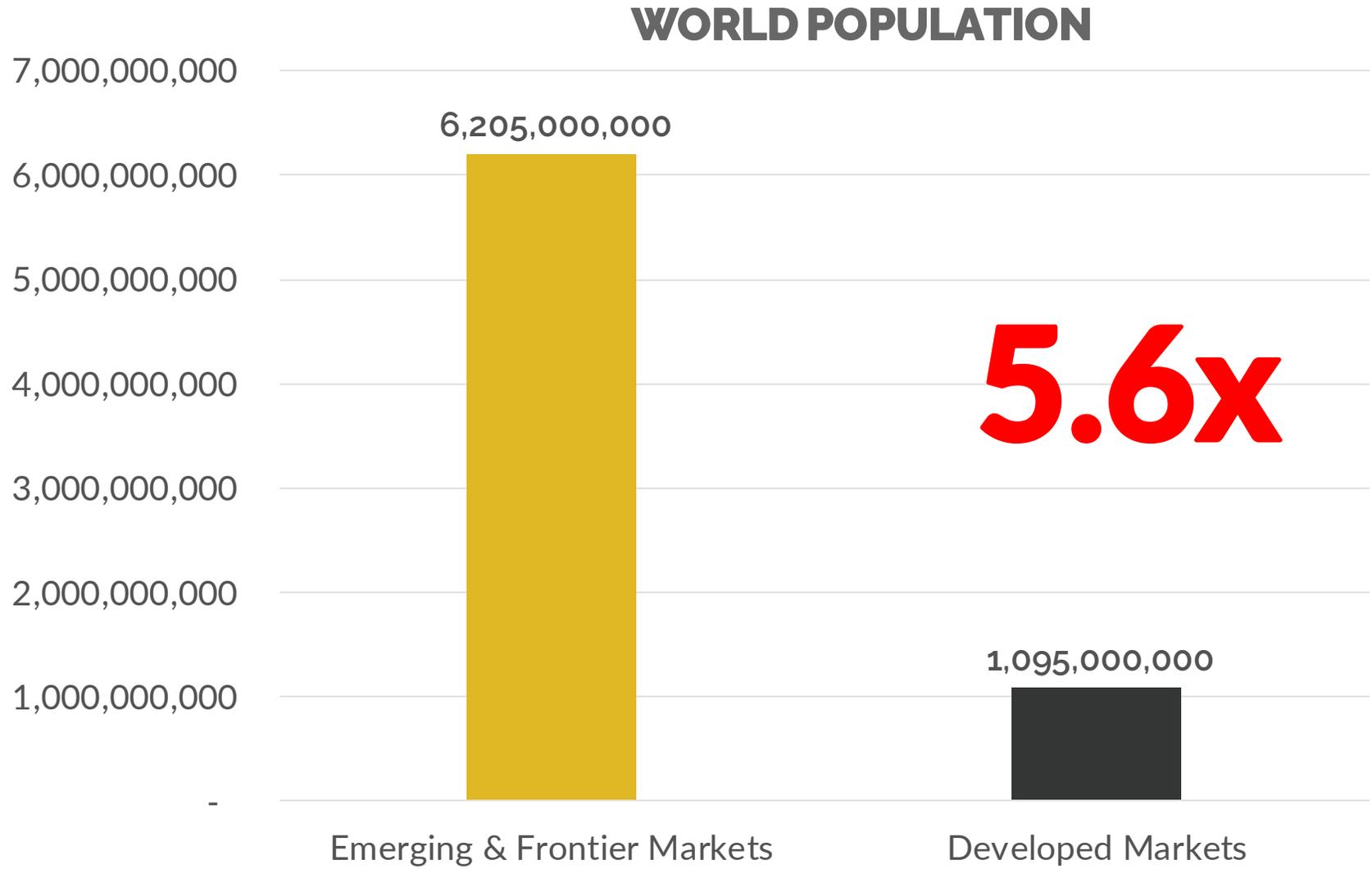
Middle East

Egypt
Qatar
United Arab Emirates
Bahrain
Jordan
Kuwait
Lebanon
Oman

Asia

China
India
Indonesia
Korea*
Malaysia
Pakistan
Philippines
Taiwan
Thailand
Bangladesh
Sri Lanka
Vietnam

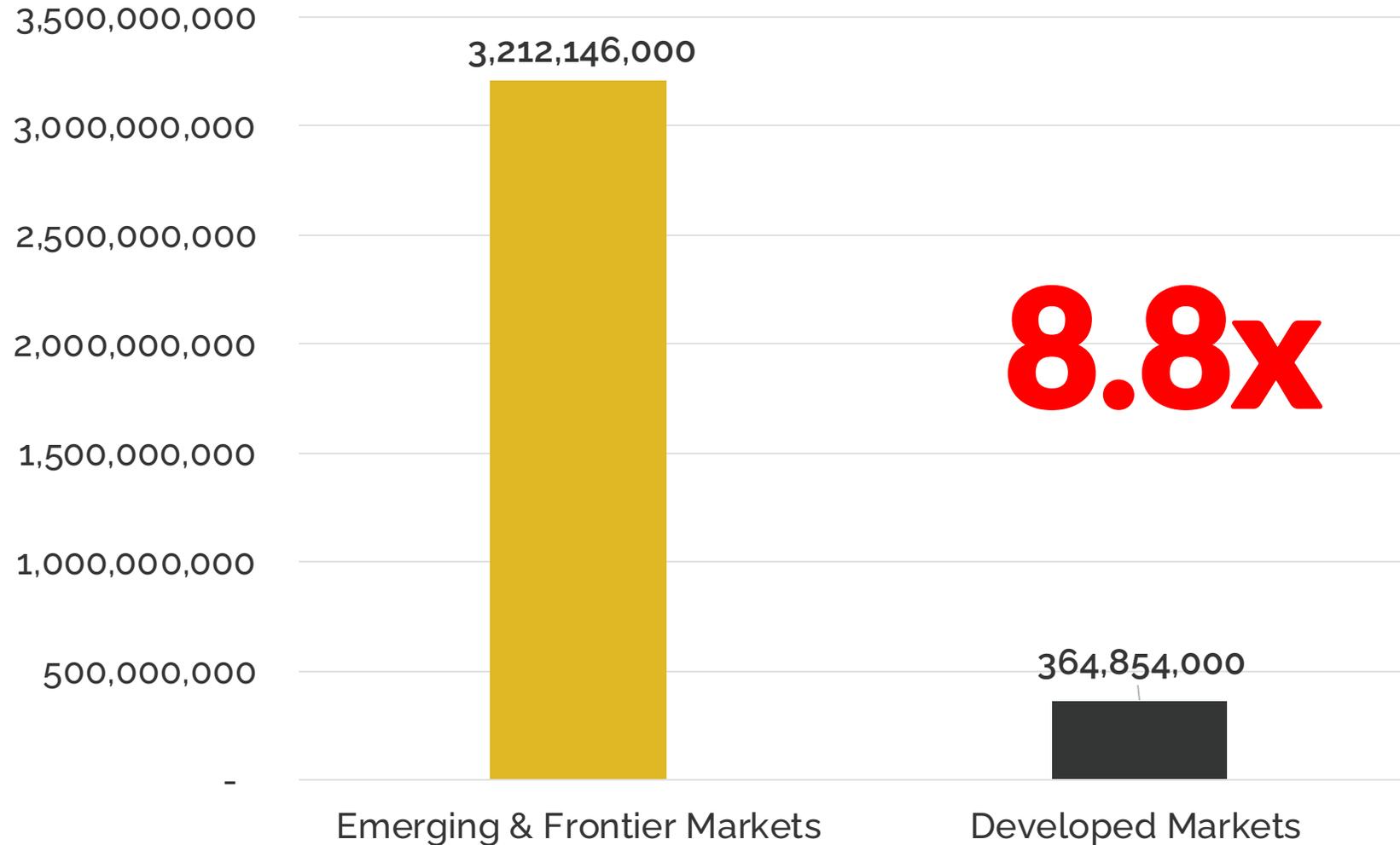
EMERGING MARKETS ARE 85% OF THE WORLD



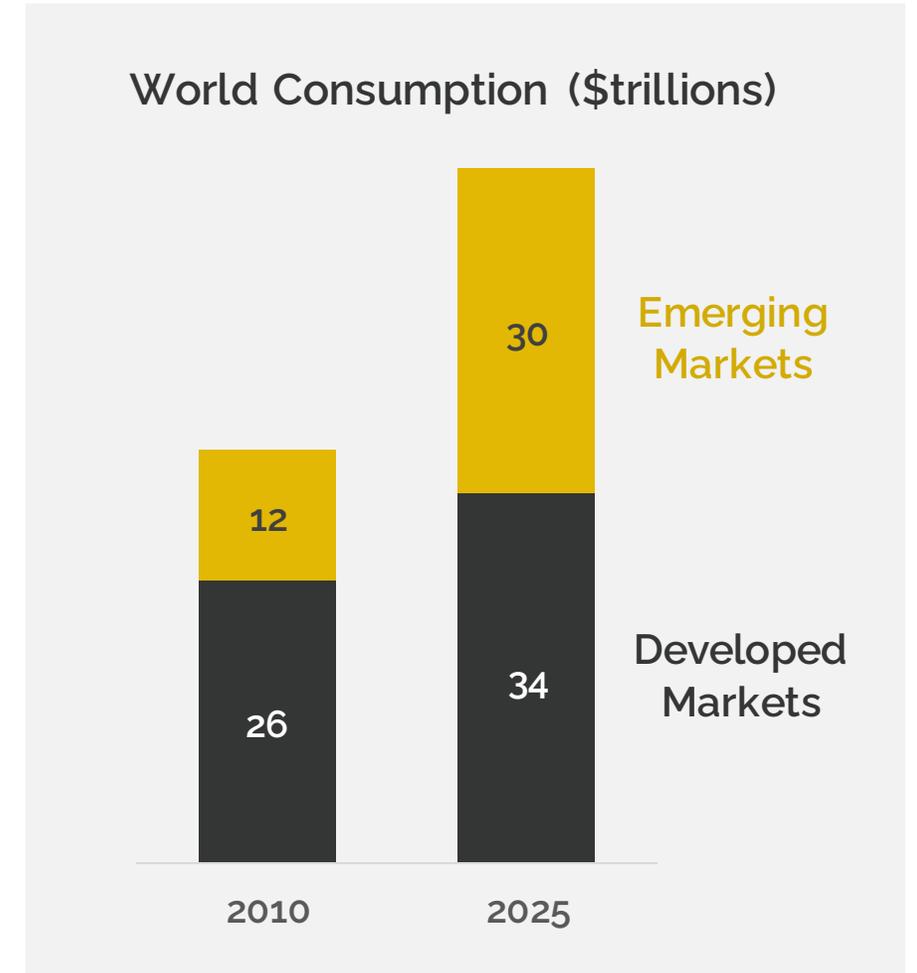
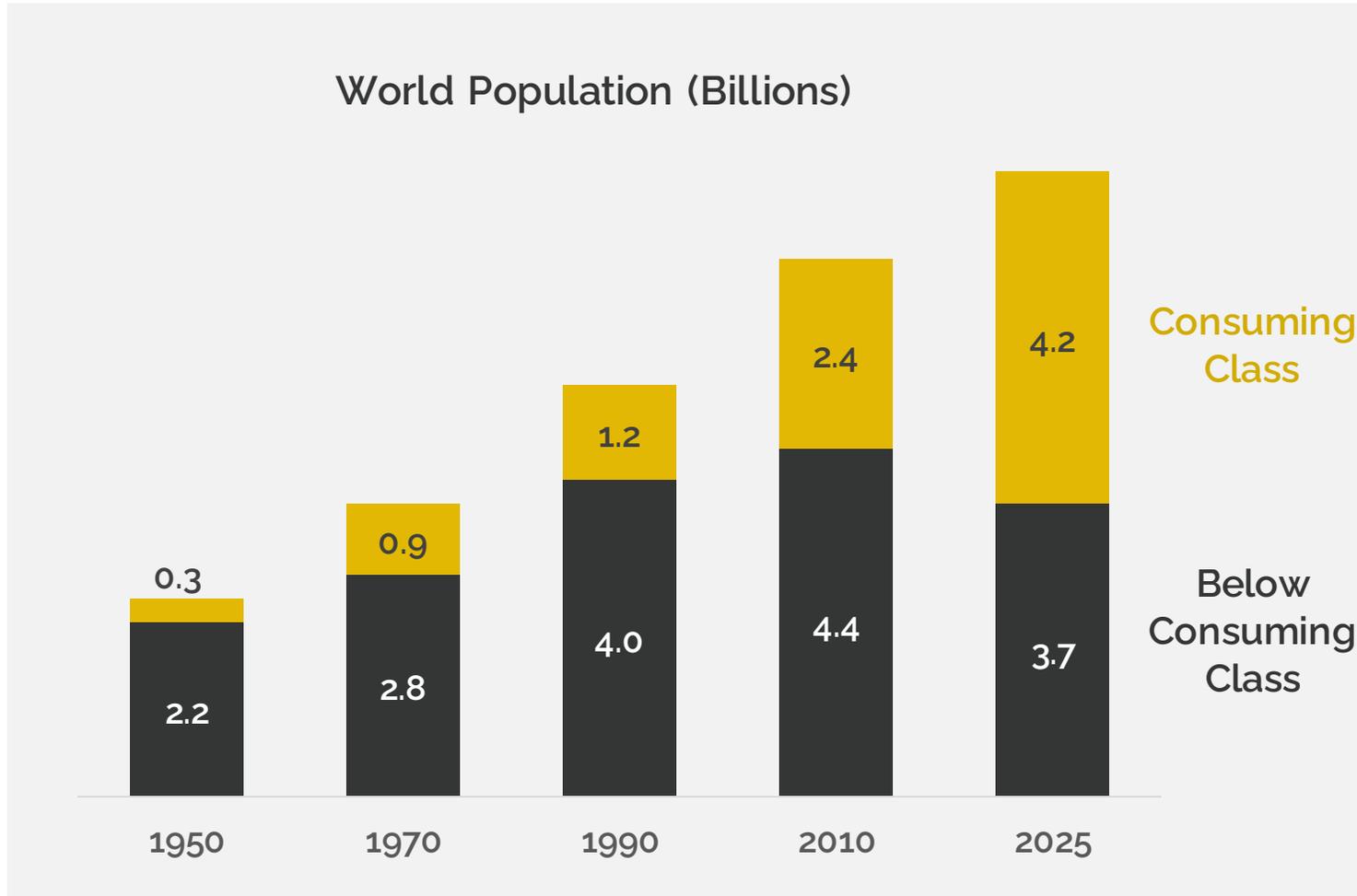
Source: IMF, World Economic Outlook 2018

EMERGING MARKETS HAVE BETTER DEMOGRAPHICS

WORLD POPULATION < AGE 30



#1 - THE EMERGING MARKET CONSUMER IS THE STORY



“...the biggest growth opportunity in the history of capitalism...”

- McKinsey & Company

PROBLEMS WITH TRADITIONAL EMERGING MARKETS INDEXES + ETFs



#2 PROBLEM: STATE OWNED ENTERPRISES (SOEs)

SOEs

Companies owned and controlled by the government in order to partake in commercial activities on the government's behalf



CONFLICTS OF INTERESTS

INEFFICIENT

POOR CORPORATE GOVERNANCE

WIDESPREAD CORRUPTION

Largest Emerging Market ETFs have ~30% in SOEs

#2 PROBLEM: STATE OWNED ENTERPRISES (SOEs)



~30%

EEM and VWO
are SOEs!

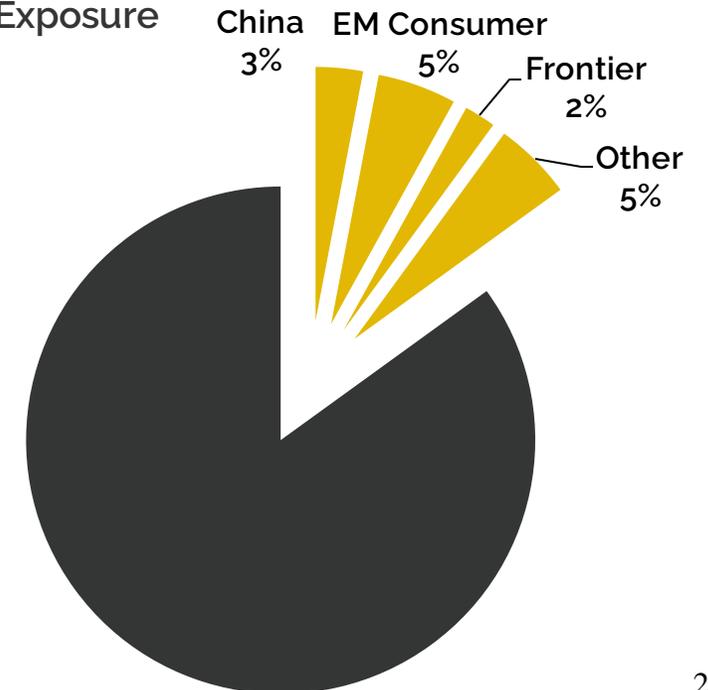
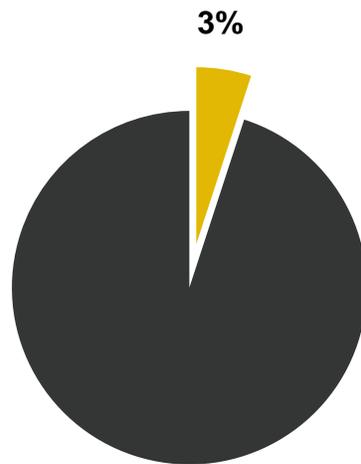
EM 3.0: THE EVOLUTION OF EM INVESTING



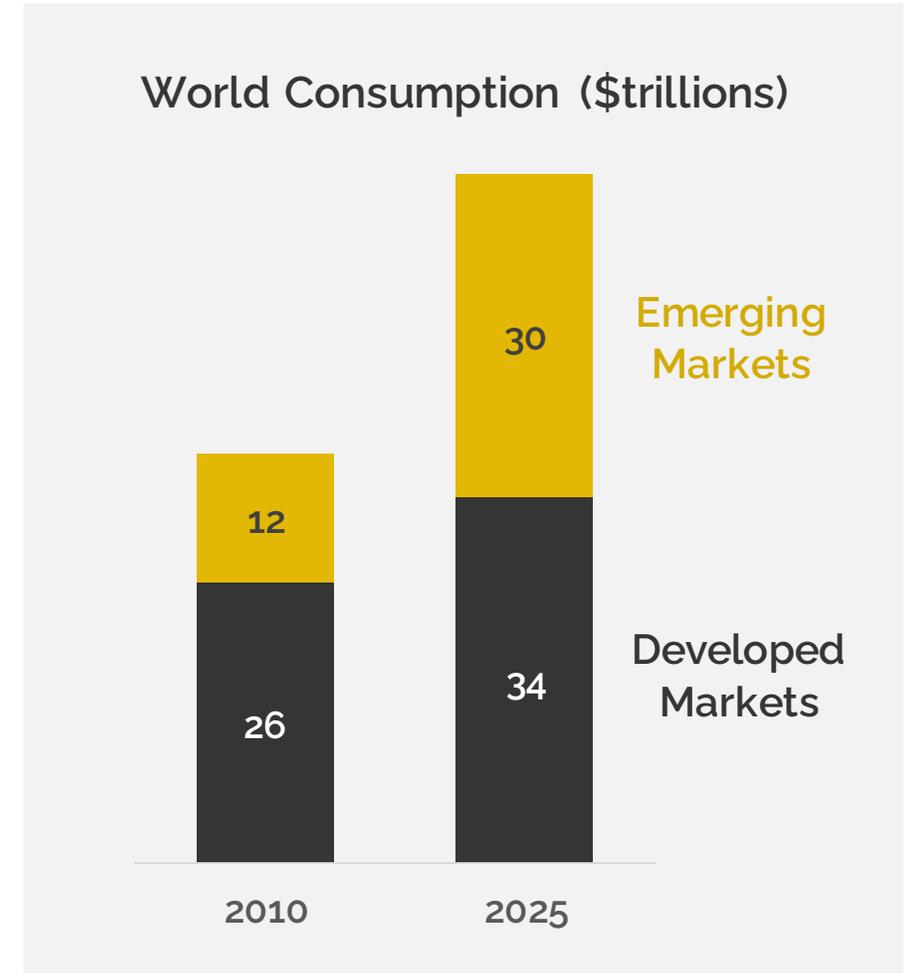
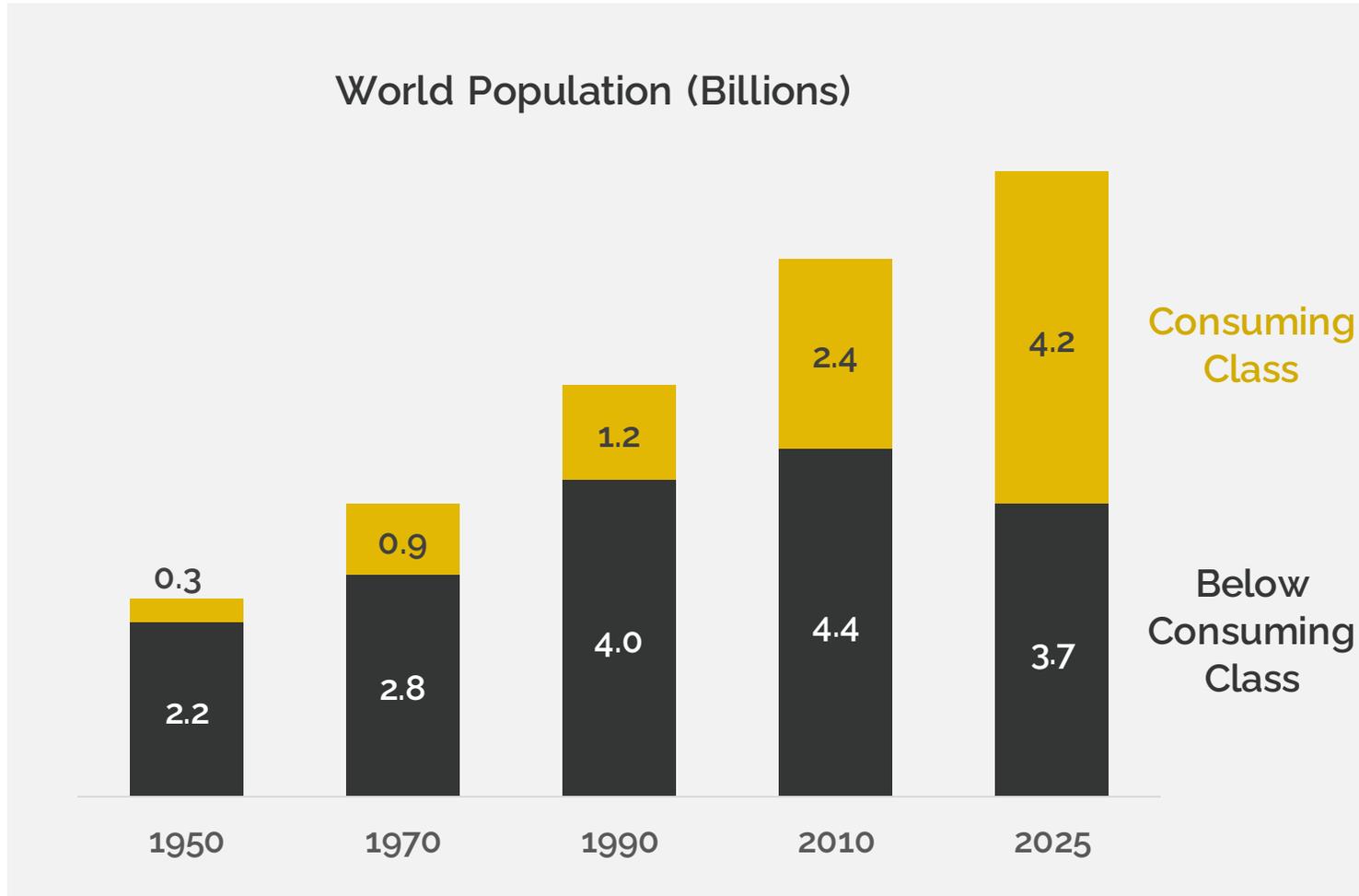
Endowment and Foundation Emerging Market exposure has evolved over the years.

As familiarity and allocation grows, so does the variegated approach

Average Morningstar Emerging Market Exposure



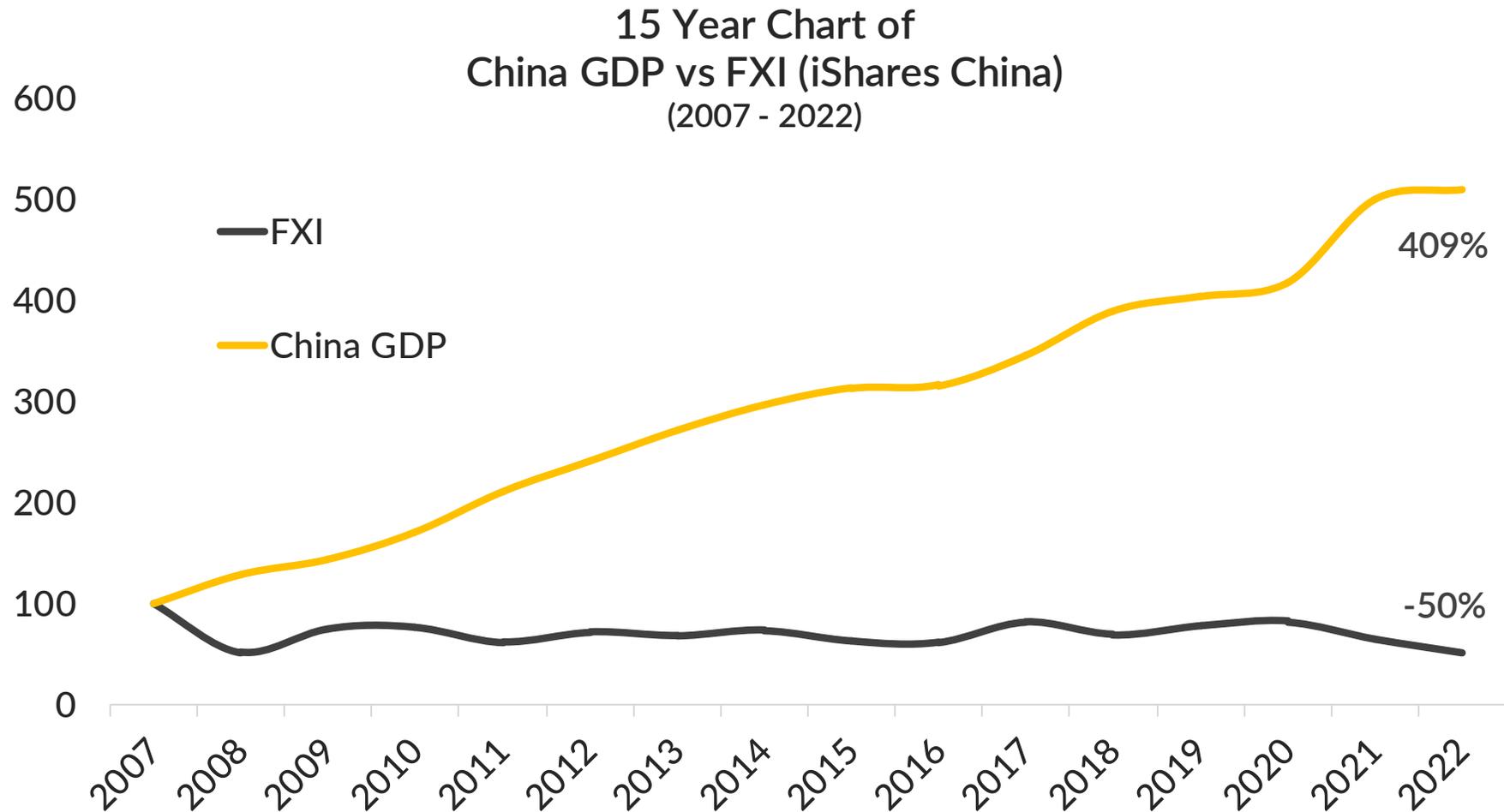
EM 3.0 – “JUST BUY THE CONSUMER* SECTOR”



“...the biggest growth opportunity in the history of capitalism...”

- McKinsey & Company

THE "CHINA INDEX" HAS FAILED CHINA INVESTORS

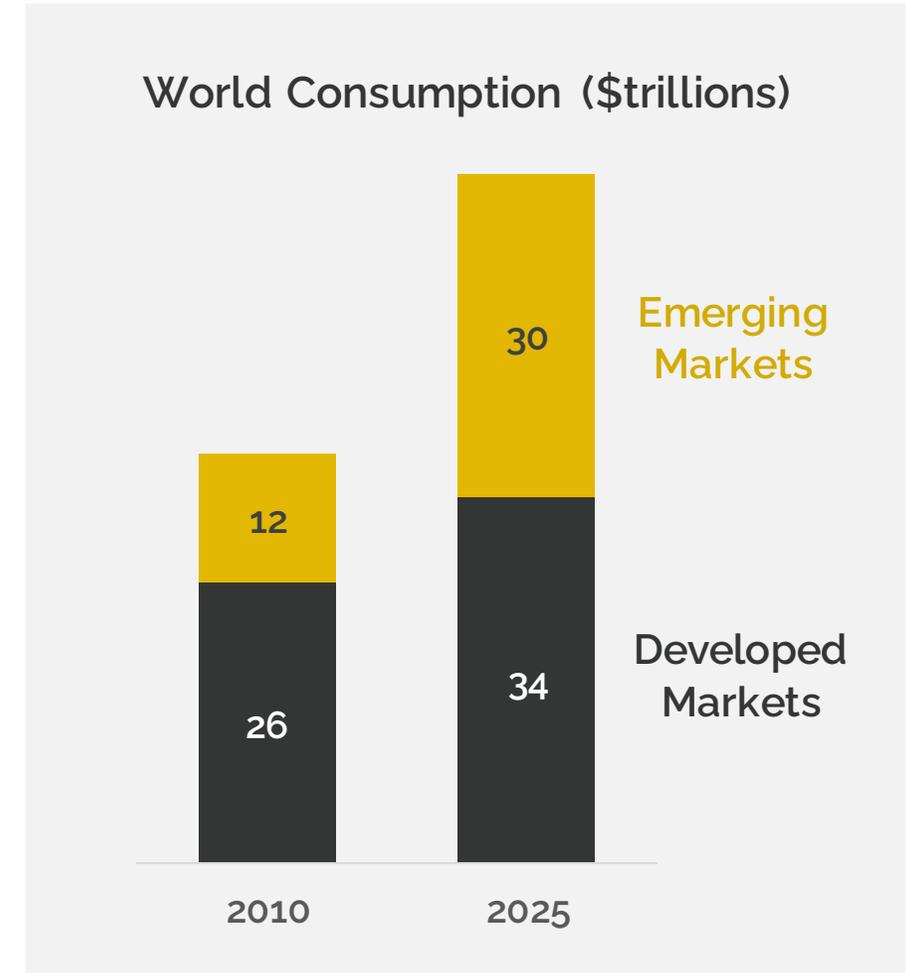
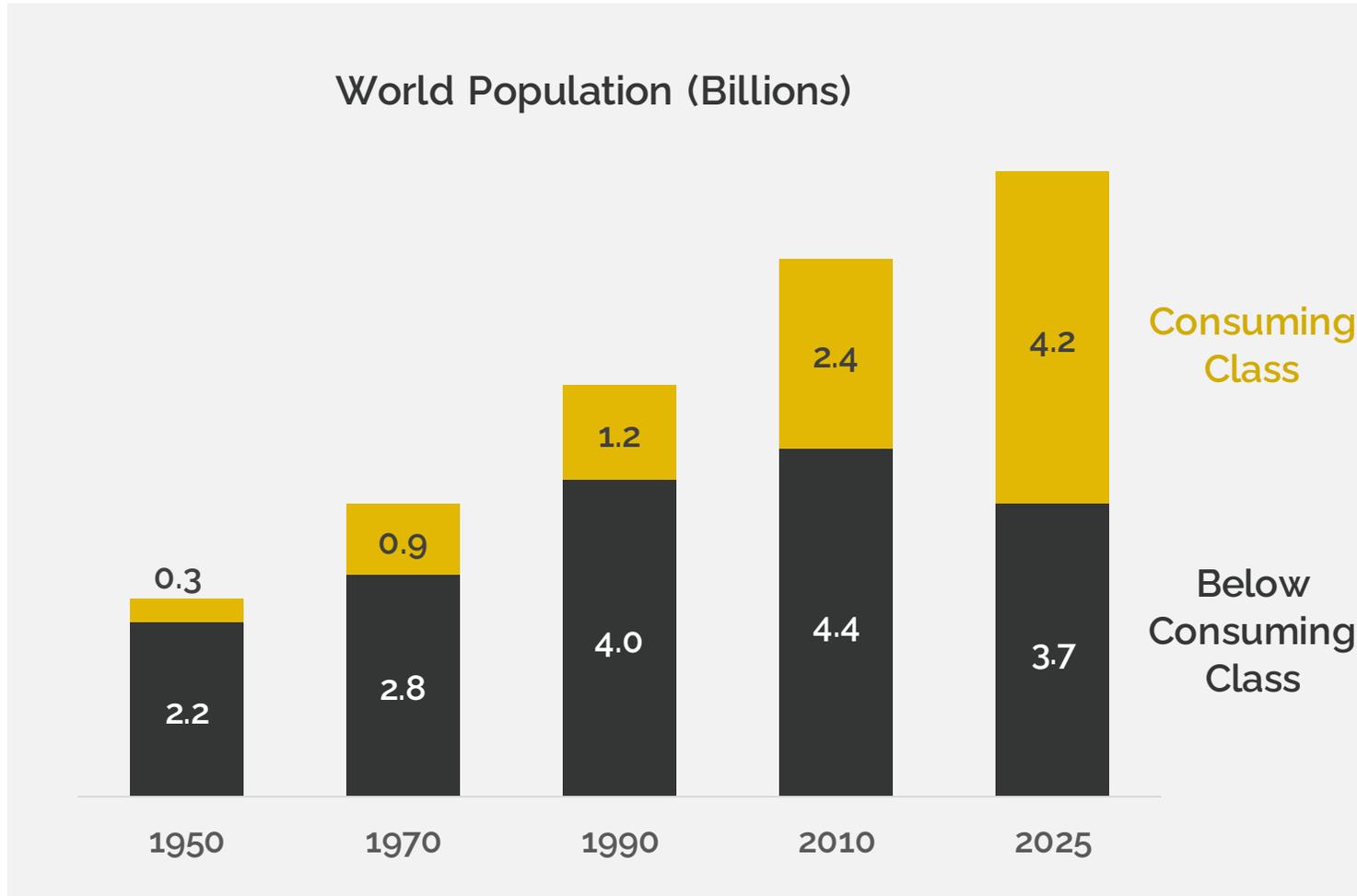


THE GREAT CONFLUENCE:

3 MEGA TRENDS



#1 THE EMERGING MARKET CONSUMER IS THE STORY



“...the biggest growth opportunity in the history of capitalism...”

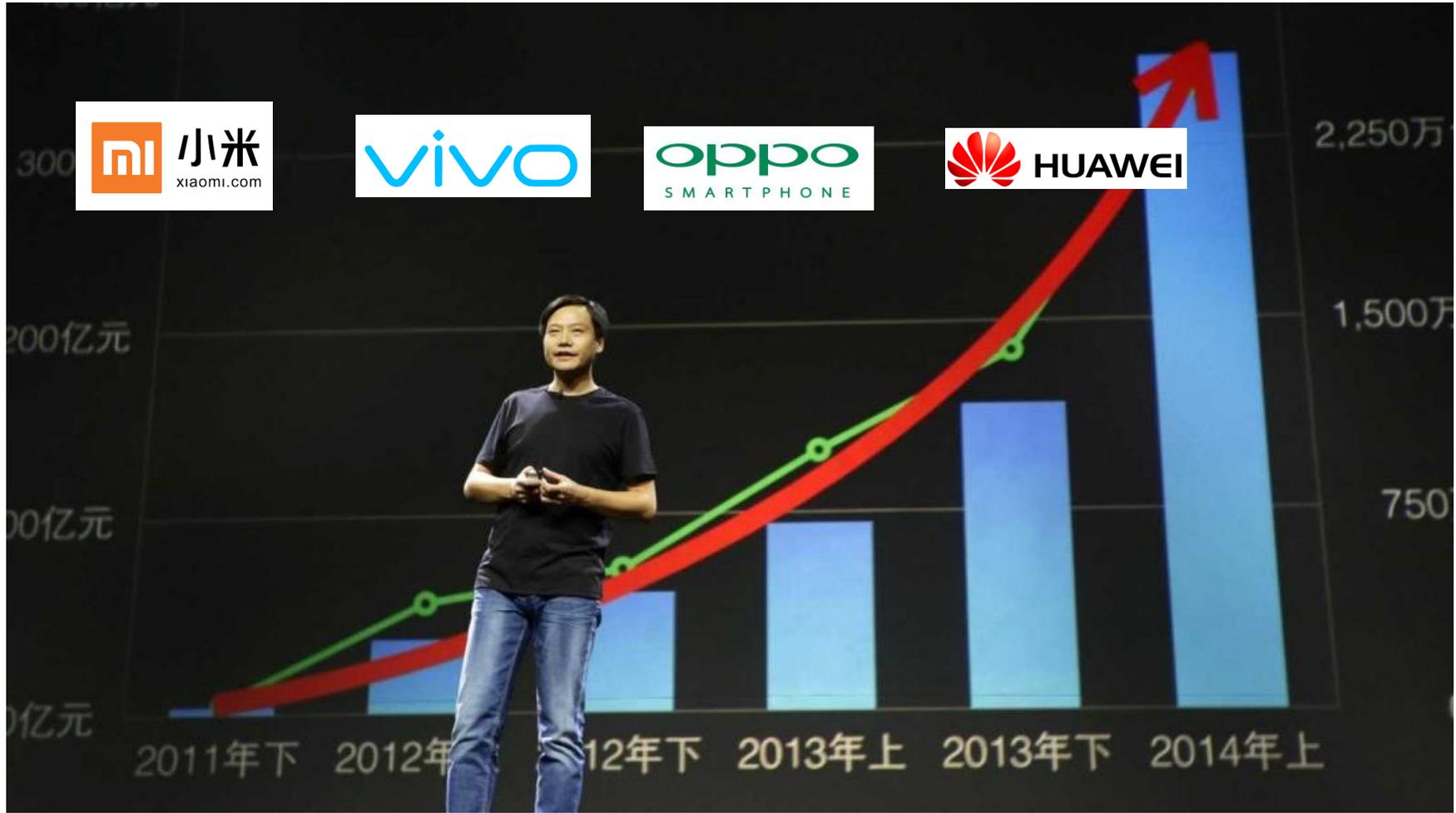
- McKinsey & Company

SMARTPHONES STILL RELATIVELY NEW



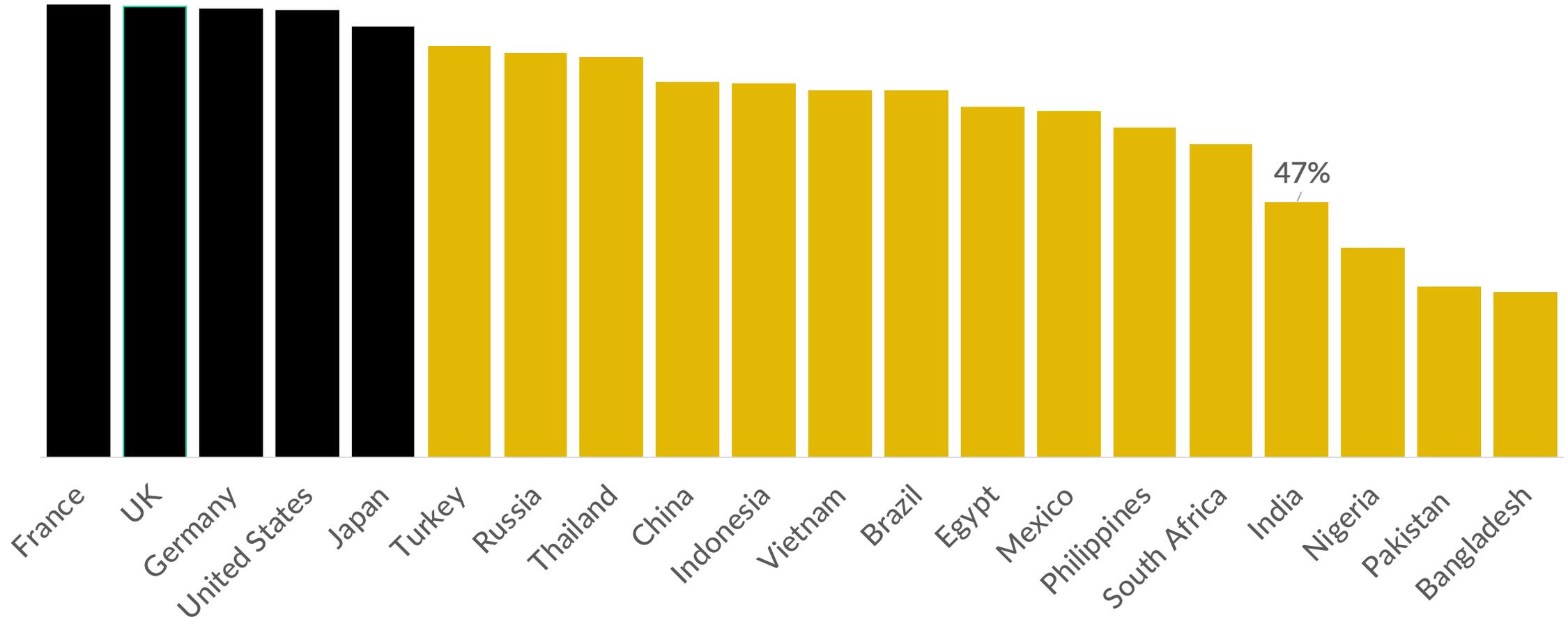
Apple CEO Steve Jobs demonstrates the first iPhone at the Macworld expo in 2007.

#2: THE COMPUTER



#3: THE INTERNET

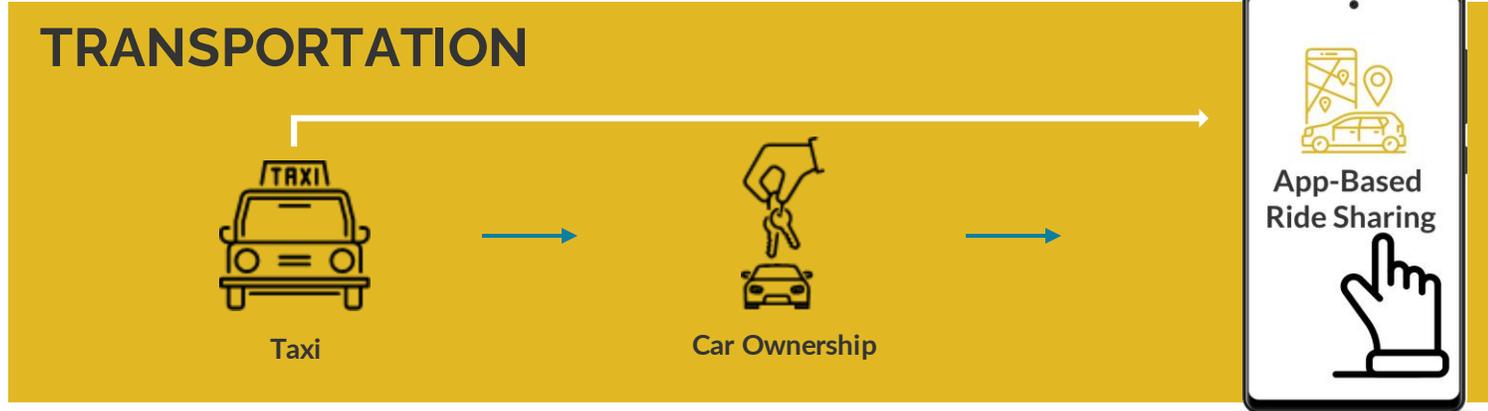
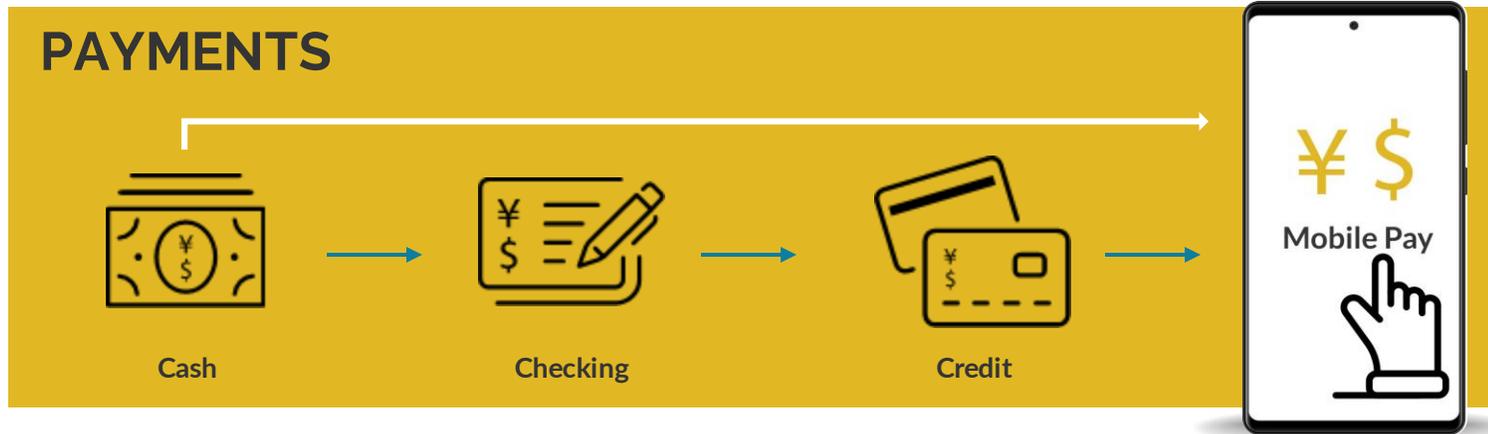
Smartphone Penetration by Country
% of Total Population (2022)



THE LEAPFROG EFFECT:

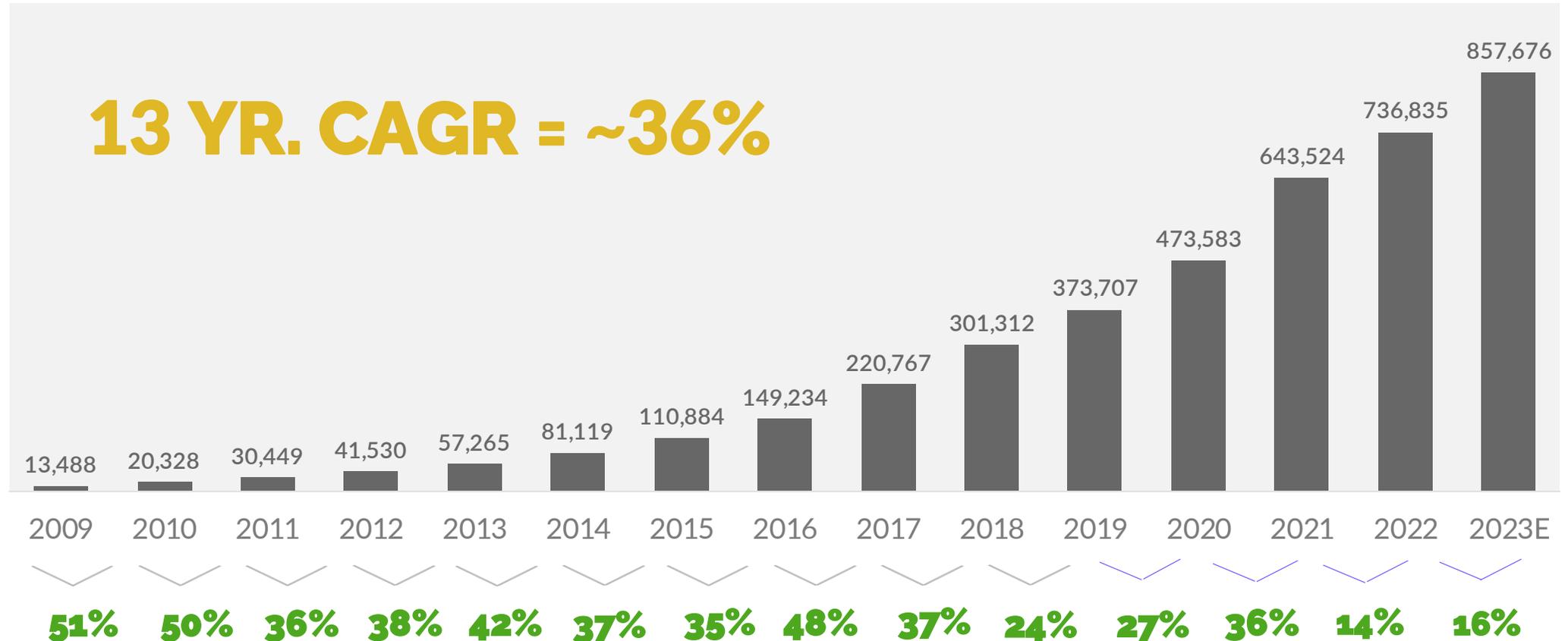
UNDERDEVELOPED
CONSUMPTION
INFRASTRUCTURE

These new smartphone-enabled consumers do not have bank accounts, debit or credit cards, cable televisions or automobiles and are **leapfrogging traditional consumption**.



RESULT #1: MASSIVE REVENUE GROWTH

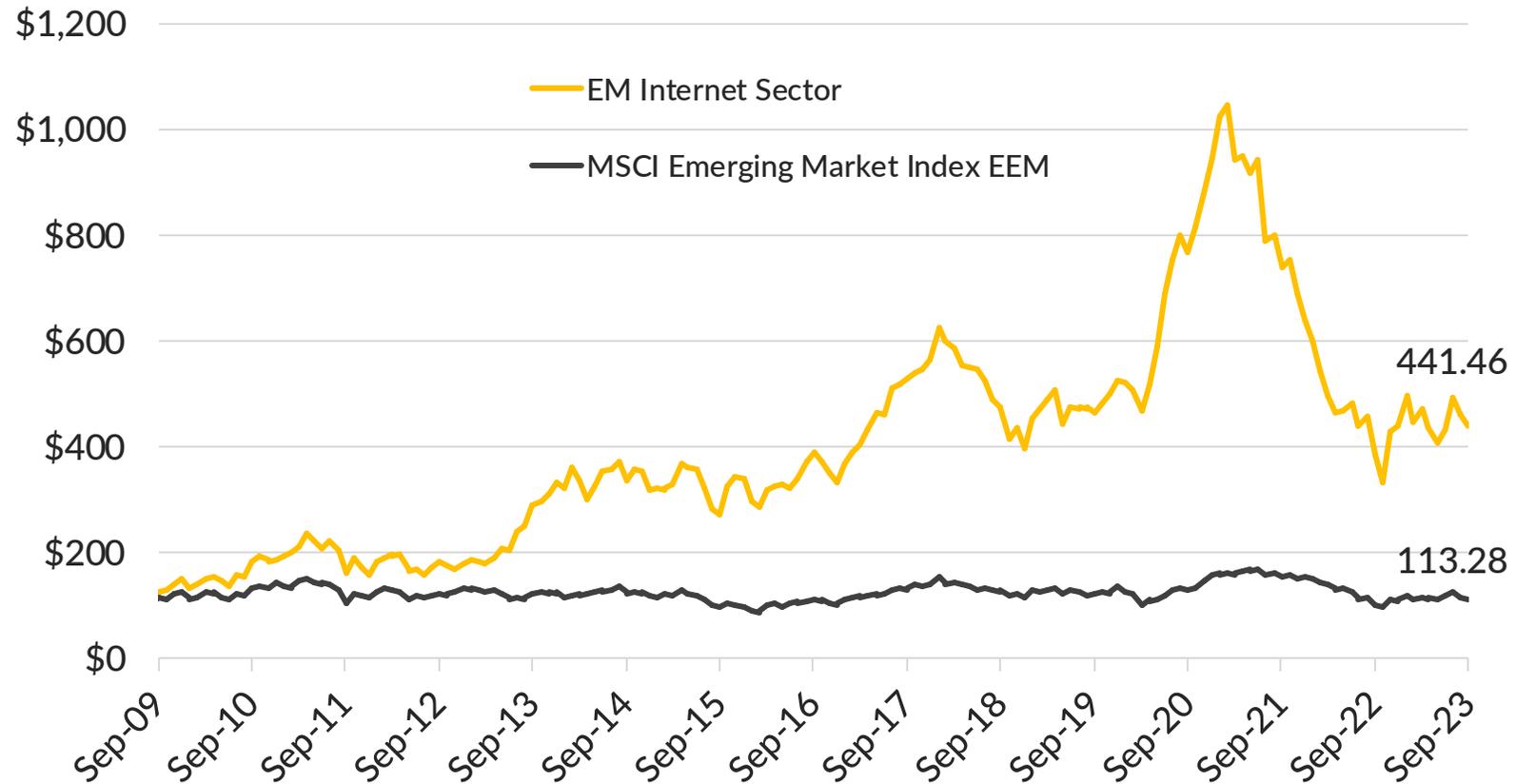
Emerging Markets Internet Sector Total Revenue
2009 - 2023 (\$MM)



YoY Revenue Growth of Emerging Markets Internet Sector

RESULT # 2 – VALUE CREATION

EMQQ Index vs MSCI Emerging Market Index
As of 09/29/2023



BABA: LARGEST IPO IN U.S. HISTORY



TENCENT (HK: 0700)

U.S.



CHINA



DIGITIZING EVERYTHING: HEALTH CARE



DIGITIZING EVERYTHING: ENTERTAINMENT



DIGITIZING EVERYTHING: FOOD



鲜·美·生活

Hangzhou, China
2018

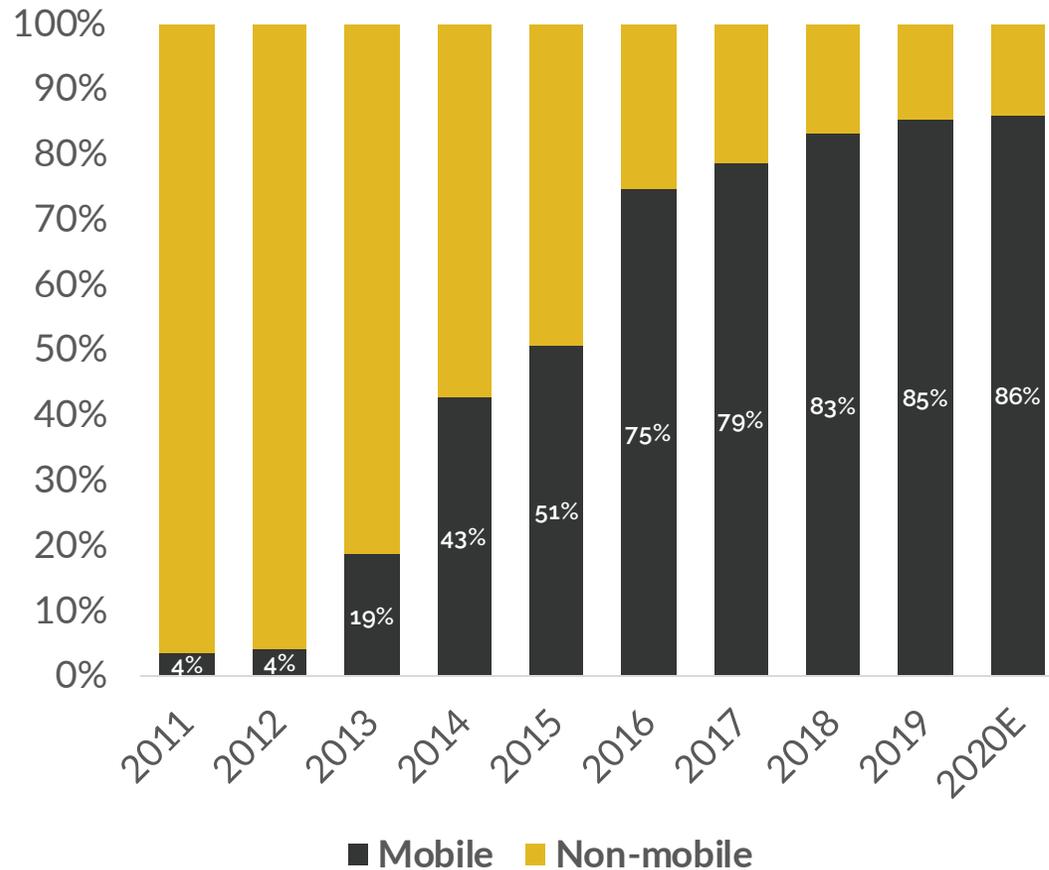
MOBILE PAYMENT ADOPTION IS PERVASIVE



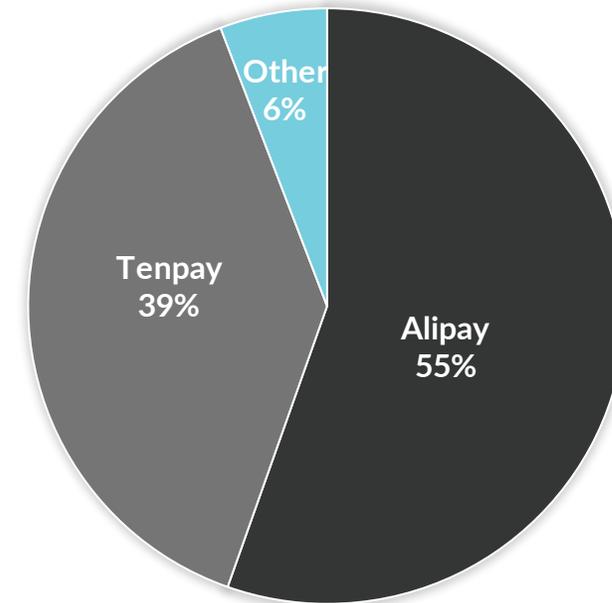
Nanjing, China
2018

MOBILE PAYMENT IS THE GATEWAY TO FINTECH

China's Market Share of Mobile vs. Non-Mobile Payments



China's Mobile Payments Market Shares (2020)

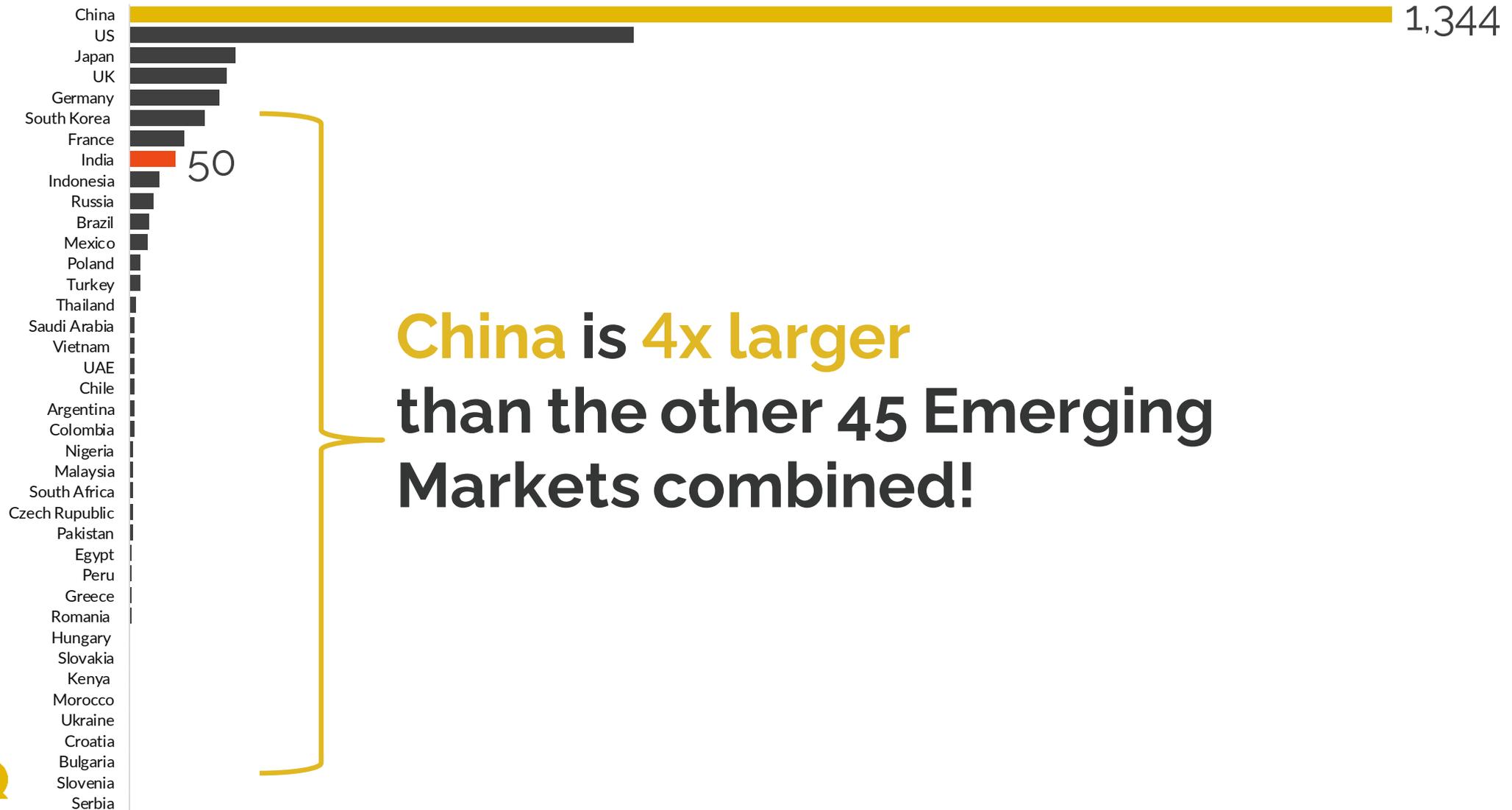


CHINA: BEYOND BABA & TENCENT



CHINA DOMINATES GLOBAL ECOMMERCE

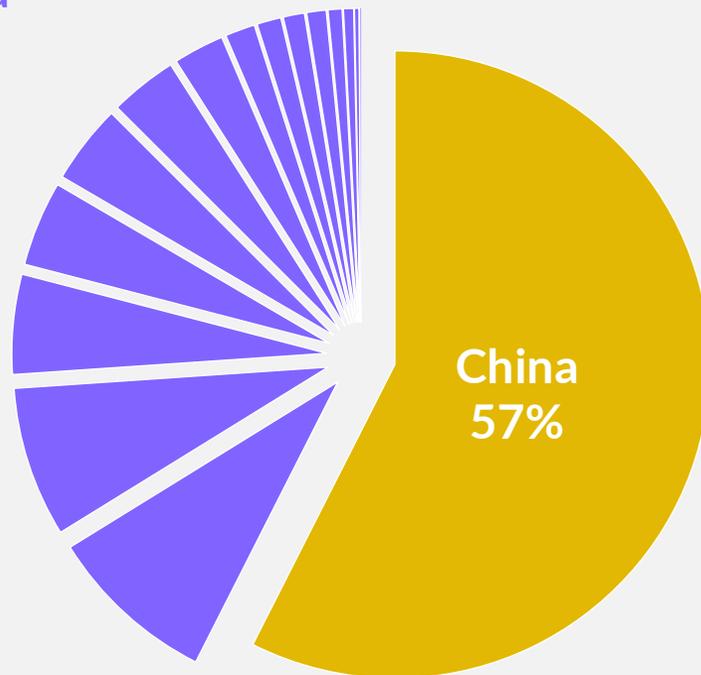
Ecommerce Sales By Country (Billions)



EMQQ LARGELY A CHINA STORY... SO FAR

EMQQ Index Country Weighting %

Ex China
= 43%



Country	Weight	No. Stocks
China	57.45	46
India	8.72	24
South Korea	7.75	16
Netherlands	5.14	1
South Africa	4.38	2
Uruguay	4.08	2
Singapore	3.47	2
Brazil	2.61	14
Kazakhstan	1.53	1
Hong Kong	1.24	4
Japan	1.09	1
Germany	1.00	2
Indonesia	0.71	3
Poland	0.52	3
Taiwan	0.23	3
Egypt	0.05	1
Argentina	0.03	1
Total	100%	126

BEYOND CHINA: THE THIRD WAVE



LATIN AMERICA (URUGUAY*): MERCADO LIBRE (MELI)



KASZEK



LATIN AMERICA (BRAZIL): NUBANK (NYSE: NU)



KASZEK



SOUTHEAST ASIA (SINGAPORE*): SEA LTD. (NYSE: SE)



*HQ in Singapore. Revenue from all Southeast Asia (Indonesia, Vietnam, Philippines, etc. + Brazil!)

ASIA (S. KOREA): COUPANG (NYSE: CPNG)



Harvard
Business
School



HARVARD
UNIVERSITY

CENTRAL ASIA (KAZAKHSTAN): KASPI.KZ (KSPI.IL)

The largest Payments, Marketplace and Fintech Ecosystem in Kazakhstan

#1

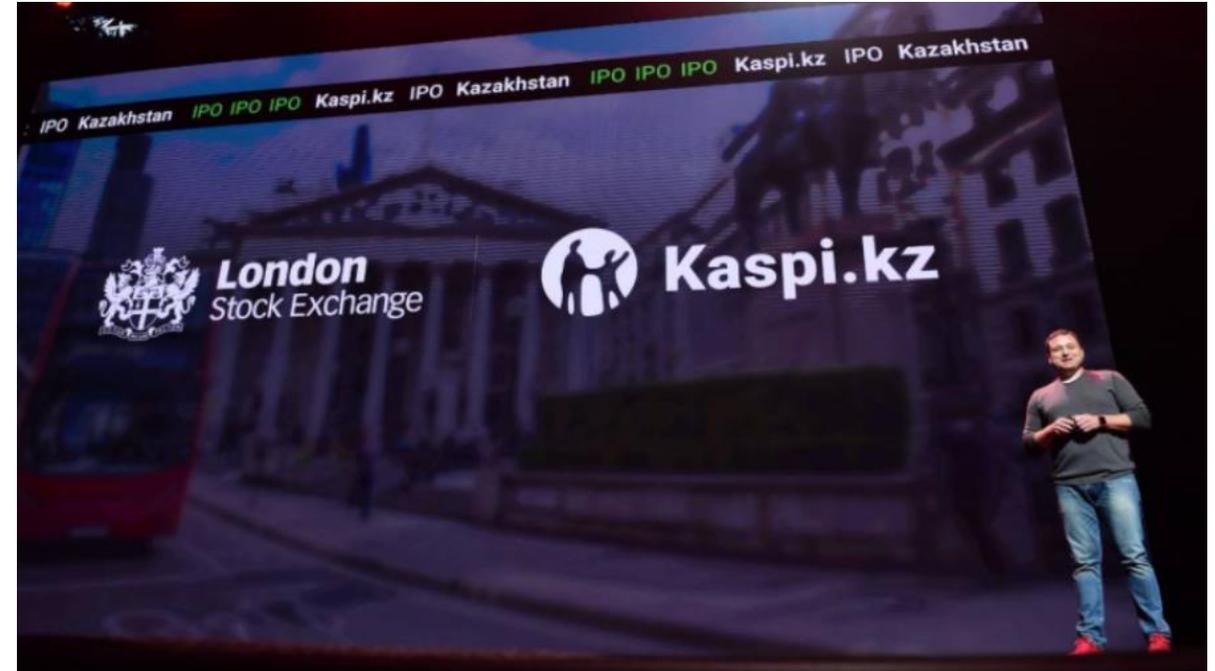
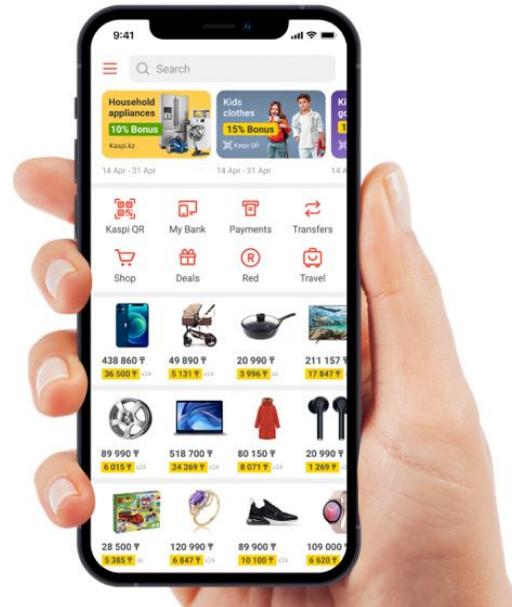
Payments

#1

Marketplace

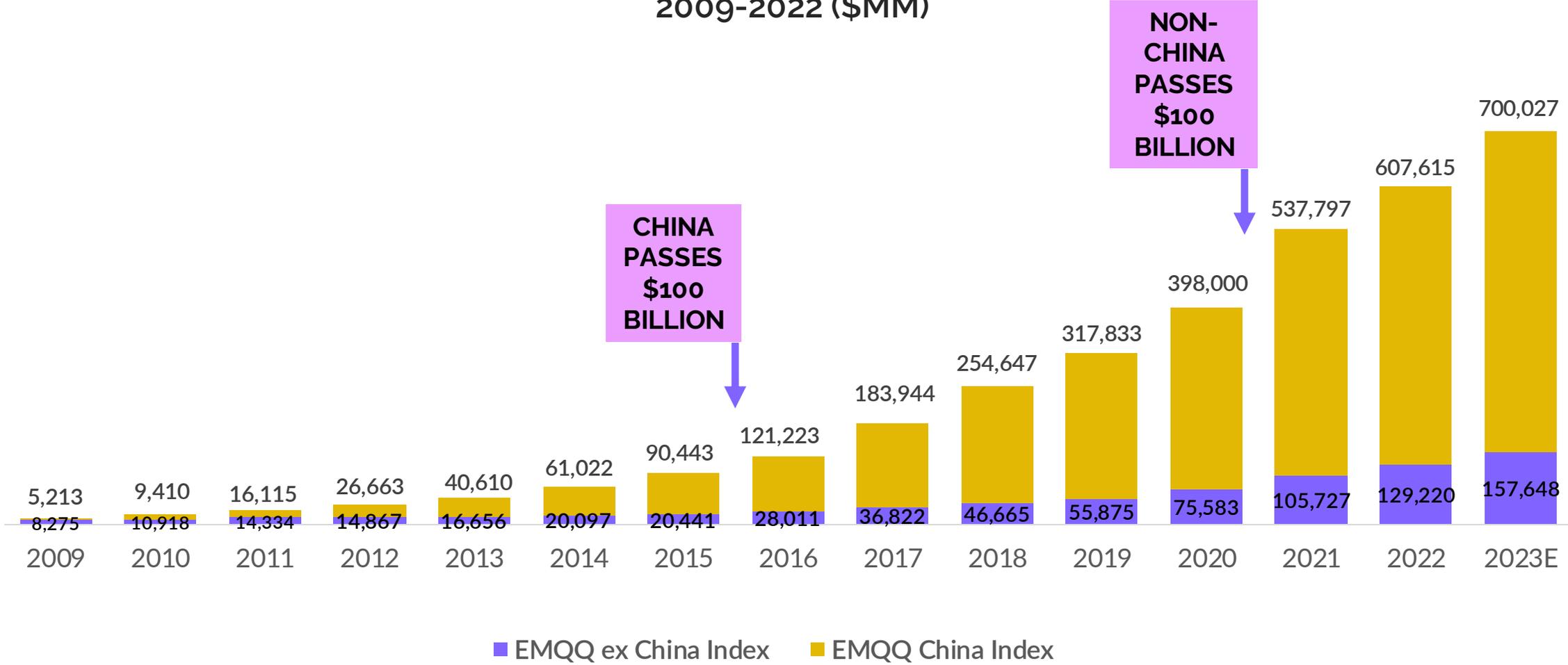
#1

Fintech

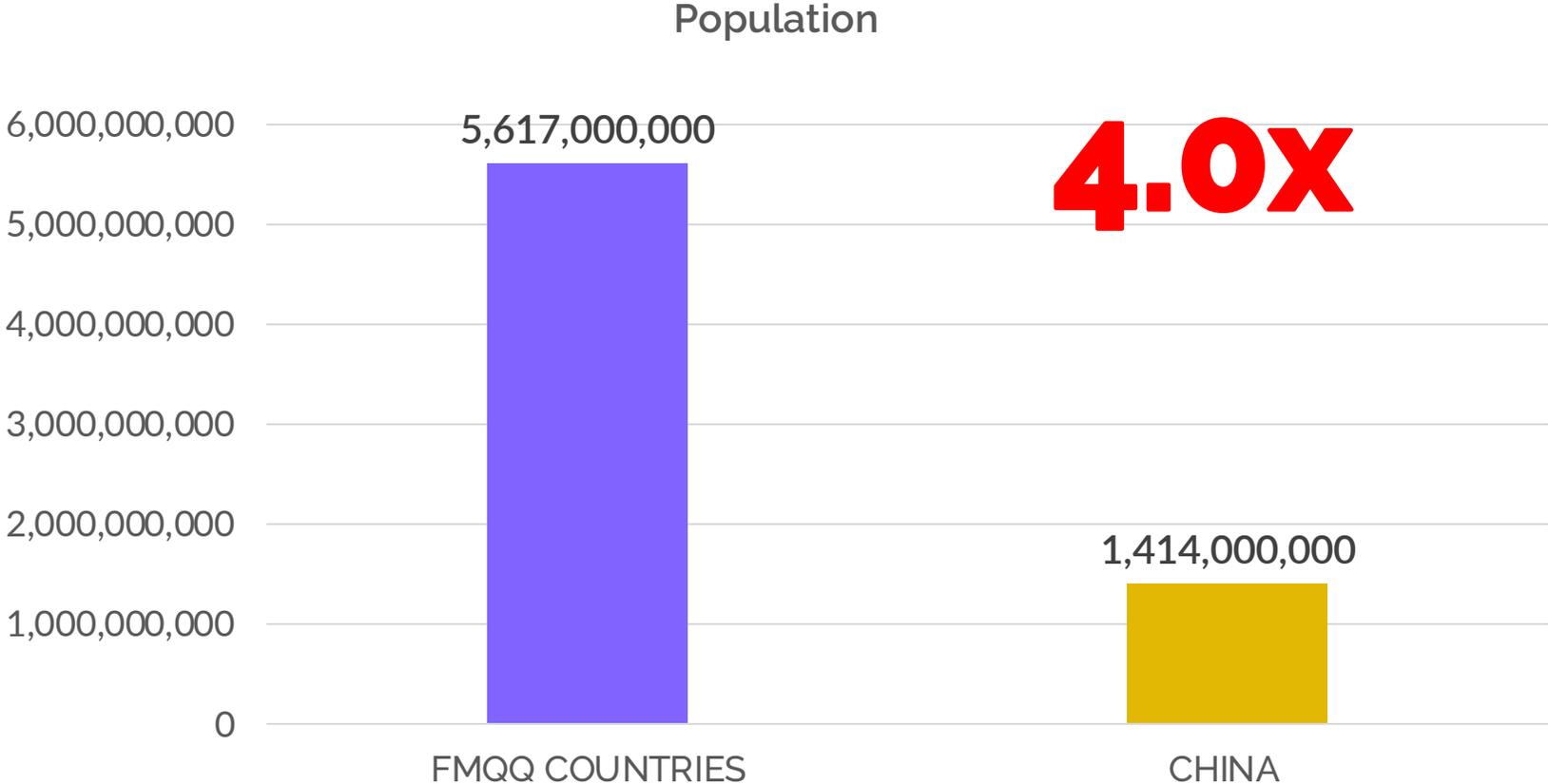


THIRD WAVE REVENUE PASSES \$100B

Total Revenue
2009-2022 (\$MM)

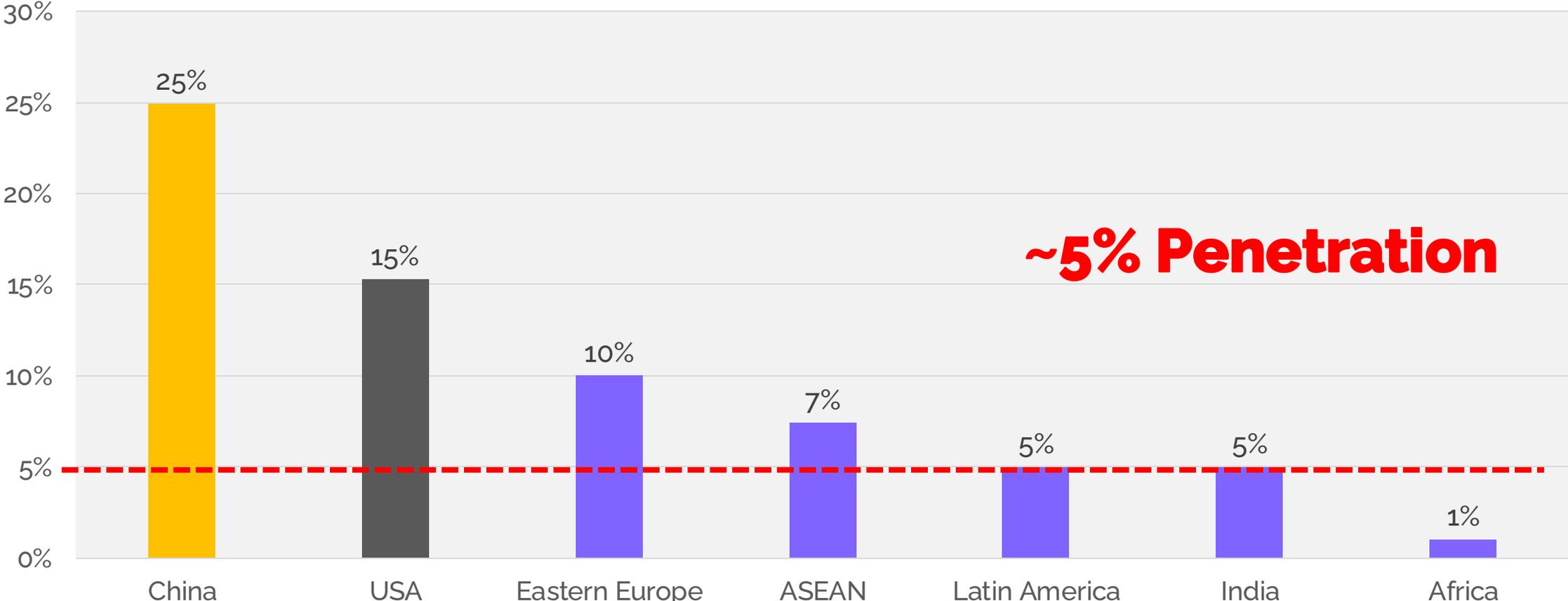


THIRD WAVE POPULATION = 4X CHINA

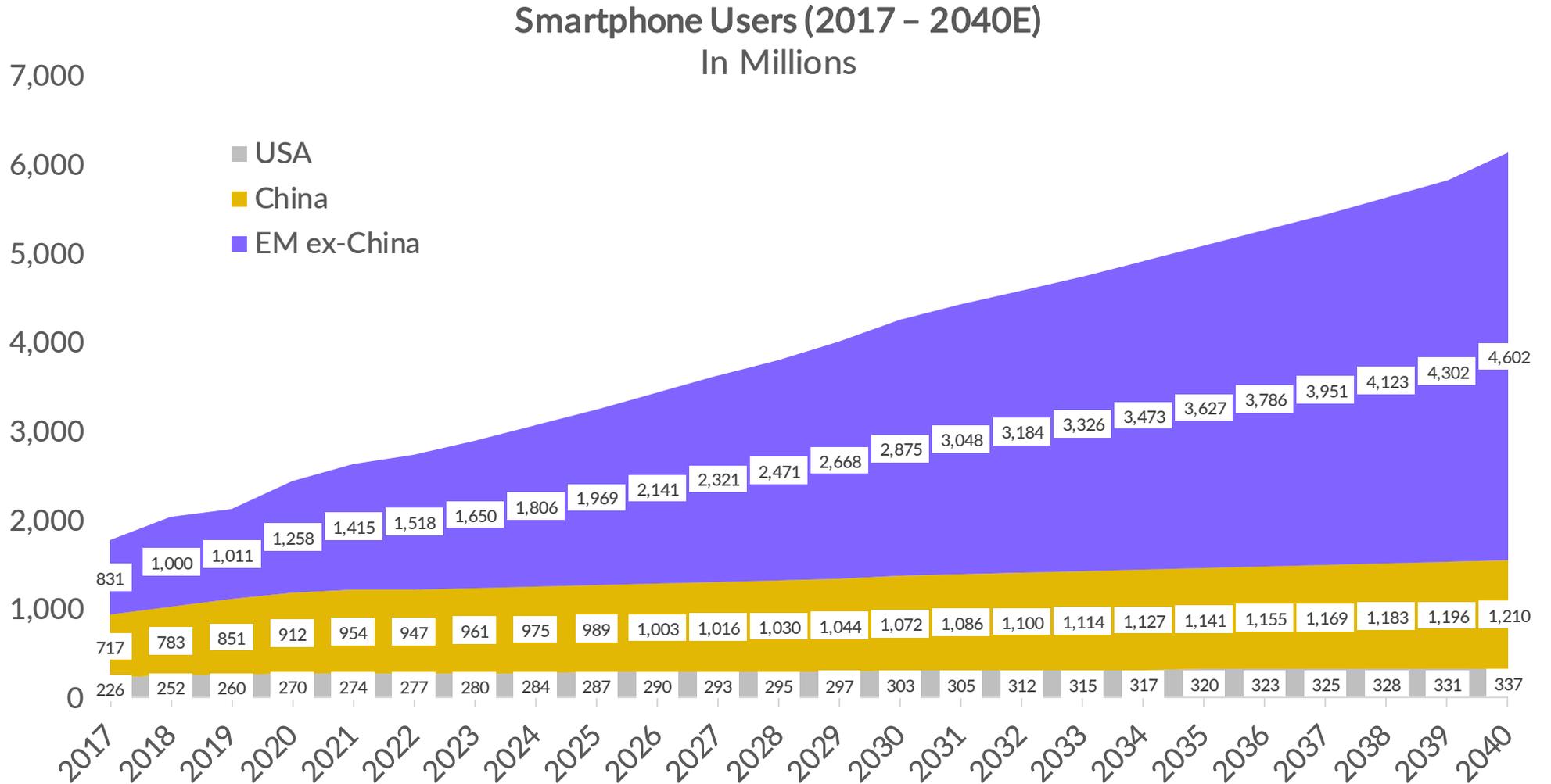


THIRD WAVE PENETRATION = ~1/5TH CHINA

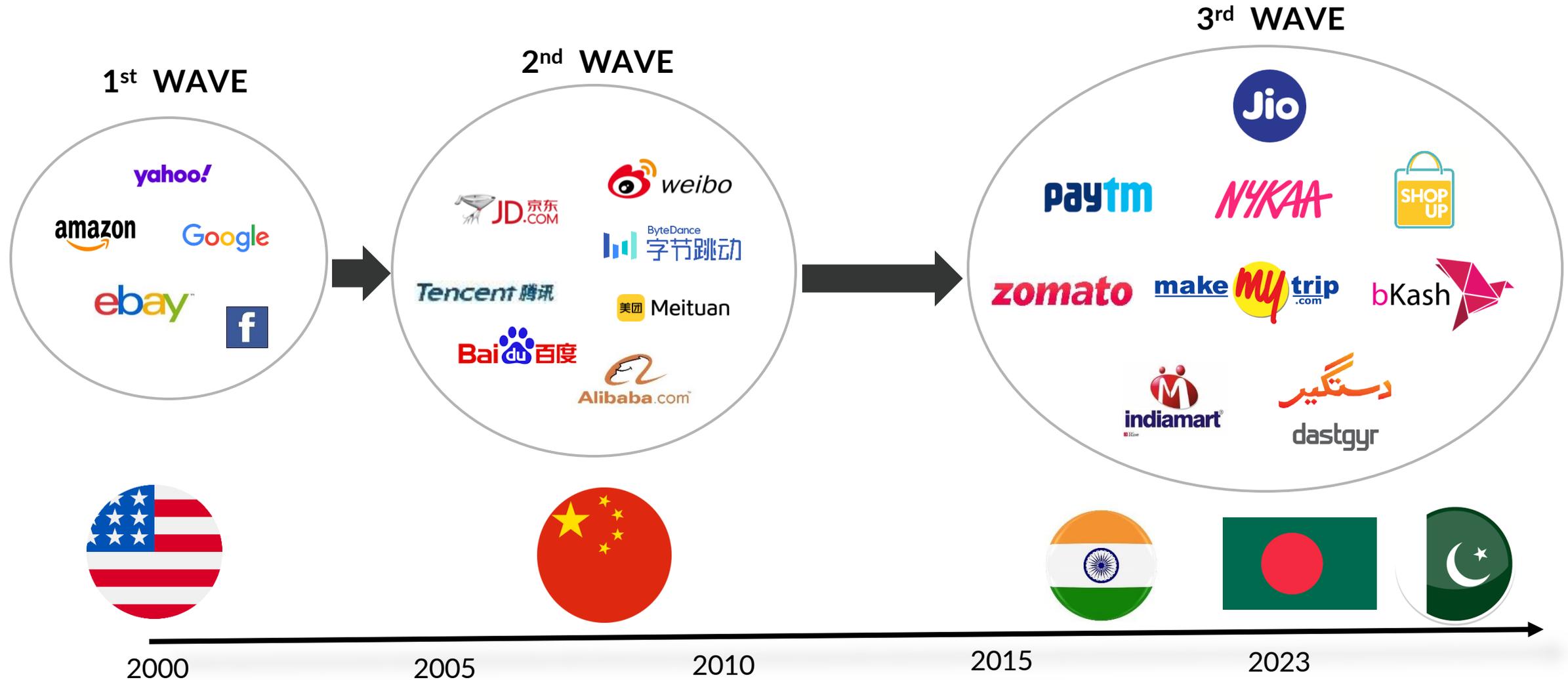
E-Commerce Penetration By Region (2021)



THIRD WAVE DWARFS FIRST TWO WAVES

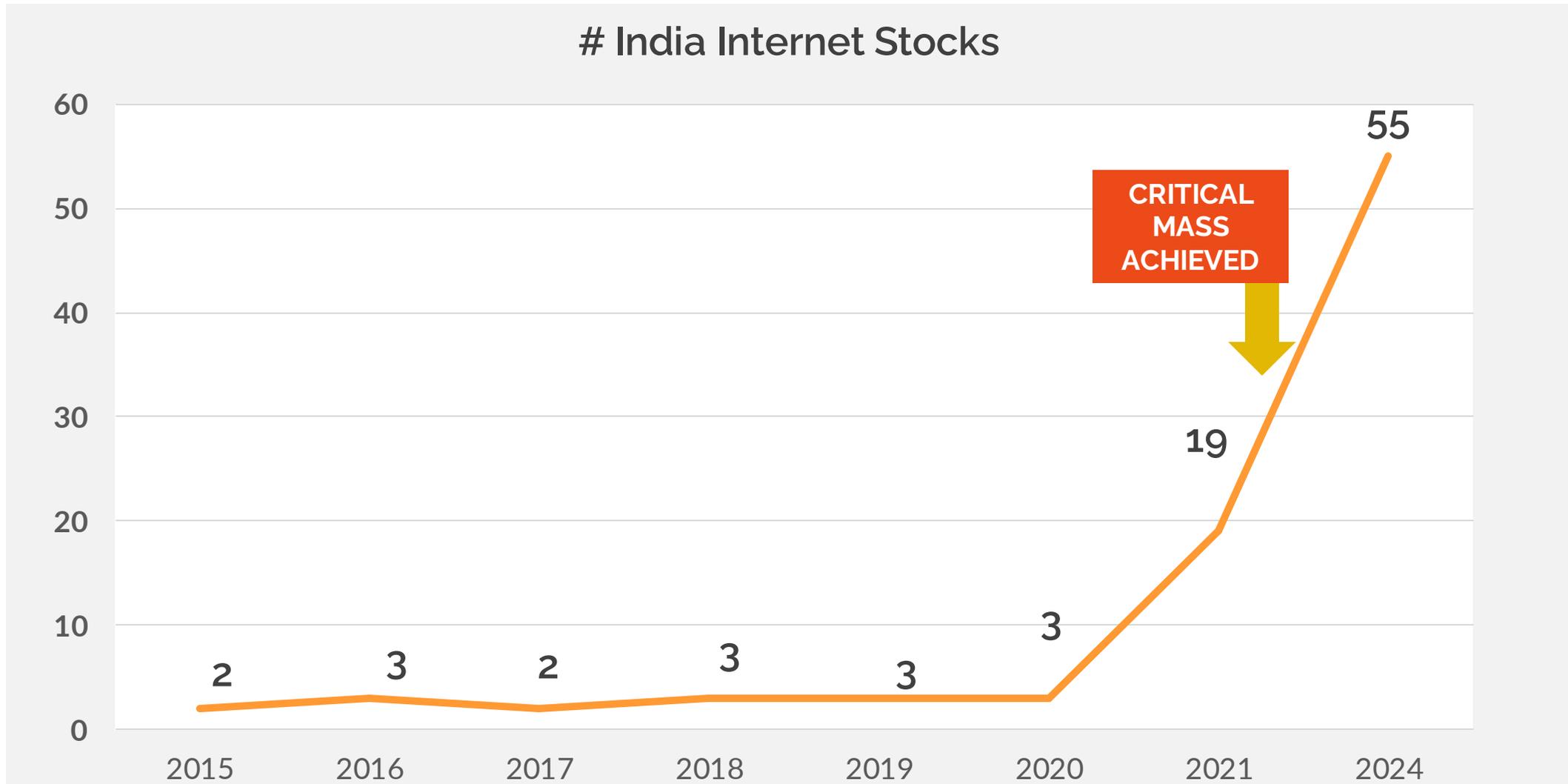


INDIA IS THE BIGGEST PART OF THIRD WAVE



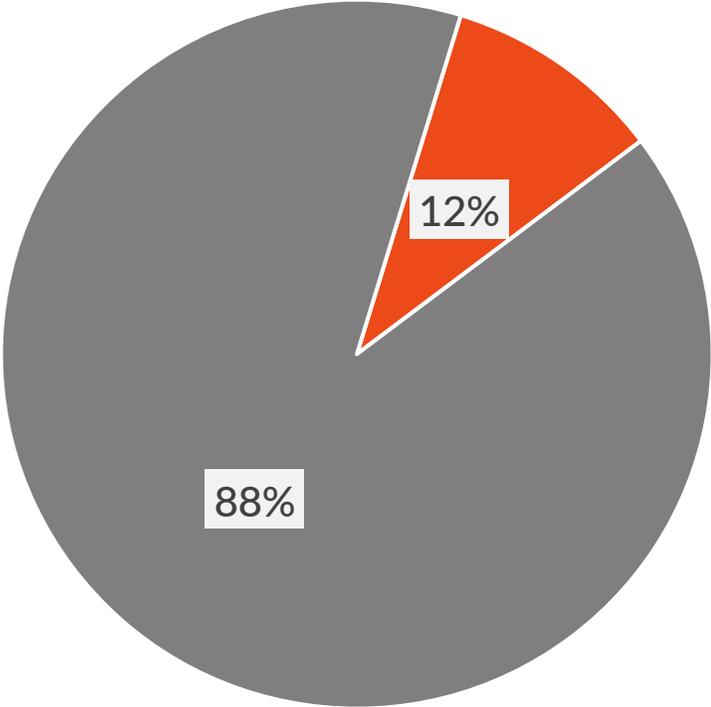
INDIA + EMQQ GLOBAL

OF PUBLIC INDIA EMQQ COMPANIES SURGED



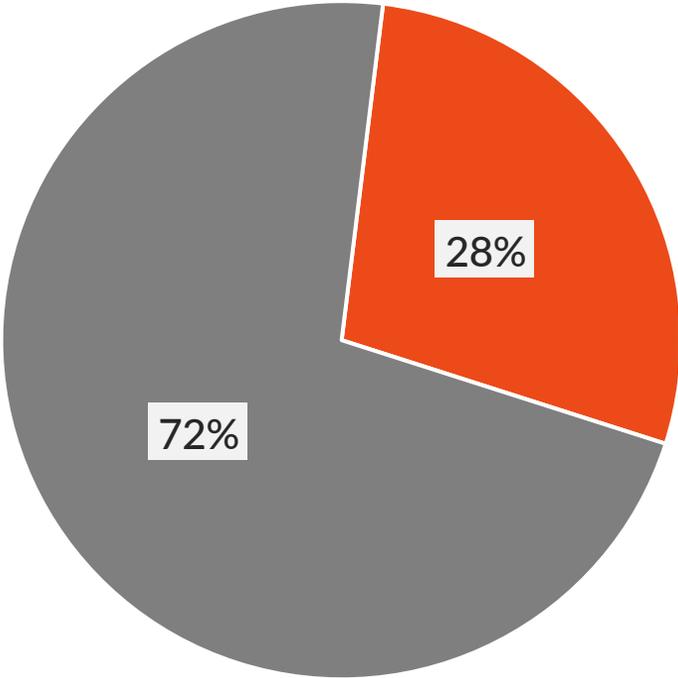
INDIA WEIGHT IN EMQQ GLOBAL INDEXES

EMQQ Index



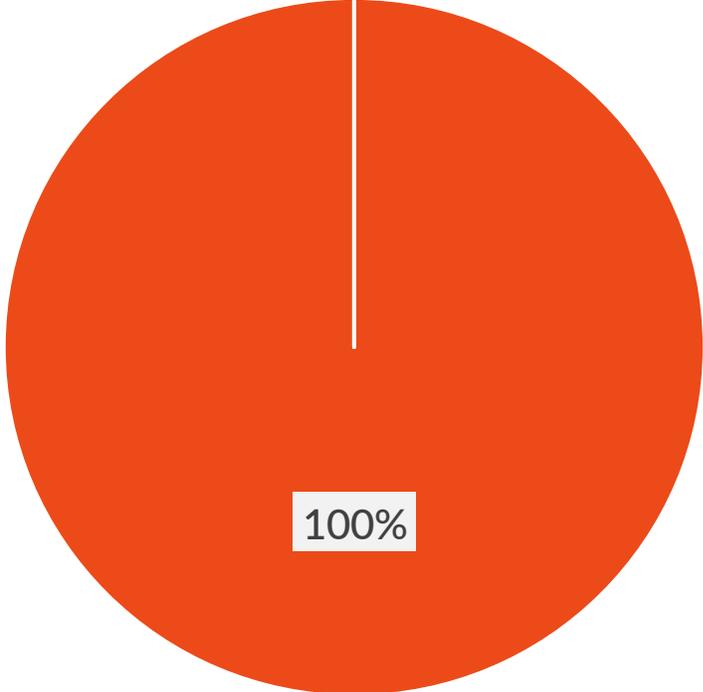
■ India ■ Non India

FMQQ Index



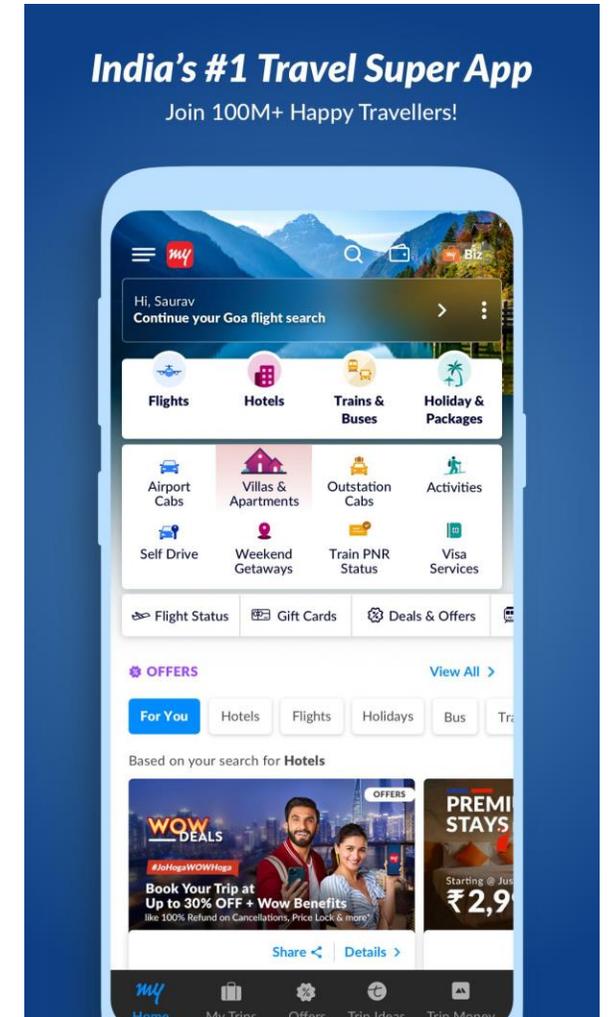
■ India ■ Non India

INQQ Index



■ India

(MMYT US): MAKEMYTRIP: "EXPEDIA OF INDIA"



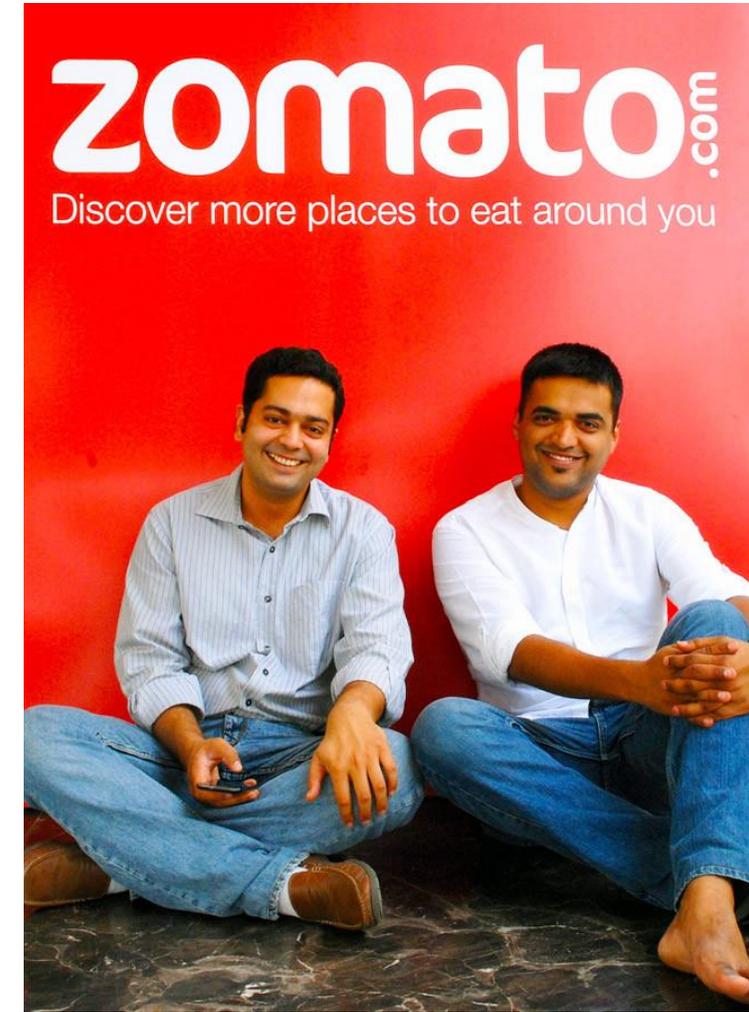
(NAKURI.NS): INFO EDGE: INDIA'S #1 JOBS SITE



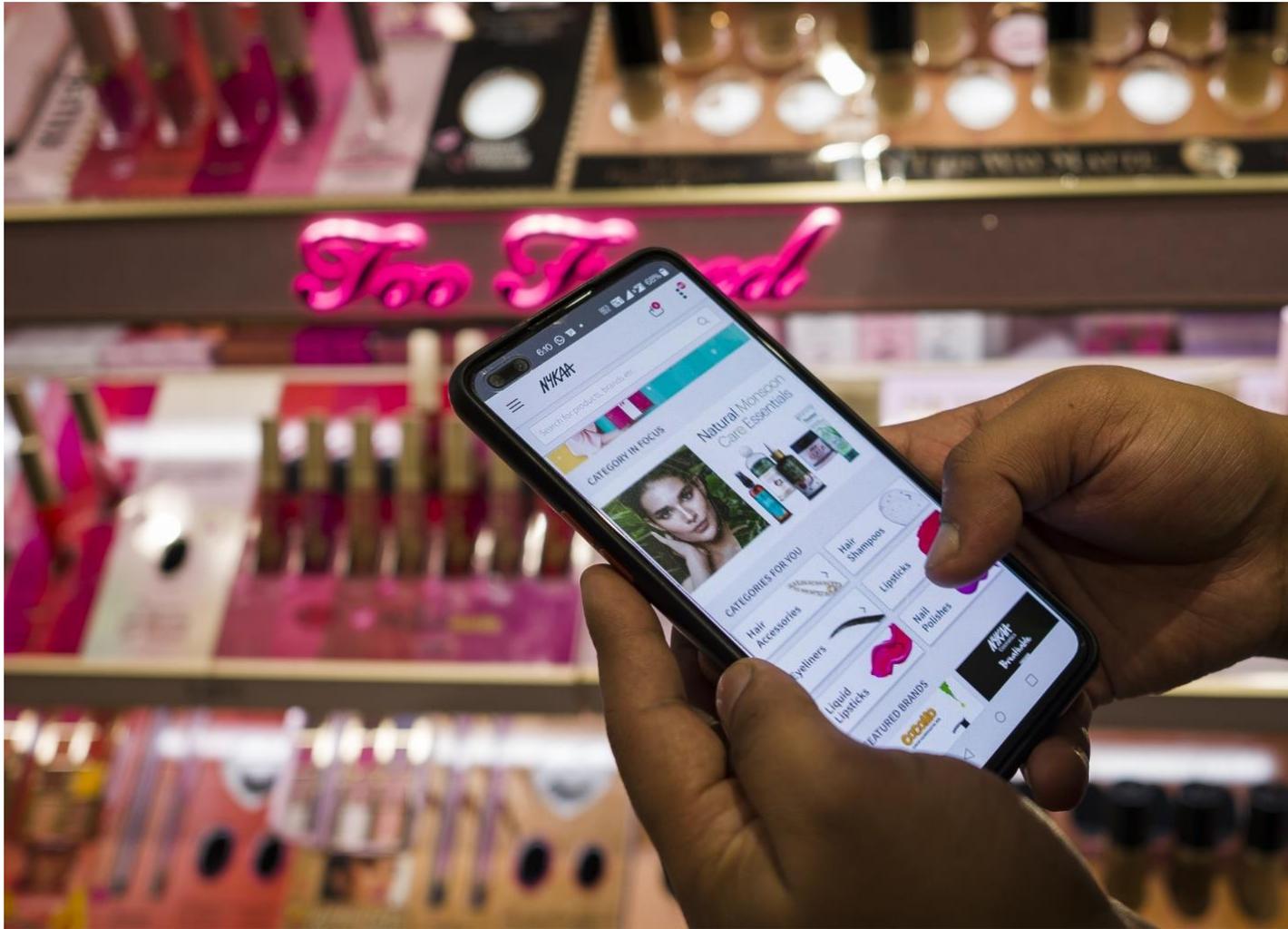
(INMART.NS): INDIAMART: B2B ECOMMERCE LEADER



(ZOMATO.NS) ZOMATO: “DOORDASH OF INDIA”



(NYKAA.NS) NYKAA: ONLINE BEAUTY LEADER



(POLICYBZ.NS): POLICYBAZAAR: INSURTECH LEADER



(NAZARA.NS): NAZARA: INDIA'S LAREST LISTED GAMING CO



(PAYTM.NS) PAYTM : "PAYPAL OF INDIA"



EMQQ GOES: INDIA



EMQQ GOES

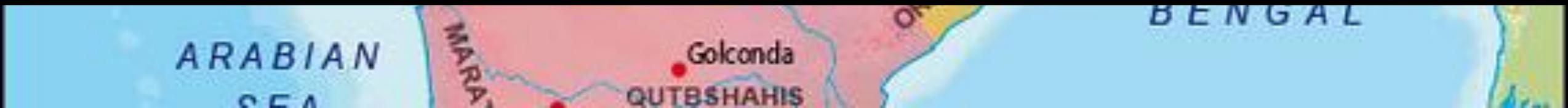
EMQQ GOES is our effort to visit all 46 emerging and frontier markets and immerse ourselves in the ecosystems of entrepreneurs, investors and consumers that define the EMQQ story. Our goal is to provide on-the-ground research, insights and understanding to investors seeking to participate in what may be the fastest growing sector on the planet.

A BRIEF CHAOTIC HISTORY OF INDIA



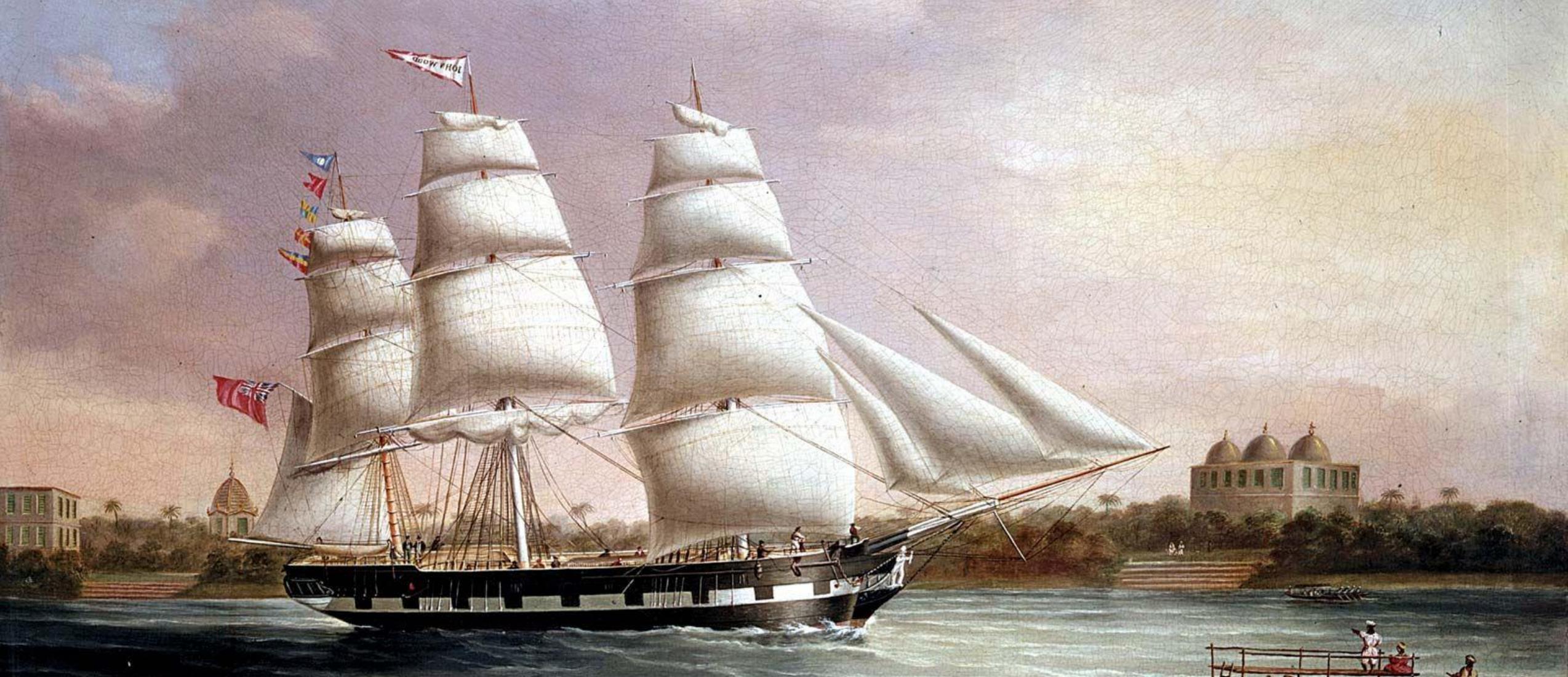


1526 - The Moghul Empire begins and thrives for ~200 years.





1700 - The Mughal Empire economy was 25% of global GDP and the largest in the world. Mughal wealth is the basis for the word mogul.



1603 - The British East India Company (“EIC”) arrives in India beginning “the most sordid and criminal exploitation of one nation by another in all recorded history”.



1612 -The East India Company gained a peaceful footing when Mughal ruler Jahangir gave the Company rights to build a trading port in Surat.





1757 - Robert Clive bribes Mir Jafar at the Battle of Plassey to take control of the Bengal region and eventually nearly all of India.



The East India Company employed an army of 260,000 Indian soldiers called "Sepoys" - twice the size of the British army at the time.



1850 - The British East India Company, operating from a small office in London, controlled all of India, Pakistan and Bangladesh.



1857 – The Indian Rebellion (“Sepoy Mutiny”) was a major uprising in India against the rule of the British East India Company.



1858 - The violence of the Sepoy Mutiny led to the British Crown seizing control of the East India Company beginning the Raj Era.



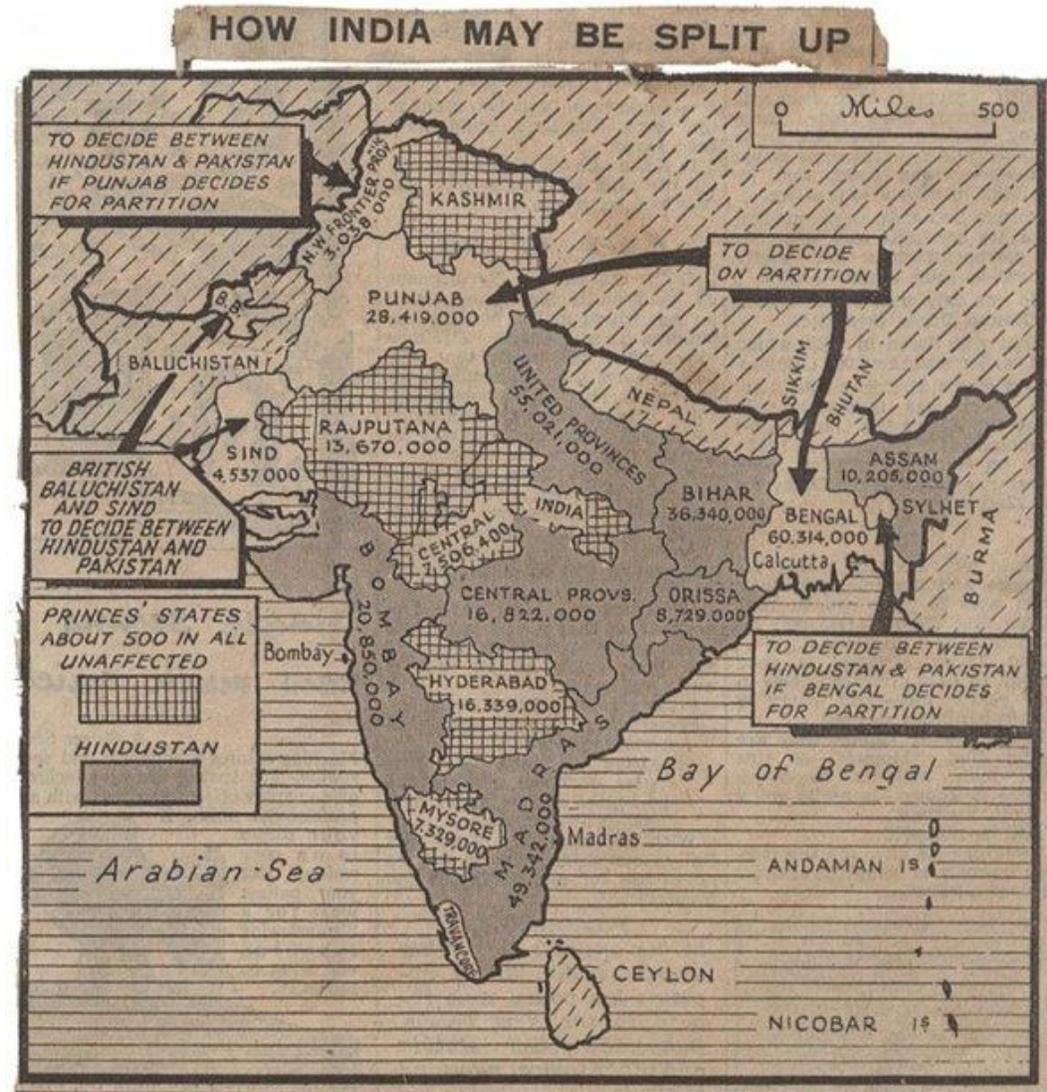
April 1919 - A large, peaceful crowd gathered at Jallianwala Bagh in Amritsar were surrounded and shot by British troops killing 1,500. Public outrage in the U.K. of the incident hastened calls for British exit.

1947 - PARTITION OF INDIA WAS A DISASTER

The In 1947 Britain created 2 countries in a partition that created India and Pakistan.

Hindus would live in India, while Pakistan would be independent and ruled from Islamabad in West Pakistan.

The actual process of implementing this was one of the most brutal events in human history.





1947 - An estimated 14 million Hindus, Sikhs and Muslims were displaced during the partition of India, the largest migration in history.





1947 - Massive violence occurred on both sides of the new India-Pakistan border. Estimates are that as many as 2,000,000 people died.



1971 – Operation Searchlight unleashes a wave of violence by the Pakistan Army on its own people. Bangladesh Genocide Kills 3,000,000.



1971 – India comes to the aid of East Pakistan and Defeats West Pakistan in The Indo-Pakistani War resulting in Bangladesh freedom.



1971 - Bangladesh gained its freedom under the leadership of Bangabandhu ("Friend of Bengal") Sheikh Mujibur Rahman.

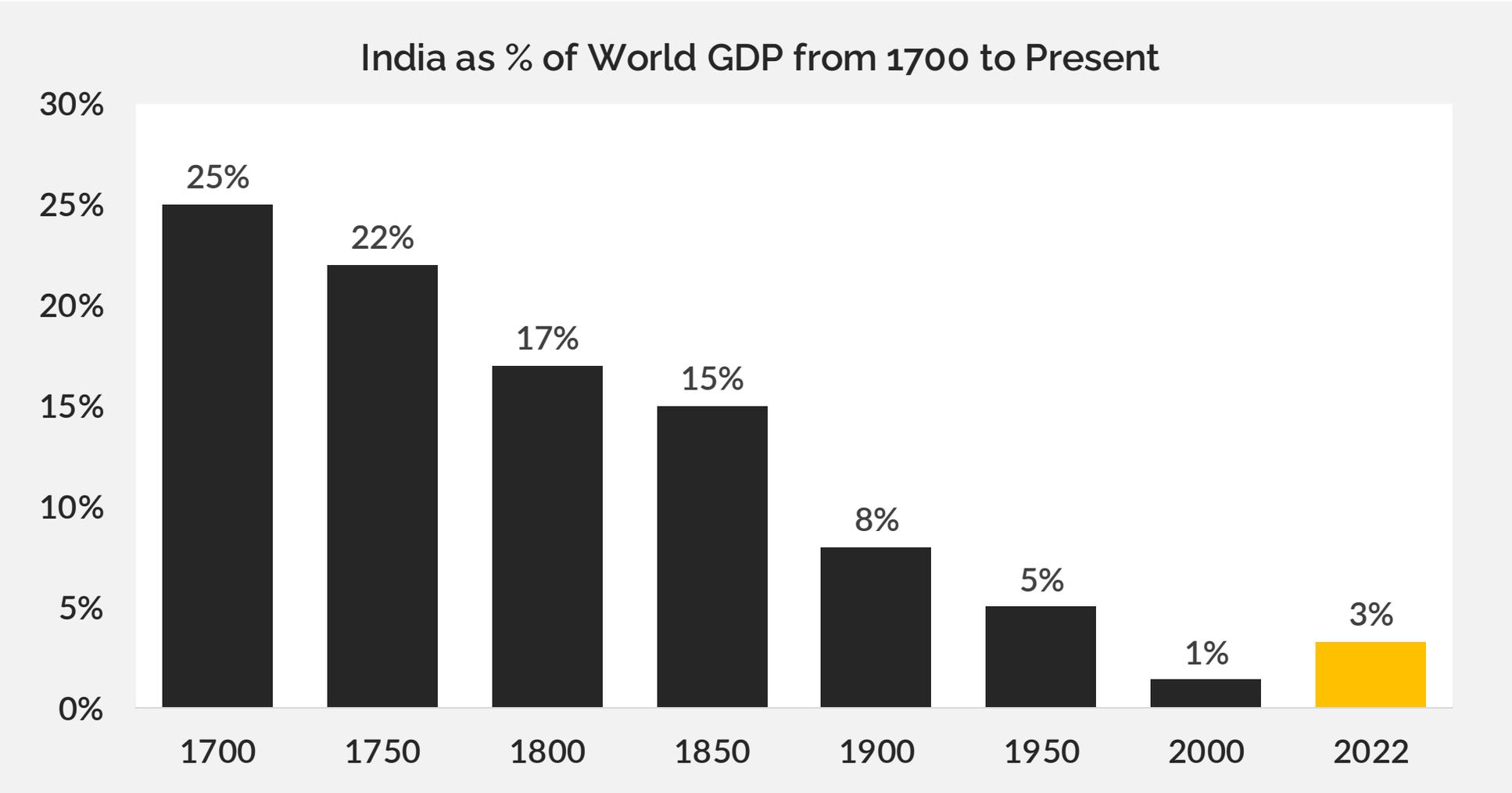




1971 – Today: India, Pakistan and Bangladesh are 3 countries.



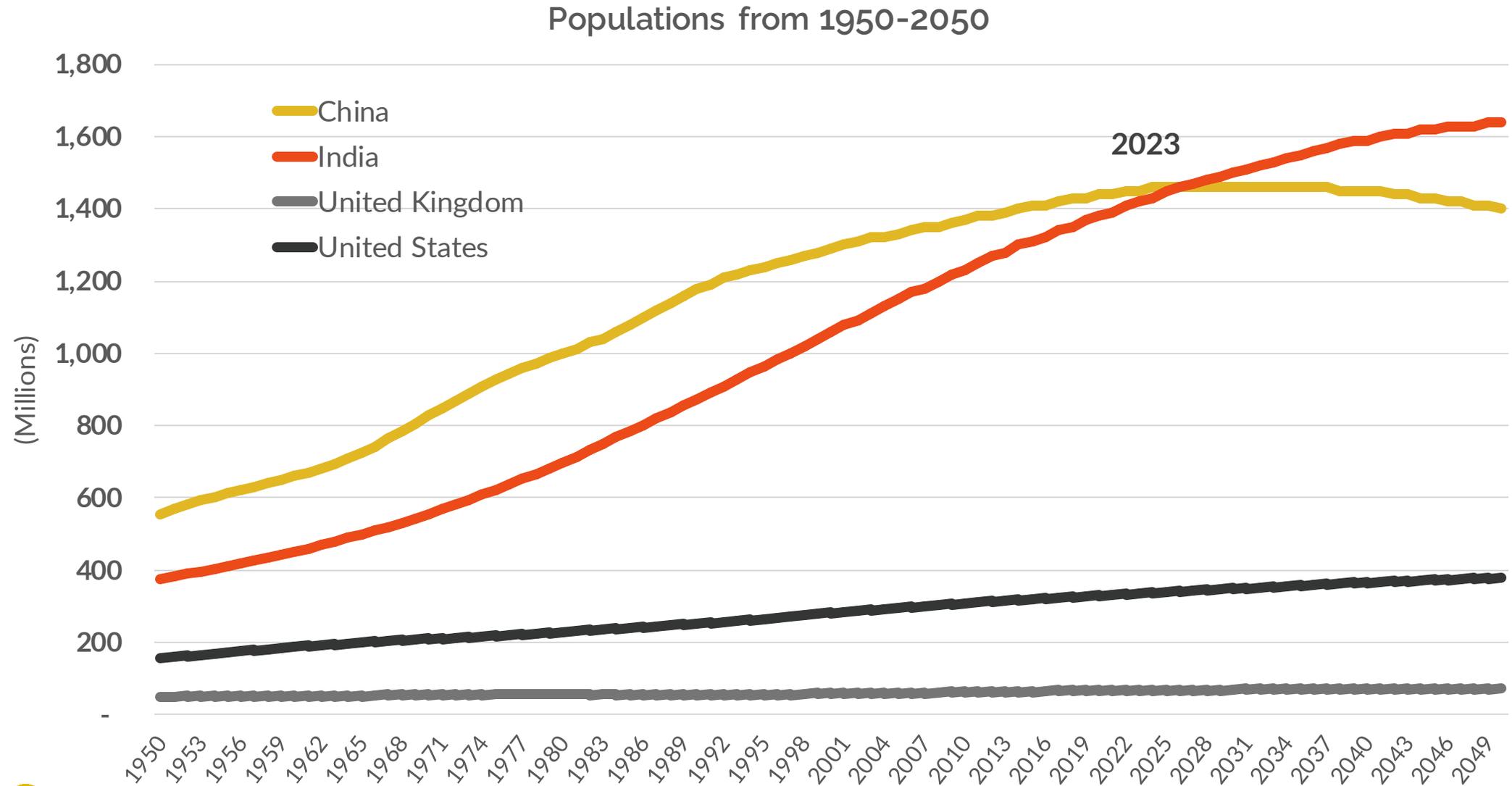
INDIA ECONOMY DECLINED QUICKLY AFTER 1700



IS INDIA TODAY THE PERFECT EMERGING MARKET?



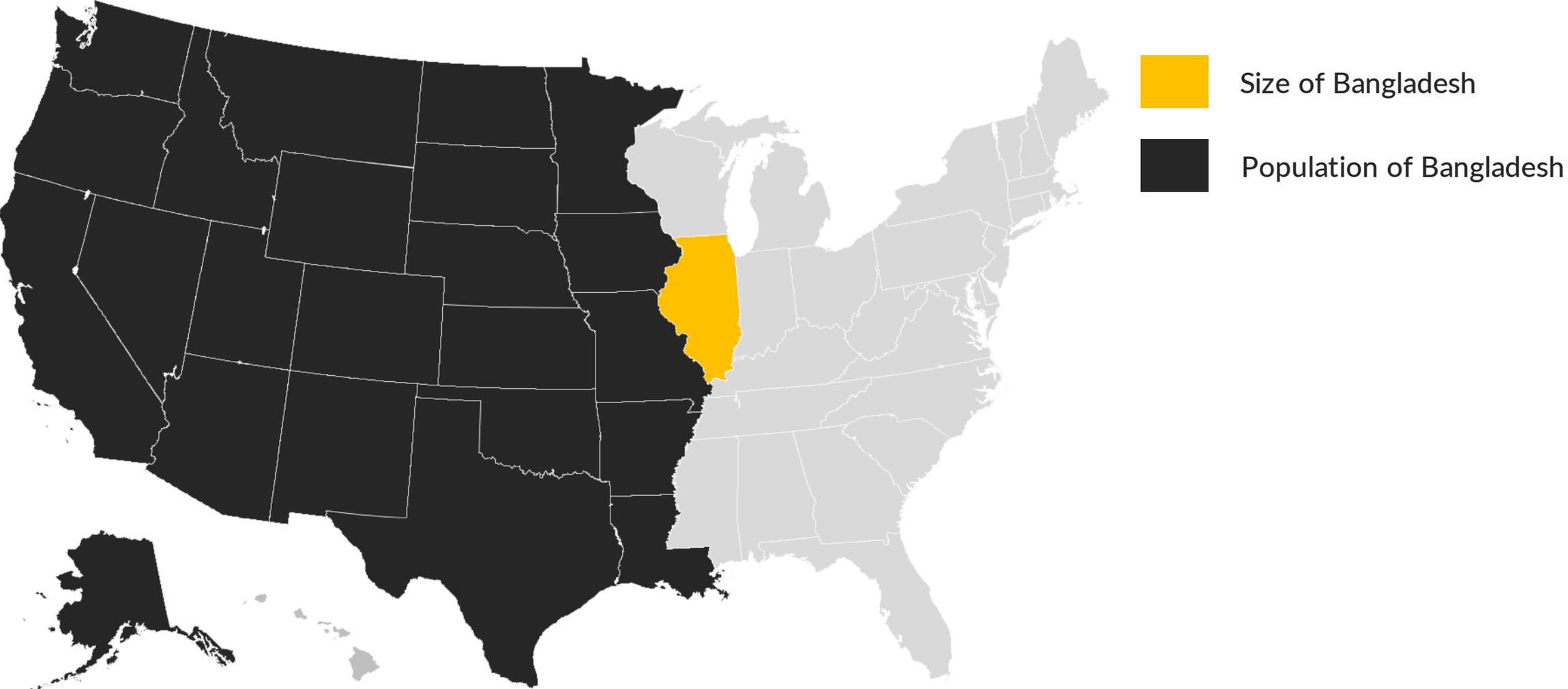
#1 INDIA WILL HAVE LARGEST POPULATION IN 2023



INDIA MORE DENSELY POPULATED THAN CHINA

RANK	CITY	POPULATION	DENSITY (/km)
1	INDIA	1,417,644,495	464
2	CHINA	1,412,360,000	153
3	UNITED STATES	331,893,745	36
4	INDONESIA	273,753,191	151
5	PAKISTAN	231,402,117	287
6	BRAZIL	214,326,223	25
7	NIGERIA	213,401,323	226
8	BANGLADESH	169,356,251	1,265 ← !

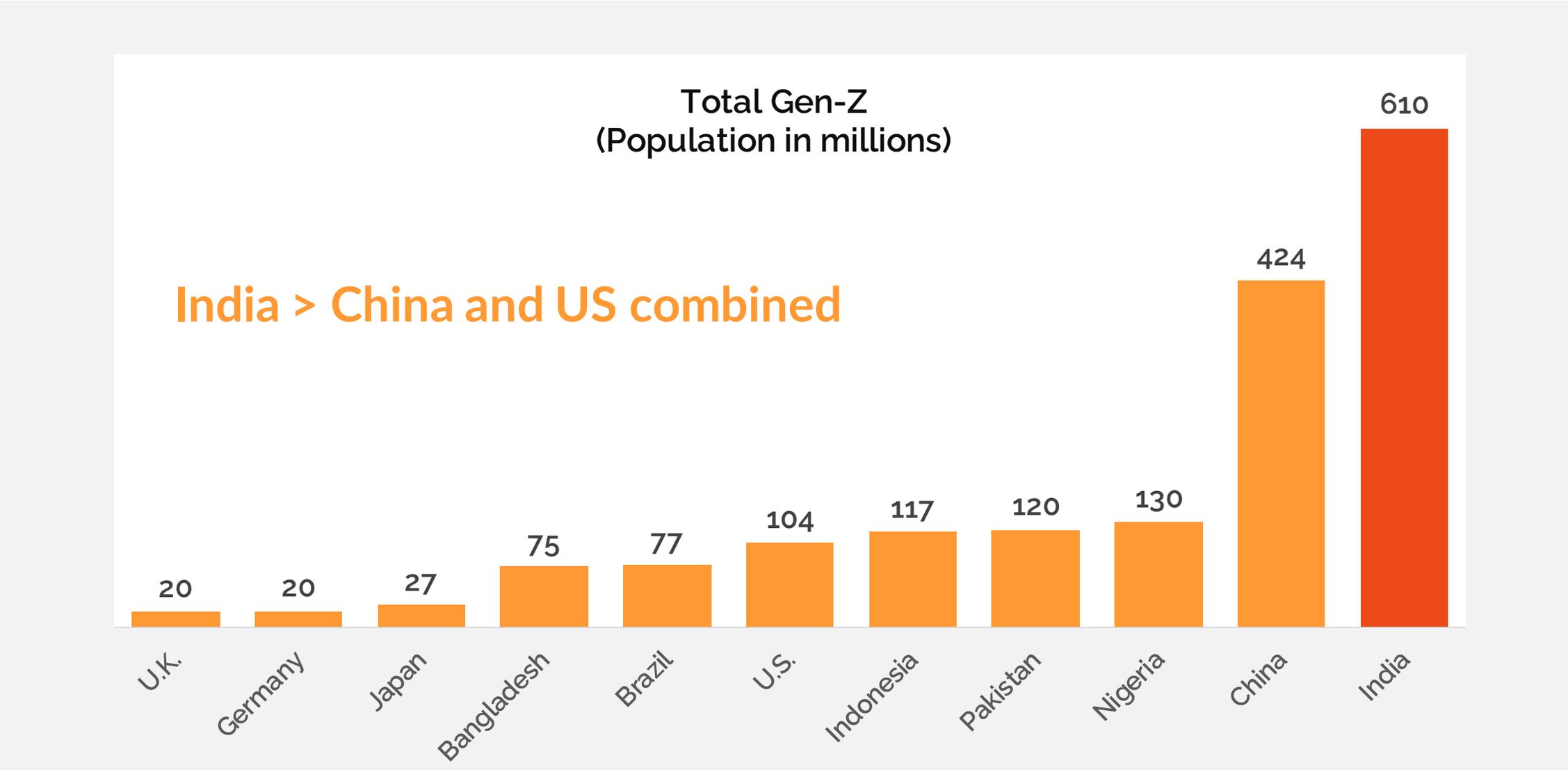
BANGLADESH: 170mm PEOPLE IN SIZE OF ILLINOIS



INDIA IS MUCH MORE DIVERSE THAN CHINA

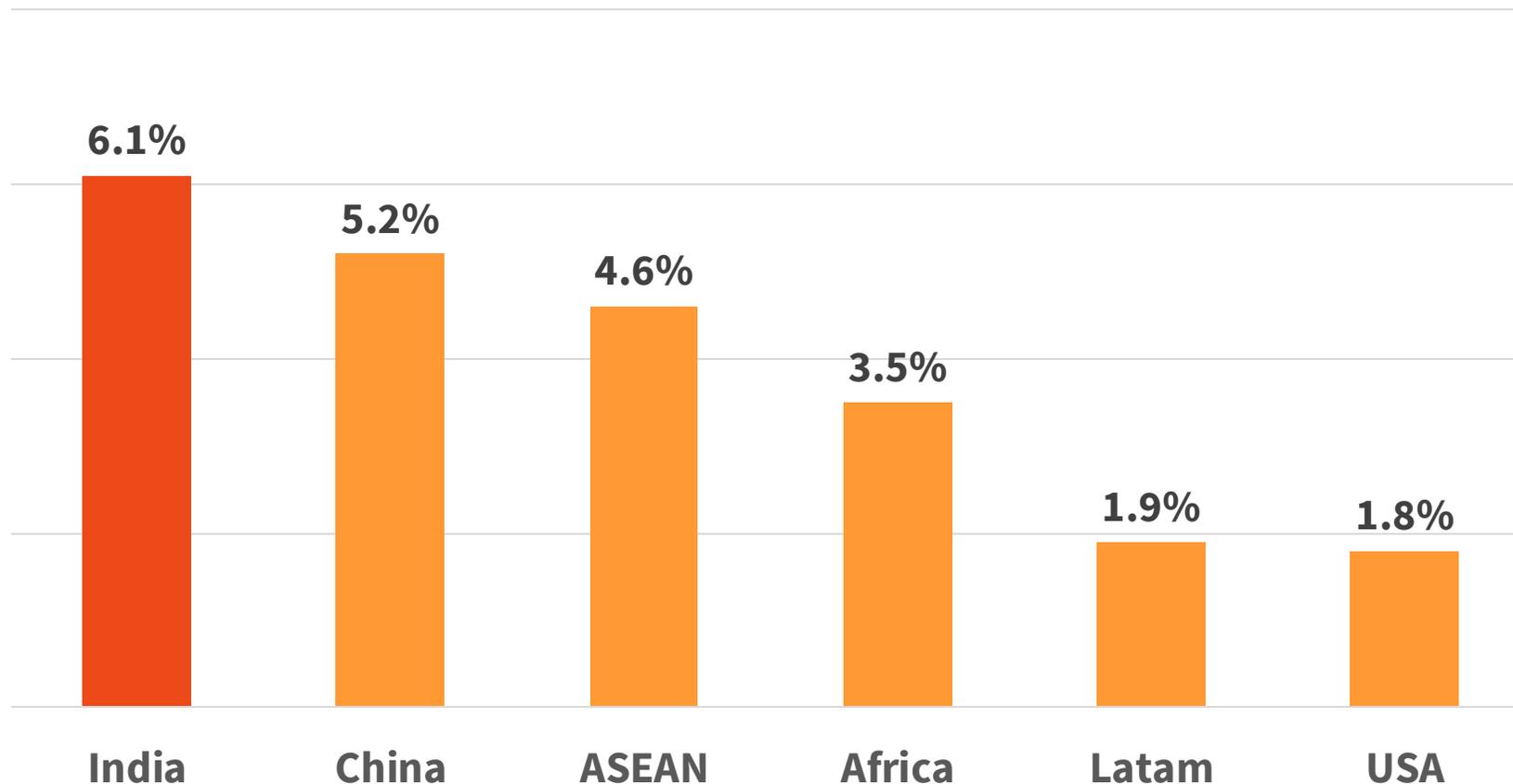


#2 INDIA HAS THE MOST YOUNG PEOPLE



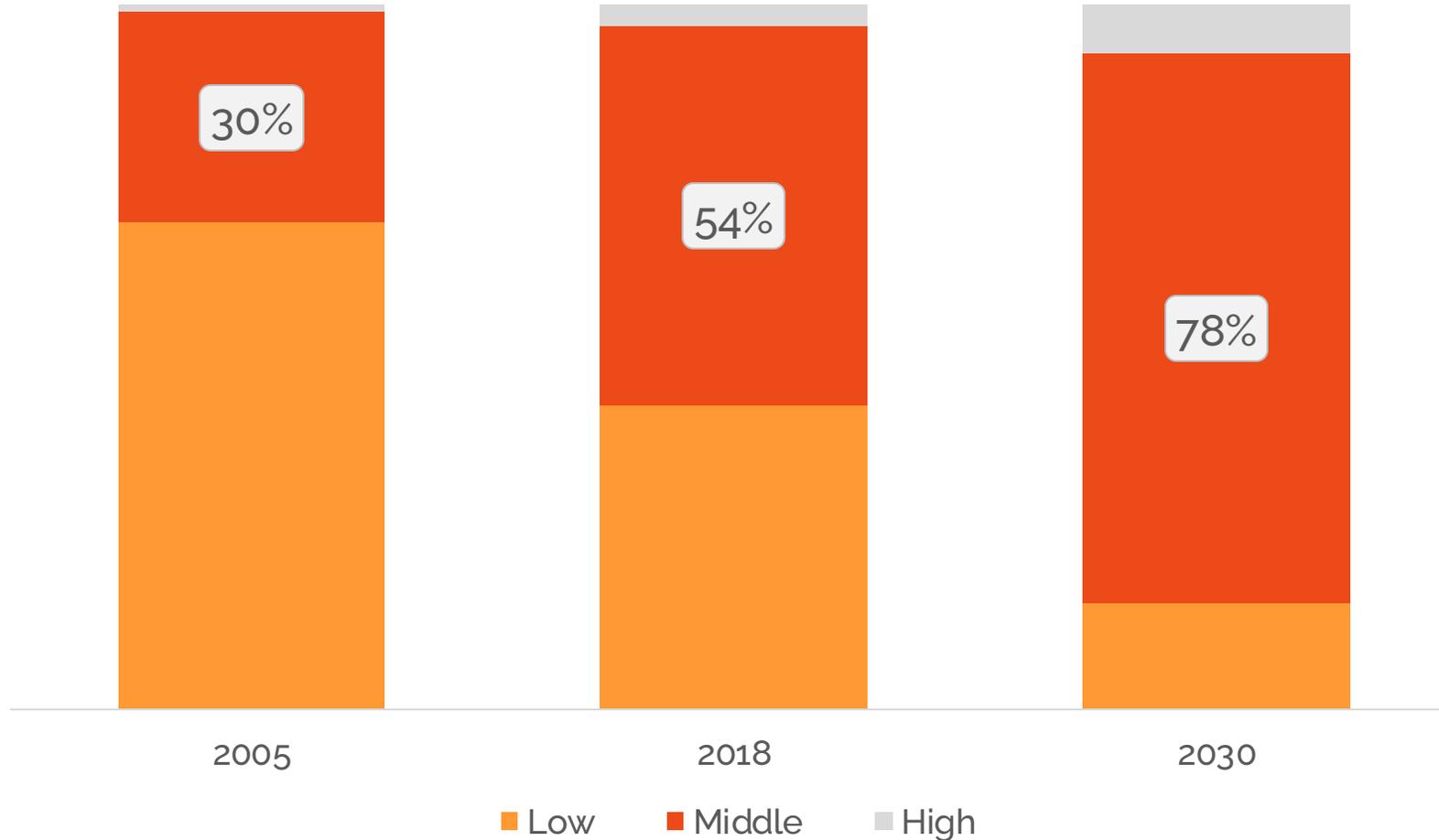
#3 INDIA IS FASTEST GROWING MAJOR ECONOMY

IMF GDP Growth Projections (2023E)



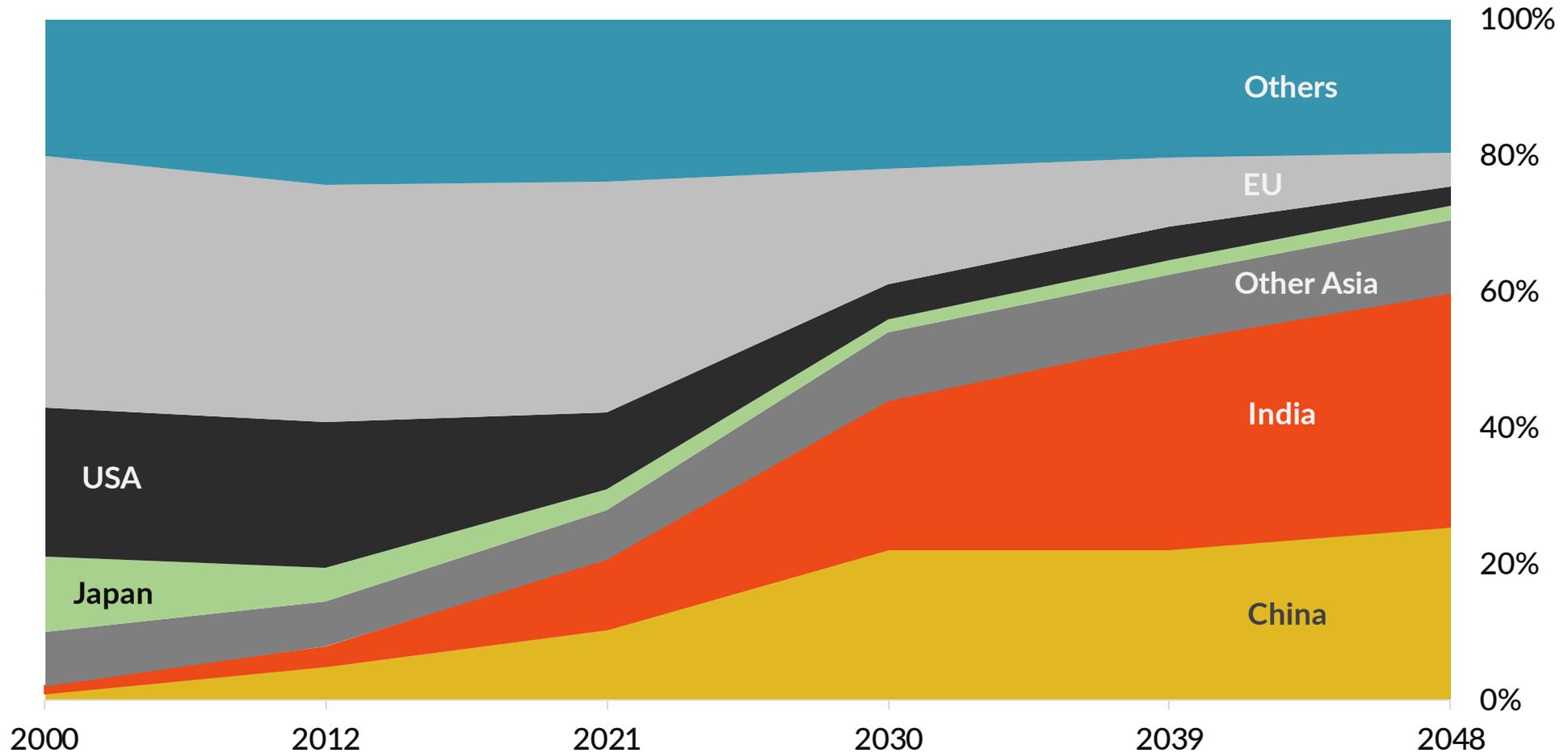
#4 INDIA HAS A SWELLING MIDDLE CLASS

Swelling Middle Income Households in India



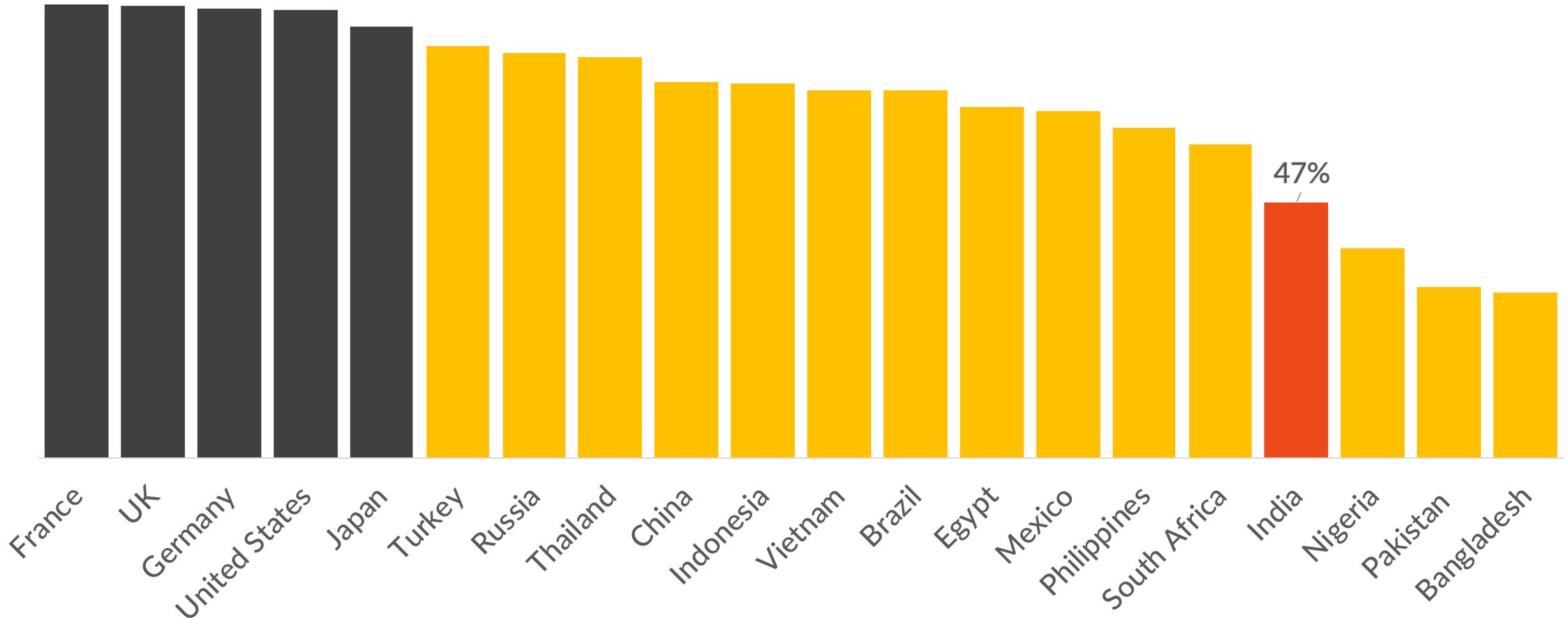
#5 INDIA CONSUMPTION SET FOR BIG GROWTH

Emerging Markets Middle Class Consumption



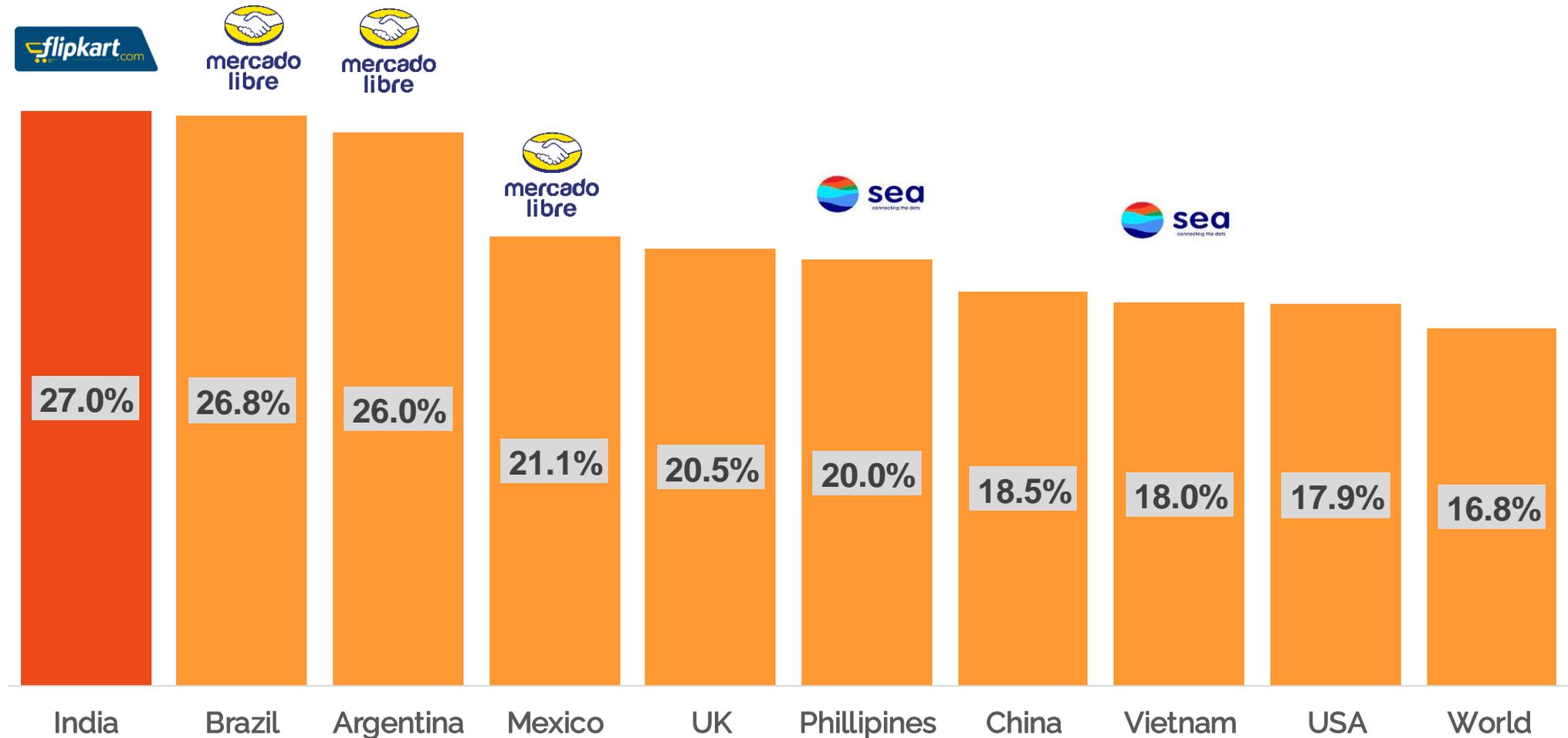
#6 INDIA SMARTPHONE PENETRATION STILL LOW

Smartphone Penetration by Country
% of Total Population (2022)



#7 INDIA HAS FASTEST E-COMMERCE GROWTH

Top 10 Countries Ranked by Ecommerce Growth (2021)



#8 INDIAN GOVERNMENT PUSHING DIGITIZATION



WHY INDIA NOW?

AN UNMATCHED FOUNDATION FOR GROWTH

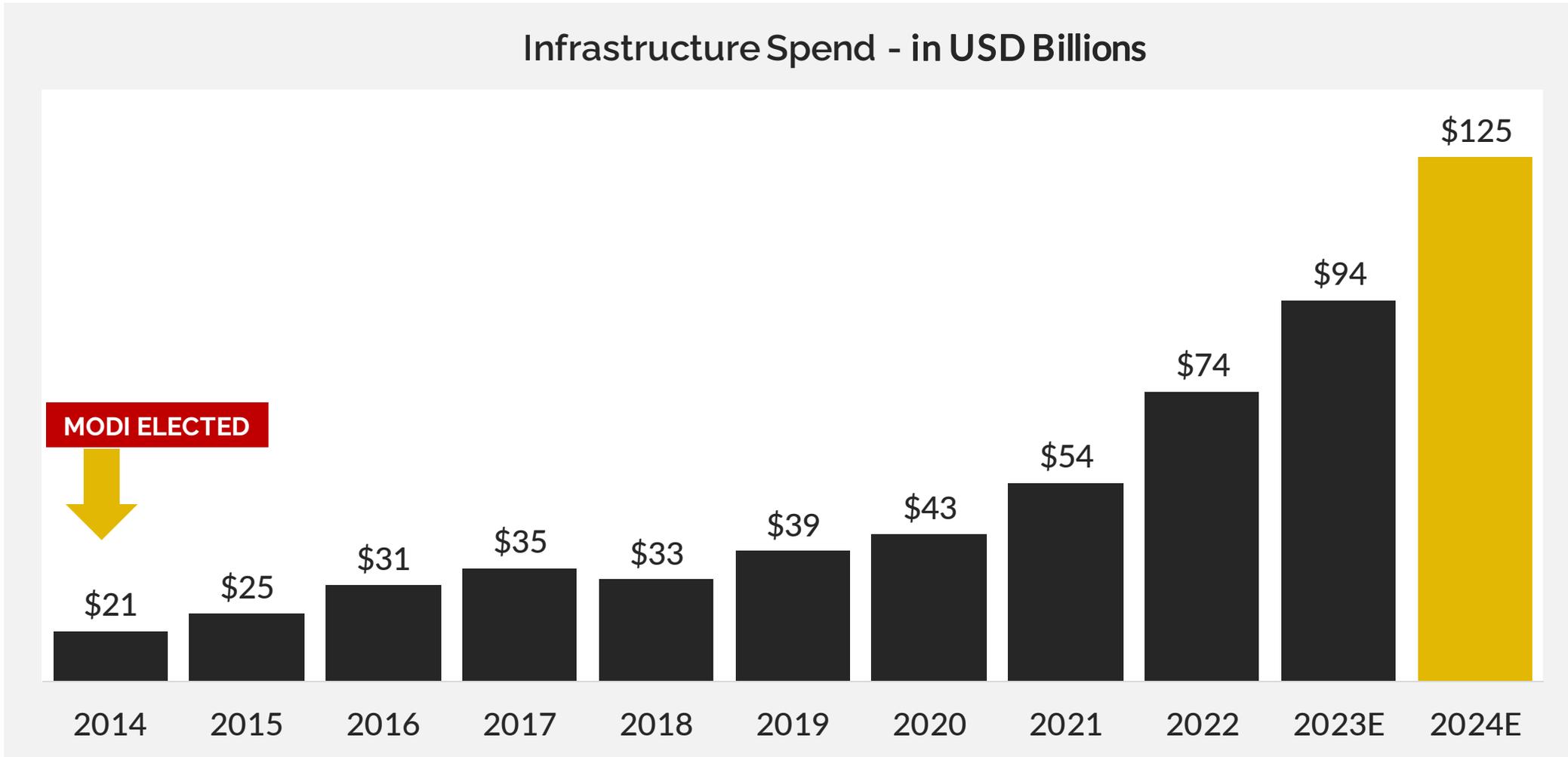
1. PHYSICAL INFRASTRUCTURE



Prime Minister Narendra Modi has emerged as the world's most popular leader with an approval rating of 78 per cent.



INFRASTRUCTURE INVESTMENT SURGING





Indian Railways will revamp 200 train stations with modern facilities and will also build 300 new terminals in next five years.



Indian Railways will develop 400 new high-speed Vande Bharat Express trains in the next 3 years.



The Mumbai-Ahmedabad High Speed Rail Corridor will connect Mumbai with Ahmedabad. It will be India's first high-speed rail line.



India had 74 airports in 2014. It will triple that to 222 by 2025.





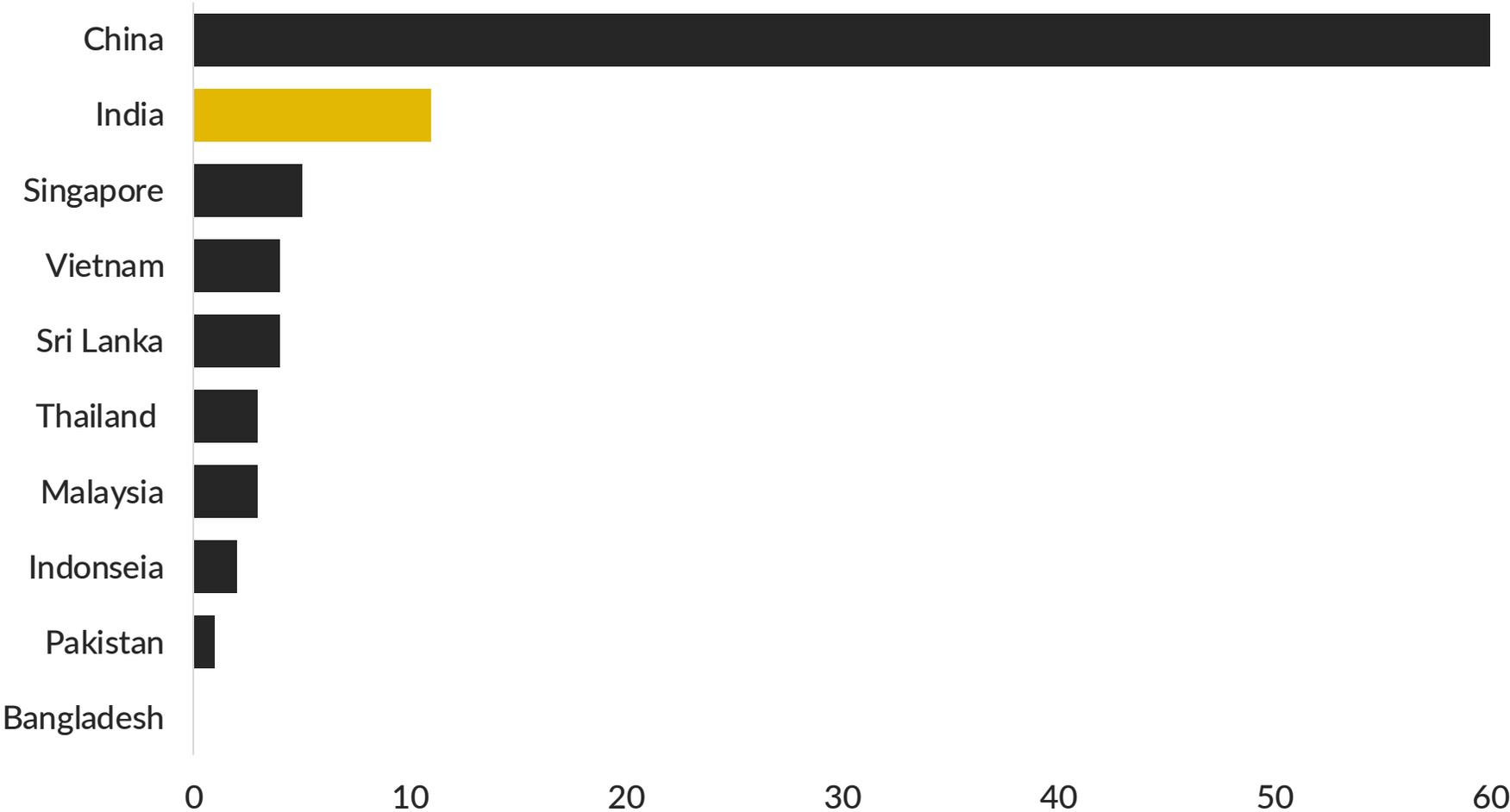
Deep Water Ports being constructed.



Estimates are that Apple will move 5% of its iPhone 14 manufacturing to India this year and could make 25% of all iPhones in India by 2025.

CHINA + 1 FACE INFRASTRUCTURE HURDLES

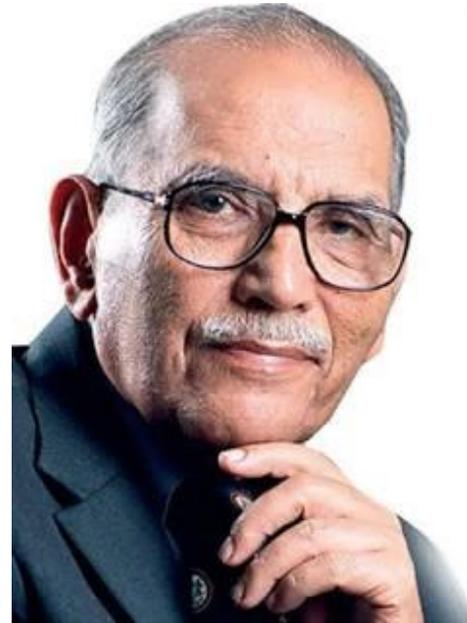
Asia Port Capacity to handle vessels over 14,000 TEU capacity



2. HUMAN CAPITAL

A 50-YEAR-OLD TECHNOLOGY ECOSYSTEM

INDIA TECH SECTOR IS 50 YEARS OLD



INDIA HAS UNMATCHED HUMAN CAPITAL

Company	Market Cap (\$B)	CEO
Microsoft	2,137	Satya Nadella
Alphabet/ Google	1,346	Sundar Pichai
Mastercard	356	Ajaypal Singh Banga
Adobe	174	Shantanu Narayen
Starbucks	123	Laxman Narasimhan
IBM	115	Arvind Krishna
Micron	67	Sanjay Mehrotra
FedEx	58	Raj Subramaniam
Palo Alto Networks	58	Nikesh Arora
VMware	55	Rangarajan Raghuram
NetApp	14	George Kurian
Youtube	Private	Neal Mohan
Deloitte	Private	Punit Renjen



3. INDIA'S SECRET WEAPON: THE INDIA STACK*

***AKA: DIGITAL PUBLIC INFRASTRUCTURE**



**The Aadhaar (“Foundation”) of the Aadhaar - Nandan Nilekani.
Infosys Co-Founder has overseen India’s Digital Stack.**

AADHAAR = FOUNDATION



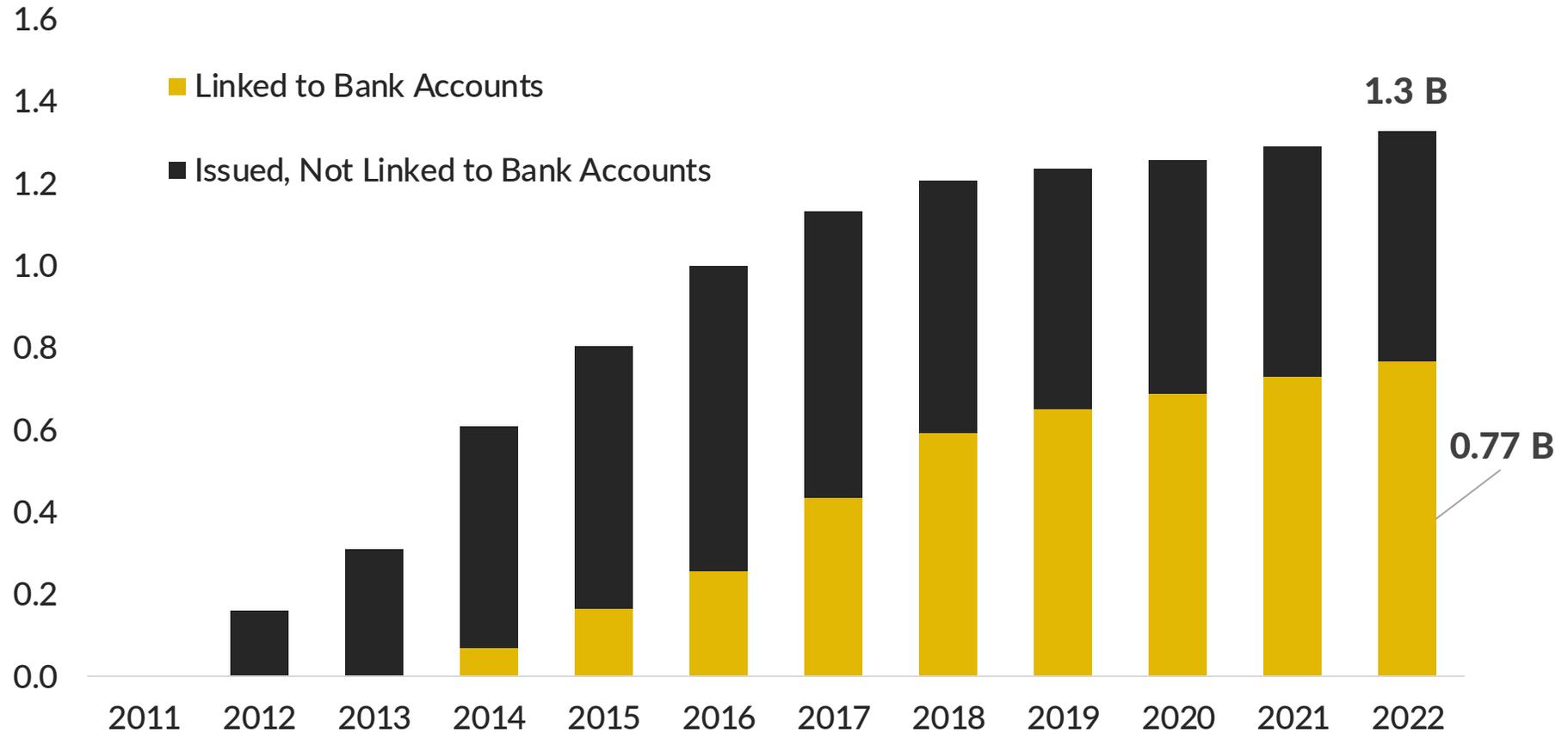
Launched in 2010

Aadhaar, which means 'foundation' in Hindi, centers around a 12-digit identity number, linked to fingerprints and eye scans. **Each Indian citizen receives a Aadhaar card with that number on it, which can be cross-referenced with the biometric data held in a central database.**

Aadhaar can be **used to open a bank account** and access a variety of government-run welfare programs as well as other digital services.

AADHAAR IS DRIVING FINANCIAL INCLUSION

Rapid Enrollment of Aadhaar Digital ID
(in Bn)

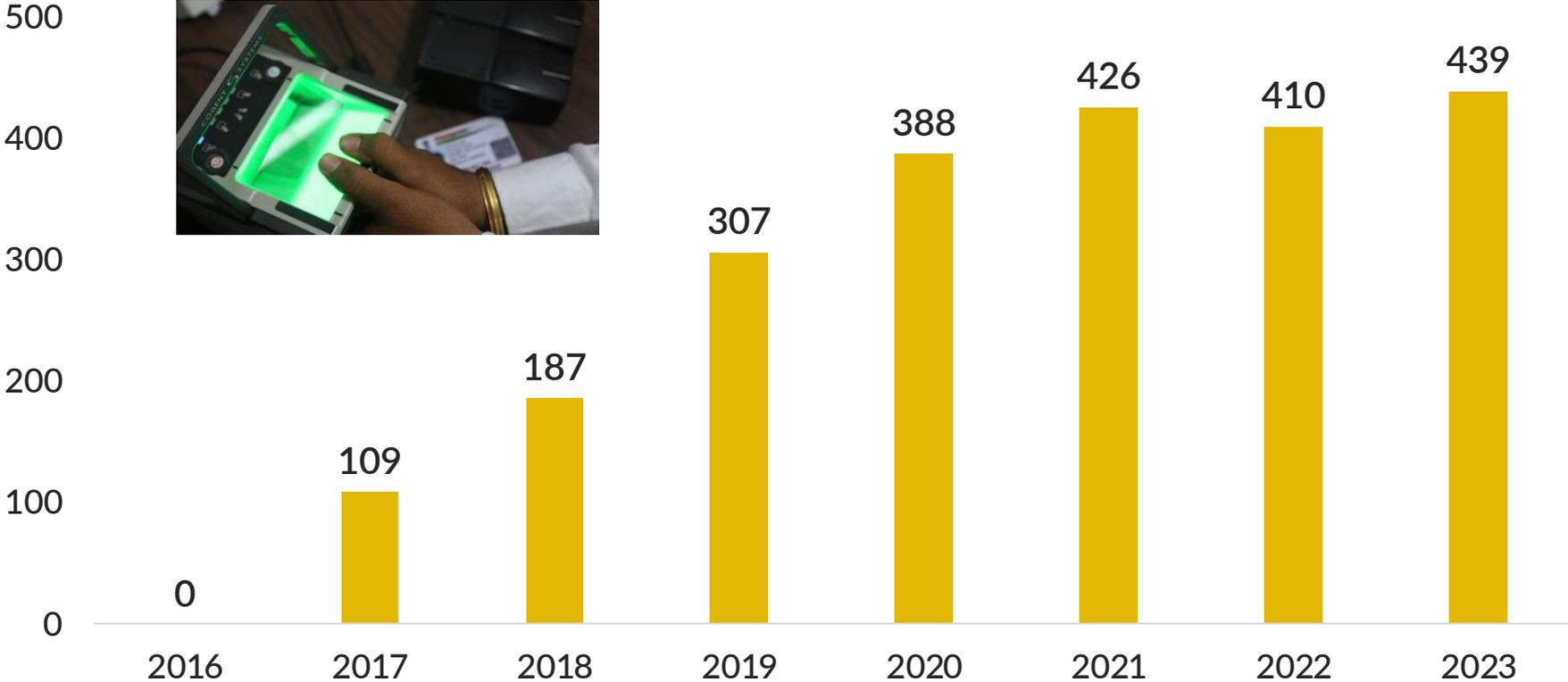




2016 – Mukesh Ambani + Reliance launch 4G Jio Network.

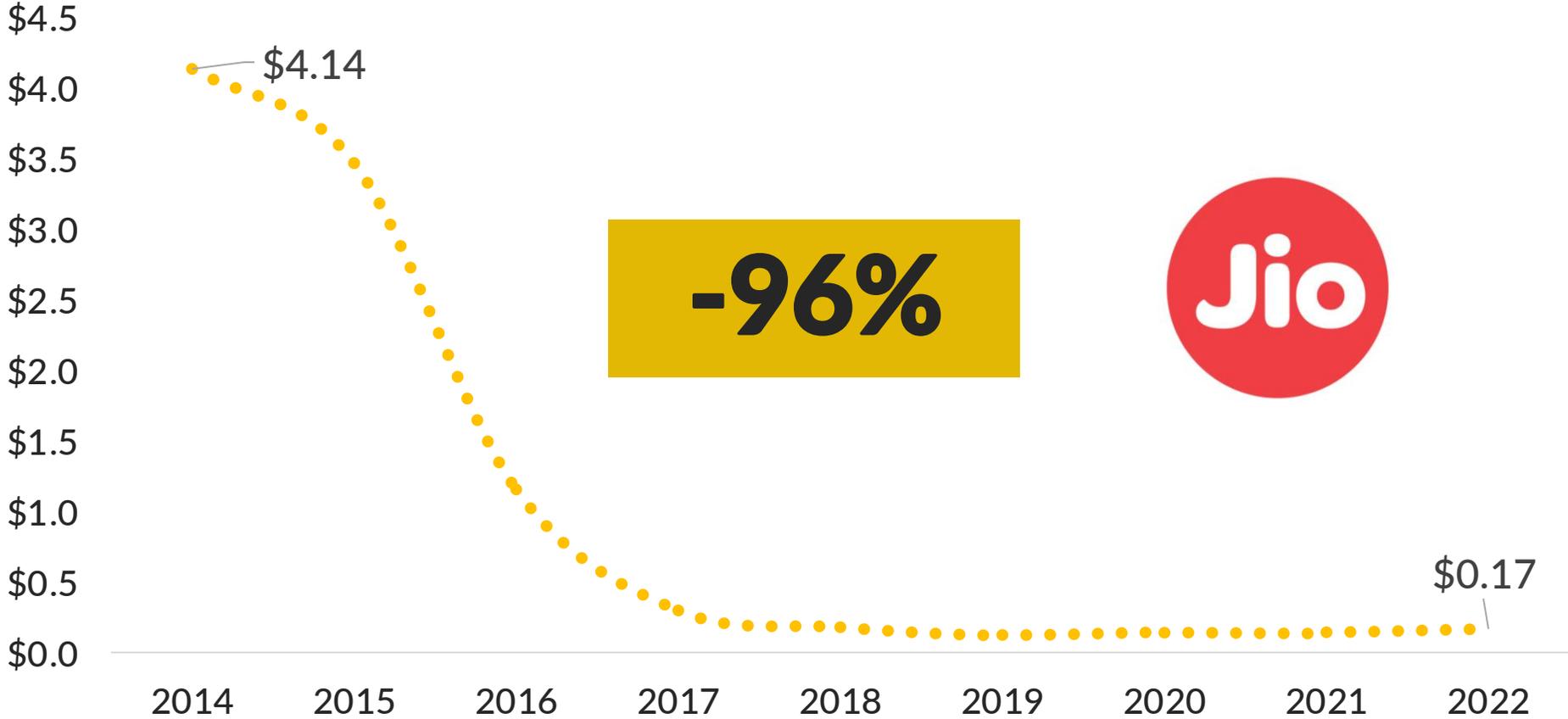
JIO DIGITAL: INDIA'S INTERNET BIG BANG

Reliance Jio Subscribers Since Inception
(in Mn)



INDIA HAS LOWEST COST DATA IN THE WORLD

Cost of Mobile Data in India (2014 -2022)



2016 - UPI (UNIFIED PAYMENTS INTERFACE)

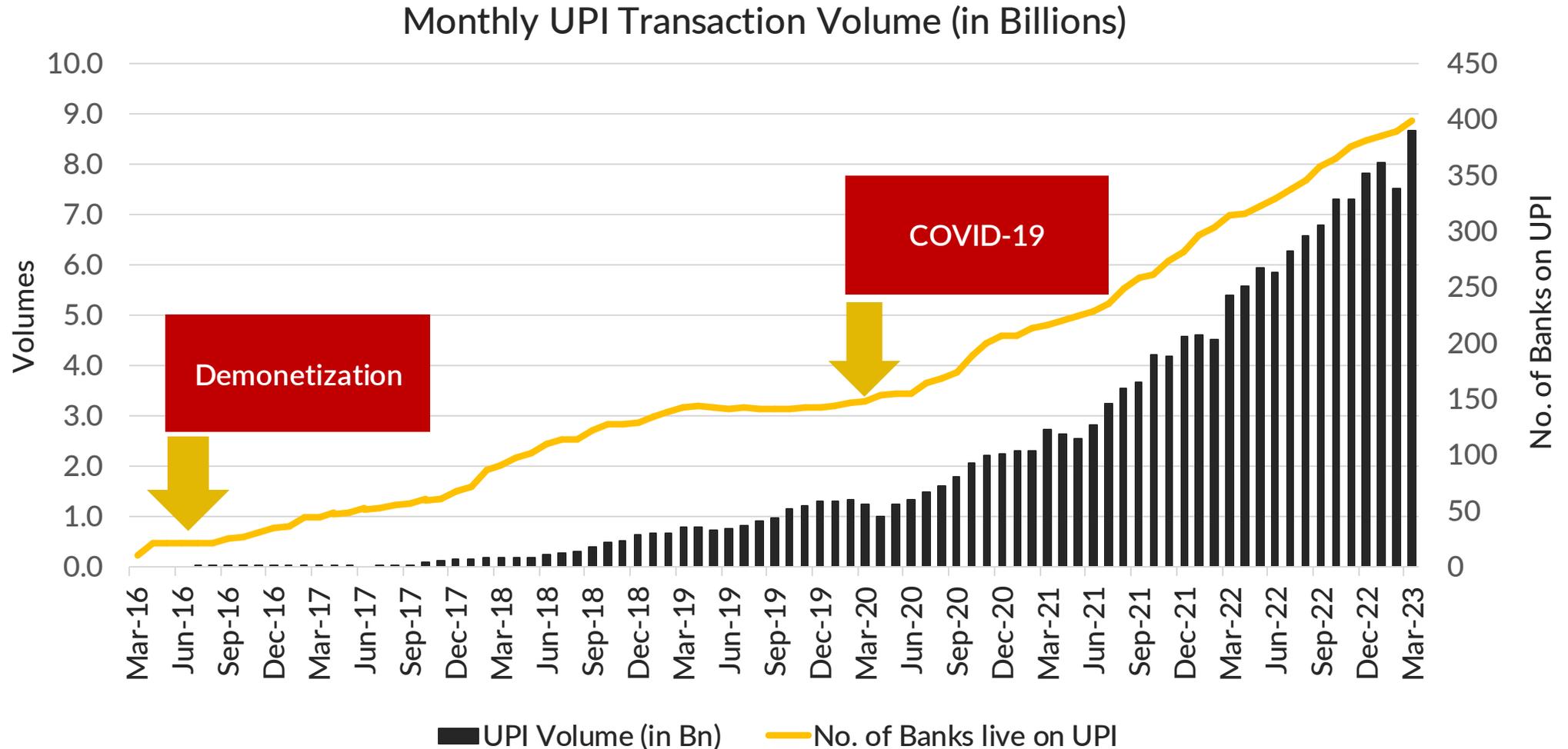


Launched in 2016

UPI is the backbone of the fintech infrastructure in India. It is an instant, real-time payment system developed by the Indian government to facilitate inter-bank peer-to-peer (P2P) and person-to-merchant (P2M) transactions.

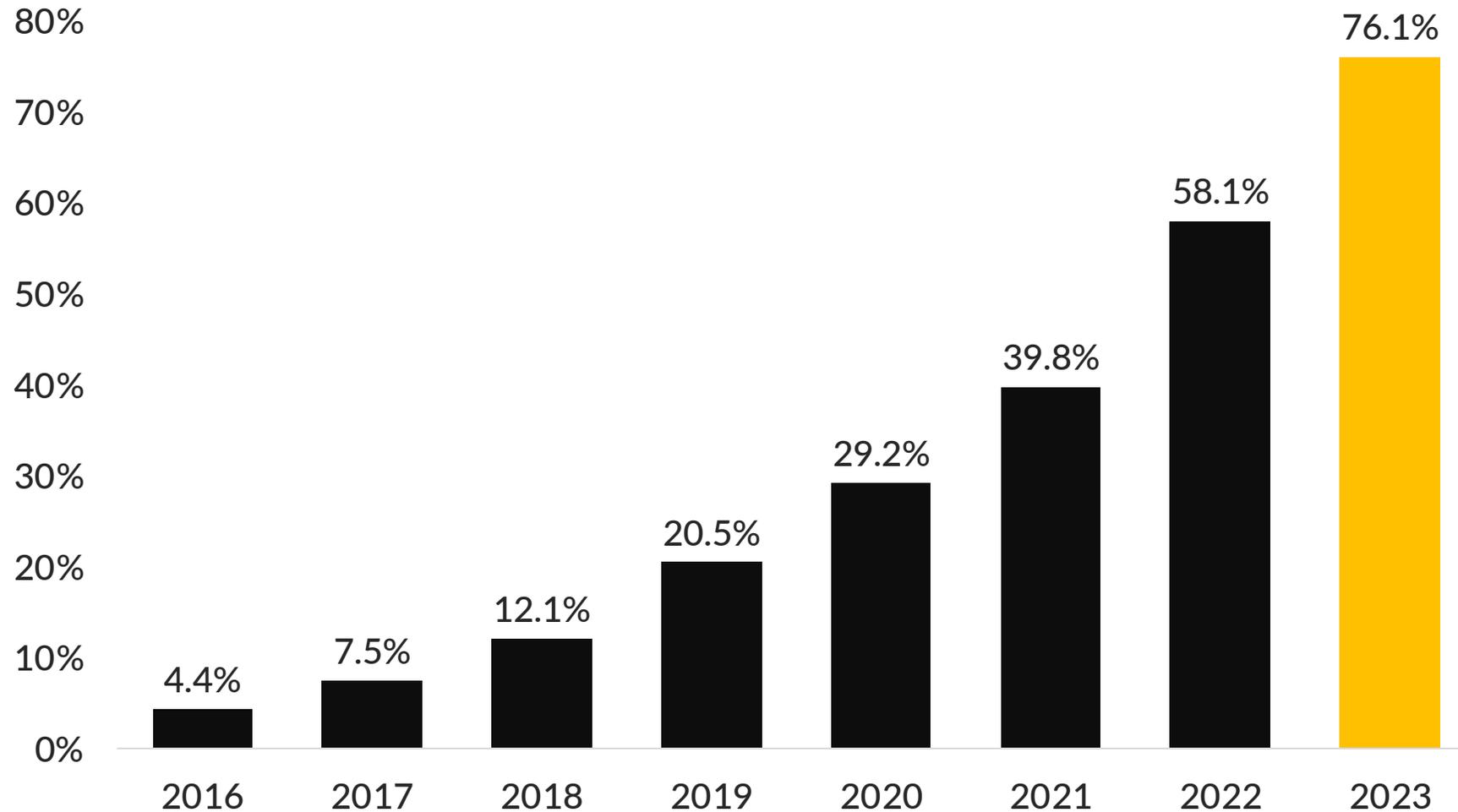
Transactions are usually conducted via a QR Code, which (like China) have become ubiquitous in India. **It is simple, free of charge and instantaneous.**

UPI - DIGITAL INDIA IS EXPLODING



FROM A CASH ECONOMY TO DIGITAL IN 8 YEARS

Digital Transaction as % of GDP



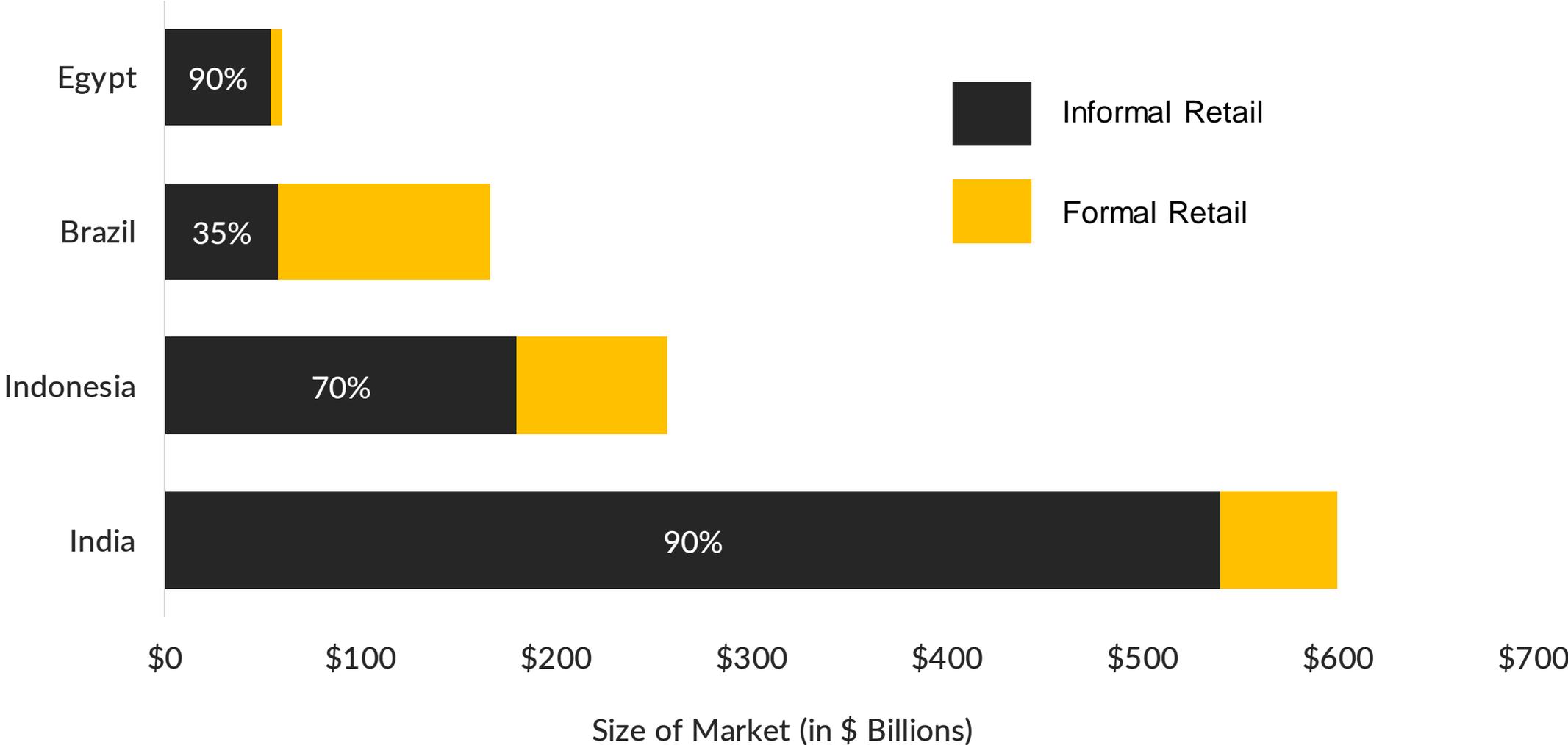
THE ROLE OF KIRANA STORES



Kirana stores are hyperlocal neighborhood shops that maintain a regular supply of essentials for local customers in rural, semi-rural and urban communities.

INDIA HAS A HUGE “INFORMAL RETAIL” MARKET

Corner Shop Market Share in Grocery Retail



Source: Flourish “Digitizing the Corner Shop” Report.



PAYTM'S "Soundbox" provides an audio confirmation that a payment has been made freeing up the shop owners from manually checking payment receipt.

ONDC

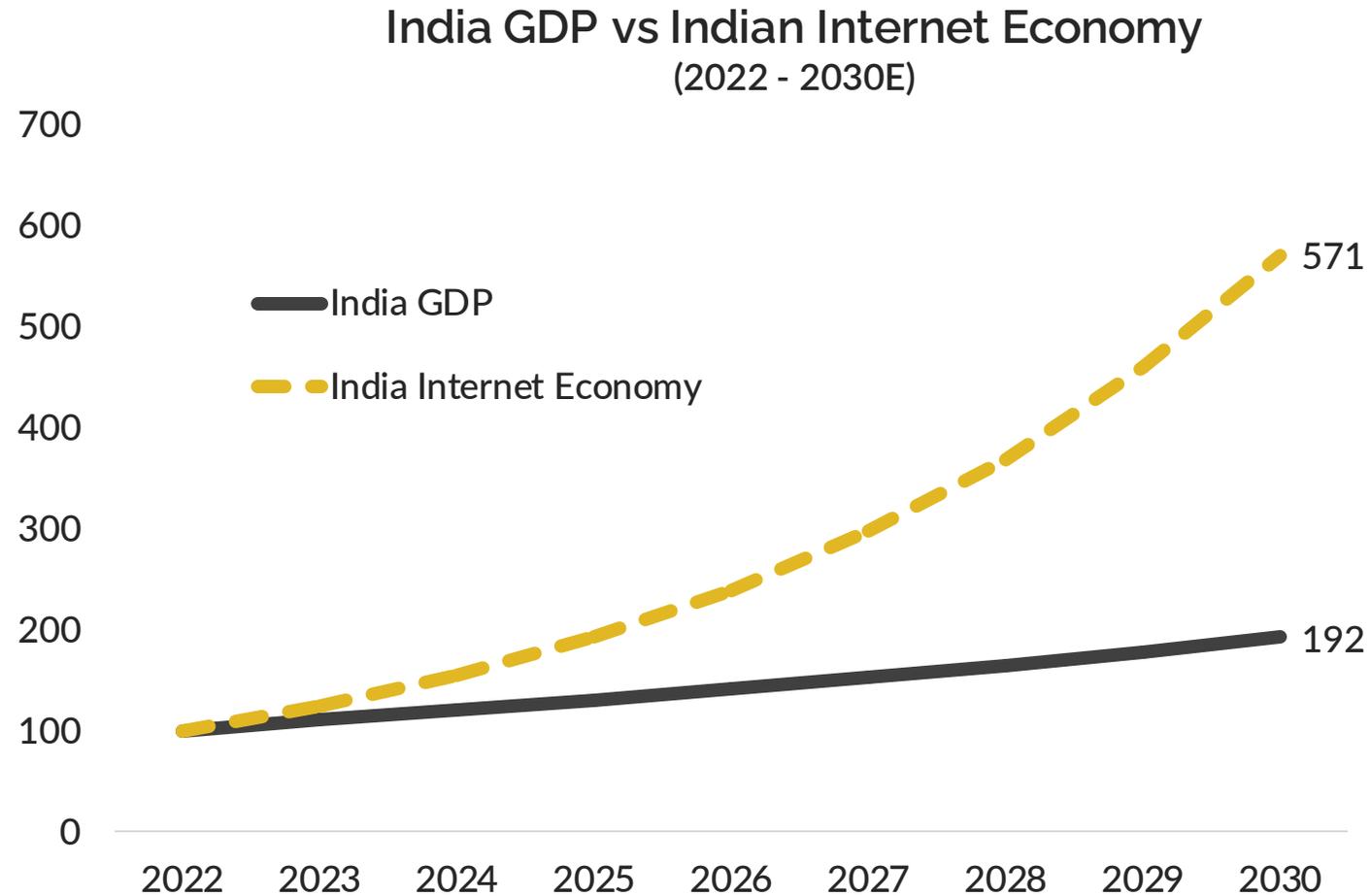


Launching Now

ONDC, which will support a decentralized e-commerce network that all players – from Flipkart, Amazon and Zomato, to supermarkets, retailers and the 13 million *kirana* stores operating in India – can plug into.

ONDC will enable any buyer to connect with any seller on the open network. ONDC will increase visibility of all merchants, including small and medium sellers, improve pricing for consumers, and drive healthy competition.

INDIA INTERNET: WHERE THE GROWTH IS



The INQQ Index targets the growth of the Indian internet economy while the INDA Index captures the rise of the broader economy

IS INDIA “LIKE CHINA 15 YEARS AGO”?

EMQQ
GLOBAL

INDIA KIND OF IS “LIKE CHINA 15 YEARS AGO”

	China (2008)	India (2023)
GDP (\$ Billions)	4,577	3,737
GDP Per Capita	3,447	2,601
GDP Growth	9.7%	6.1%
Urbanization	47%	35%
Smartphone Penetration*	38%	47%

*China as of 2014



Apple opened its first store in China 15 years ago.



Apple opened its first two stores in India last month.



CHINA DIDN'T HAVE \$12 SMARTPHONES

Bloomberg

Ambani Bets on \$12 Phone to Disrupt India's Old Internet Network

- Company starts beta trials of the new phone from July 7
- Jio phones touted as amongst cheapest on offer in the country



SUMMARY



LIVES ARE CHANGING: “A MAGIC DEVICE”



“Every month 7 million Indians get their first smartphone.”

THE CASE FOR EMERGING MARKETS INTERNET SECTOR

GROWTH. THE GREAT CONFLUENCE

- EM Consumer + Smartphones + Internet via Mobile Broadband
- Ecommerce models “leapfrogging” traditional models
- Ecommerce growing 5x as fast as consumption

BETTER CORPORATE GOVERNANCE

- No State-Owned Enterprises (SOEs)
- Most companies backed by U.S. VC + trade on U.S. exchanges

INDIA + THE THIRD WAVE

- 5.5 Billion New + Digitized Consumers
- Happening Now
- Opportunity is Immense

Q + A



Kevin T. Carter

Founder + Chief Investment Officer

kcarter@emqglobal.com

+1 415.533.2249



Connect with Kevin
on LinkedIn



APPENDIX + EXHIBITS



RISKS TO INDIA

1. Key Man/Modi Risk

- 80% Approval Rating
- Modi Embodies India spirit

2. Religious and Sectarian Tensions and Violence

- Hindu v. Muslim
- Sikh separatists and Khalistan
- Violence in Manipur Meitei (Muslim) vs. Zo (Christian)

3. Climate and Environmental Risks

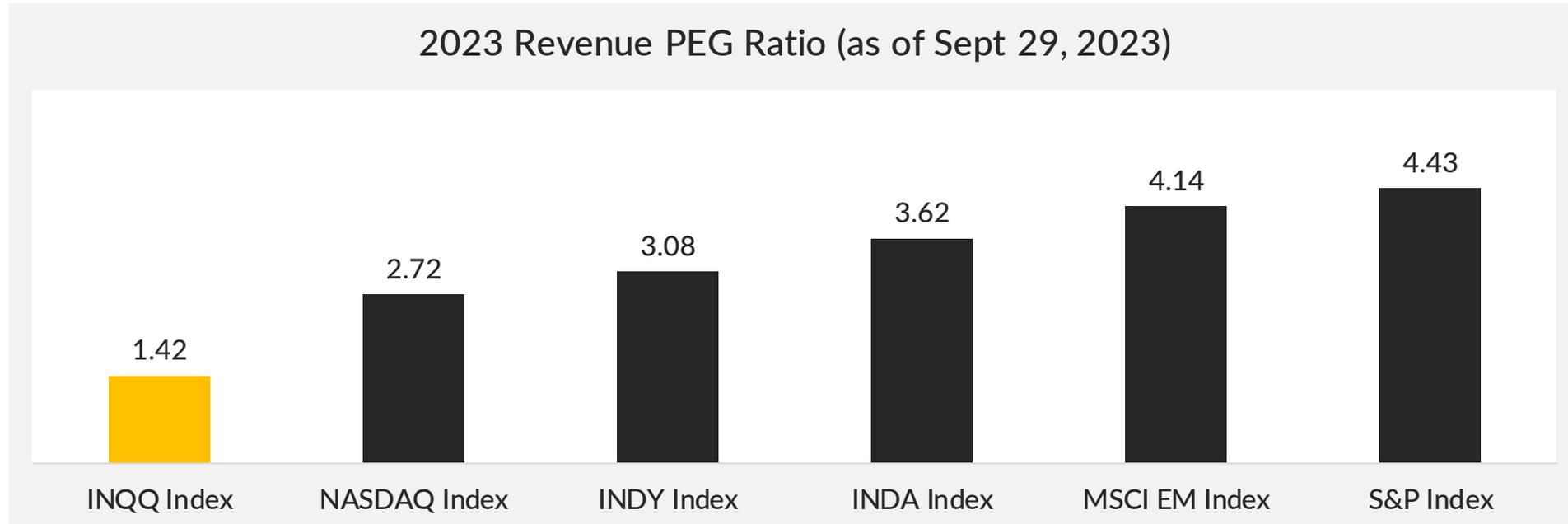
- Extreme heat
- Rising sea levels

4. Corporate Governance

- Adani and Indian Oligarchs

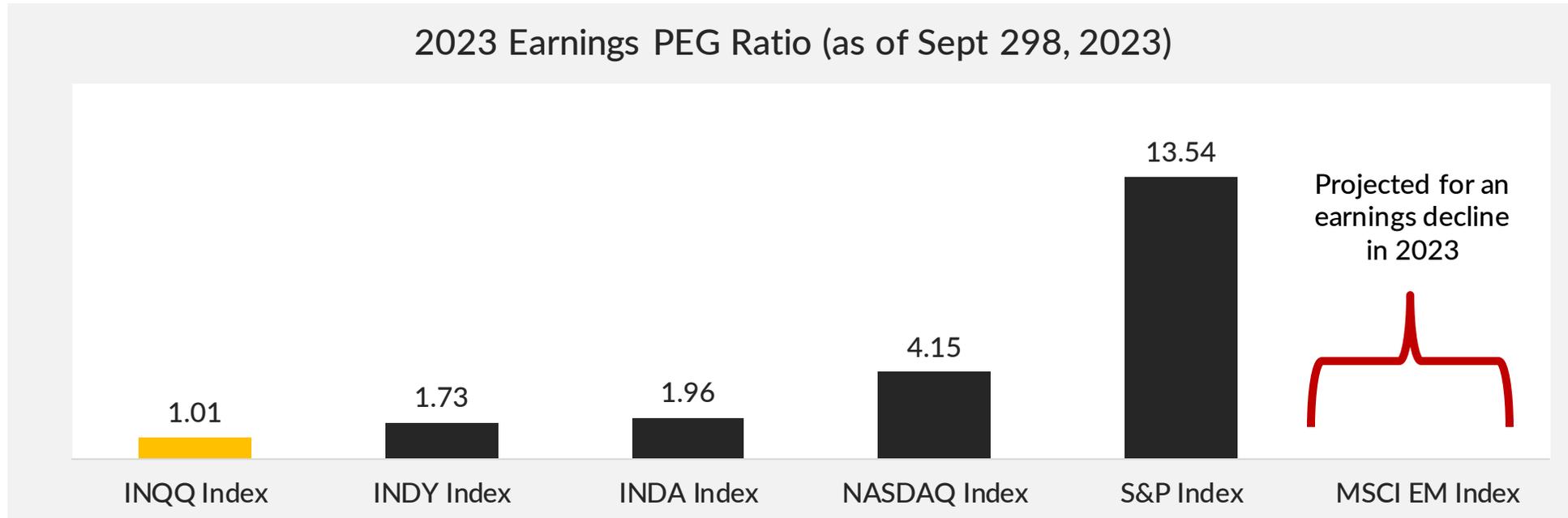
5. Youth Unemployment

PEG RATIOS (REVENUE)



Index	2019		2020		2021		2022		2023 Est		PEG
	FWD PE	YoY Revenue Growth	FWD PE	YoY Revenue Growth	Forward PE	YoY Revenue Growth	Forward PE	YoY Revenue Growth	Forward PE	Est YoY Revenue Growth	
INQQ Index	36.2	15.1%	29.1	-1.9%	43.9	50.8%	20.7	38.6%	25.1	17.7%	1.42
INDA INDEX	18.4	12.8%	19.9	-13.2%	26.1	-7.1%	23.2	9.4%	23.4	6.5%	3.62
INDY INDEX	12.0	10.4%	10.8	-8.9%	12.4	-3.5%	11.8	6.1%	21.1	6.8%	3.08
MSCI EM Index	13.2	-1.5%	15.9	-9.6%	12.4	6.4%	11.8	-7.5%	13.2	3.2%	4.14
NASDAQ Index	22.8	11.5%	30.6	6.5%	29.7	14.3%	21.1	10.3%	26.2	9.6%	2.72
S&P Index	18.8	5.4%	23.7	-3.4%	22.1	11.6%	17.2	15.2%	19.0	4.3%	4.43

PEG RATIOS (EARNINGS)



Index	2019		2020		2021		2022		2023 Est		PEG
	FWD PE	YoY Earnings Growth	FWD PE	YoY Earnings Growth	Forward PE	YoY Earnings Growth	Forward PE	YoY Earnings Growth	Forward PE	Est YoY Earnings Growth	
INQQ Index	36.2	67.8%	29.1	68.0%	43.9	42.6%	20.7	19.8%	25.1	25.0%	1.01
INDA INDEX	18.4	-11.6%	19.9	-1.1%	26.1	8.0%	23.2	20.3%	23.4	12.0%	1.96
INDY INDEX	12.0	2.6%	10.8	-8.9%	12.4	17.0%	11.8	23.0%	21.1	12.2%	1.73
MSCI EM Index	13.2	-9.3%	15.9	-20.6%	12.4	54.5%	11.8	-13.1%	13.4	-11.7%	N/A
NASDAQ Index	22.8	-1.7%	30.6	5.6%	29.7	40.8%	21.1	4.6%	26.2	6.3%	4.15
S&P Index	18.8	1.7%	23.7	-12.6%	22.1	39.0%	17.2	12.3%	19.0	1.4%	13.54

THE CASE FOR INQQ

1. Size + Scale + Very Favorable Demographics

- Largest Population – 1.4 Billion
- Young Population – 600 Million Gen Z

2. Fastest Growing Major Economy

- Growing Middle Class of Consumers
- Fastest Growing Ecommerce Market

3. Unmatched Foundation

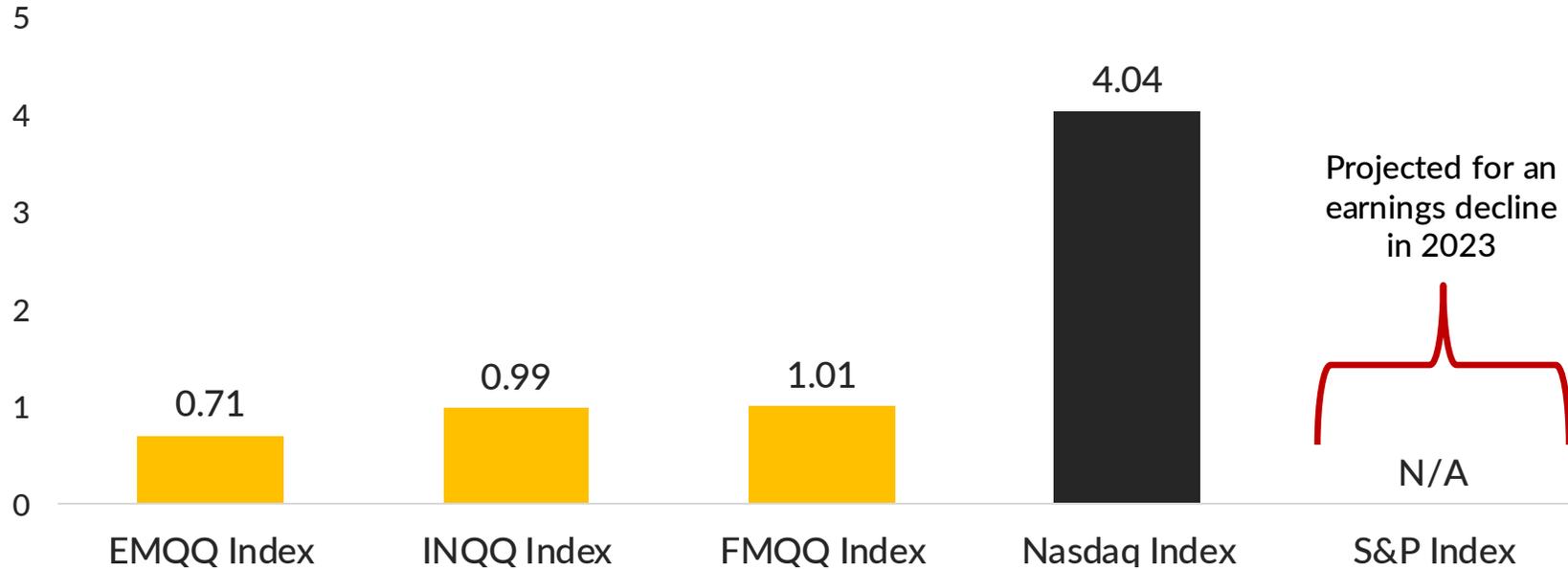
- Physical Infrastructure Investment Surge
- Most developed technology sector in EM
- India's Digital Stack – The Secret Weapon

4. Strong Geopolitical Position

- China tensions benefiting India/+1 policies (de-risking, supply chain diversification, etc.)

PEG RATIOS (EARNINGS)

2023 Earnings PEG Ratio (as of Aug 31, 2023)



Index	2019		2020		2021		2022		2023 Est		PEG
	FWD PE	YoY Earnings Growth	FWD PE	YoY Earnings Growth	Forward PE	YoY Earnings Growth	Forward PE	YoY Earnings Growth	Forward PE	Est YoY Earnings Growth	
EMQQ Index	23.4	18.0%	32.6	42.5%	29.9	1.2%	20.7	25.7%	22.0	31.1%	0.71
FMQQ Index	22.6	-10.8%	29.7	-19.2%	29.3	43.6%	26.7	18.0%	25.0	24.9%	1.01
INQQ Index	36.2	67.8%	29.1	68.0%	29.4	42.6%	24.8	19.8%	22.9	23.2%	0.99
S&P Index	18.8	1.7%	23.7	-12.6%	22.0	39.0%	17.2	12.8%	20.5	-0.8%	N/A
NASDAQ Index	22.8	-1.7%	30.6	5.6%	29.2	40.8%	21.1	4.6%	27.5	6.8%	4.04

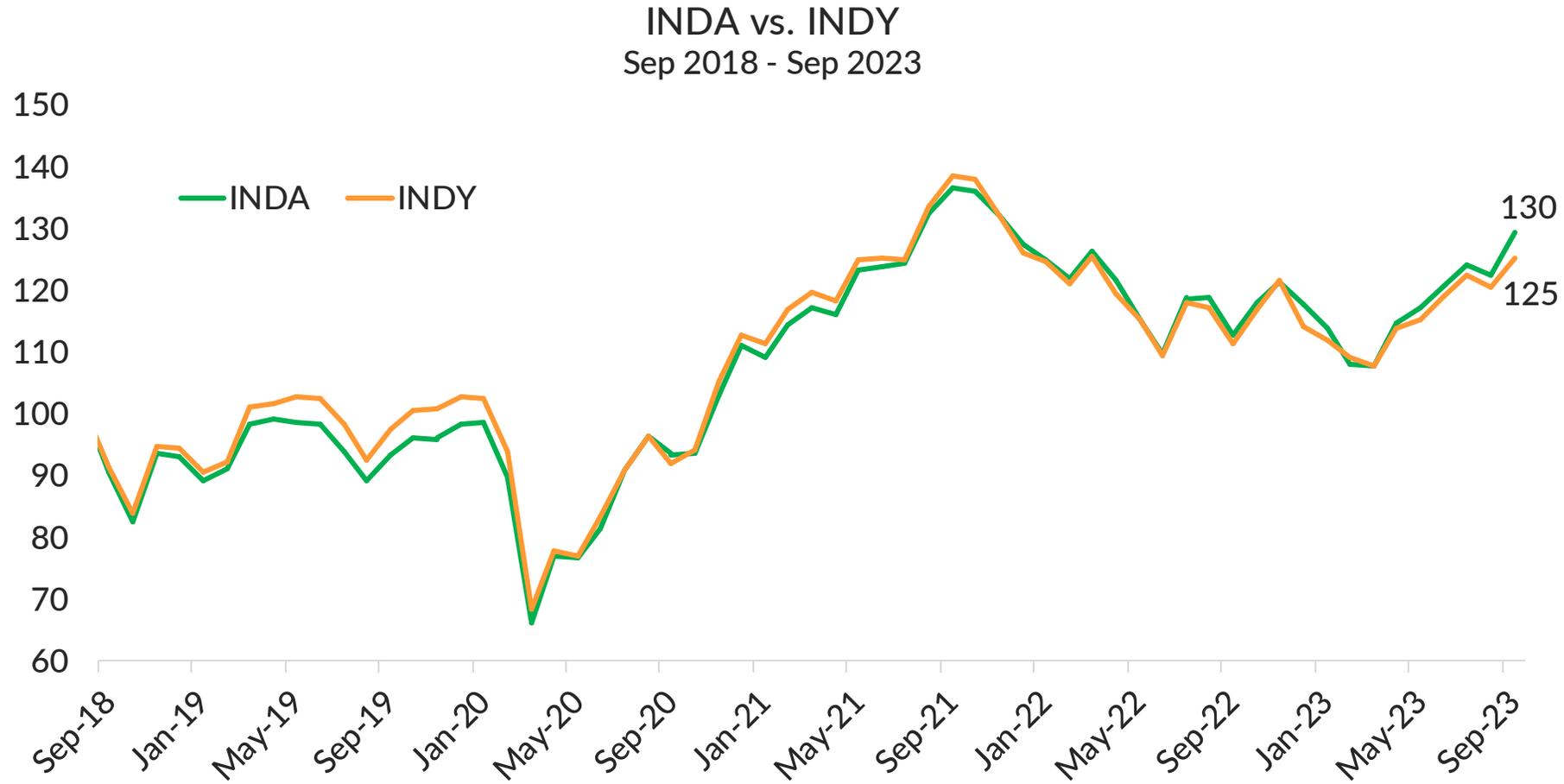
INVESTING IN INDIA USING ETFs



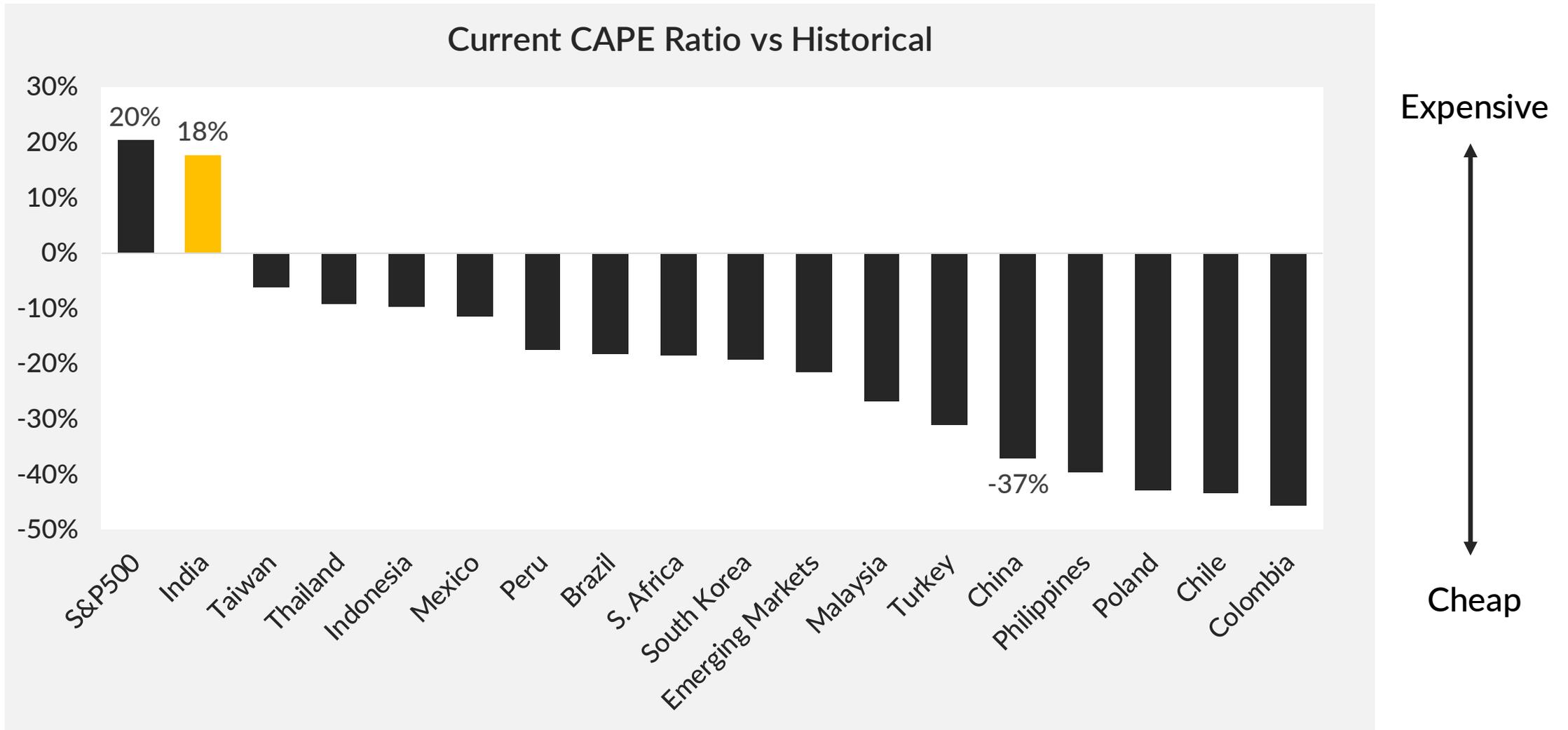
U.S. LISTED INDIAN ETFS – 90% AUM IN TOP 3

Ticker	Name	Assets	YTD Return	Inception	Fee
INDA	iShares MSCI India ETF	\$6,037,304,688	5.4%	2/3/2012	0.68
EPI	WisdomTree India Earnings Fund	\$1,299,071,000	12.3%	2/22/2008	0.84
INDY	iShares India 50 ETF	\$664,205,800	6.1%	11/20/2009	0.93
SMIN	iShares MSCI India Small-Cap ETF	\$458,107,900	22.2%	2/9/2012	0.75
FLIN	Franklin FTSE India ETF	\$379,206,900	8.2%	2/6/2018	0.19
PIN	Invesco India Exchange-Traded Fund Trust	\$152,576,000	9.4%	3/5/2008	0.78
INCO	Columbia India Consumer ETF	\$119,665,200	16.6%	8/10/2011	0.75
NFTY	First Trust India Nifty 50 Equ	\$102,068,900	10.7%	2/28/2012	0.8
GLIN	VanEck India Growth Leaders ETF	\$66,535,410	17.7%	8/25/2010	0.77
INDL	Direxion Daily MSCI India Bull 2X Shares	\$62,196,430	3.1%	3/11/2010	1.17
INQQ	INQQ The India Internet & Ecommerce ETF	\$9,566,933	19.3%	4/6/2022	0.86
INDF	Nifty India Financials ETF	\$7,022,024	9.4%	10/21/2020	0.75
IXSE	Wisdomtree India EX-SOE Enterprises Fund	\$6,749,977	6.1%	4/4/2019	0.58
DGIN	Vaneck Digital India ETF	\$4,087,815	17.8%	2/17/2022	0.71
SUM		\$9,368,364,977			

INDA + INDY HAVE VERY SIMILAR PERFORMANCE



BROAD INDIA INDEXES HAVE RELATIVELY HIGH P/Es



*India represented by the MSCI India Index

7.2% OF INDY ARE SOEs

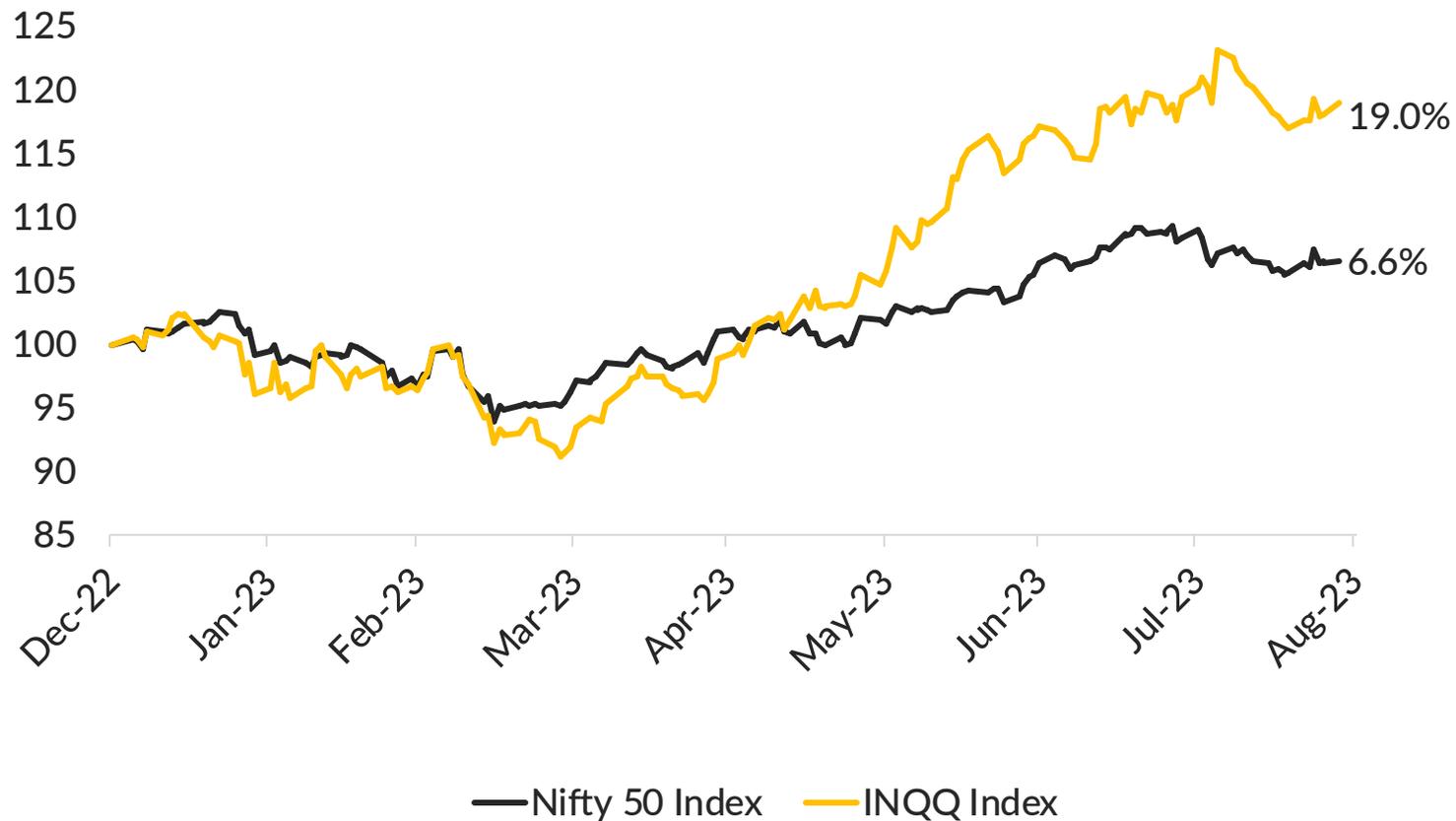
Name	Ticker	Weight	Sector
STATE BANK OF INDIA	SBIN IN	2.8%	Financial Services
NTPC LTD	NTPC IN	1.0%	Utilities
POWER GRID CORP OF INDIA	PWGR IN	1.0%	Utilities
OIL & NATURAL GAS CORP	ONGC IN	0.8%	Energy
SBI LIFE INSURANCE CO	SBILIFE IN	0.6%	Financial Services
COAL INDIA LTD	COAL IN	0.6%	Energy
BHARAT PETROLEUM CORP	BPCL IN	0.4%	Energy
SUM		7.2%	

20% OF INDY DON'T GET THEIR REVENUE FROM INDIA

Name	Ticker	Weight	Sub-Sector	Export as % Sales
INFOSYS LTD	INFO IN	5.6%	IT Services	97%
TATA CONSULTANCY	TCS IN	4.1%	IT Services	96%
HCL TECHNOLOGIES	HCLT IN	1.4%	IT Services	95%
WIPRO LTD	WPRO IN	0.7%	IT Services	95%
TECH MAHINDRA	TECHM IN	0.8%	IT Services	94%
DIVI'S LABORATORIES	DIVI IN	0.5%	Pharma	90%
DR. REDDY'S LABS	DRRD IN	0.8%	Pharma	80%
SUN PHARMA	SUNP IN	1.3%	Pharma	65%
TATA STEEL LTD	TATA IN	1.1%	Steel	52%
LARSEN & TOUBRO	LT IN	3.6%	Infrastructure	47%
CIPLA LTD	CIPLA IN	0.6%	Pharma	42%
SUM		20.5%		16.5%

INQQ PERFORMANCE YTD 2023

INQQ Index vs Nifty 50 Index
(YTD Performance - as of 8/28/2023)

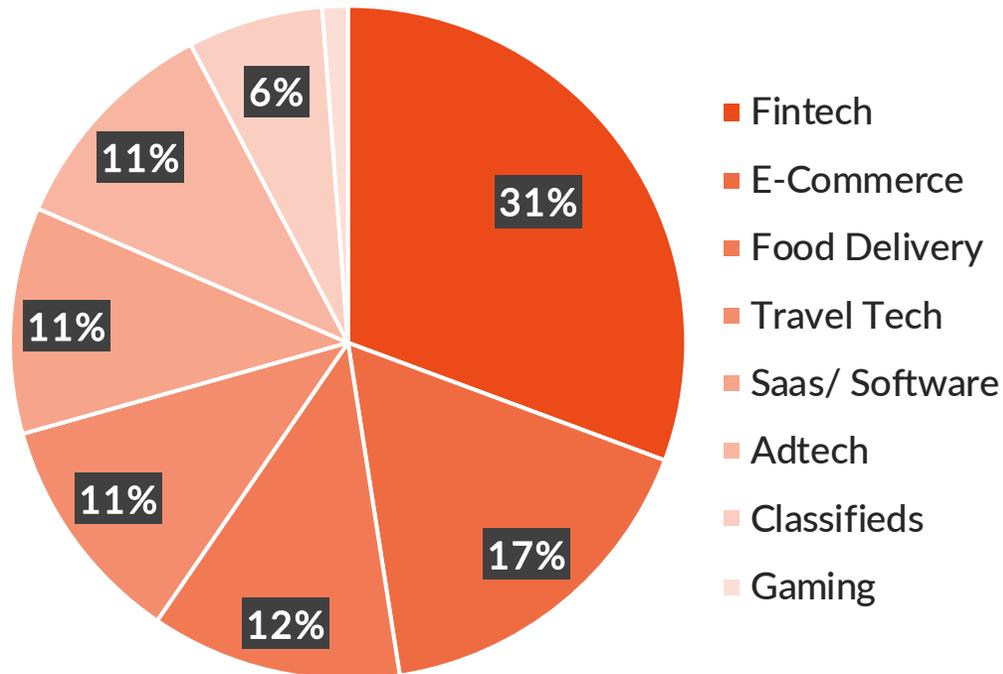


INQQ PORTFOLIO HOLDINGS

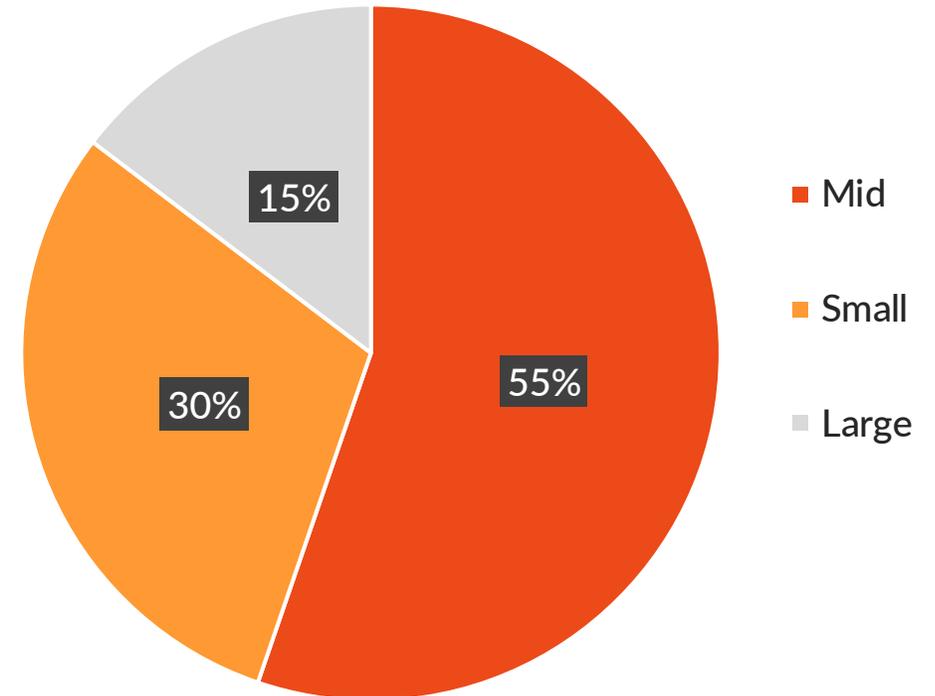
Company	Ticker	Sector	Weight	Operating Margins (FY23E)	Net Profit (FY23E)
RELIANCE INDUSTRIES	RIL IN	E-COMMERCE	7.8%	12.5%	8.2%
BAJAJ FINANCE	BAF IN	FINTECH	7.2%	63.4%	39.2%
ZOMATO LTD	ZOMATO IN	FOOD DELIVERY	7.2%	-5.2%	0.7%
INFO EDGE INDIA	INFOE IN	CLASSIFIEDS	6.5%	35.4%	32.8%
FRESHWORKS INC	FRSH US	SAAS	5.6%	5.1%	10.3%
INDIAN RAILWAY CATERING	IRCTC IN	TRAVEL TECH	5.6%	33.8%	27.6%
ONE 97 COMMUNICATIONS	PAYTM IN	FINTECH	5.4%	-11.4%	-8.6%
JUBILANT FOODWORKS	JUBI IN	FOOD DELIVERY	4.8%	13.3%	7.4%
FSN E-COMMERCE VENTURES	NYKAA IN	E-COMMERCE	4.7%	3.1%	1.6%
PB FINTECH	POLICYBZ IN	FINTECH	4.5%	-8.7%	0.3%
INDIAMART INTERMESH	INMART IN	E-COMMERCE	4.4%	26.3%	27.4%
MAKEMYTRIP	MMYT US	TRAVEL TECH	4.4%	10.8%	11.1%
TANLA PLATFORMS	TANLA IN	ADTECH	3.7%	17.1%	14.2%
HAPPIEST MINDS TECH	HAPPSTMN IN	SAAS	3.5%	20.2%	15.7%
INDIAN ENERGY EXCHANGE	IEX IN	FINTECH	3.5%	81.1%	75.9%
AFFLE INDIA	AFFLE IN	ADTECH	2.9%	17.1%	16.1%
ANGEL ONE	ANGELONE IN	FINTECH	2.8%	44.7%	32.6%
EBIX INC	EBIX US	FINTECH	2.5%	19.3%	2.8%
INTELLECT DESIGN ARENA	INDA IN	FINTECH	2.4%	17.5%	14.1%
ICICI SECURITIES	ISEC IN	FINTECH	2.4%	53.5%	34.1%
ROUTE MOBILE	ROUTE IN	ADTECH	2.3%	12.3%	8.7%
BRIGHTCOM GROUP	BCG IN	ADTECH	2.0%	25.8%	18.5%
TRUECALLER AB-B	TRUEB SS	SOFTWARE	1.8%	40.9%	33.1%
NAZARA TECHNOLOGIES	NAZARA IN	GAMING	1.2%	6.6%	5.2%
EASY TRIP PLANNERS	EASEMYTR IN	TRAVEL TECH	1.1%	36.0%	20.0%
AVERAGE				22.8%	18.0%

INQQ INDEX CHARACTERISTICS

Sector Breakdown



Market Cap Distribution

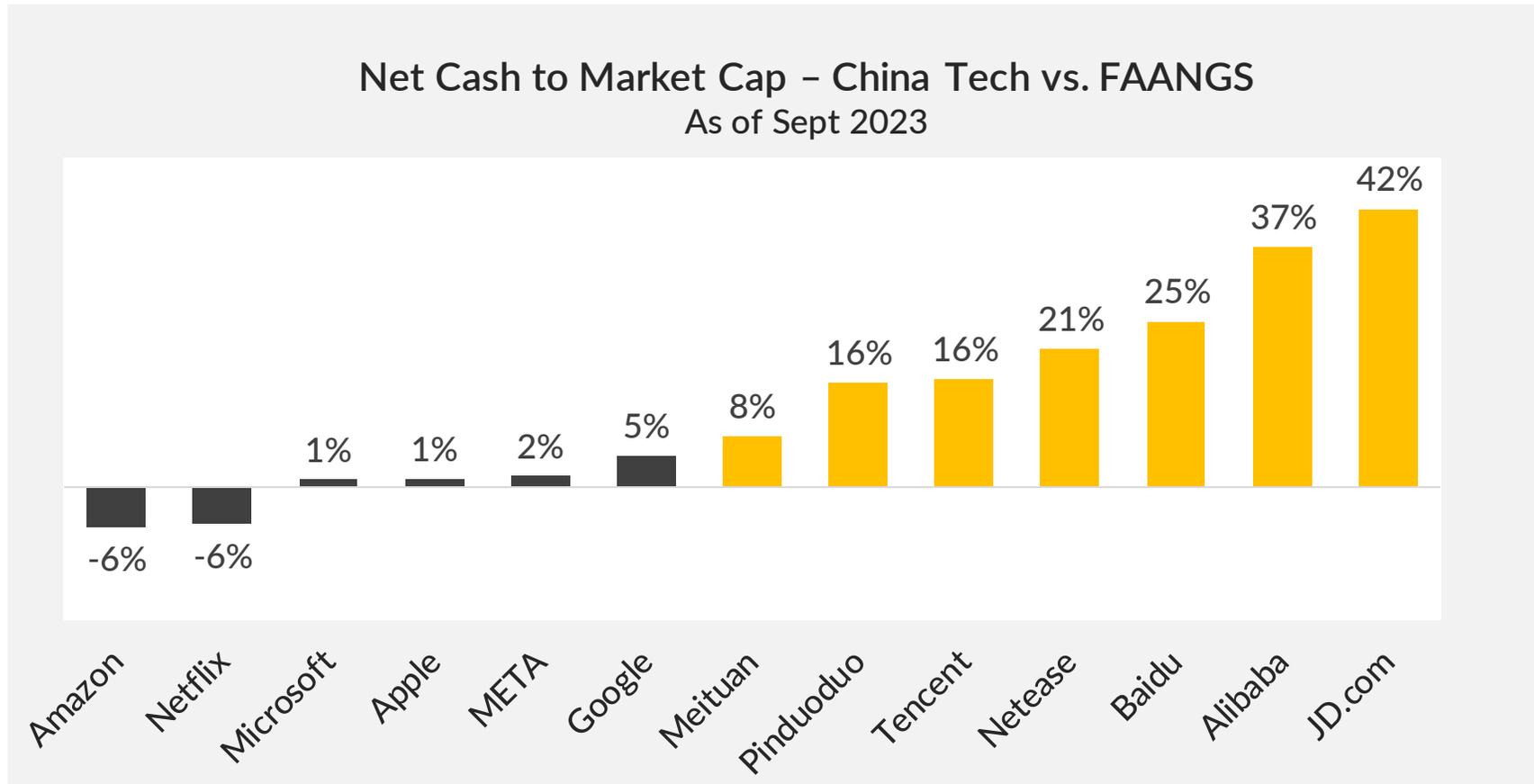


The INQQ Index is concentrated in e-commerce and fintech sectors. Small and mid caps make up > 85% of the holdings.

CHINA



CHINA INTERNET HAS CASH-RICH BALANCE SHEETS

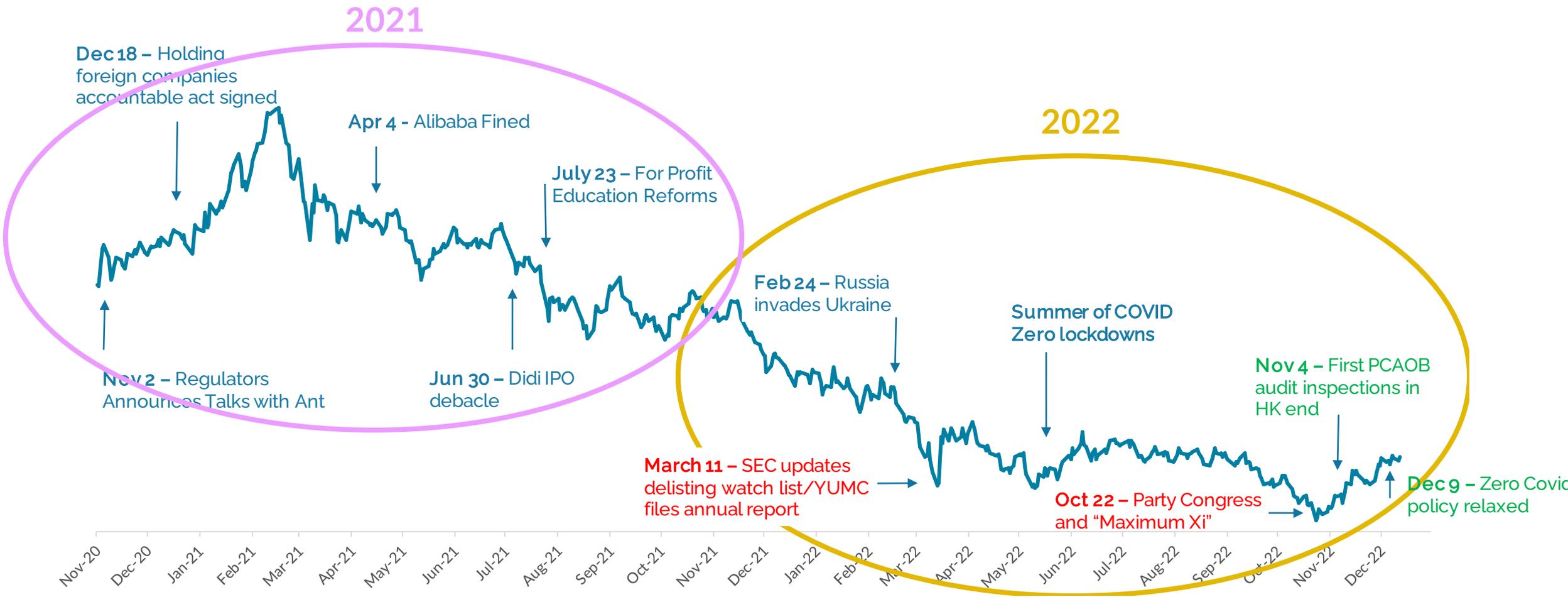


Ex-cash, Alibaba trades at a Forward P/E of 6x

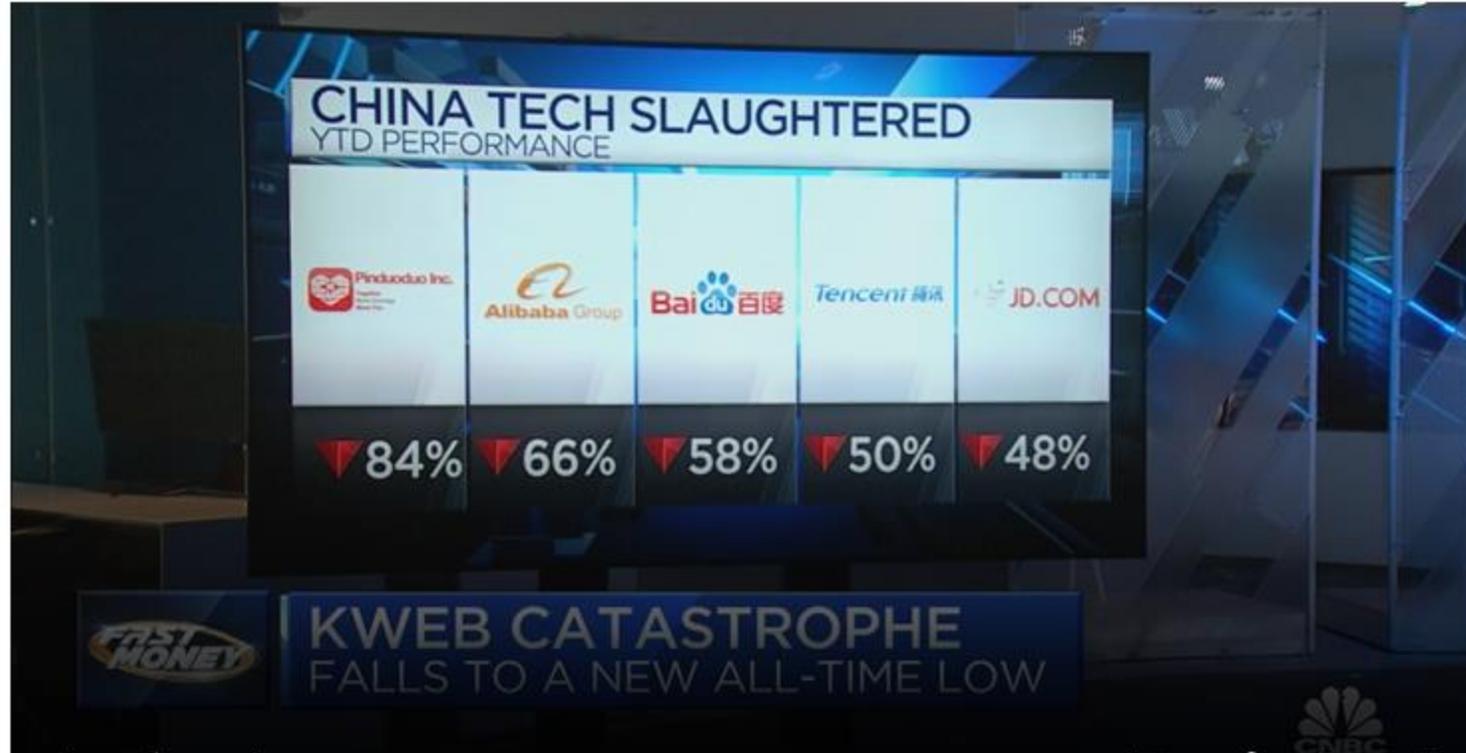
A huge portion of value in Chinese tech stocks is in cash.

2021 + 2022 WERE TERRIBLE YEARS FOR EMQQ

EMQQ Index (Nov 2020 – Dec 2022)



FEAR #1 – DELISTING - **RESOLVED**



MARKETS

U.S.- listed China shares are tumbling again with Alibaba down 9%

PUBLISHED MON, MAR 14 2022-8:37 AM EDT | UPDATED MON, MAR 14 2022-8:24 PM EDT



Samantha Subin
@SAMANTHA_SUBIN

SHARE [f](#) [t](#) [in](#) [✉](#)

FEAR #2 . CHINA TECH "CRACKDOWN" **DONE** (1.9.23)

CAIXIN

China wraps up two-year tech crackdown, top official says

Alibaba, Tencent, Didi and Meituan can expect normalized supervision



Guo Shuqing, the party secretary of the People's Bank of China, says the special campaign to rectify 14 internet platform companies' financial businesses is basically complete.

LIU RAN and HAN WEI, Caixin

January 9, 2023 14:39 JST

ADD TO YOUR WATCHLIST

EMQQ

**The Emerging Markets
Internet + Ecommerce Index**

www.EMQQetf.com

FMQQ

**The Next Frontier
Internet + Ecommerce Index**

www.FMQQetf.com

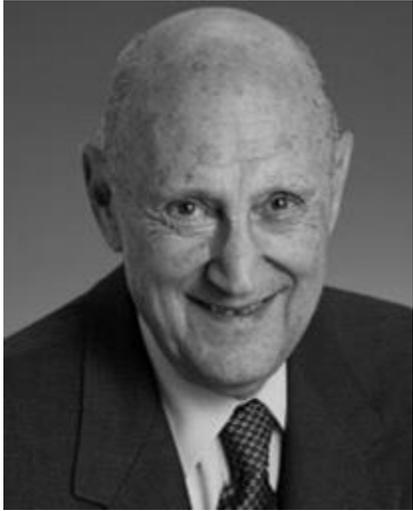
INQQ

**The India
Internet + Ecommerce Index**

www.INQQetf.com

Copyright © 2022 EMQQ Global LLC ("EMQQ"). All rights reserved. EMQQ® is a registered trademark of EMQQ Global LLC. This content has been prepared solely for informational purposes based upon information generally available to the public from sources believed to be reliable. EMQQ and its third-party data providers and licensors (collectively "EMQQ Parties") do not guarantee the accuracy, completeness, timeliness, or availability of the content. EMQQ Parties are not responsible for any errors or omissions, regardless of the cause, for the results obtained from the use of the content. The content is provided on an "as is" basis.

EMQQ GLOBAL INDEX COMMITTEE ADVISORS



Dr. Burton G. Malkiel

Advisor

Dr. Burton G. Malkiel has served as an advisor to EMQQ Global since inception. Dr. Malkiel is a longtime Professor of Economics at Princeton University and is best known for his seminal book *A Random Walk Down Wall Street*. In 1999 he served as an advisor to eInvesting, a fractional share brokerage acquired by ETRADE in 2000. In 2002 he was a co-Founder and CIO of Active Index Advisors. He is widely considered one of the pioneers of index investing and ETFs. He has served on the Board of Directors of Vanguard, as Dean of the Yale School of Management and as Chairman of the Princeton University Economics Department. Dr. Malkiel holds BA and MBA from Harvard and a PhD from Princeton University.



Linda H. Zhang, PhD

Advisor

Dr. Zhang is an advisor to the EMQQ Global Index Committee. She is the CEO of New York based Purview Investments, a firm specializing in active ETF managed solutions and ETF innovation. Her career spans from quantitative analysis at Baring Asset Management, multi-asset portfolio management at Blackrock and MFS, to leading the investment team at Windhaven. She is a recipient of Top Women in Asset Management 2015 by Money Management Executive and a co-founder of Women in ETFs. She holds a B.A. from University of Regina, Canada, M.S. and Ph.D. in Finance from University of Massachusetts at Amherst.



Richard Kang

Advisor

Mr. Kang is an advisor to the EMQQ Global Index Committee. He has the experience of over 25 NYSE listed ETF launches and was previously the Chief Investment Officer of EGShares and Portfolio Manager of the Columbia Emerging Markets Consumer ETF (NYSE: ECON). Over his 20 years of buy-side experience, Richard has had senior roles at a hedge fund, fund-of-hedge fund, investment counseling firm, index provider and ETF issuer/managers. He sits on FTSE's Country Classification Indexing Committee as well as the editorial board of Institutional Investors' The Journal of Index Investing, the only academic journal for the indexing and ETF industry.



Mike Venuto

Advisor

Mr. Venuto is an advisor to the EMQQ Global Index Committee. He is an ETF industry veteran with two decades of experience in the design and implementation of ETF-based investment strategies. Michael is currently Co-Founder and Chief Investment Officer of Toroso Investments, LLC. Michael is also a Director of Tidal ETF Services, which helps investors launch and grow ETFs. Previously, he was Head of Investments at Global X Funds. Before that, he was Senior Vice President and Portfolio Manager at Horizon Kinetics.

EMQQQ

GLOBAL

