



## INTRODUCING EMQQ EVOLVES: OUR DISTINCT APPROACH TO ESG

It is Earth Day, 2021.

Collectively, we have undergone a period of immense, inescapable, and at times even forceful, learning. However your life has changed in the past year, indeed, it has. The world is a different place now. And, so are we.

At **EMQQ** we have always operated with a remote and decentralized approach. From that angle, we have always found ourselves in a position of looking out at the world. Last year, however, we realized there was a way for us to become more active participants in the world around us. And, in fact, there was a need.

As we take a moment today to celebrate our Planet and reflect on our learnings from our last year at home, our team at EMQQ is deeply honored and excited to introduce **EMQQ EVOLVES**: An operational model through which **EMQQ** will create sustainable business operations and advance our team's commitment to environmental, social, and governance related efforts.

To learn about **EMQQ's** unique approach to ESG, and how **EMQQ EVOLVES** advances these causes, read the Letter from Kevin T. Carter, Founder + CIO of **EMQQ** here:

LETTER FROM  
THE FOUNDER

## EMQQ EVOLVES: A PLAN IN ACTION

If nothing else, this period of time has offered us an opportunity to explore that which is important to us, that which we value, and that which we believe in. Our experiences, as well as months of research and team discussion, have led us to share the following actions as **EMQQ EVOLVES**.

### 2021 EMQQ EVOLVES PLAN

#### ENVIRONMENT

1. **EMQQ** will seek carbon neutrality (net zero) by taking the following steps:

(a) We will install solar capacity on our office with the goal of having a net zero energy status by 2022.

(b) We will provide all employees with a Tesla after one year of employment.

(c) We will purchase carbon credits to offset 100% of company air travel.

2. We will make annual donations to organizations that are advancing environmental issues in a way that reflect our beliefs and values.

#### SOCIAL

1. **EMQQ** will reflect and actively seek diversity in our team members and external partners.

2. We will compensate all team members in a way that reflects no gender or race bias.

3. We will make annual donations to organizations that are advancing social issues in a way that reflect our beliefs and values.

#### GOVERNANCE

1. **EMQQ** will vote on all proxies of our holdings in accordance with the Environmental, Social and Governance recommendations of Institutional Shareholder Services (ISS) U.S. Sustainability Proxy Voting Guidelines.

2. We will appoint a Chief Evolution Officer to oversee and be accountable for the progress of **EMQQ EVOLVES**.

Have questions about the **EMQQ EVOLVES** platform? Click below to schedule a call.

SCHEDULE  
A CALL

## EMQQ EVOLVES: ANNUAL GIVING PROGRAM

In considering how to outsize our impact and become a force for positive change in the world and in our industry, we realize a need to take our commitment one step further and - as they say in our business - put our money where our mouth is.

We are excited to share that **EMQQ EVOLVES** will also include an **ANNUAL GIVING PROGRAM** to support the organizations around the world aligned with our beliefs and values.

As we finalize our 2021 **EMQQ EVOLVES** giving plans and partnerships, we invite you to share your voice and help create positive change with us.

If you would like to suggest an organization for **EMQQ** to consider in it's 2021 giving plan, please let us know by emailing Lee Stapleton, CMO at [lstapleton@emqqindex.com](mailto:lstapleton@emqqindex.com). We ask that your suggestions align with efforts to advance environmental, social, or governance causes globally.

We hope you will be inspired to keep up with us as **EMQQ EVOLVES** in 2021 and beyond. Happy Earth Day!



[www.EMQQetf.com](http://www.EMQQetf.com)



Carefully consider the Fund's investment objectives, risk factors, charges, and expenses before investing. This and additional information can be found in the Fund's prospectus, which may be obtained by visiting [www.emqqetf.com](http://www.emqqetf.com). Read the prospectus carefully before investing.

#### Risk Disclosures

Investing involves risk, including the possible loss of principal. Investments in smaller and mid-sized companies typically exhibit higher volatility. The fund is non-diversified. International investing may involve risk of capital loss from unfavorable fluctuations in currency values, from differences in generally accepted accounting principles, or from economic or political instability in other nations. Emerging markets involve heightened risks related to the same factors as well as increased volatility and lower trading volume. Frontier markets generally have less developed capital markets than traditional emerging market countries, and, consequently, the risks of investing in foreign securities are magnified in such countries. These countries are subject to potentially significant political, social, and economic instability, which could materially and adversely affect the companies in which the Fund may invest. The Fund invests in the securities of Internet Companies, including internet services companies and internet retailers, and is subject to the risk that market or economic factors impacting technology companies and companies that rely heavily on technology advances could have a major effect on the value of the Fund's investments.

There is no guarantee that the Fund or the index will achieve its investment objective. Holdings are subject to change. Current and future holdings are subject to risk.

Funds may underperform other similar funds that do not consider conscious/ESG guidelines when making investment decisions.

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