

BlueStar® Digital Advertising Index

The BlueStar® Digital Advertising Index (BADTQ) tracks the performance of companies involved in the digital advertising services and software segments. This is a modified market cap-weighted index, and only includes companies that generate at least 50% of their revenue from (1) digital advertising-focused data services, (2) digital advertising services, platforms and market places, (3) digital advertisement video production and delivery solutions, and (4) digital marketing software and services including rewards programs.

Key Features



Size and Liquidity Requirements

Full MCap of at least 150 mln USD. Three month average-daily-trading volume of at least 1 mln USD at a review and also at the previous two reviews. At least 250,000 shares traded per month over the last six months at a review and also at the previous two reviews.

Pure-Play

Companies have to generate at least 50% of revenue from digital advertising.

Diversification

Company weightings are capped at 8%.

Review

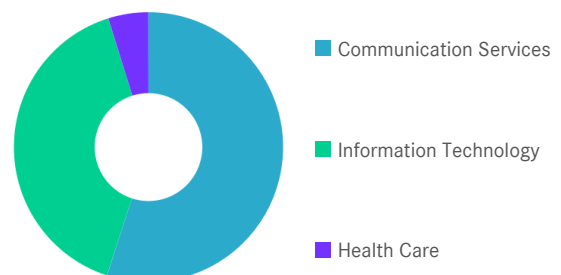
Quarterly.

Index Data

INDEX PARAMETERS				FUNDAMENTALS*		ANNUALISED PERFORMANCE*	
Launch Date	28 Dec 2021	Components	27	Price/Earnings Trailing	-597.51	1 Month	-7.71%
Type	Sector	Volatility (250 days)	28.56	Price/Book	2.95	1 Year	7.22%
Currency	USD	Full MCap bn USD	157.41	Price/Sales	2.53	3 Years	-3.99%
Base Date	30 Dec 2016	Float MCap bn USD	111.77	Price/Cash Flow	16.50	5 Years	7.52%
Base Value	100.00	Correlation* (250 days)	0.00	Dividend Yield	0.27	Since Inception	4.90%
* -				* as of 31 Mar 2025		* Total Return Net Index	

Sector Weightings

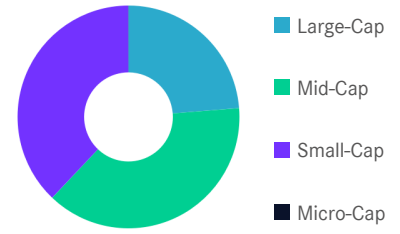
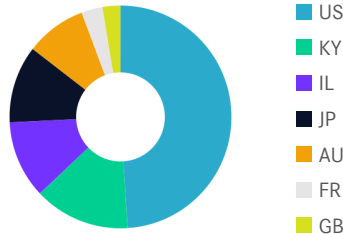
Sector	Count	Weight
Communication Services	14	54.99%
Information Technology	12	40.18%
Health Care	1	4.83%



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Country and Size Weightings

Country	Count	Weight
United States	13	48.99%
Cayman Islands	4	13.96%
Israel	4	11.29%
Japan	3	11.23%
Australia	1	8.85%
France	1	3.07%
United Kingdom	1	2.62%



Size	Count	Weight
Large-Cap (> 6 bn)	3	23.74%
Mid-Cap (1.5 bn - 6 bn)	10	38.34%
Small-Cap (0.2 bn - 1.5 bn)	14	37.92%
Micro-Cap (0.0 bn - 0.2 bn)	0	0.00%

Index Components

Top Components by Weight	Country	Weight	Best Performing Components	YTD	1 Day
REA GROUP LTD	AU	8.85%	KLAVIYO SRS A ORD	-36.37%	7.32%
APPLOVIN CORP	US	7.84%	ZETA GLOBAL HOLDINGS CORP-A	-32.85%	6.81%
TRADE DESK INC/THE -CLASS A	US	7.05%	APPLOVIN CORP	-22.07%	6.16%
CYBERAGENT INC	JP	5.29%	SIMILARWEB LTD	-49.61%	5.78%
HEALTHYWAY INC ORD	KY	4.83%	SEMRUSH HOLDINGS INC-A	-18.52%	4.65%
QUNABOX GROUP ORD	KY	4.41%			
ZETA GLOBAL HOLDINGS CORP-A	US	3.95%			
MAGNITE INC	US	3.47%			
KLAVIYO SRS A ORD	US	3.41%			
IBOTTA INC	US	3.34%			
LIVERAMP HOLDINGS INC	US	3.34%			
DOUBLEVERIFY HOLDINGS INC	US	3.32%			
Subtotal		59.11%			
			Worst Performing Components	YTD	1 Day
			CYBERAGENT INC	17.48%	-1.71%
			PERION NETWORK LTD	1.77%	-1.37%
			DIGITAL GARAGE INC	30.49%	-1.33%
			APIER GROUP INC	-7.62%	-0.76%
			IBOTTA INC	-28.33%	-0.62%

Symbols

	Symbol	ISIN	WKN	Sedol	Bloomberg	Reuters	Telekurs
Price Return	BADTQ	DE000SL0EZP1	SL0EZP	BP6VV64	BADTQ	.BADTQ	115677872
Total Return Net	BADTQNTR	DE000SL0EZQ9	SL0EZQ	BP6VV75	BADTQNTR	.BADTQNTR	115677870
Total Return Gross	-	-	-	-	-	-	-

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For further information visit www.marketvector.com

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