

PINK CHIP INDEX



delivered by
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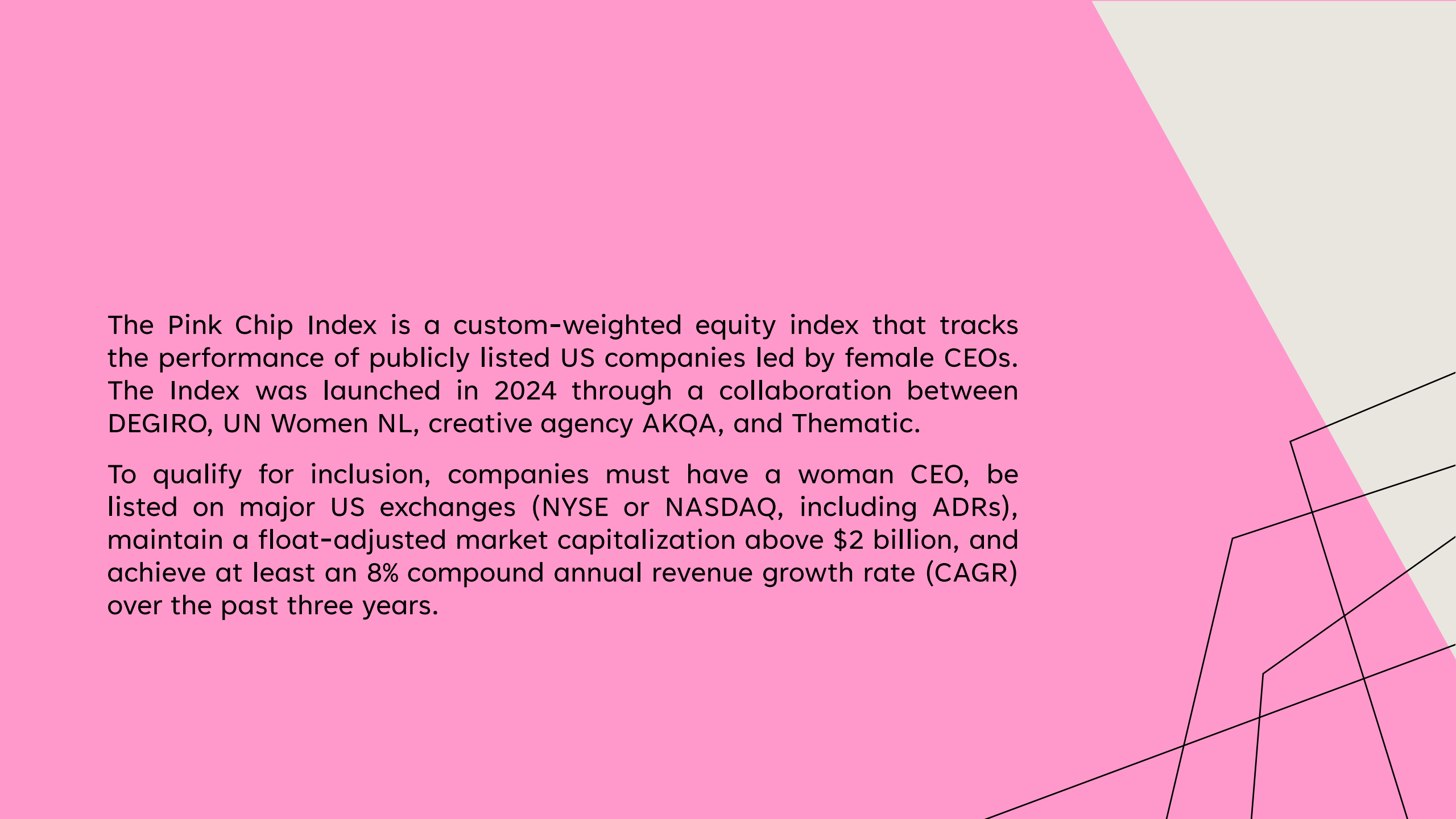
6.7%

▲ 9.48%

+70K

+85M



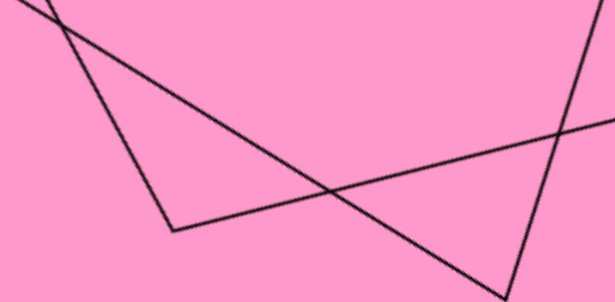
The background features a solid pink area on the left and a light green area on the right, separated by a diagonal line. On the right side, there are several overlapping, irregular black-outlined shapes that resemble stylized buildings or abstract architectural forms.

The Pink Chip Index is a custom-weighted equity index that tracks the performance of publicly listed US companies led by female CEOs. The Index was launched in 2024 through a collaboration between DEGIRO, UN Women NL, creative agency AKQA, and Thematic.

To qualify for inclusion, companies must have a woman CEO, be listed on major US exchanges (NYSE or NASDAQ, including ADRs), maintain a float-adjusted market capitalization above \$2 billion, and achieve at least an 8% compound annual revenue growth rate (CAGR) over the past three years.




INVESTMENT CASE



Pink Chip Index rests on the documented tendency of women-led companies to deliver stronger profitability and stock performance compared to broader market benchmarks, while addressing persistent gender bias in investor perceptions

After applying initial filters - female CEO, US-listed (NYSE/NASDAQ including ADRs), float-adjusted market cap above \$2 billion, and at least 8% three-year revenue CAGR - the index selects only high-quality, growth-oriented businesses, then applies custom weighting: companies in the top 20th percentile for revenue growth receive double weighting, while others receive standard weighting. This methodology aims to capture genuine leadership quality and control for the “glass cliff” effect, where women are sometimes appointed during company crises.

The Index’s edge partly stems from female leaders often driving higher returns on invested capital, more efficient growth, and better long-term decision-making, turning a potential bias discount (stock prices sometimes drop 2–3% on female CEO announcements) into an opportunity.



to achieve gender equality, we need an additional \$360BN per year.

World Economic Forum (2023) The Gender Snapshot 2023

Closing gender gaps could boost global economic growth.

World Economic Forum (2022)

Companies that appoint female leaders see their profitability rise by up to 6%.

McKinsey & Company (2019)

Gender-diverse firms are more gender equal, more profitable, and have higher ESG scores than those that are not. They also perform better than the average.

McKinsey & Company (2019), European Investment Bank (2021)



PERFORMANCE

PINK CHIP INDEX • US

TICKER:

PINKCHIP

INCEPTION DATE:

08:03:2023

WEIGHTING:

CUSTOM

NO. OF HOLDINGS:

42

• ONE
YEAR

▲ **34.67%**

• THREE
YEARS

▲ **48.38%**

• ALL

▲ **246.37%**




Performance includes backtest data, live data from March 08, 2023

INVESTING IN THE INDEX



The Pink Chip Index is currently available for self-directed trading on NL-based platform Degiro





Index performance does not reflect the deduction of any fees or expenses. Performance is provided on a total-return basis. Historical performance illustrations in the indices may be based on a back-test calculation. Past performance of an index is not a guarantee of future results. This information does not constitute, and should not be considered a substitute for financial, legal, or tax advice

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