

A woman with shoulder-length brown hair, wearing a maroon suit, stands on a city street. She is looking down at a quilted, brown and black bag she is holding. The background shows a busy street with other pedestrians and buildings, suggesting an urban environment. The lighting is warm, possibly from the setting or rising sun.

# BRANDPOWER GUILTY PLEASURES INDEX

*delivered by*  
**selenev**

## Indulge in growth with the BrandPower Guilty Pleasures Index

This smart beta index tracks US companies delivering non-essential, indulgent goods and services with surging online brand buzz

Powered by BrandLoyalties' data, it captures real-time consumer excitement, offering investors a sweet spot for recession-resistant growth in today's market

The index invests exclusively in US-listed equities



# INVESTMENT CASE

# DEMAND FACTORS & GROWTH POTENTIAL

Broad economic strength can lift stocks across the board.

In times of economic weakness however it's stocks of indulgent or non-essential businesses – such as luxury goods, alcohol, and gambling – that can present an especially compelling investment case due to their resilience.

Consumers often continue spending on these items as a form of escapism or status preservation, even when discretionary income tightens.

Historical data shows that luxury brands tend to outperform broader markets during downturns, as affluent buyers maintain purchases, while mid-tier indulgence sectors like gambling see steady demand from those seeking affordable entertainment.

This resilience is bolstered by the inelastic demand for premium experiences, which can act as a hedge against economic volatility. Additionally, these companies often have strong balance sheets and global diversification, allowing them to weather localized downturns.



PERFORMANCE

# Cumulative index performance



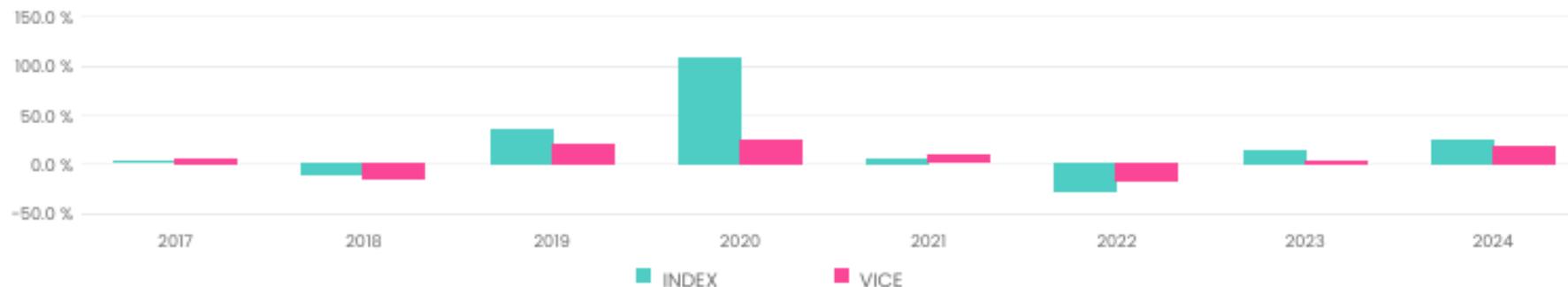
Performance includes backtest data, live data from March 17, 2025

## Index risk and return characteristics

Sep 30, 2025

	STD DEV (ANN %)	MAX DRAWDOWN %	DRAWDOWN PERIOD	SHARPE RATIO	SORTINO RATIO
INDEX	34.15	53.94	2021-01-27 - 2023-11-01	0.48	0.71
VICE	19.22	38.27	2018-09-20 - 2020-03-23	0.31	0.4

## Calendar year returns



	2017	2018	2019	2020	2021	2022	2023	2024
INDEX	2.14	-11.26	34.76	107.49	6.23	-28.2	13.76	25.11
VICE	4.33	-16.93	20.03	23.91	8.5	-18.13	3.02	18.24

## Index Performance

	3MO %	YTD %	1YR %	3YR (ANN %)	5YR (ANN %)	ITD (ANN %)
INDEX	-2.18	15.67	20.28	18.87	11.24	16.34
VICE	2.63	12.76	13.08	15.56	7.66	5.95

# INVESTING IN THE INDEX

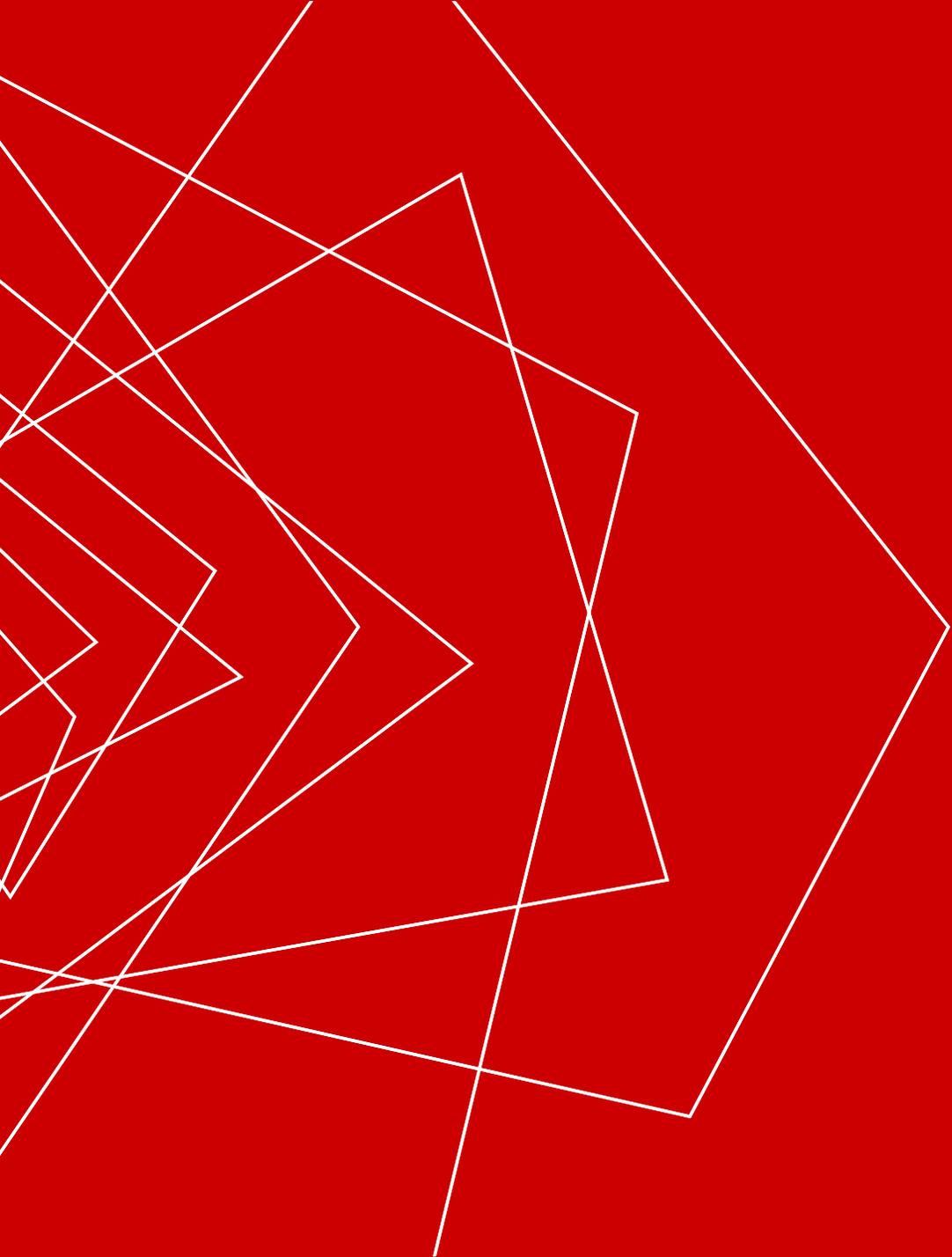


The BrandPower Guilty Pleasures Index is available as an SMA strategy via direct indexing for investors with Global Beta Advisors



Other investors can ask their advisor. RIAs can access the Index via the Artha portfolio management platform, which is also accessible to all advisors using the Nitrogen platform





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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