

i1 INFLUENCER STARTER PACK INDEX

indexone

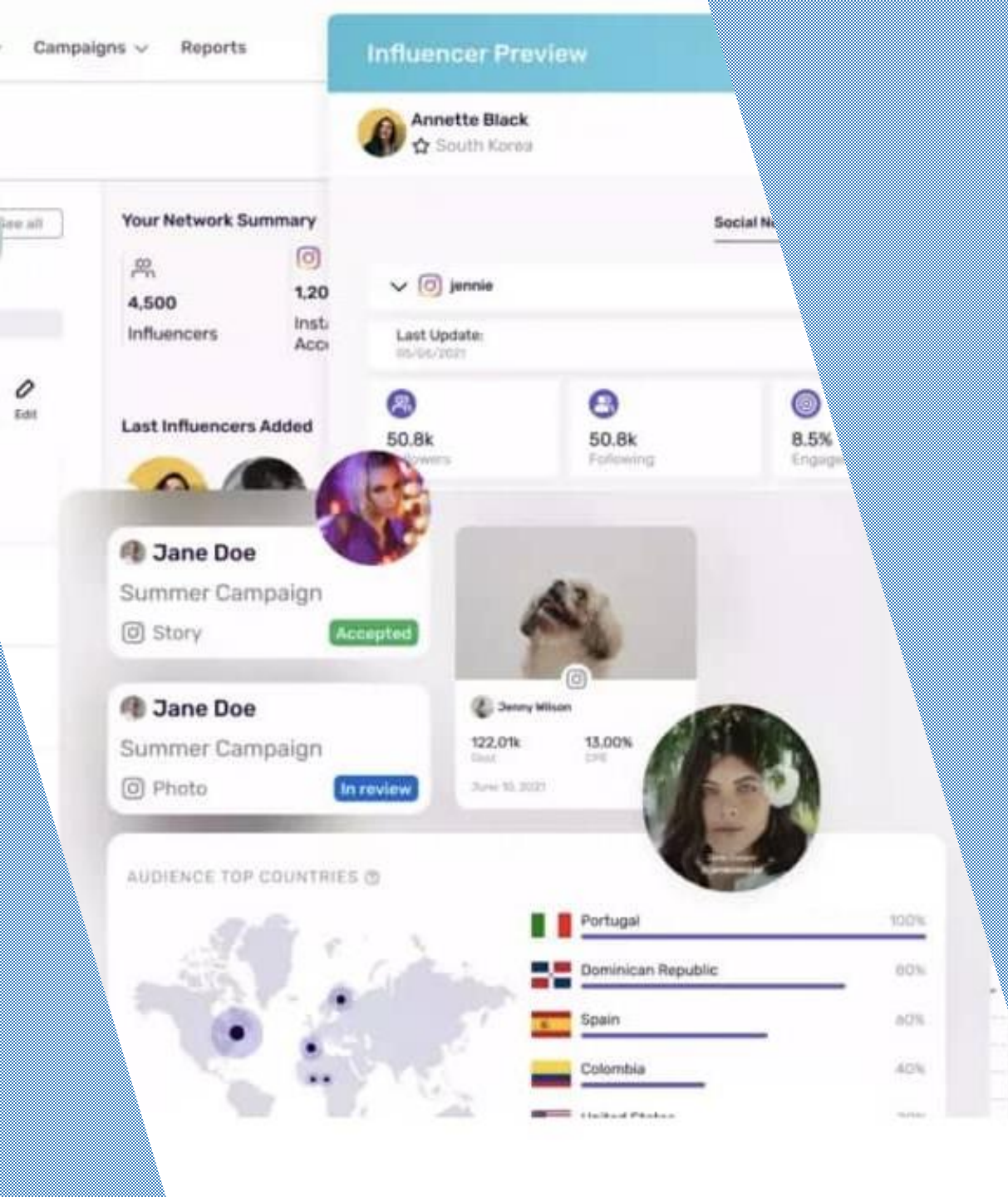
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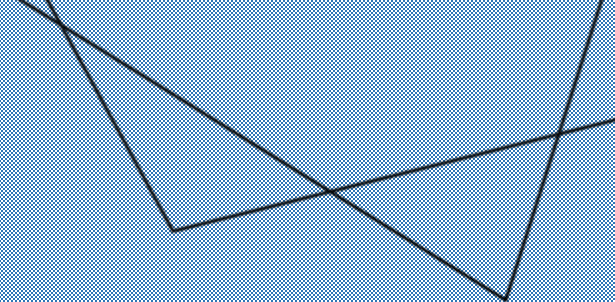
The i1 Influencer Starter Pack Index is a market-cap weighted index that tracks publicly traded companies most essential to the modern creator economy, including platforms, hardware, software, and entertainment infrastructure powering the rise of influencers.

The index serves as a proxy for the health and growth of the creator economy. It tracks the market performance of publicly traded companies that provide the core platforms, tools, and infrastructure used by content creators.

The index includes companies that supply the tools, technology, and distribution channels used by influencers to create, edit, publish, and monetize content. It captures the economic backbone of the creator ecosystem: smartphones and cameras (Apple, Sony), social platforms (Alphabet, Meta, ByteDance via Baidu), editing software (Adobe), creator-focused marketplaces (Amazon), and licensing content (Warner Music, Universal via Comcast).



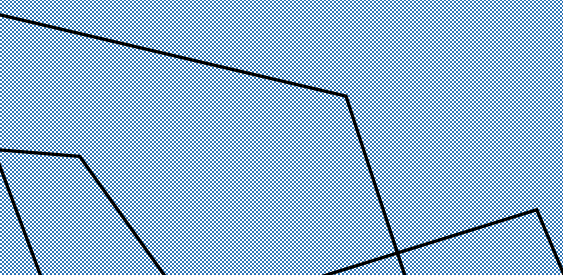
INVESTMENT CASE

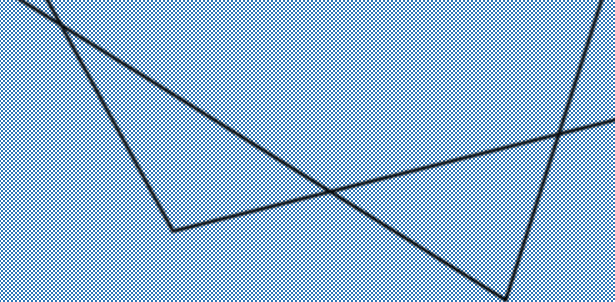


The creator economy has become one of the most dynamic and fastest-growing sectors in the global digital landscape. In 2025, the market was valued at approximately \$252 billion and is projected to reach \$1.35 trillion by 2033, expanding at a CAGR of 23.3% [1].

This explosive growth is driven by the rise of millions of professional and aspiring creators who are building sustainable businesses through content creation, brand partnerships, and direct monetization.

At the heart of this ecosystem lies critical infrastructure: the platforms, hardware, software, and tools that creators depend on daily. Companies providing smartphones and cameras, social media platforms, video editing software, cloud services, and content distribution channels act as the essential “picks and shovels” of the creator economy. As the number of creators and their output scales rapidly, demand for these foundational technologies grows in a leveraged and resilient manner.





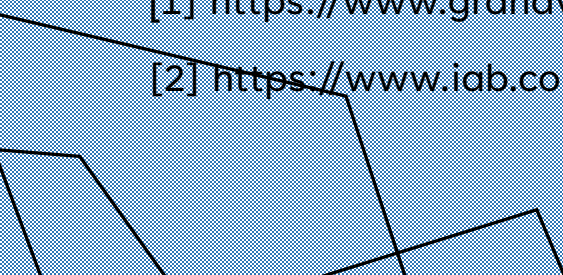
This infrastructure layer has proven to be a high-performance investment theme and this index focuses on the largest, most dominant players that form the backbone of the creator stack.

Structural tailwinds including AI-powered creation tools, the continued expansion of social commerce, and brands shifting larger portions of marketing budgets toward authentic influencer partnerships, are expected to sustain above-average growth for these companies. U.S. creator ad spend alone reached an estimated \$37 billion in 2025, growing 26% year-over-year and significantly faster than the overall media industry [2].

The i1 Influencer Starter Pack Index therefore represents a compelling, rules-based opportunity for investors to participate in the long-term secular growth of the creator economy through its most essential and durable enablers.

[1] <https://www.grandviewresearch.com/industry-analysis/creator-economy-market-report>

[2] <https://www.iab.com/insights/2025-creator-economy-ad-spend-strategy-report/>





PERFORMANCE

Cumulative index performance



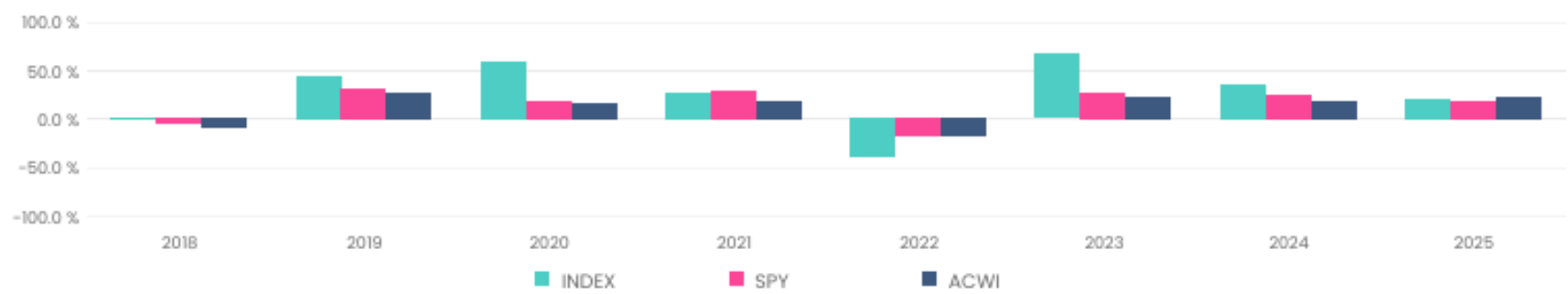
Performance includes backtest data, live data from July 15, 2025

Index risk and return characteristics

Jun 08, 2026

	STD DEV (ANN %)	MAX DRAWDOWN %	DRAWDOWN PERIOD	SHARPE RATIO	SORTINO RATIO
INDEX	26.21	42.37	2021-12-15 - 2022-12-28	0.82	1.08
SPY	18.83	33.72	2020-02-19 - 2020-03-23	0.77	0.93
ACWI	17.83	33.53	2020-02-12 - 2020-03-23	0.64	0.77

Calendar year returns



	2018	2019	2020	2021	2022	2023	2024	2025
INDEX	0.37	43.26	58.6	26.58	-40.5	66.21	35.44	20.78
SPY	-4.56	31.22	18.33	28.72	-18.65	26.18	24.89	17.72
ACWI	-9.12	26.58	16.35	18.66	-18.81	22.26	17.45	22.42

Index Performance

	3MO %	YTD %	1YR %	3YR (ANN %)	5YR (ANN %)	ITD (ANN %)
INDEX	13.37	8.86	39.86	27.02	15.95	21.48
SPY	9.35	8.45	24.4	21.32	13.3	14.54
ACWI	8.01	9.12	24.65	19.9	10.65	11.41



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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