

i1 Influencer Starter Pack Index

Index ID: N/A

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).

Universe: N/A

Number of target holdings: N/A

Rebalance frequency: N/A

Launch Date: 2018-01-01

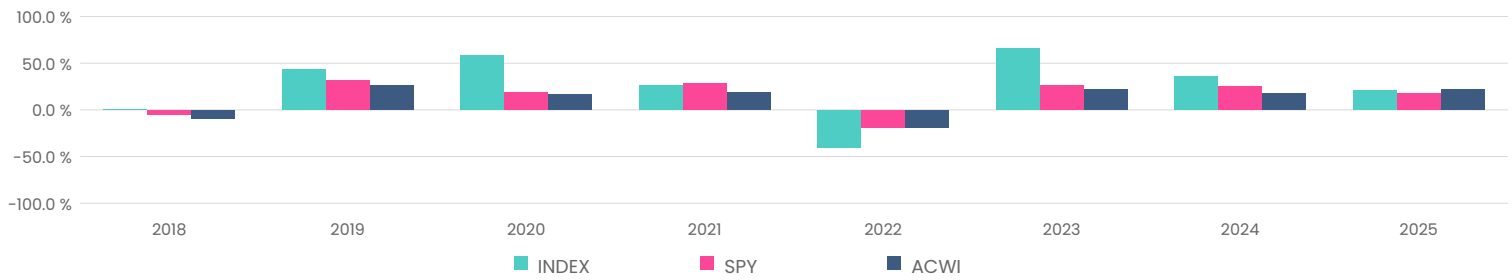
Cumulative index performance



Index Performance

	3MO %	YTD %	1YR %	3YR (ANN %)	5YR (ANN %)	ITD (ANN %)
INDEX	12.93	4.07	31.23	23.37	13.27	20.65
SPY	14.16	10.09	21.69	20.47	13.0	14.61
ACWI	13.3	11.66	23.5	19.74	10.91	11.62

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	-4.57	31.23	18.33	28.73	-18.65	26.18	24.89	17.72
ACWI	-9.11	26.6	16.33	18.68	-18.82	22.29	17.45	22.41

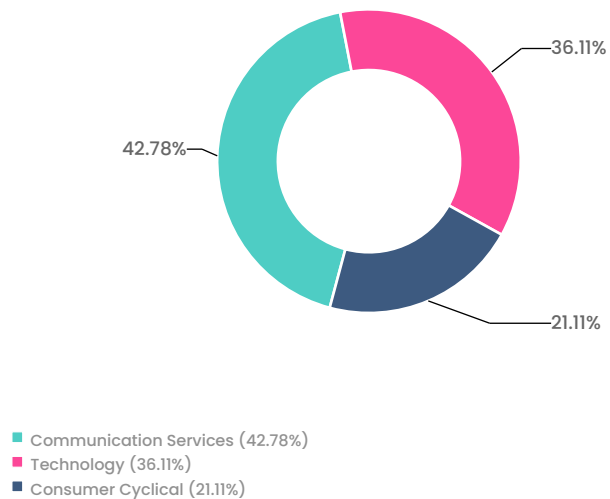
Index risk and return characteristics

	STD DEV(ANN %)	MAX DRAWDOWN %	DRAWDOWN PERIOD	SHARPE RATIO	SORTINO RATIO
INDEX	26.23	42.37	2021-12-15 - 2022-12-28	0.79	1.04
SPY	18.83	33.72	2020-02-19 - 2020-03-23	0.78	0.93
ACWI	17.85	33.53	2020-02-12 - 2020-03-23	0.65	0.78

Top 10 holdings

	WEIGHT %
APPLE INC	34.35
ALPHABET INC-CL A	30.39
AMAZON.COM INC	21.11
META PLATFORMS INC-CLASS A	11.35
SONY GROUP CORP - SP ADR	1.1
ADOBE INC	0.66
COMCAST CORP-CLASS A	0.65
BAIDU INC - SPON ADR	0.29
WARNER MUSIC GROUP CORP-CL A	0.11

Current Sector Breakdown



DISCLAIMER

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